Sustainable Tourism and the Environment

Conferência Anual do Turismo
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International Tourist Arrivals, 1950-2020
Current situation and forecasts UNWTO Tourism 2020 Vision

- Middle East
- Africa
- Asia and the Pacific
- Americas
- Europe

Actual:
- 1950: 903 mn
- 2020: 1.6 bn

Forecasts:
- 2020:
  - Middle East: 1.6 bn
  - Africa: 1 bn
  - Asia and the Pacific: 1 bn
  - Americas: 536 mn
  - Europe: 903 mn
International Tourist Arrivals by region of destination

Market Share (%) - 1995

Europe: 58%
Asia and the Pacific: 15%
Americas: 20%
Africa: 3%
Middle East: 4%

Market Share (%) - 2007

Europe: 54%
Asia and the Pacific: 21%
Americas: 15%
Africa: 5%
Middle East: 5%
Need for the sustainable development of tourism

Continuous expansion of tourism

Increasing pressure on the environment of tourism destinations, global impacts

Need for the sustainable development of the tourism sector
UNWTO’s main strategic objectives

Ensure the continuous improvement of destinations’ competitiveness, through updated information and data on market trends, preparedness to face crises and adequate evaluation of the economic contribution of tourism.

Promote the sustainable development of tourism in Member States in line with the Global Code of Ethics, to contribute to the MDGs and to worldwide socio-economic development.
World Tourism Organization

SUSTAINABLE DEVELOPMENT OF TOURISM

- Sustainable tourism policies & tools
- Sustainable tourism practices in destinations
- Poverty reduction through tourism
- Enhance networking
- Intangible, traditional cultural heritage & religious tourism
- Global Code of Ethics
- Quality of tourism
- Social sustainability & local communities
- Tourism & Climate Change
- Sustainable tourism development at World Heritage Sites

SDT
All forms of tourism should be more sustainable

- Both mass tourism and special interest segments
- Make optimal use of environmental resources
- Respect the socio-cultural authenticity of host communities, conserve tangible and intangible heritage
- Ensure economically viable tourism businesses in the long term
- Catalyzing benefits for communities, reducing leakages and strengthening linkages
- Provide a high quality tourist experience, maintain high levels of satisfaction

“Mainstream sustainability in tourism policies and strategies.”

World Tourism Organization
SUSTAINABLE DEVELOPMENT OF TOURISM
12 Aims of Sustainable Tourism

1. Economic Viability
2. Local Prosperity
3. Employment Quality
4. Social Equity
5. Visitor Fulfillment
6. Local Control
7. Community Wellbeing
8. Cultural Richness
9. Physical Integrity
10. Biological Diversity
11. Resource Efficiency
12. Environmental Purity
Physical Integrity

- Ensuring that new tourism development is appropriate to local environmental conditions
- Minimizing the physical impact of tourist activity
- Maintaining high quality rural and urban landscapes as a tourism resource
Design for Sustainability: *Integrity in the Landscape*

Plitvice Lakes, Croatia
A Different View on Forests Canopy Walkways


ACEER Canopy Walkway, Amazon Basin
Bird Watching from an Electric Boat

Everglades NP, Florida USA
The bad: habit destruction, visual pollution, etc.

The good: norms to guide the construction, extension and integration in the landscape of tourism facilities, as well as consider the protection of biodiversity.
Environmental Design and Management

Kandalama, Sri Lanka, 300-room hotel
Tourism Congestion Management at Natural and Cultural Sites

**Main purpose of this study:**

- **For the tourism industry**, congestion results in operational inefficiencies, competition for scarce resources, increased business costs and loss of profits.

- **For the responsible authorities**, congestion results in disruption of the local community, pressure on infrastructure and attractiveness, can hinder political support for tourism.

- **For the managers of sites**, congestion can adversely impact the long-term conservation of a site.
Carrying capacity: more than a single threshold number

*Dynamic visitor management models*

- Limits of Acceptable Change
- Visitor Experience and Resource Protection Process
- Tourism Optimization Management Model
- Visitor Impact Assessment
- Visitor Impact Model
Need to Monitor and Control Tourism Flows

Command Center, Huangshan (Yellow Mountain) NP, UNESCO WHS, China
Need to Focus on the Tourist Experience
How many tourists are too many?
Where are the limits?
Biological Diversity

- Working with national parks and other protected areas
- Promoting development and management of ecotourism
- Using tourism to encourage landholders to practice sustainable land management
- Working with private parks and reserves
- Minimizing damage to natural heritage from tourism
- Raising visitor awareness of biodiversity
- Raising support for conservation from visitor and enterprises
Design for Sustainability: Visitor Infrastructure in Fragile Ecological Sites

Biosphere Reserve, Jiuzhaigo, China
Interpretation

Double purpose of interpretation:

