

in collaboration with



Making Tourism More Sustainable

Helpful instruments and practice examples in Europa

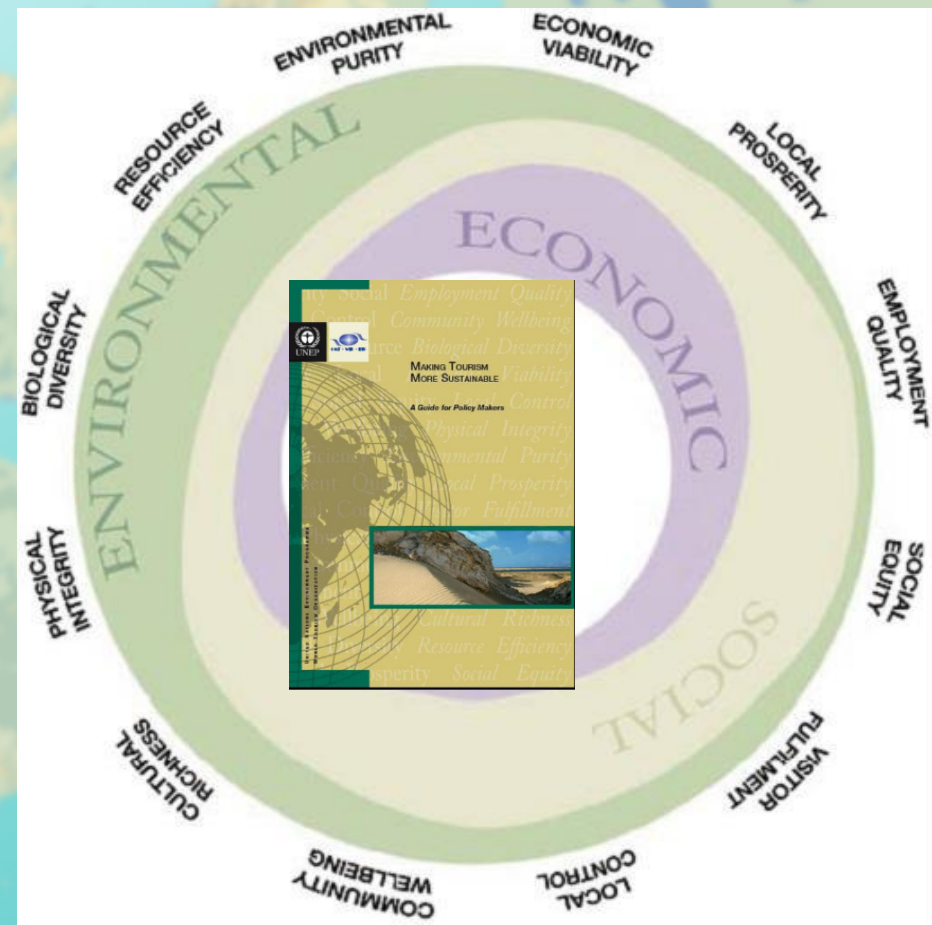
12 aims
Instruments
Exemplary destinations
New information portal & conclusions

3rd February 2006, 13.30 -15.00, Hanover/Germany

What are the 12 aims of a sustainable tourism ?

In 2005 the World Tourism Organisation (UNWTO) together with the United Nations Environment Program (UNEP) published the guide for policy makers “Making tourism more sustainable”, which is applicable world wide.

It is a “bible” for all decision-makers who are encouraged to be actively involved in the development of an environmentally and socially responsible tourism which creates long term economic benefits for the businesses and destinations.



12 Aims of a Sustainable Tourism

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WORLD TOURISM ORGANIZATION
ORGANISATION MONDIALE DU TOURISME
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

Making tourism more sustainable – Examples of Best Practices in Europe ECOTRANS

Hanover, Germany, 3 February 2006

Policies and Tools for Sustainable Tourism



Sustainable Development of Tourism



Aims of Sustainable Tourism

- 1. ECONOMIC VIABILITY**
- 2. LOCAL PROSPERITY**
- 3. EMPLOYMENT QUALITY**
- 4. SOCIAL EQUITY**
- 5. VISITOR FULFILMENT**
- 6. LOCAL CONTROL**

WORLD TOURISM ORGANIZATION

Sustainable Development of Tourism



Aims of Sustainable Tourism (cont.)

7. **COMMUNITY WELLBEING**
8. **CULTURAL RICHNESS**
9. **PHYSICAL INTEGRITY**
10. **BIOLOGICAL DIVERSITY**
11. **RESOURCE EFFICIENCY**
12. **ENVIRONMENTAL PURITY**



1. Economic Viability

- **Understanding the market**
- **Delivering visitor satisfaction**
- **Maintaining good trading conditions**
- **Maintaining and projecting an attractive destination**
- **Delivering business support**



2. Local Prosperity

- **Reducing leakages**
- **Strengthening business to business linkages**
- **Diversify products and extend length of visitors' stay**
- **Influencing levels of visitor spending**



3. Employment Quality

- **Increasing employment opportunities and the proportion of year round, full time jobs**
- **Ensuring and enforcing relevant labour regulations**
- **Encouraging enterprises to provide skills training programmes and career advancement**
- **Being concerned about the well-being of workers who lose their jobs**



4. Social Equity

- **Utilising income from tourism to support social programmes**
 - **Utilisation of taxation or compulsory levies made on tourists or tourism enterprises for social programmes.**
 - **Voluntary giving and sponsorship by tourists or by tourism enterprises, including help in kind.**
 - **Developing income earning opportunities for disadvantaged people**



5. Visitor Fulfilment

- **Monitor quality of tourist services**
- **Ensure provision of meaningful info. to tourists**
- **Improving access for all**
- **Providing holiday opportunities for the economically and socially disadvantaged**
- **Maintaining a duty of care to visitors**
- **Monitoring visitor satisfaction and the quality of experience**



6. Local Control

- **Ensuring appropriate engagement and empowerment of local communities**
- **Improving the conditions for effective local decision taking**
- **Addressing the specific position of indigenous and traditional communities with respect to local control**



7. Community Wellbeing

- **Getting the balance right in the volume, timing and location of visits**
- **Reducing congestion**
- **Careful planning and management of tourism enterprises and infrastructure**
- **Promoting mutual use of facilities and services by residents and tourists**
- **Influencing the behaviour of tourists towards local communities**



8. Cultural Richness

- **Ensuring effective management and conservation of cultural and historic heritage sites**
- **Improving the level of maintenance of the wider built environment**
- **Working with communities on the sensitive presentation and promotion of culture and traditions**



9. Physical Integrity

- **Ensuring that new tourism development is appropriate to local environmental conditions**
- **Minimising the physical impact of the construction and operation of tourism facilities**
- **Maintaining high quality rural and urban landscapes as a tourism resource**



10. Biological Diversity

- **Working with National Parks and other protected areas, including private parks and reserves**
- **Promoting the development and management of ecotourism**
- **Using tourism to encourage landholders to practice sustainable land management**
- **Minimising damage to natural heritage from tourism**
- **Raising support for conservation from visitors and enterprises**



11. Resource Efficiency

- **Taking account of resource supply in the planning of tourism development, and vice versa**
- **Minimising water consumption by the tourism sector**
- **Minimising consumption of energy from non-renewable resources**
- **Ensuring the efficient use of land and raw materials in tourism development**
- **Promoting a “reduce, reuse, recycle” mentality**



12. 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
- Minimising waste and disposing it with care
- Influencing the development of new tourism facilities



Thank you

www.world-tourism.org/sustainable



Sustainable Development of Tourism

