

MPR_TSCC

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Concept of Sustainable Tourism & Application of its Principles

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Recapitulation of sustainable development



Recapitulation of sustainable development

- recall the key principles of sustainable development?
- three pillars of sustainable development?
- examples of sustainable practices in different sectors?



[PowerPoint Presentation \(un.org\)](http://un.org)

Recapitulation of sustainable development

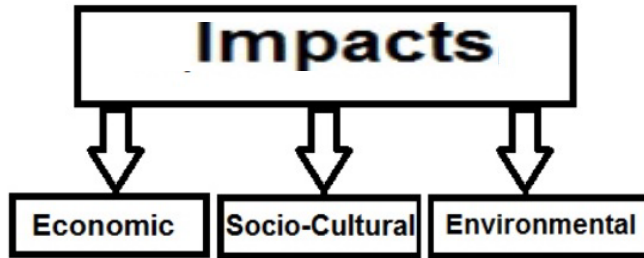
- The key principles of sustainable development
 - *„ensure that development meets the needs of the present without compromising the ability of future generations to meet their own needs“* (defined by the Brundtland Commission and multilaterally agreed by the UN Conference on Environment and Development – Rio 1992)
 - **Universality**: applicable to all countries, regardless of their level of development
 - **Leaving No One Behind**: all people have access to the benefits of development
 - **Interconnectedness & Indivisibility**: goals must be pursued together
 - **Inclusiveness**: Engaging all stakeholders in the development process
 - **Multi-stakeholder Partnerships**: Promoting collaboration across different sectors

-> *principles as a part of 2030 Agenda for Sustainable Development,
aimed at addressing global challenges*

Recapitulation of sustainable development

- Our activities can lead to economic, social (socio-cultural) and environmental impacts

- positive
- negative



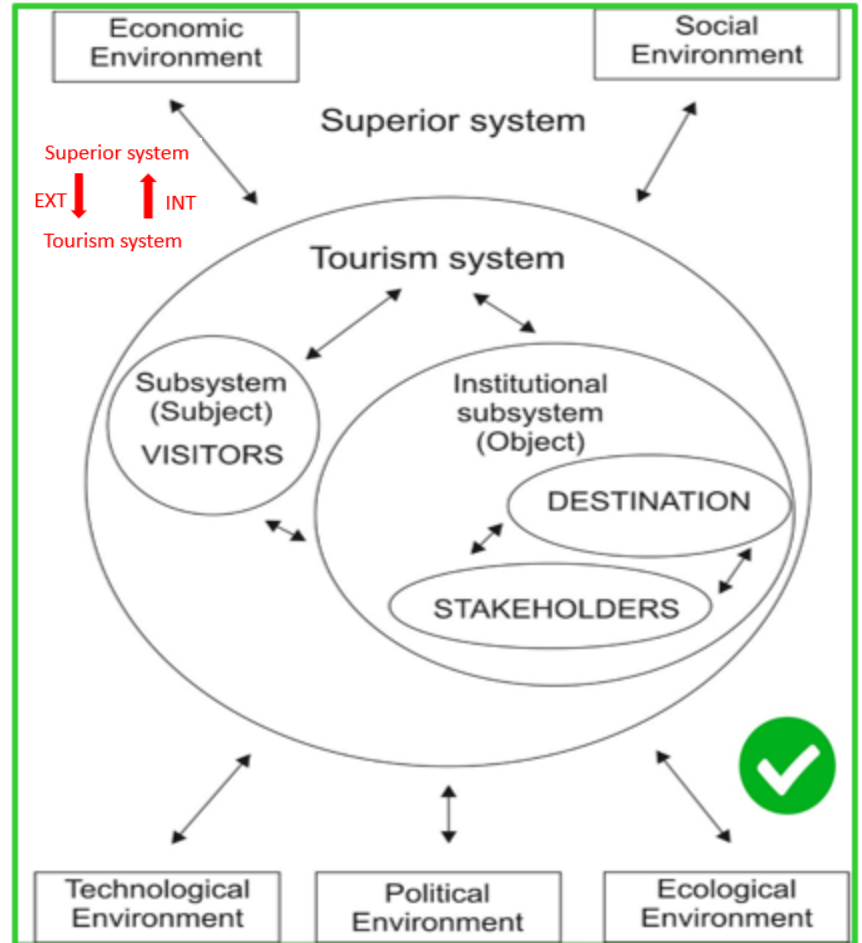
- Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established **between these three dimensions**

Recapitulation of sustainable development

- Renewable Energy & Energy Efficiency: Utilizing solar, wind, and hydroelectric power to reduce reliance on fossil fuels; implementing energy-saving technologies and practices
- Manufacturing: Designing products for reuse, recycling to minimize waste
- Construction: Using sustainable materials and energy-efficient designs to reduce the environmental impact of buildings, recycling construction waste
- Transportation: Enhancing public transportation systems to reduce the number of cars on the road, promoting the use of electric vehicles

Application to tourism

- The tourism industry has its impacts...
- Rapid growth of tourism
- Overexploitation of (not only) natural resources
- Environmental degradation
- Social and cultural disruption
- Economic imbalance
- Over-tourism in popular destinations
- Global calls for action and sustainability initiatives



Concept of sustainable tourism

Sustainable tourism

- meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future (UNWTO)
- tourism development which respects the environment, ensures long-term conservation of historical and cultural resources, and is socially and economically acceptable and equitable
- **NOT ONLY** about protecting the environment, it is also concerned with long-term economic viability and social justice

Related sustainable concepts

- Eco-tourism – promoting and protecting natural values
- Community-based tourism – increasing the involvement of the host community
- Pro-poor tourism – generates net benefits for the poor



WHAT IS SUSTAINABLE TOURISM?

