What is Sustainable Tourism?

Sustainable Tourism: definition

"Sustainable Tourism meets the **needs of present tourists and host regions** while protecting and enhancing **opportunity for the future.**

It is envisages as leading to **management of all resources** in such a way that **economic, social, and aesthetic needs can be fulfilled** while maintaining **cultural integrity, essential ecological processes, biological diversity and life support systems."**

UN WTO 1988

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3P's

People: stands for the socio-cultural interests of the local population. To conserve the culture and the engagement of local people with tourism development in their destination.

Planet: concerns the natural environment To protect the environment by taking various measures.

Profit: is about the economic interests. To do business in a responsible manner which also contributes to the prosperity of local people permanently.

Most common mistake

Ecotourism ≠ Sustainable Tourism

Ecotourism = ©Nature-based tourism

Un-sustainable tourism

- Desert resort hotels with jacuzzis
- Italian marble as flooring in Asian hotels
- Behaviour of lions in African safari park changed due to numerous human visitors
- Musical water fountains and ice-skating rinks in desert locales
- Human corpses and waste in route to Mt Everest
- Exotic sea-food in locations 1000 km from the sea

The down-side of tourism

- Does it create only menial jobs ?
- Does it attract wrong kind of investment ?
- Is the FDI long-term or "hot money" ?
- Dilution of value systems and norms
- Legitimate/illegitimate activities – gambling, drugs, prostitution ?
- Burden of infrastructure development – on locals ?
- Disruption of lifestyles – traffic, congestion, crime
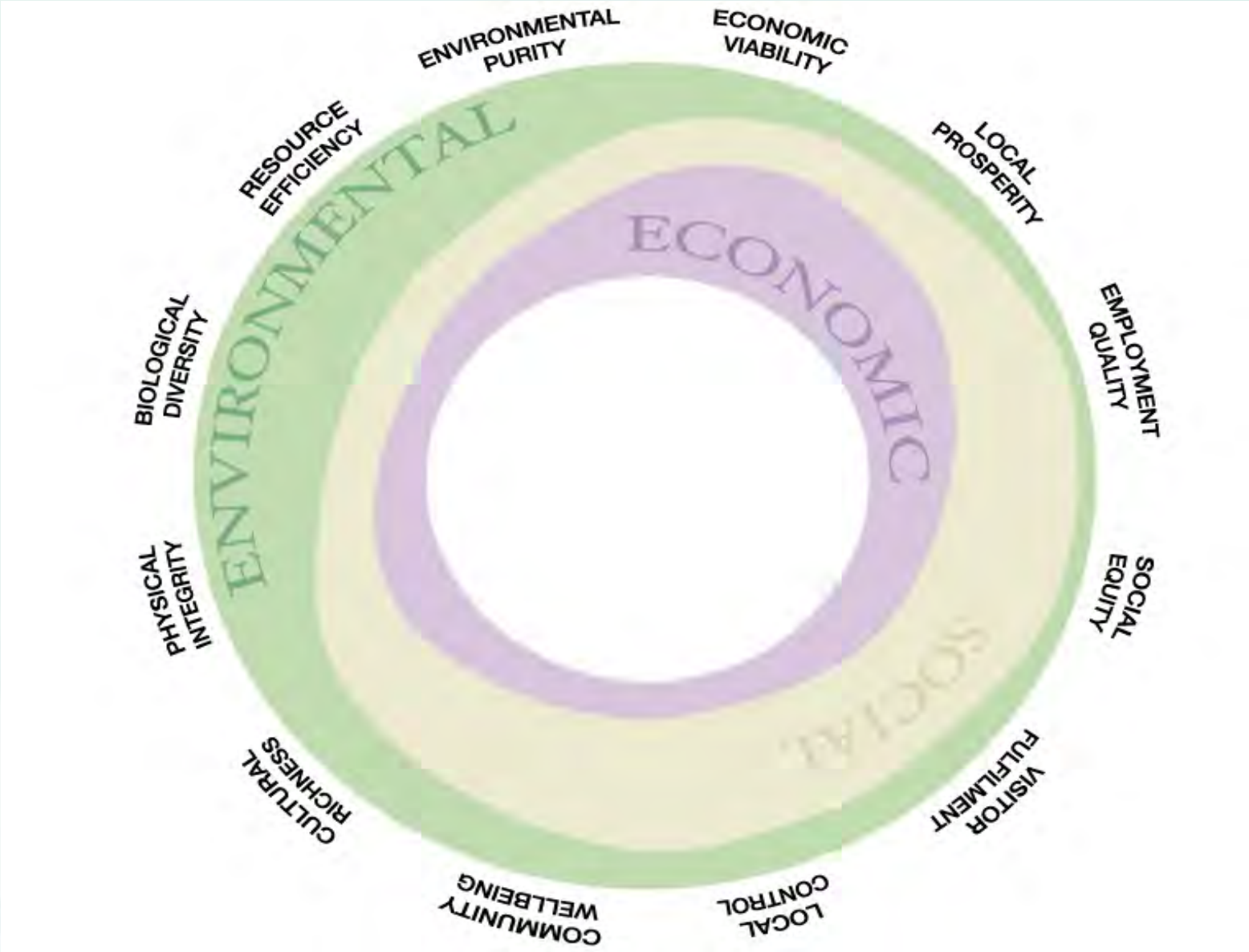
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Sustainable Tourism & Poverty

- Main foreign exchange earner for 49 countries !

