

**POLICIES AND TOOLS FOR  
SUSTAINABLE TOURISM**  
**Global frameworks and coastal issues**

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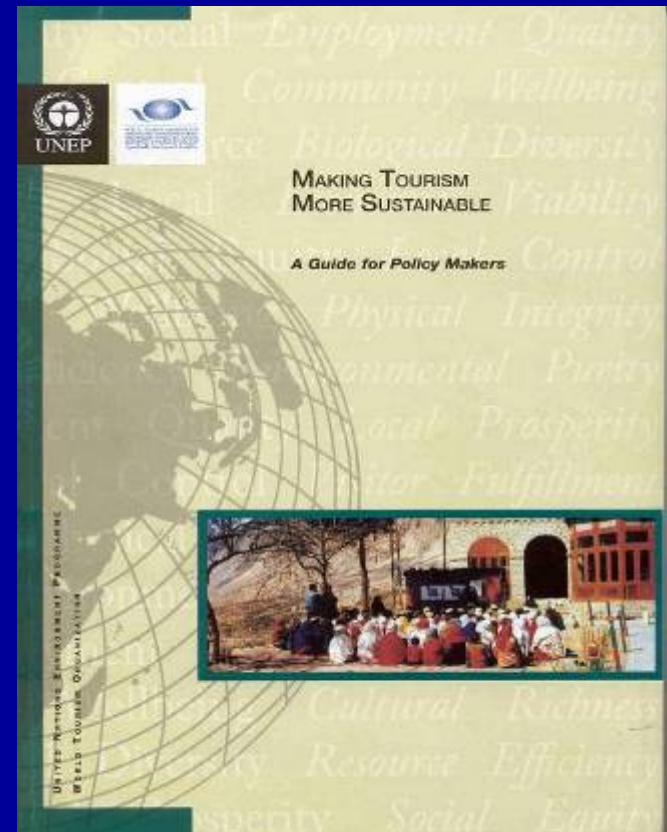
# Purpose

- Some global frameworks for sustainable tourism policies and implementation
- Structures and tools for making tourism more sustainable
- Examples of coastal issues and approaches

