

68th Skål Congress

Lecture on Sustainable Tourism Development



Dr. Stefanos Fotiou
United Nations Environment Programme
Division of Technology, Industry and Economics

Contents

Setting up an agenda

Production and consumption
patterns

Global market signals

UNEP tourism strategy

Contents

Setting up an agenda

Production and consumption
patterns

Global market signals

UNEP tourism strategy

What is happening today

- Sustainability and the tourism value chain: Complex and unclear relations.
 - Industry dominated by the wrong impression that “sustainable is costly”
 - Fragmented responsibilities of the public authorities
 - Consumers that they don't link sustainability and quality

What we would like to happen

- Ability of tourism to continue as an activity in the future, ensuring that the conditions are right for this
- Ability of society and environment to absorb and benefit from the impacts of tourism in a sustainable way
- Minimise negative impacts on environment, society and local economies
- Maximising tourism's positive and creative contribution to local economies, the natural and cultural heritage and the quality of life of hosts and visitors

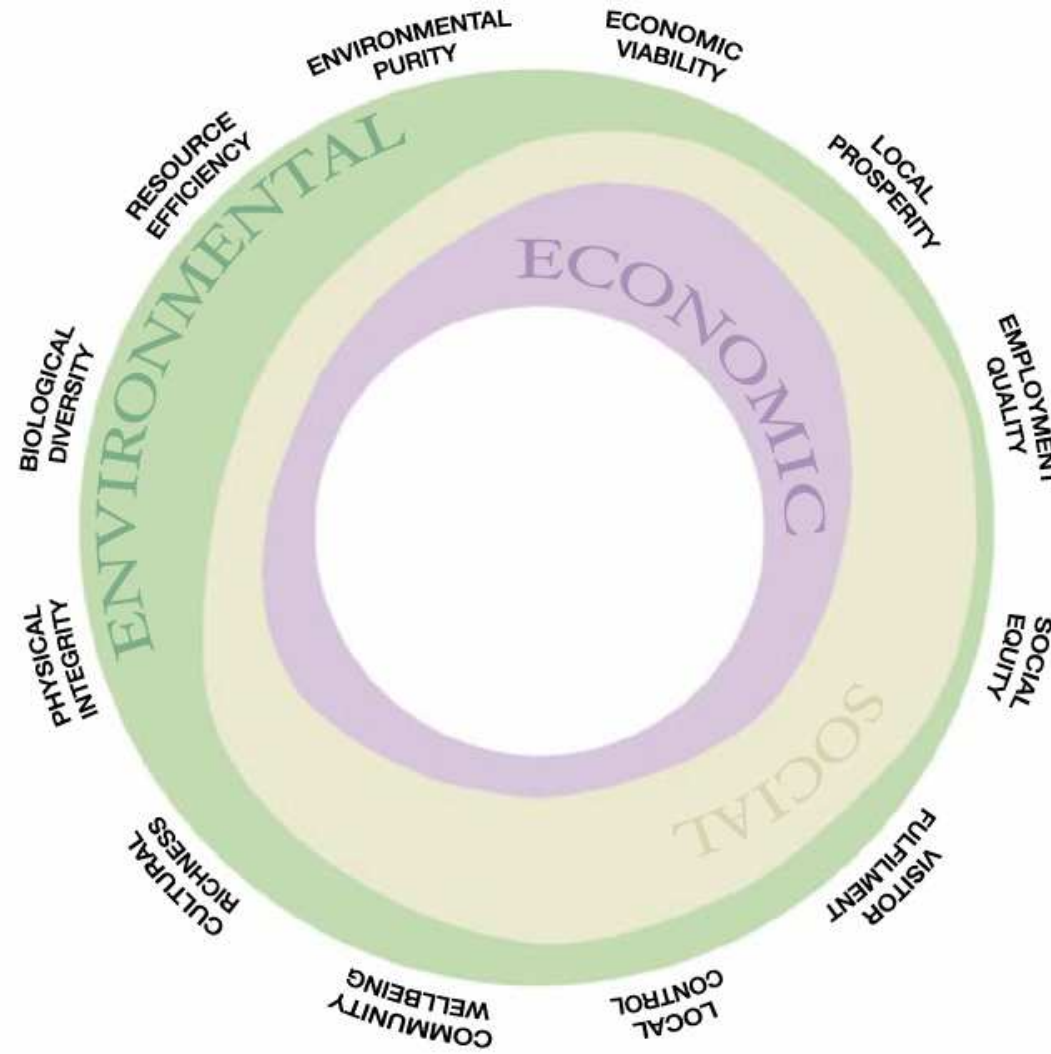
The main items of an agenda for sustainable tourism