1. Learning by entertaining, quality experience, improved visitor satisfaction - EDUTAINMENT
2. Visitor management and control (e.g. guides, interpretative trails)
Resource Efficiency

• Taking account of resource supply in the planning of tourism development, and vice versa
• Minimizing water consumption by the tourism sector
• Ensuring the efficient use of land and raw materials in tourism development
• Promoting a reduce, reuse, recycle mentality
Renewable Energies
To minimize the consumption of water

Safe resources: reduction of expenditures – good sense for business
To minimize waste and to dispose it adequately

*reduce, reuse and recycle*

Selective collection of waste

Controlled disposal
Environmental Purity

- Promoting the use of more sustainable transport
- Reducing the use of environmentally damaging chemicals
- Avoiding the discharge of sewage to marine and river environments
- Minimizing waste and where necessary disposing of it with care
- Influencing the development of new tourist facilities
Enhancement of sustainable means of transport
Reduce noise and air contamination

Guide the use of public transport

Foto: Graham Brooks, ICOMOS
New technologies facilitate the use of public transport in protected areas

Centrally-controlled shuttle bus service, Jiuzhaigo, China
Sustainable transport at the Destination

In future it will be of no significance that we can travel anywhere, the important thing will be that it is worth our while to go there in the first place! (Hermann Löns, German writer, 1866-1914)

Mountain Destination: Skiing, Mountain-biking, Hiking and Cycling

• Urban transport plan and the introduction of electrically powered shuttles within the village.
• Network of pedestrian and cycling paths
• All the ski lifts in Morzine and Avoriaz are easily reached on foot.
• Avoriaz is a car free high-altitude resort
• Free buses in Morzine
• Travel with a horse-drawn sleigh possible
• Accessible via famous hiking and cycling trails (part of Tour de France)
• Day trips by minibus can be booked via local companies.
• Member of Alpine Pearls which aims at enhancing sustainable forms of transportation in the Alps
Car Free Islands

Helgoland, North Sea, Germany

Hydra Island, Aegean Sea, Greece

Île de Batz, Atlantic, France
Environment Related Tourism Segments

Source: UNWTO, modified by Strasdas 2001
Ecotourism – Quebec Declaration (2002)

Ecotourism embraces the principles of sustainable tourism and the following specific principles which distinguish it from the wider concept of sustainable tourism:

- Contributes actively to the conservation of natural and cultural heritage,
- Includes local and indigenous communities in its planning, development and operation, and contributing to their well-being,
- Interprets the natural and cultural heritage of the destination to visitors,
- Lends itself better to independent travellers, as well as to organized tours for small size groups.
Marketing of Ecotourism: Understanding Markets

- Understanding visitor motivations and disseminating research results
  - WTO series of ecotourism market studies: France, Italy, Germany, Spain, UK, Canada, USA

- Profile of Tourists Practising Ecotourism
  - Over 35 (in Canada somewhat older)
  - Slightly more women than men
  - Above average income
  - With the highly educated and higher social class being represented
  - Spanish and Italian ecotourists tend to be younger, with lower budgets
Motivations and Preferences of Eco-tourists

• Part of focused nature tourism holidays, “being in wilderness areas” and “viewing wildlife” are ranked first (quality of the landscape, preserved environment, presence of national Parks)
• Nature and culture are strongly linked together (“Meeting local people”, “sharing time with them”, “respecting their tradition and life styles”, “discovering local products and gastronomy)
• Sport activities and trekking
• Tourists do care about the ecotourism concept (e.g. conservation, education, interpretation) and they are ready to pay extra for it (UK, Canada)
• High demand for a quality experience
Establishing the Principles for Sustainable Rural Tourism

Source: P. MacNulty
Instruments for Making Tourism More Sustainable

1. Command and control instruments
2. Economic instruments
3. Voluntary instruments
4. Supporting instruments
5. Measurement instruments
UNWTO Guide on Indicators

- Extensive review of international experiences
- Involvement of 62 experts from 20 countries
- Focus on local destinations, also covering applications at regional, national and business levels
- A recommended procedure for indicators development
- A categorized list of common issues and indicators
- Destination-specific applications
- The role of indicators in tourism policy and planning
- Ample range of case studies
Sustainability Indicators – Basic Tool

- To identify and measure the entire range of impacts that tourism can have in a particular area or society.
- Accurate information is needed for responsible decision-making.

A “thermometer” of tourism sustainability

- OK, doing well
- Caution: Preventive measures!
- Alert: Remedial action!!

