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ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

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Policies and Tools for Sustainable Tourism

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Sustainable Development of Tourism



The crucial role of government

- Tourism sector is fragmented: coordination is needed
- Sustainability agenda is about areas of public concern
- Governments are responsible for many fundamental functions (land use, labour laws)
- Many governments already support tourism through marketing, information services, etc.



Aims of Sustainable Tourism

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



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
- 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

- Improving access for all
- Providing holiday opportunities for the economically and socially disadvantaged
- Maintaining a duty of care to visitors
- Monitoring and addressing 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



Three types of relevant strategy can be identified:

1. An overall tourism strategy, which should embrace sustainability principles
2. Other relevant government strategies, which should embrace sustainable tourism
3. Strategies for sub-sectors of tourism that can play a role towards making all of tourism more sustainable



Formulation of strategy

1. Create a multi-interest working group
2. Agree on initial issues to investigate
3. Undertake a situation analysis and wide consultation
4. Analyse destination performance, needs and opportunities, and key issues to address
5. Consult and agree on key issues and priorities



Formulation of strategy (cont.)

6. Determine strategic objectives
7. Develop an action programme
8. Establish or strengthen instruments to facilitate implementation
9. Implement actions
10. Monitor results



Instruments for more sustainable tourism

- 1. Measurement instruments**
 - Sustainability indicators and monitoring
 - The identification of tourism limits
- 2. Command and control instruments**
 - Legislation, regulation and licensing
 - Land use planning and development control



Instruments (cont.)

3. Economic instruments

- Pricing, charges and taxation
- Property rights and trading
- Financial incentives
- Voluntary contributions

4. Voluntary instruments

- Guidelines and codes of conduct
- Reporting and auditing
- Voluntary certification



Instruments for more sustainable tourism (cont.)

5. Supporting instruments

- Infrastructure provision and management
- Capacity building
- Marketing and information services



Thank you

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Sustainable Development of Tourism