(UNEP-UNWTO sustainable tourism aims)

- Economic viability
- Local prosperity
- Employment quality
- Social equity
- Visitor fulfilment
- Local control

- Community wellbeing
- Cultural richness
- Physical integrity
- Biological diversity
- Resource efficiency
- Environmental purity

Sustainable tourism development



Change is needed

*“The major cause of the continued deterioration of the global environment is the **unsustainable patterns of consumption and production**, particularly in industrialized countries, which is a matter of grave concern, aggravating poverty and imbalances.”*

Agenda 21 (Chap. 4.3), Earth Summit, Rio 1992

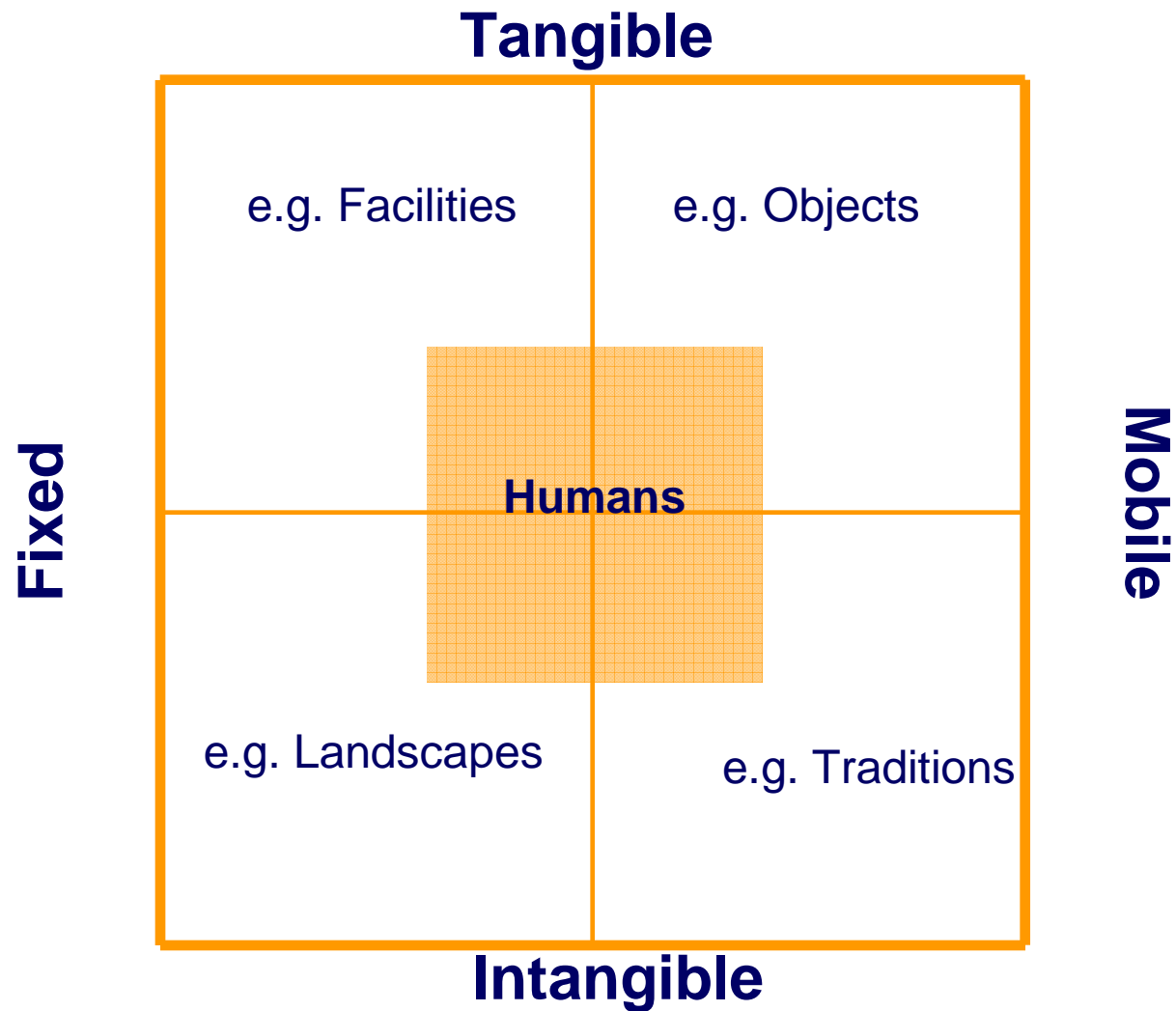
Contents

Setting up an agenda

Production and consumption
patterns

Global market signals
UNEP tourism strategy

Assets for tourism development



Production and Consumption Patterns

- Combination of technical, managerial, political and business methods and/or decisions that affect the way we produce and consume tourism products
- Identification, assessment and measurement of:
 - the main tourism related negative impacts on sustainability
 - tourism's contribution towards sustainable development

Identifying the impacts

- Degradation of ecosystems
- Depletion of natural resources
- Degradation of landscape
- Economic leakages
- Degradation of societal identities