Sustainability indicators are information sets which are formally selected for a regular use to measure changes in key assets and issues of tourism destinations and operations.
UNWTO Workshop on Indicators in Montenegro

An indicators’ application for the preservation of traditional buildings in a tourism destination

Workshop process:

1. Preliminary case study: interview with local stakeholders
2. Collective analysis of sustainability issues
3. Identification and evaluation of indicators and measurement techniques corresponding to the issues
   E.g., number and % of buildings retaining traditional architecture; historic buildings used for tourism services; number and % of tourists visiting historic sites, areas, museums, other heritage attractions
4. Identification of a preliminary action plan and monitoring plan

Some proposed action:

- Periodic inventory and documentation of traditional buildings
- Incentives (e.g. soft credits) for restoration
- Establish a rural tourism association
Global Observatory of Sustainable Tourism (GOST)

Objective
To create a coordination and support framework for the systematic application of sustainable tourism indicators and related monitoring and information management processes.

- Provide methodological references
- Support capacity building
- Networking and exchange
- Highlight good practices
- Regular analysis and reporting on policy trends and impacts
Global Sustainable Tourism Criteria

Global partnership

• A global partnership to develop the Sustainable Tourism Criteria with the purpose of identifying common sustainable tourism requirements from initiatives across the world.

• Under the leadership of the UN foundation, UNEP, UNWTO, IUCN and Rainforest Alliance formed the partnership; and created the Coordinating Group with the participation of the CBD Secretariat and ICOMOS.
Global Sustainable Tourism Criteria

Objectives

• Establish a common language for use worldwide, based on the substantial amount of prior work in this field.

• Serve as basic guidelines for businesses of all sizes to become more sustainable.

• Serve governmental, NGO, or private programs as a point of departure for developing sustainable tourism requirements, recommendations, or standards.

• Serve as guidance for travel agencies in choosing sustainable suppliers and certification programs.

• Help consumers identify sound sustainable tourism programs and businesses.
Global Sustainable Tourism Criteria

Categories

38 Criteria in 4 Categories

A. Demonstrate effective sustainable management ► 11 Criteria

B. Maximize social and economic benefits to the local community and minimize negative impacts ► 09 Criteria

C. Maximize benefits to cultural heritage and minimize negative impacts ► 04 Criteria

D. Maximize benefits to the environment and minimize negative impacts ► 14 Criteria
  • D.1 Conserving resources
  • D.2 Reducing pollution
  • D.3 Conserving biodiversity, ecosystems, and landscapes
With its close connections to the environment and climate itself, tourism is considered to be a **highly climate-sensitive** economic sector similar to agriculture, insurance, energy, and transportation.

Climate change is **not a remote future event** for tourism, as the varied impacts are becoming evident at destinations.

Changing climate patterns might **alter major tourism flows** where climate is of paramount importance, such as the Mediterranean.

**Least developed countries** and **small island developing states** might be particularly affected.

Impacts of climate change on the tourism sector are expected to **steadily intensify**.

At the same time, the tourism sector is a **non-negligible contributor** to climate change; GHG emissions from transport and accommodation.
Climate Change has Only Just Begun

- the pace of climate change is ‘very likely’ to increase over the 21st century
- the biological response and sea level rise would continue for centuries
Report on “Climate Change and Tourism – Responding to Global Challenges”

Impacts & Adaptations at Tourism Destinations

- Mountain regions
- Coastal regions and islands
- Natural and cultural heritage

Implications for Tourism Demand

- Geographic and seasonal shifts
- Perceptions and media influence

Emissions from Tourism: Status & Projections

- Results for 2005 baseline and 2035 projection

Mitigation Measures in Tourism

- Mitigation potential for 2035

Released on the occasion of the WED 5 June 2008
Climate Change Impacts at Tourism Destinations
Tourism Vulnerability ‘Hotspots’

- Caribbean
  - WS, EE, W, MB, SLR, D, PD, TCI
- Mediterranean
  - WS, W, LB, MB, D
- Middle East
  - WS, W, PD
- North America
  - WS, WW, EE, W, LB, SLR
- South America
  - EE, LB, MB, TCI
- South/East Asia
  - EE, MB, SLR, D, PD
- Pacific Ocean Small Island Nations
  - EE, W, LB, MB, SLR, TCI
- Indian Ocean Small Island Nations
  - EE, W, LB, MB, SLR, TCI
- Australia/New Zealand
  - WS, WW, EE, W, MB, SLR, D, TCI

Key:
- WS = warmer summers
- WW = warmer winters
- EE = increase in extreme events
- SLR = sea level rise
- LB = land biodiversity loss
- MB = marine biodiversity loss
- D = increase in disease outbreaks
- W = water scarcity
- PD = political destabilization
- TCI = travel cost increase from mitigation policy

Regional Knowledge Gaps
Climate Change Impacts

Changes in climate resources for tourism
- Alter geographic and seasonal distribution of demand
  - *proportionately more tourism spending in temperate nations*
- No impact on demand at global scale

Indirect environmental change
- Impact demand at destination-regional level
- No impact on demand at global scale