- Growing faster in Asia-Pacific than rest of world

- Labour-intensive – creates jobs, creates capacity

- Capital-intensive: source of FDI

- Entrepreneurship by example

- Thus economic growth and development

BUT…

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Principles of Sustainable Tourism

SCP's holistic approach

Sustainable Consumption and Production cycle: Waste management → Sustainable resource management → Design for sustainability D4S → Cleaner production & Resource Efficiency → Sustainable transport → Eco-labelling and certification → Sustainable procurement → Sustainable marketing → Sustainable lifestyles

Resource efficiency
Achieving greater wellbeing whilst reducing resource use and emissions. Focus on systems performance, technologies and lifestyles

12 Principles of Sustainability

1. **Economic viability:** now and in long term
2. **Local prosperity:** benefit to host community
3. **Employment quality:** job quantity and quality
4. **Social equity:** widespread socio-economic good
5. **Visitor fulfilment:** satisfied and safe visitors
6. **Local involvement:** in management &planning

12 Principles of sustainability

7. **Community wellbeing:** quality of life, no exploitation, retain access to resources

8. **Cultural richness:** respect, enhance culture traditions.

9. **Physical integrity:** no damage to landscape

10. **Biological diversity:** preserve local flora & fauna

11. **Resource efficiency:** minimise use of scarce resources

12. **Environmental purity:** minimise waste & pollution

The **strategy** foresees **interventions in six work packages** (WP) along the tourism value chain, as highlighted in the following figure.
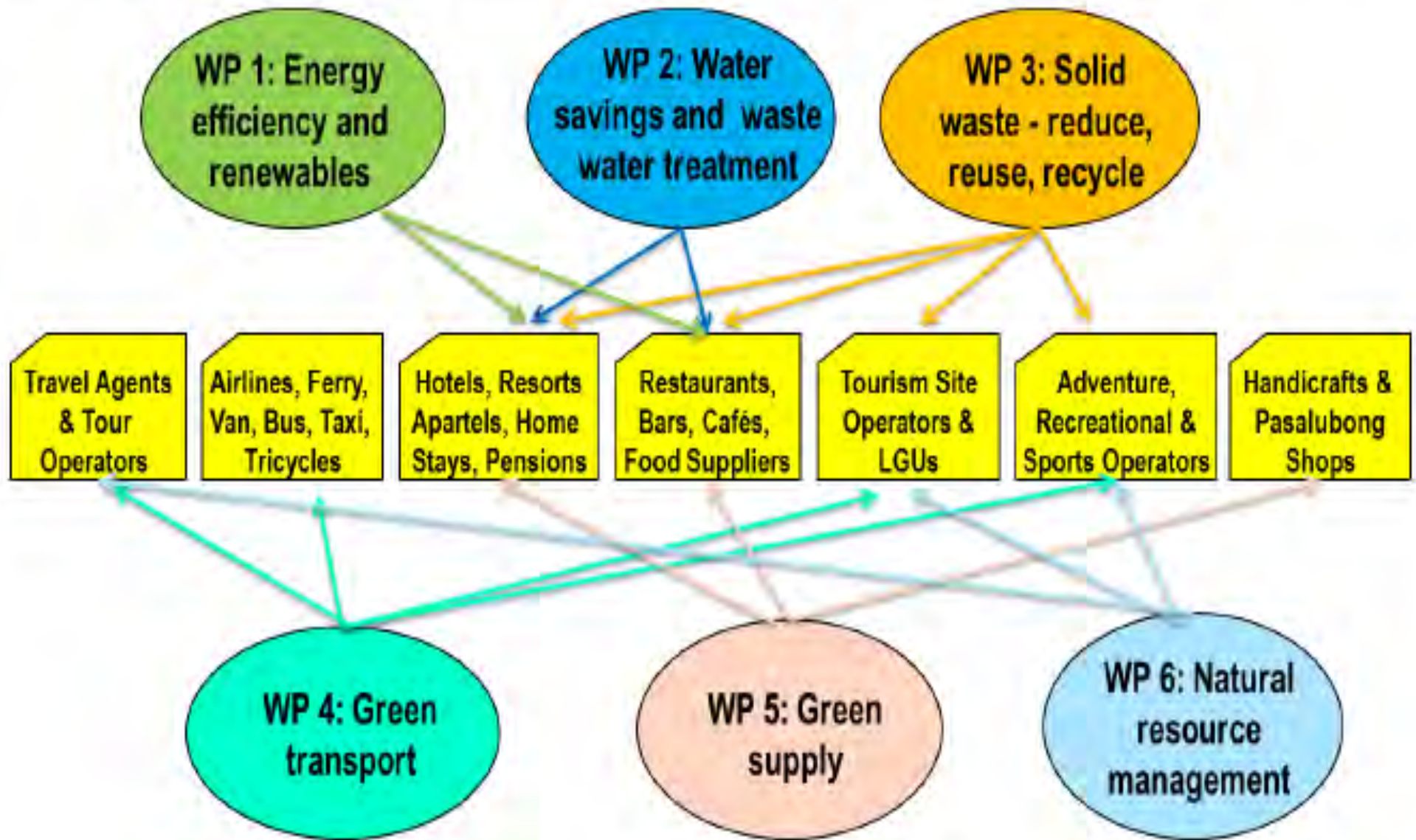
"Greening the Tourism Value Chain in Bohol", SMEDSEP Program GIZ Sept. 2011