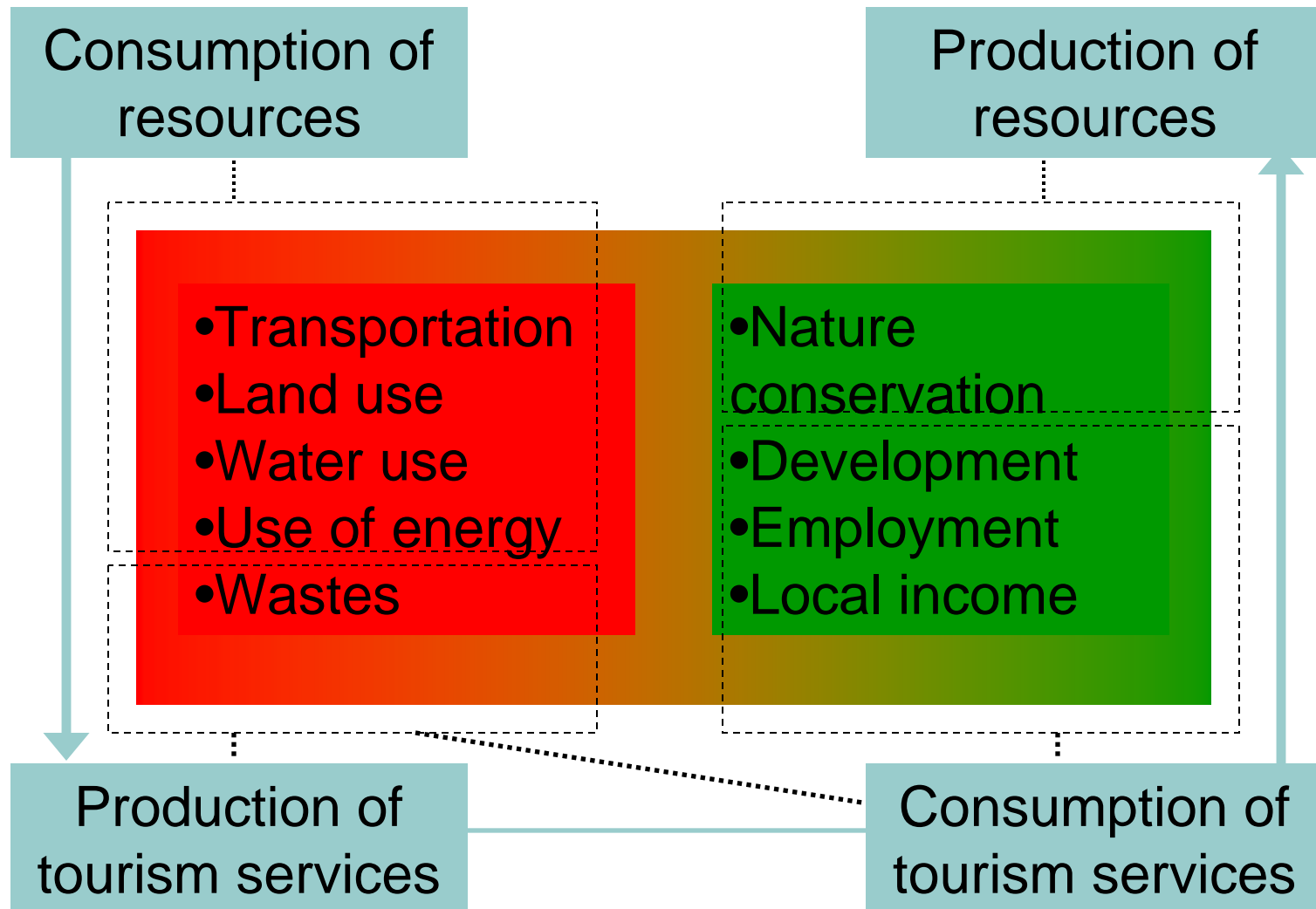
Identifying the impacts

- The main tourism related impacts on sustainability come from:
 - Land use
 - Transportation (climate change)
 - Water use
 - Energy use by buildings and facilities
 - Generation of wastes

Identifying the positive effects

- The main contribution of tourism towards sustainability is based on tourism's potential ability to:
 - Stimulate development and employment creation in disadvantaged, more remote or/and less-developed regions
 - Generate local income
 - Support nature conservation and environmental protection

Assessment: A double pattern



The main argument

- The sustainability of tourism development depends mainly (but not only) on **patterns** of:
 - Consumption of resources (energy, natural, social, cultural, economic...);
 - Consumption (use) of tourism products and services
- Consumption oriented problems to be addressed with production based solutions

Some practical approaches

- Hotels
 - Conserve energy (low consumption electricity bulbs, solar panels, etc.)
 - Conserve water
 - Use bio-degradable cleaning materials
 - Minimise transportation
 - Minimise use of plastics
 - Conserve natural environment

Some practical approaches

- Transportation sector
 - New technology cars and airplanes
 - Electric and hybrid vehicles
 - Optimal routes
 - Turn-off engines while busses are waiting for long times

Some practical approaches

- Tour operators
 - Greening the supply chain
 - Promote destinations and business that are more sustainable
 - Include evaluation criteria when you select your suppliers
 - Inform your clients about their impact and their power to choose more sustainable products

Contents

Setting up an agenda

Production and consumption
patterns

Global market signals

UNEP tourism strategy

Global market signals

- Countries with a strong tourism sector that dominates the national economy are phasing a strong competition from emerging tourism markets
 - ✖ Cost minimisation strategies. Possible short-term recoveries can not sustained; Structural problems
 - ✔ Diversification strategies

Global market signals

- The emerging tourism markets are living the “cash-cow” period
 - 👎 Increasing investments without sustainability impact assessments
 - 👍 Positive investment

Global market signals

- Continuing increase of the tourism market
- Demand for new tourism products
 - “Life-style”; adventure; custom made tourism
- Demand for new destinations
- Tourism industry (especially big hotel chains) is discovering social and environmental responsibility

Contents

Setting up an agenda

Production and consumption
patterns

Global market signals

UNEP tourism strategy

The mission statement

- Support sustainable forms of economically efficient tourism development, while safeguarding the environment and promote social progress

The main focuses

- Support the integration of sustainability in tourism development.
- Promote sustainable production and consumption patterns in the tourism industry.
- Encourage demand for “sustainable tourism services”.

