



RESPONSIBLE
travel & tourism forum

WEBINAR SERIES

Wednesday, October 12, 2011



SUSTAINABLE TOURISM DESTINATION BEST PRACTICES

Jacqueline Kuehnel- *JK Consulting Enterprises*

Gail Henry – *Caribbean Tourism Organization*

Contents

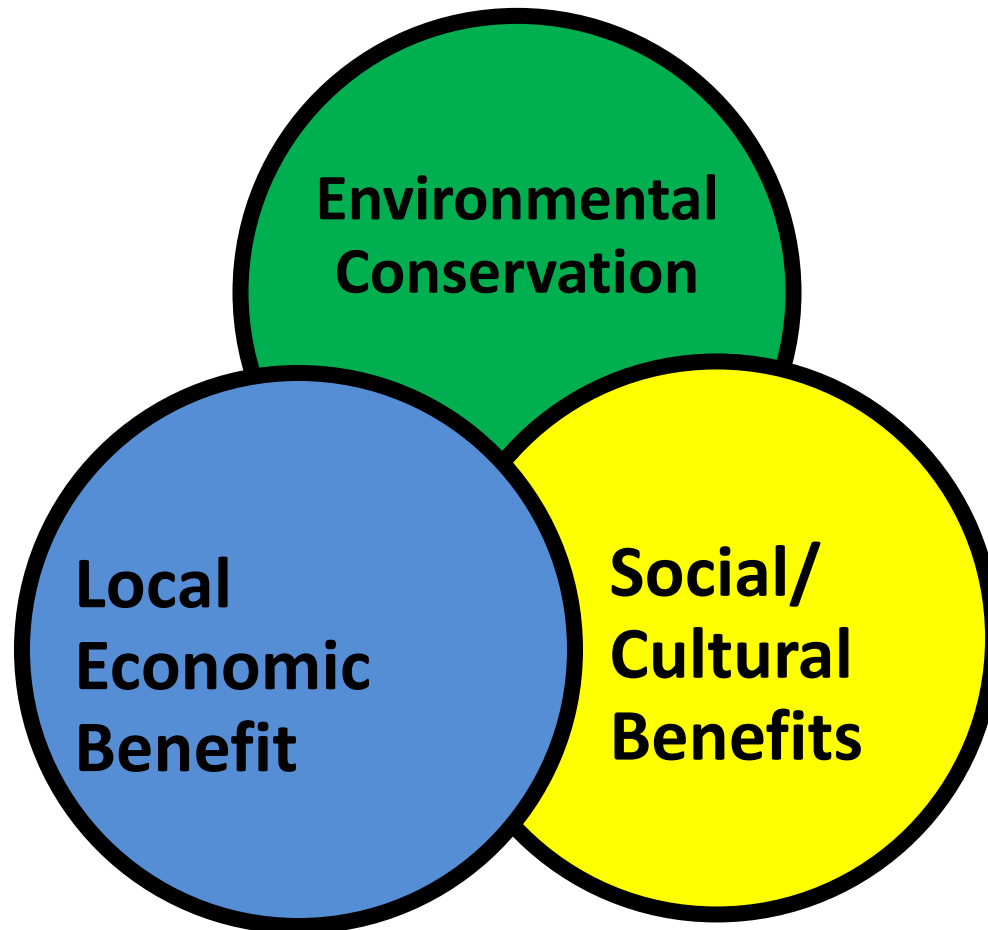
- Sustainable Tourism Definition
- Sustainable vs Responsible Tourism – what is the difference ?
- Responsible Tourism in Destinations – Cape Town Declaration – an outline
- The International Center for Responsible Tourism (ICRT) –
- ICRT Canada and the Responsible Tourism in Destinations Declaration from the Alberta Conference

Sustainable Tourism Definition

“Sustainable tourism development **meets the needs of present tourists and host regions** while protecting and enhancing opportunities for the future. **It is envisaged 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.**”

(World Tourism Organization, 2001)

Sustainable Destinations



Is Responsible Tourism different from Sustainable Tourism?