# UNWTO and UNEP initiative

*Making Tourism More  
Sustainable*

Policies and tools

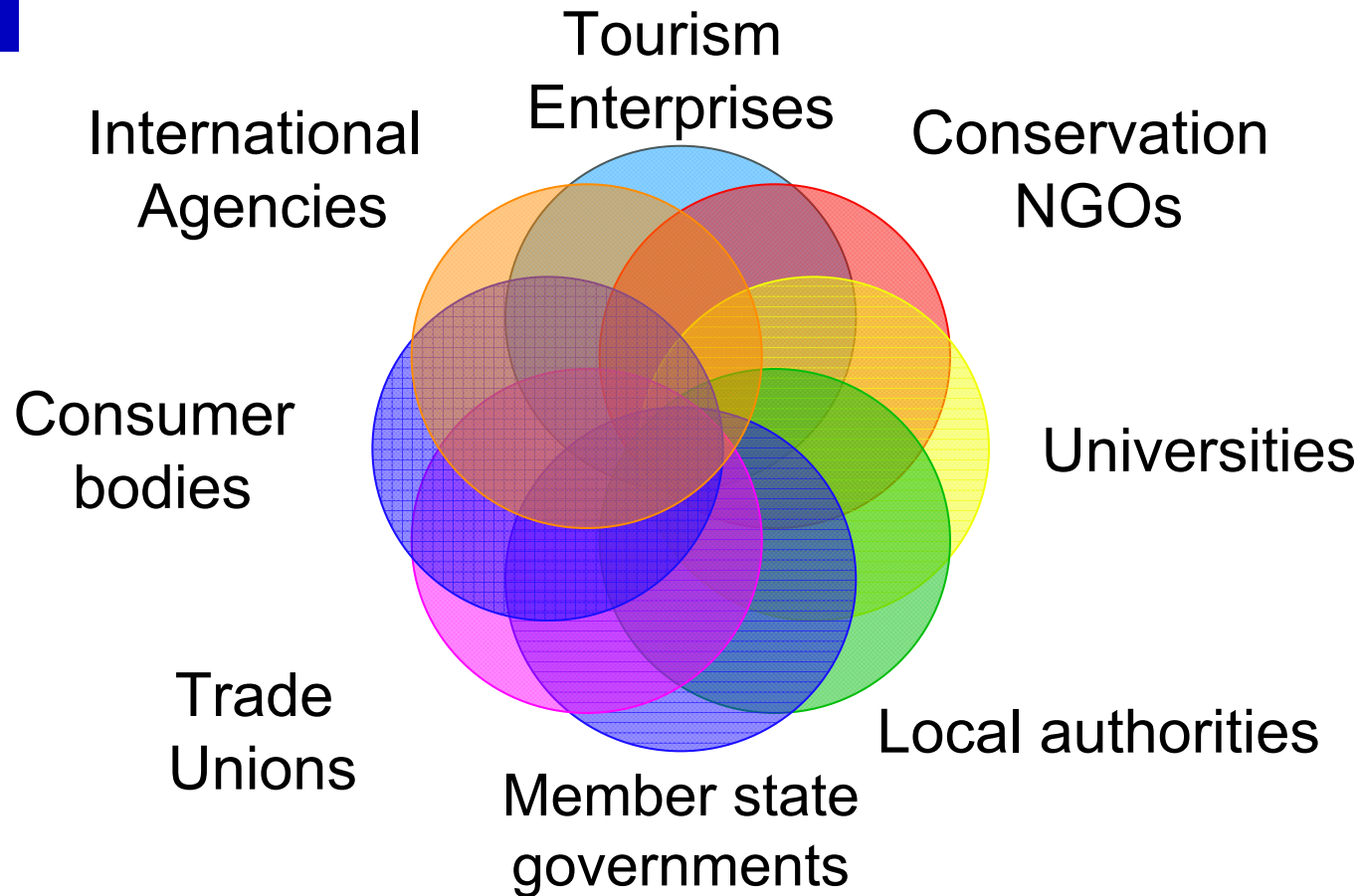


# Tourism Sustainability Group



EUROPEAN  
COMMISSION

DG ENTERPRISE –  
TOURISM UNIT

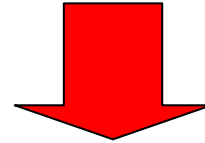




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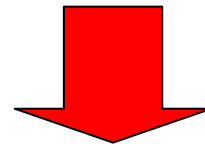
DG ENTERPRISE –  
TOURISM UNIT

Tourism Sustainability  
Group Report



Consultation

Communication COM(2007) 621  
Agenda for a Sustainable and  
Competitive European Tourism



Member states response



# Growing recognition and interest

- Massive change in the position of environmental issues on the world's agenda
  - Growing recognition of the special relationship between tourism and sustainable development.  
**Tourism = “An economic force that depends on and rewards intact environments and positive social interaction”**
  - Encouraging signs of business response – CSR; supply chain pressure
  - Markets seeking intact environments and increasingly aware of impact of travel
- ▶ SUSTAINABILITY IS MAINSTREAM

# UNWTO - 12 AIMS

1. Economic viability
2. Local prosperity
3. Employment quality
4. Social equity
5. Local control
6. Visitor fulfilment
7. Community wellbeing
8. Cultural richness
9. Physical integrity
10. Biological diversity
11. Resource efficiency
12. Environmental purity

# Aims

## 1 Economic prosperity

- a. To ensure the long term competitiveness, viability and prosperity of tourism enterprises and destinations.
- b. To provide quality employment opportunities, offering fair pay and conditions for all employees and avoiding all forms of discrimination.

# Aims

## 2 Social equity and cohesion

- a. To enhance the quality of life of local communities through tourism, and engage them in its planning and management
- b. To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, religion, disability or in other ways.

# Aims

## 3 Environmental and cultural protection

- a. To minimise pollution and degradation of the global and local environment and the use of scarce resources by tourism activities.
- b. To maintain and strengthen cultural richness and biodiversity and contribute to their appreciation and conservation.