Respecting and enhancing the heritage, culture, traditions, and distinctiveness of communities

82%

Increasing the number and quality of local jobs supported by tourism

70%



A commitment to preserve a destination's authenticity and not become too "touristy"

71%

Engaging residents in deciding the role of tourism in their communities

64%

% Selecting Attribute as Meaning of Sustainability

Sustainable travelers are significantly more likely to stay 7 or more days, whereas the most recent trip of all others was less than 3 days.



VS



Sustainable development goals (2015)

- SDGs launched by UN Secretary-General
- Aim: to eradicate poverty, address climate change and build peaceful, inclusive societies for all by 2030
- Institution responsible for sustainable tourism: UNWTO
 - Initiative TOURISM 4 SDGs

[Tourism for SDGs – Welcome To The
Tourism For SDGs Platform!](https://tourism4sdgs.org)
[\(tourism4sdgs.org\)](https://tourism4sdgs.org)

Institutions at the international level:



How can these institutions contribute to sustainable tourism?



Role of international institutions:

- Policy development: guidelines and strategies for sustainable tourism
- Frameworks and standards for sustainable tourism practices, certifications
- Funding: programs for sustainable tourism initiatives
- Research, statistics, educational programs: enhance knowledge on tourism
- Educating stakeholders on sustainable tourism and environmental protection
- Collecting data on natural and cultural heritage protection
- Collaboration and networking to share expertise and resources
- Monitoring and reporting tourism impacts and reporting on sustainability progress
- Methodologies for assessing sustainability and managing resources

United Nations World Tourism Organization

- Specialized agency of the United Nations
- promoting sustainable and universally accessible tourism
- Key initiatives:
 - Sustainable Development Goals (SDGs) for tourism
 - Global Code of Ethics for Tourism (1999)

Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies

Article 2: Tourism as a vehicle for individual and collective fulfilment

Article 3: Tourism, a factor of sustainable development

Article 4: Tourism, a user of the cultural heritage of mankind and contributor to its enhancement

Article 5: Tourism, a beneficial activity for host countries and communities

Article 6: Obligations of stakeholders in tourism development

Article 7: Right to tourism

Article 8: Liberty of tourist movements

Article 9: Rights of the workers and entrepreneurs in the tourism industry

Article 10: Implementation of the principles of the Global Code of Ethics for Tourism



United Nations World Tourism Organization

- Publications: The Responsible Tourist and Traveller
- 2015: project Responsible tourism
- 2016: The tourism sector and the SDGs
- 2017: Tips for a Responsible Traveller on the occasion of International Year of Sustainable Tourism for Development

SUPPORT
THE LOCAL
ECONOMY

BE A
RESPECTFUL
TRAVELLER



HONOUR
YOUR HOSTS
AND OUR
COMMON
HERITAGE

BE AN
INFORMED
TRAVELLER

PROTECT OUR
PLANET

WTTC



- Engagement in Agenda 21 (1996): Focus on aligning tourism development with cultural, social, and environmental impacts
- Tourism for Tomorrow Awards: Recognition of excellence in sustainable tourism practices worldwide.
- Sustainable Tourism Project: Initiatives promoting long-term sustainability in the tourism sector.
- Blueprint for New Tourism (2003): A strategic document guiding responsible tourism growth and sustainability.

[WTTC Blueprint \(hospitalitynet.org\)](http://hospitalitynet.org)

Organisation for Economic Cooperation and Development



- Collecting data, statistics, conducting ratings
- Building the evidence base for sustainable tourism policies
- [OECD Tourism Trends and Policies 2024](#)
- [Better Policies for 2030: An OECD Action Plan on the Sustainable Development Goals](#)

United Nations Educational, Scientific and Cultural Organization



- cultural heritage preservation, environmental sustainability, and community engagement
- UNESCO World Heritage Convention: preservation of sites of outstanding universal value
- UNESCO Creative Cities of Literature, Music, and Arts: promote creativity for sustainable urban development, local artists and communities support while preserving cultural heritage
- UNESCO Global Geoparks: sustainable use of geological heritage
- UNESCO's Man and the Biosphere (MAB) Programme: establishing Biosphere Reserves that promote sustainable development through conservation, research, and education

- Mission: bring together government, businesses and civil society to improve the state of the world
- Surveys, reports, policies, strategies
- T&T Competitiveness index
- The Global Competitiveness Report



CIRCULAR ECONOMY

Creating a plastic-free tourism sector is a challenge. Here's why it's worth it

Application of principles – assignment

- Explore the intersection between sustainability and tourism and think critically about how the industry can contribute to global development.
- Step 1: Choose an SDG.
- Step 2: Explain the SDG.
- Step 3: Apply the SDG to the tourism industry.
- Step 4: Provide 2 real-world case studies.