The major difference between the two is that in responsible tourism, individuals, organizations and businesses are asked to take responsibility for their actions and the impacts of their actions.



Responsible Tourism That:

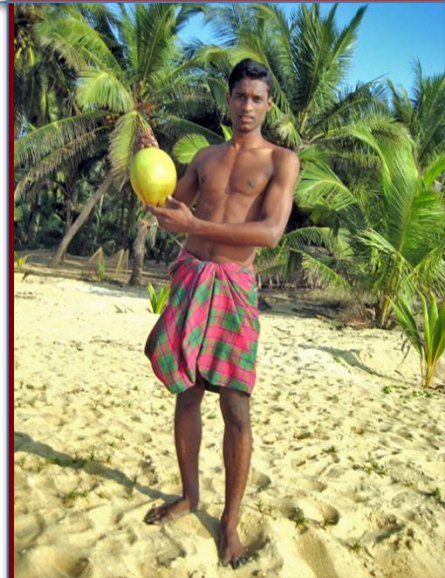
1. **minimizes negative** environmental, social and cultural impacts;
2. **generates greater economic benefits** for local people and enhances the wellbeing of host communities, by improving working conditions and access to the industry;
3. **involves local people** in decisions that affect their lives and life chances;
4. **makes positive contributions to the conservation** of natural and cultural heritage and to the maintenance of the world's diversity;
5. **provides more enjoyable experiences** for tourists through more meaningful connections with local people, and a greater understanding of local cultural and environmental issues;
6. **provides access for physically challenged** people;
7. and **is culturally sensitive** and engenders respect between tourists and



Responsible Tourism in Destinations

- ICRT and the Cape Town Declaration (2002)
- Subsequent conferences addressed evolving and emerging issues in the sustainable development of tourism

2002	Cape Town, South Africa
2008	Kerala, India
2009	Belmopan, Belize
2010	Muscat, Oman
2011	Edmonton, Alberta, Canada
2012	Rio de Janeiro, Brazil (dates TBC)





International Centre for
Responsible Tourism **Canada**

5th International Conference on Responsible Tourism in Destinations



Edmonton, Alberta, Canada

June 27-29, 2011

www.rtd5.icrtcanada.ca

Themes:

- Access for All
- Polar Tourism
- Indigenous Tourism
- Tourism & Local Economic Development in a Developed Country
- Governance



RTD5 Declaration: Access for All

1. Recognizes that previous declarations on responsible tourism have not encompassed the diversity of people with different disabilities.
2. Demands that tourism providers place priority on ensuring access is available to everyone.
3. Providers must be clear and concise in providing information about what facilities are available to people with disabilities in a variety of formats to ensure that they are accessible to all.
4. Acknowledges that governments must sign, ratify and implement the *UN Convention and Protocol on the Rights of Persons with Disabilities*, to ensure that people with disabilities have better places to live in and visit.
5. Recognizes that the inclusion of people with disabilities in tourism should be habitual, rather than by special arrangement, people with disabilities also have a responsibility to make clear their requirements.





RTD5 Declaration: Polar Tourism

1. Must bridge the gap between tourism activity and integrated water ways and land use planning in Polar Regions.
2. Recognizes the importance of the inclusion of local and aboriginal communities and governing bodies in tourism planning, participation and the provision of services.
3. Recognizes that polar tourism occurs in fragile environments and on traditional lands, highly sensitive to impacts on local culture and climate change. Demands that tourism providers assume responsibility for:
 - I. Environmental Conservation
 - II. Cultural Preservation
 - III. Improved Livelihoods for local people
 - IV. All forms of tourism in Polar Regions, as elsewhere, must respect local indigenous traditions and lifestyles.