# Key global challenges

- Managing rapid growth
- Climate change – adaptation and mitigation
- The fundamental conundrum of the impact of tourism transport
- Poverty alleviation through tourism
- Pressure on water and other scarce resources
- Raising funds for conservation through tourism
- Concerns about health, safety and security

# Partners for strategy and implementation

- Relevant government departments and agencies
- Regional and local authorities
- Different segments of the tourism industry—hotel associations, tour operator bodies, etc.
- International travel trade
- The transport sector (all forms)
- Environmental and community-based NGOs
- Cultural heritage bodies
- National parks and other protected areas
- Tourism/recreation user groups
- Civil society (not in tourism but affected by it)
- Universities and other bodies involved with tourism education and training
- Trade (labour) unions

# Instruments for making tourism more sustainable

## Measurement instruments

- Sustainability indicators
- Identifying limits

## Command and Control

- Legislation, regulations
- Land use planning

## Economic instruments

- Taxes and charges
- Financial incentives

## Voluntary instruments

- Guidelines and codes
- Reporting and auditing
- Voluntary certification
- Voluntary contributions

## Supporting instruments

- Infrastructure provision
- Capacity building
- Marketing and information services

# **Application of instruments to coastal tourism issues**

# Coastal development chaos - Albania



# Strict planning and regulations - Maldives



# Carrying capacity - Malta



# Coastal zoning - Red Sea Initiative



# Management of beaches - Mombassa



# Targeted funding – Rimini, Italy



# Ecotax - Balearic Islands



# Voluntary codes – cliff climbing



# Voluntary certification - Blue Flag



# The power of networking

- Destination networks
- Enterprise networks
- Consumer networks



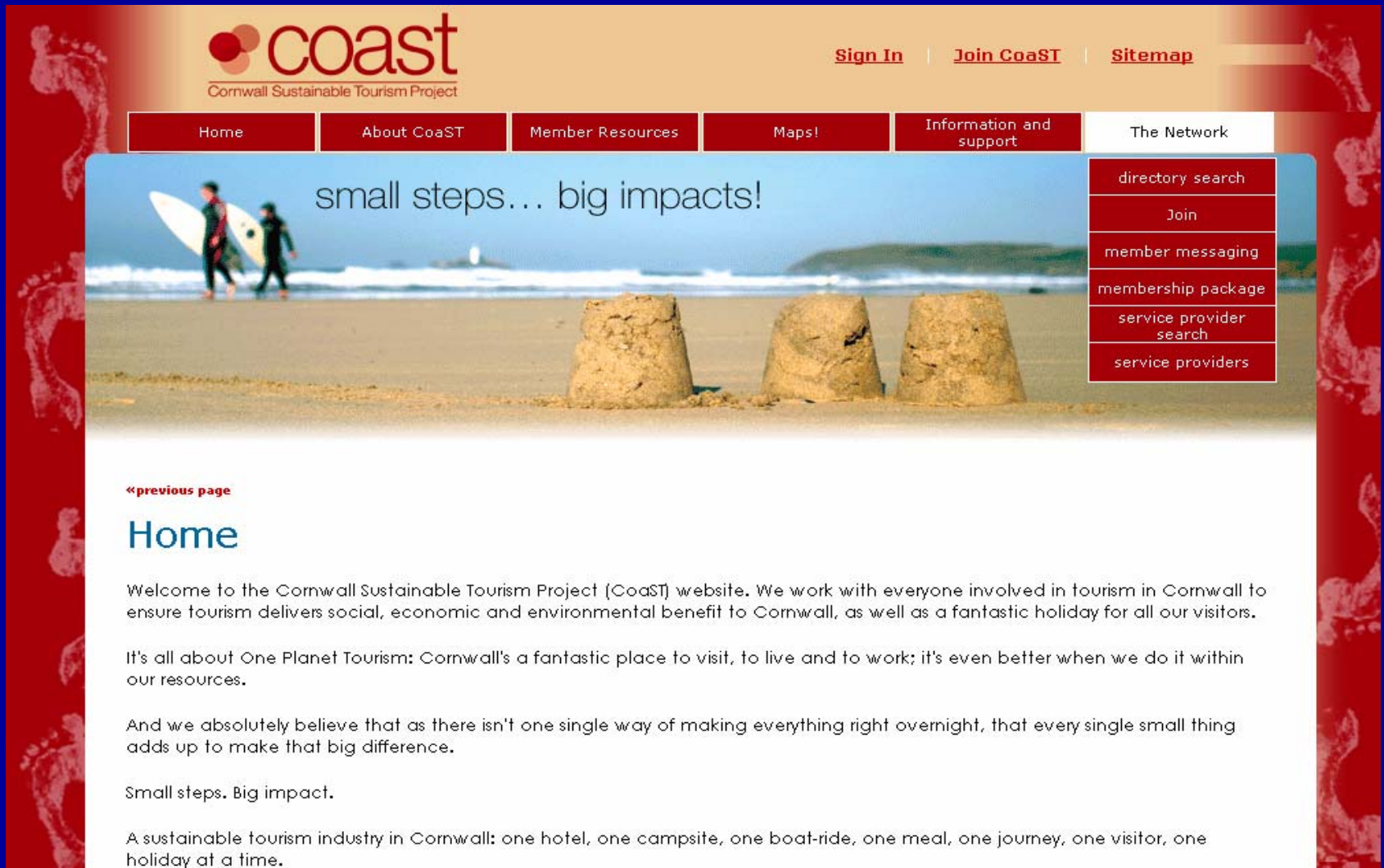
## EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS