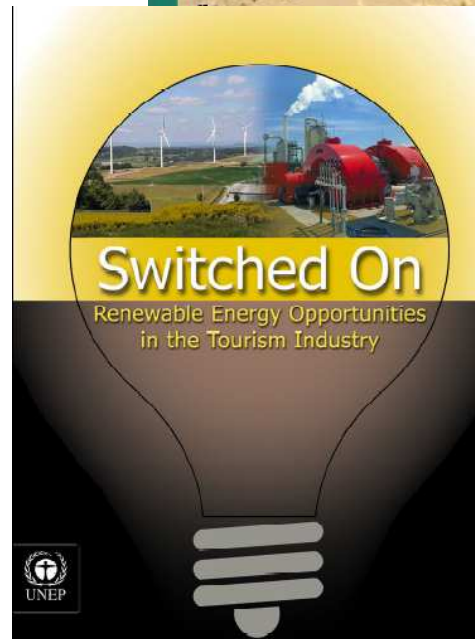
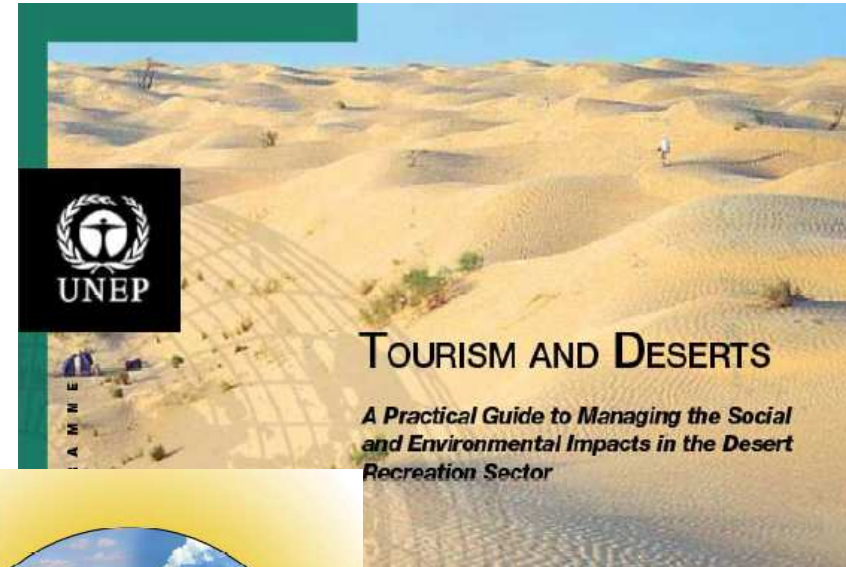
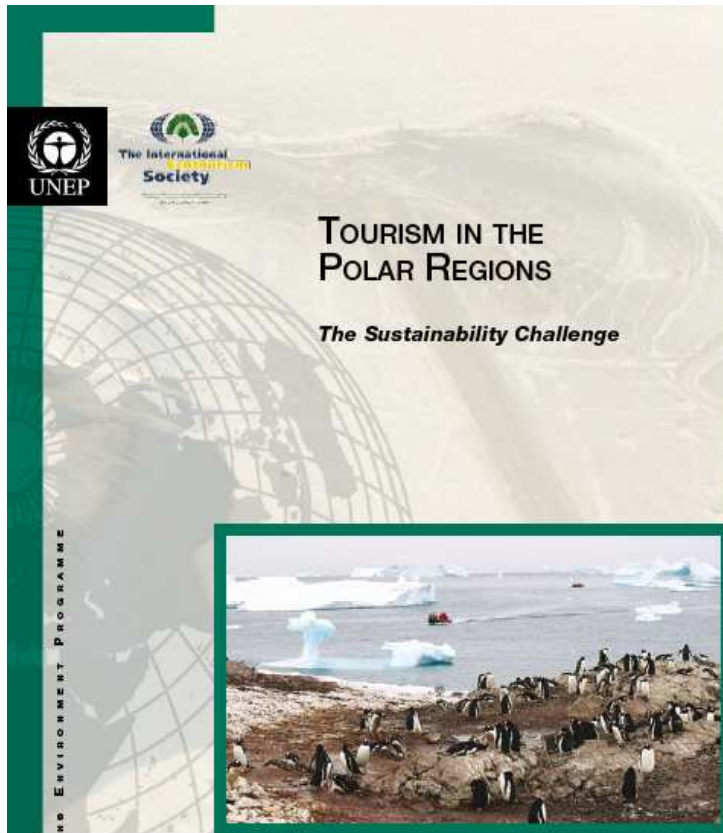
Priority areas

