PRIVATE SECTOR DEVELOPMENT POLICIES AND LOCAL TOURISM INITIATIVES

Ellen Bermann - Sustainable Tourism Consultant
GLOBAL CHALLENGES
Also for tourism

Financial crisis

Peak Oil

Climate change
ARE WE CHANGING?
THE “LOHAS”

an emerging community and target

• LOHAS = “Lifestyles of Health and Sustainability”

• lifestyles characterised by a holistic approach with interconnection not only of global economies, culture, environment and political systems but also of mind, body and spirit.

• areas of interest: sustainable economy, healthy life, alternative medicine, personal development, eco – lifestyle, etc.
LIFE CYCLE OF DESTINATIONS

Modification of the Butler Tourist Cycle of Evolution Model

- Exploration
- Involvement
- Development
- Stagnation
- Re-orientation
- Rejuvenation
- Post-stagnation
- Decline

Number of visitors vs. Time
ECONOMIC SUSTAINABILITY follows same pattern ...

Figure 3.1 The PLC
Source: Abridged from Kotler (1976) and Baker (1991)
TOURISM AND THE ENVIRONMENT

• Tourism fully depends on the environment
• Environmental quality – before considered as a cost, more recently seen as market competitiveness component
• Hence from 90’s:
  • Code of Conducts for T&T (voluntary guidelines) developed by WTTC
  • Agenda 21 (sustainable consumption)
  • Voluntary initiatives and labels
PRIVATE SECTOR POLICIES

• Why sustainability?
  • To improve the quality of the tourism experience at the local level
  • To guarantee the quality of the product that TOs package for their clients
  • To safeguard destinations
  • To safeguard the future of tourism business
KEY ELEMENTS FOR A SOUND TOURISM BUSINESS

- Revenue
- High market share and competitive advantage
- Satisfied clients
- Quality products & sound environment / culture at destination
- Reduced cost and increased operational efficiency
- Reduced business risks
- Motivated and loyal staff
- Good relationship with suppliers and business partners
ONE MAJOR PLAYER: TOUR OPERATOR

Overview of Tour Operators’ links:

- Accommodation
- Transport to/from destination
- Ground transport
- Marine and Water based recreation activities
- Land based recreation activities
- Ground operator
- Tour Operator
- Consumer
- Travel agency
- Travel guides
- On-line agency/dynamic packaging
- Destination
- Cultural and social events
- Cultural and natural heritage
EXAMPLE: TOI

(Tour Operators Initiative)
TOUR OPERATORS’ ROLE

• Direct the flow of tourists
• Influence the development of destinations
• Influence the supply chain
• Influence the well-being of destinations / local communities
• Influence customers’ choices and behaviors
AREAS OF ACTION

- Internal Management
- Product Design
- Supply Chain Management
- Communication to tourists
- Relationship with destinations
TOURISM INVESTMENT

• Investors often operate behind the scenes

• The steps in the investment process itself may be formal or informal

• Investment includes different phases (planning, drafting and appraisal, implementation and post-project evaluation)

• Tourism investment is a long procedure, involving different stakeholders playing different roles
Why Sustainable Investment and Sustainable Infrastructures Construction and the role of TOs

• Why

• To safeguard the competitiveness, attractiveness and survival of the tourism business and of the destination in the medium-long term

• How

• Sustainable development principles can be integrated: of particular importance is the pre-project assessment tool - project’s potential impacts and vulnerability of the intended site

• TOs role

• Tour operators are in a unique position to implement environmental management strategies and have a more long-term vision of the destination.
SUSTAINABLE INFRASTRUCTURES CONSTRUCTION

• Criteria:
  • Adoption of an integrated approach to the destination’s development
  • Careful study of the territory (EIA mandatory in some countries)
  • Multi-participatory planning
  • Neutral and financially independent monitoring process
  • Development and implementation of binding norms
GOOD PRACTICES AND TOOLS
TOI Links and Networks
OTHER TOOLS
• DEVELOPPED BY A COALITION OF 27 ORGANISATIONS TO STANDARDIZE SUSTAINABILITY WITHIN ALL FORMS OF TOURISM

• ACT AS BOTTOM LINE FOR BUSINESSES, HELP TRAVEL AGENCIES AND CONSUMERS TO CHOOSE SUPPLIERS AND PRODUCTS, INSPIRE HOTELERIE SCHOOLS AND UNIVERSITIES, ETC.

• 4 GOALS

  • Demonstrate efficient sustainability management.

  • Maximize social and economic benefits for local community and minimize negative impacts.

  • Minimize negative impacts to cultural heritage and maximize benefits.

  • Minimize negative environmental impacts and maximize benefits.
FROM EU "LIFE" PROJECT

FOR TOUR OPERATORS, PROMOTED THROUGH NATIONAL BUSINESS ASSOCIATIONS

FOCUS ON 2 AREAS:

• INTERNAL MANAGEMENT

• SUPPLY CHAIN MANAGEMENT
WHERE ARE DESTINATIONS GOING?
Culture sustaining tourism?
Or .... Tourism sustaining culture?
GOING BACK TO THE CHALLENGES

... WHERE DO WE GO FROM HERE
SOME CONSIDERATIONS

• ON THE LEARNING PATH TOWARDS SUSTAINABLE TOURISM, EXPERIENCE WILL SERVE THE FUTURE.

• HUGE CHANGES IN A COMPLEX WORLD - WHAT OPPORTUNITIES ARE OFFERED?

• RETHINK THE SYSTEM - RETHINK TOURISM

• RESILIENT DESTINATIONS AND BUSINESSES

• APPRECIATION OF “JEWELS” LOCATED NEARBY - LONG-HAUL TRAVEL MIGHT BECOME RARE AND SPECIAL

• “SMALL IS BEAUTIFUL”
THANK YOU!

• "You never change things by fighting the existing reality."

• To change something, build a new model that makes the existing model obsolete."

• Buckminster Fuller