### Signatories of the European Charter for Sustainable Tourism in Protected Areas 2001-06



- 1 Syöte National Park (FIN)
- 2 Cairngorms National Park (UK)
- 3 Mourne AONB, Northern Ireland (UK)
- 4 Forest of Bowland AONB (UK)
- 5 The Broads (UK)
- 6 Naturpark Usedom (D)
- 7 Naturpark Steinhuder Meer (D)
- 8 Nationalpark Harz (D)
- 9 Naturpark Pfälzerwald (D)
- 10 Naturpark Frankenwald (D)
- 11 Parc naturel régional de l'Avesnois (F)
- 12 Parc naturel régional Scarpe-Escaut (F)
- 13 Parc naturel régional du Vexin français (F)
- 14 Parc naturel rég. des Boucles de la Seine Normande (F)
- 15 Parc naturel rég. des Marais du Cotentin et du Bessin (F)
- 16 Association rhin vivant (F)
- 17 Parc naturel régional Pilat (F)
- 18 Parc naturel régional Livradois-Forez (F)
- 19 Parc naturel régional du Vercors (F)
- 20 Parc naturel régional du Luberon (F)
- 21 Parc national des Cévennes (F)
- 22 Parc national du Mercantour (F)
- 23 Nationalpark Hohe Tauern (A)
- 24 Parco Naturale Adamello Brenta (I)
- 25 Parco Naturale Alpi Marittime (I)
- 26 Parco Nazionale dei Monti Sibillini (I)
- 27 Parque Natural de la Zona Volcànica de la Garrotxa (E)
- 28 Parque Natural Sierra de Cazorla, y las Villas (E)
- 29 Parque Nacional y Natural Sierra Nevada (E)
- 30 Parque Natural Los Alcornocales (E)
- 31 Parque Natural Sierra de Grazalema (E)
- 32 Parque Natural Sierra de Aracena y Picos de Aroche (E)
- 33 Parque Nacional y Natural Doñana (E)
- 34 Parque Natural da Serra de S. Mamede (P)
- 35 Parque Nacional Peneda-Gerês (P)
- 36 Koli National Park (FIN)

# Cornwall Sustainable Tourism Network



**coast**  
Cornwall Sustainable Tourism Project

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small steps... big impacts!

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## Home

Welcome to the Cornwall Sustainable Tourism Project (CoAST) website. We work with everyone involved in tourism in Cornwall to ensure tourism delivers social, economic and environmental benefit to Cornwall, as well as a fantastic holiday for all our visitors.

It's all about One Planet Tourism: Cornwall's a fantastic place to visit, to live and to work; it's even better when we do it within our resources.

And we absolutely believe that as there isn't one single way of making everything right overnight, that every single small thing adds up to make that big difference.

Small steps. Big impact.

A sustainable tourism industry in Cornwall: one hotel, one campsite, one boat-ride, one meal, one journey, one visitor, one holiday at a time.

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# Conclusions

- Integrate sustainability into mainstream tourism planning
- Recognise the breadth of economic, social and environmental aims
- Find appropriate structures for different stakeholders to work together
- Use a wide range of tools to influence sustainability
- Foster networks of destinations, enterprises and consumers