RTD5 Declaration: Indigenous Tourism

1. Stakeholders must **invest in infrastructure according to, and with respect for, local community needs.**
2. Recognizes the necessity of **enhanced partnerships** between indigenous groups and all generations to inspire collaboration, cultural pride and a sense of identity.
3. Indigenous tourism activity must **ensure sustainable community development and capacity building**; and by developing skills and expertise create meaningful employment, thriving communities and encourage the sustainable use of natural resources.
4. Stipulates that all stakeholders must commit to their duty to **consult with indigenous groups** in matters of tourism, traditional livelihoods and community development, taking into account the importance of traditional land use planning.
5. **Requires transparent and accountable systems** to ensure that significant economic benefits derived from tourism stay in the indigenous community.





RTD5 Declaration: Local Economic Development in Developed Countries

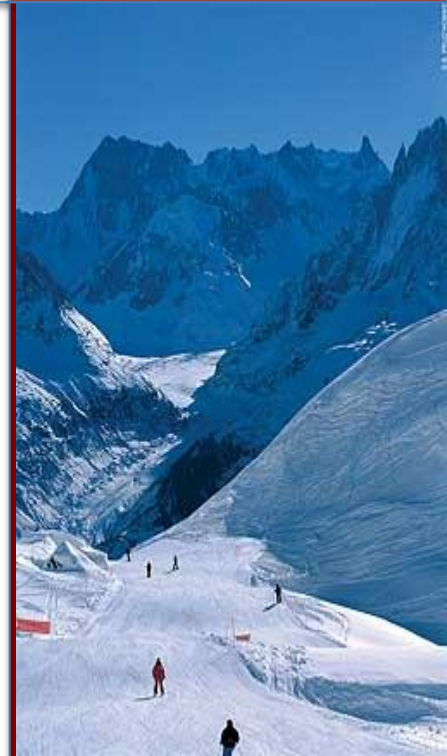
1. All efforts must **include key community leaders**, recognizing that places are unique and that all solutions are local.
2. **All stakeholders must seek agreement on a collaborative vision** for tourism in the community.
3. Must assist local communities to **develop support networks** that utilize local and external resources and expertise.
4. Requires that tourism projects and **planning include a plan for long term financial sustainability and self-sufficiency**, while ensuring the economic benefits of tourism are distributed equitably.
5. Recognizes the need for **effective communication between all stakeholders**, sharing both positive and negative case studies, the lessons learned, and acknowledging failures.





RTD5 Declaration: Governance

1. Destinations are people's homes; **Responsible Tourism puts local people first**. Responsible Tourism is about making better places for people to live in and better places for people to visit.
2. With a few exceptions destinations are **centered on public assets held in common, the public** realm, such as beaches, public squares, ecosystems and their services streetscapes and landscapes, assets which need to be maintained; the funding for which need to be addressed.
3. **Tourism is managed locally in the destination within a national framework**, many parts of government impact through action and inaction on the management of destinations. The challenge is to enable the different parts of government to work together and with other stakeholders to take responsibility for destinations and to ensure that tourism is managed sustainably.





RTD5 Declaration: Governance

4. The core functions of local governance are particularly important to **the management of tourism and balancing public and private interests**, land use planning is of particular importance in shaping and managing the development of destinations.
5. One of the major challenges for us is fostering co-operation and collaboration, this is a particular challenge in tourism because of the cultural and natural heritage which it uses and the **range of stakeholders involved in tourism**
6. Tourism needs to make its case constituency by constituency. We need to make **the case for the contribution of tourism to our communities by evidencing the net benefits.**





THANK YOU

JACQUELINE KUEHNEL

jkuehnel@rogers.com



RESPONSIBLE travel & tourism forum

WEBINAR SERIES

NOV 02 - GREEN ACCOMMODATION

NOV 16 - TRANSPORTATION IMPACTS

NOV 30 - ADVENTURE TRAVEL

DEC 07 - VOLUNTOURISM

REGISTER NOW!!

www.rttf.ca