- Tourism and Climate Change (adaptation and mitigation)
- Tourism and Resource Efficiency
- Recreational Ecosystem Services
- Tourism in Coastal Zones
- Disaster Risk Management in Tourism Destinations

The main instruments

- Advisory services to governments and other institutional stakeholders
- Capacity building, training and awareness raising
- Field projects
- Horizontal / supporting activities
 - Policy recommendations, publications, promotion of legal instruments, etc.

Tools: Guidelines



Tools: Seminars and capacity building

- Marketing of sustainable tourism products
- Innovative solutions for sustainable tourism
- Awareness raising for sustainable holidays
- Sustainable tourism planning and management

Tools: Pilot projects

- Assist governments on developing sustainable tourism strategies
- Enhance the knowledge of the tourism businesses
- Promote innovation
- Demonstrate the added value of sustainability

Tools: Pilot projects

- APELL in Tourism Destinations
 - APELL is a programme developed by UNEP in conjunction with governments and industry with the purpose of minimising the occurrence and harmful effects of technological accidents and environmental emergencies.
 - Minimizing risk from natural disasters in tourism destinations
 - Pilot implementation in 3 coastal tourism destinations in India and Thailand

Tools: Pilot projects

- Sustainable Coastal Tourism
 - Integrated Coastal Zone Management (ICZM) for tourism planning
 - UNEP – EU Methodology for coastal development; application in the tourism sector
 - Manual for sustainable tourism development in coastal zones
 - Pilot implementation in Croatia

Tools: Pilot projects

- Environmental Management is the Accommodation Sector
 - Development of an interactive CD-ROM with good practices and case studies of environmental management in hotels
 - Training seminars
 - Pilot implementation in Madagascar and Vietnam

Tools: Pilot projects

- Sustainable tourism in natural and cultural heritage sites
 - Promotion of innovative models for sustainable tourism development in heritage sites
 - Training for trainers
 - Cooperation with SICA
 - Pilot implementation in Costa Rica

Tools: Partnerships

- Private sector initiatives (certification, standards, codes of conduct etc.)
- Various stakeholder groups
- Expanding and supporting voluntary initiatives.
- Reproduce the experiences in other stakeholders, regions, and initiatives

The Marrakech Task Force on Sustainable Tourism

- Voluntary initiative; chaired by France
- Sustainable Consumption and Production Patterns in the tourism value chain
- Today 14 countries and 12 international organizations (IGOs, NGOs) are members of the Task Force
- Concrete activities and projects

Sustainable tourism policies and economic efficiency

- Decrease the cost of handling the impacts
 - To increase profits
- Conserve the assets of the tourism development
 - To assure future profits
- Diversify the tourism products and thus target new markets
 - To generate new profits

**Thank you for your kind
attention**

Dr. Stefanos Fotiou
Tourism Programme Officer
United Nations Environment Programme

<http://www.unep.fr/tourism>