Greening tourism value chains

Greening in this context stands for:

➢ reducing greenhouse gas emissions (GHG),
➢ Reducing water usage,
➢ Improving solid waste management,
➢ Implementing sustainable management of other (natural) resources used in the production or provision of services,
➢ Improving recycling,
➢ And decreasing air pollution, including transboundary air pollution and ozone depleting substances.

to reduce the ecological footprint of the value chains and make them more competitive.

Enable

Enablers to go green
- Training and consulting
- Clean Tech Technology transfer
- Green, innovative financing
- Information, knowledge on CC
- match-making

Macro level
- Negative incentives ($, non-$)
- Tougher norms and standards
- Advocacy from Government / Departments

Meso level
- Pressure from NGO, media
- Sector approaches with lead companies calling for tougher standards

Micro level
- Own CSR policies
- Ambitious and environmentally conscious staff
- increasing energy prices
- Scarcity of resources

Push

Meta level
- Green economy visions
- Consumer awareness campaigns

Macro level
- Positive incentives ($, non$)
- Green procurement policies
- Reduced tariff on imported clean technology

Meso level
- Green supply chain initiatives by larger companies
- Sustainable consumption campaigns

Micro level
- CDM financing options for green investment
- Pilot projects in other companies showing the way
- Consumer awareness

Pull

Figure 1 The push-pull-enable approach towards green growth (source: COMO / GIZ)

Table 12: Overview of potential mitigation actions

Action/ Actor	Air transport	Car Transport	Train/ coach transport	Destination	Accomm.	Activities
Tourists	Minimise air transport; Choose pro-environmental airline; Offset emissions	Avoid car transport; Use energy-efficient cars (<120g CO2/km)	Use train & coach	Stay longer; Favour closer destinations	Choose environmentally certified hotel	Avoid energy intense activity, for instance such involving transport (helicopter flights, etc.)
Tour operators	Cooperate with pro-environmental airline; Offer carbon offsetting	Promote the use of small, environmentally friendly cars	Develop packages based on train/coach transport and other carbon-smart products	Offer destinations close by; Provide carbon labelling	Cooperate with certified hotels	Offer activities that do not involve transports, particularly flights
Destintion Managers and Planners	Restructure marketing (eco-efficiency); Consider domestic tourism; Increase length of stay; Focus on revenue, not growth.	Promote public transport systems; eventually small cars	Cooperate with national railways systems and coach operators to offer attractive transport solutions	Involve all actors to engage in action to become sustainable destination	Promote the use of environmental management systems and eco-certifications.	Develop activities that are low-carbon

Who are the customers of sustainable tourism

- Tourists, end consumers

- Tour operators

- Wholesale agencies

- Online travel agencies

- Retail travel agencies

- Large purchasers

- Trend: All customer sectors look for sustainability in tourism.

Business Case: Why work towards sustainability?

Taking responsibility towards sustainability will provide clear business benefits:

- **Profit Increase:** A sustainable corporate image supports an increase in turnover.

- **Reduced Costs:** Reduction in operational costs, increased productivity, a more efficient usage of available means and the avoidance of fines.

- **Access to financial capital:** Attraction of financial capital for sustainable companies

- **Corporate and brand image:** "Sustainability" is more and more considered as the next step in "quality".

- **Risk management and "license to operate":** Tour operators reduce their liability by consenting to legislation.

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Conservation of destinations:
Sustainable measures and policies improve the local situation. Obviously this doesn't only affect the tourist, also the local people will benefit from i

Air

Wastes

Soil

Noise

Environmental risks

Landscape

Role of tour operators

Tour operators can integrate sustainability in the corporate policy through the following activities:

- **Internal management:** energy saving, waste management, paper management and good labor conditions.

- **Product development:** A tour operator develops a (package) tour by selecting destinations and combining transport, accommodation and various attractions. It's a challenge to select the most sustainable elements in the supply-chain and improve the competitiveness of the product supply.

Role of tour operators

Tour operators can integrate sustainability in the corporate policy through the following activities:

- **Supply-chain management:** Tour operators can provide information and training, marketing and other incentives to suppliers and can include sustainability requirements in the contractual conditions.

- **Collaboration with destinations:** Tour operators can have an impact on the sustainability of a destination, They can influence local authorities and business associations and can advocate sustainable local pilot initiatives and local NGOs promoting a sustainable development.

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