Indirect societal change
- Impact demand at destination-regional level
- Reduce demand growth at global scale if economic growth adversely affected (*reduced discretionary income*)

Mitigation policy
- Increased travel cost and environmental concern over tourism travel may impact long-haul and air travel
- Market research is required to better estimate impact
## Global Tourism Emissions in 2005: CO\(_2\) Only

<table>
<thead>
<tr>
<th>Sub-Sectors</th>
<th>CO(_2) (Mt)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air transport *</td>
<td>515</td>
<td>40%</td>
</tr>
<tr>
<td>Car transport</td>
<td>420</td>
<td>32%</td>
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<tr>
<td>Other transport</td>
<td>45</td>
<td>3%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>274</td>
<td>21%</td>
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<tr>
<td>Activities</td>
<td>48</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total World</strong></td>
<td><strong>26,400</strong></td>
<td></td>
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</tbody>
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**Tourism Contribution**

- Transportation of Tourists = 75% of Sector Emissions

* - does not include non-CO2 emissions and impact on climate
‘Business as Usual’ Projection of Future CO$_2$ Emissions from Tourism*

* Excluding same-day visitors
Future CO2 Emissions from Global Tourism

Scenarios of Mitigation Potential in 2035

- Baseline 2005*
- ‘Business as Usual’ 2035*
- Technical Efficiency
- Modal-Shift/Length of Stay
- Combined

2035 Mitigation Scenarios

* Excludes same-day tourists
The Davos Process

Second International Conference on Climate Change and Tourism (Davos 2007)

The Davos Declaration “[…] urges action by the entire tourism sector to face climate change as one of the greatest challenges to sustainable development”.

The Ministerial Summit (London 2007) and UNWTO General Assembly (Cartagena de Indias 2007) stressed the importance for the tourism sector to identify consensus measures to address climate without losing sight of poverty alleviation and the Millennium Development Goals.

The key messages were transmitted to the UN Climate Change Summit 2007 in Bali.

Ongoing process with tourism stakeholders from the public and private sector.
Climate Change Adaptation and Mitigation

Frameworks, Tools and Practices

- International seminar, Oxford, United Kingdom, 7-10 April 2008
- Capacity building and pragmatic adaptation and mitigation techniques and methods for developing countries and small island states
- Organised and coordinated by UNEP, Oxford University (OUCE), UNWTO and WMO
- Some 30 high level tourism and environment officials from developing countries and Small Island developing states participated in the Seminar
- This Report provides frameworks, tools and best practices for the tourism sector
Pilot Projects on Adaptation in the Tourism Sector of SIDS

- High dependency on tourism for their economy
- High vulnerability couples with low adaptation capacity
- High value demonstration effect and replicability
- Financed through GEF, in collaboration with UNEP and UNDP, UNWTO as executing agency:
  - Fiji: Full project proposal awaiting GEF approval (aiming at a 2-3 years period)
  - Maldives: project development phase on-going, full project proposal to be submitted in November
Excellence in Energy for the Tourism Industry Accommodation Sector: SME Hotels

Objectives

- Increase use of energy efficiency and renewable energy technologies (EE & RET) by SME hotels in the European Union
- Strengthen hotel sector networks (e.g., national hotel associations, destination authorities, energy management agencies) for promotion of EE & RET in hotels
- Build better links between users in the hotel sector, EE & RET suppliers and manufacturers
- Stimulate innovation by manufacturers and suppliers of EE & RET
- Sensitise national and local authorities on adoption of suitable supporting measures to encourage the use of EE & RET by SME hotels

Implemented by UNWTO in cooperation with UNEP-DTIE, International Hotel and Restaurant Association (IH&RA), European Renewable Energy Council (EREC), French Environment and Energy Management Agency (ADEME), under negotiation with European Commission / EACI
Conclusions

• The tourism sector and the flow of international and domestic tourism will continue to grow.
• Tourism growth needs to be managed.
• UNWTO follows a holistic approach to foster sustainable tourism development by supporting and applying various instruments.
• Sustainable tourism principles are increasingly integrated in national tourism policies and strategies, but much more needs to be done, considering new initiatives and knowledge developed in the last decade:
  – e.g., Global Sustainable Tourism Criteria, GOST, etc.
• New challenges:
  – climate change but also spectacular increase of air travel and high energy costs;
  – trends in tourism patterns (more travels, shorter stays) not favorable to energy saving and reduction of greenhouse gas emissions.
• Difficult to measure global progress toward more sustainable practices:
  – *Best practices and innovative initiatives offer models but how to ensure mainstreaming into national and regional strategies?*
• Measuring tourism success should include broader parameters (long term impact on environment, communities welfare, etc) in addition to tourist arrivals and receipts.
Thank you!

www.unwto.org/sdt