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 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
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)
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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