Global Best Practices
On Coastal and Maritime Sustainable Tourism

Dr Ioannis PAPPAS, Director, GSTC
Travel is my Right! ...Because I can!
Is that a challenge or not?

Thailand prepares for 65 million tourists by 2029

The World Travel and Tourism Council predicts that Thailand could welcome 65 million tourists by 2029. Photo: Shutterstock

Bali
OverTourism vs Climate Change

Dubai
04/07/19
63 °C
GLOBAL SUSTAINABLE TOURISM COUNCIL (GSTC)

Independent and Neutral Organization, owner and manager of the global baseline standards for sustainability in travel and tourism based on the UN System & International Experts for Sustainable Tourism.
To date, two sets of GSTC Criteria have been developed:
- Criteria for **Destinations** (Nov 2013)

Each set has 41 criteria in 4 pillars:

- **Sustainability Management**
- **Social & Economic**
- **Cultural**
- **Environmental**
Codes of Good Practice

1) Standards-setting
2) Assurance
3) Impacts

Accreditation

Standard Owners

Certification Bodies
What Is a Destination?

1. Geographical Size (km)
2. Population
3. Accommodation & Tours Operators facilities
4. Possibility to create and operate DMMO
5. Support and engagement by stakeholders
6. Possibility of administration within the boundaries of the destination (Governance)
THE MOST VULNERABLE DESTINATIONS ARE THOSE WITH...

A high risk of climate change impacts which would disproportionately affect a visitor economy - for instance, island states

A fast-growing middle class which is driving tourism growth at unsustainable levels – for instance, in Southern and Southeast Asia

High economic dependence on tourism for instance, in the Caribbean

Local government with a low ability to manage tourism growth in terms of budgets and human capital – a problem that has been found in both advanced and emerging economies
Coastal areas are transitional areas between the land and sea characterized by a very high biodiversity and they include some of the richest and most fragile ecosystems on earth, like mangroves and coral reefs. At the same time, coasts are under very high population pressure due to rapid urbanization processes. More than half of today’s world population live in coastal areas (within 60 km from the sea) and this number is on the rise. Additionally, among all different parts of the planet, coastal areas are those which are most visited by tourists and in many coastal areas tourism presents the most important economic activity. In the Mediterranean region for example, tourism is the first economic activity for islands like Cyprus, Malta, the Balearic Islands and Sicily. Forecast studies carried out by WTO\textsuperscript{[1]} estimate that international tourist arrivals to the Mediterranean coast will amount to 270 millions in 2010 and to 346 millions in 2020.

Main sources of impact
- Residence in the coastal zone
- Fisheries and aquaculture
- Shipping
- Tourism
- Land-use practices (Agri, Industrial development)
- Climate change

Resulting problems
- Loss of marine resources due to destruction of coral reefs, overfishing
- Pollution of marine and freshwater resources
- Soil degradation and loss of land resources (e.g. desertification and salinification due to excessive water use, overuse of fertilizers, erosion)
- Air pollution
- Loss of cultural resources, social disruption
- Loss of public access
- Natural hazards and sea level rise
- Climate change
CONFLICTS OF INTEREST

Land uses in coastal areas include tourism, industry, fishing, trade and transport. There are many different groups of people who have an interest in how coastal areas are managed. These include:

- local residents
- environmental groups
- developers
- local councils
- national governments
- tourist boards
- National Park Authorities

Development and Conflict

Competition for land often results in conflict. Available space and demand for space are competing factors over time. What does this mean?

Development and its consequences
The invisible burden is defined in this report as the unaccounted for destination costs to provide local infrastructure and the protection of eco and socio-cultural systems for tourists and local people.
Tourism management seems to be entirely focused on promoting business. It is so tied to commercial and tax interest that the focus is less on how to manage the destination and more on how to develop destinations for commercial interests. Government ministries lack the full set of professional tools they need to make use of measures that can equalize the playing field and protect vital resources and human health and well-being.

Dr. Jack Spengler, Yakira Yamaguchi Professor of Environmental Health and Human Habitation, Harvard T.H. Chan School of Public Health

<table>
<thead>
<tr>
<th>Currently Accounted</th>
<th>Typically Unaccounted</th>
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<tbody>
<tr>
<td>Airports</td>
<td>GhG Emissions</td>
</tr>
<tr>
<td>Transportation Networks</td>
<td>Maintenance of Natural Ecosystem</td>
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<tr>
<td>Communication Networks</td>
<td>Restoration of Ecosystem Services</td>
</tr>
<tr>
<td>Non-Renewable Energy Sources</td>
<td>Renewable Energy Costs</td>
</tr>
<tr>
<td>Non-renewable Water Resources</td>
<td>Renewable Water Sources</td>
</tr>
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<td>Waste Water Management (in Developed World)</td>
<td>Waste Water Management (in Emerging Economies)</td>
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<td>Socio-cultural Restoration</td>
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<td>Socio-cultural Maintenance</td>
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Land use growth from global tourism (Gossling and Peeters, 2015)

7 The same report finds 49% of resorts are at risk of landslides caused by heavy rains, when located 50 meters above the sea, and 60% of resorts are at risk when found at 100 meters above the sea. (Scott, Daniel, Murray Charles
Summary of Total Impact of TUI Group's activities in Cyprus 2013
(Travel Foundation, 2016)

Key:
- Negative impact direct
- Negative impact indirect
- Negative impact induced
- Positive impact direct
- Positive impact indirect
- Positive impact induced
- Negative Impact minimum
- Negative impact maximum
- Positive impact minimum
- Positive impact maximum
05 Natural capital
- Costs to maintain biodiversity, green corridors and protected areas
- Loss of biodiversity and ecosystem services

06 Social capital
- Higher cost of living
- Amenities for residents displaced by tourism
- Undermined community values
Bali water shortages, excessive exploitation of groundwater and salt water intrusion caused by tourism (IDEP, n.d.)

Areas with excessive exploitation of the groundwater resource compared to availability

Areas of critical low availability of water

Salt water intrusion into freshwater aquifers

Only 8% of populations in low-income economies have waste water service.

(UN Water, 2017)
### Policy Recommendations Framework

**Sustainable Destination Management Parameters**
1. Supportive Regulatory Environment
2. Stakeholder Engagement
3. Effective Tourism Sustainability Strategies
4. Access to Financing Tools
5. Monitoring Destination Sustainability

#### UN SDGs
- SDG 1: No Poverty
- SDG 2: Zero Hunger
- SDG 3: Good Health and Well-being
- SDG 4: Quality Education
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 14: Life Below Water
- SDG 15: Life on Land
- SDG 17: Partnerships for the Goals

#### UNWTO Sustainable Tourism Goals
- Economic Viability
- Employment Quality
- Local Control
- Cultural Richness
- Community Well-being
- Visitor Fulfilment
- Biological Diversity
- Environmental Purity
- Local Prosperity
- Social Equity
- Physical Integrity

#### Sustainable Tourism Strategies
1. Increasing Awareness
2. Protection of Natural and Cultural Heritage
3. Managing Demand and Seasonality
4. Managing Environmental Impacts
5. Ensuring Community Well-being
6. Ensuring Tourist Satisfaction

**Source:** DinarStandard Analysis
Demand Management in the Public Domain

- Purchasing early
- Purchasing in small groups
- Purchasing with a donation to the conservation of the site

- Purchasing with a commitment to stay in hotels with verified systems for sustainability
- Purchasing to visit during non-peak hours
- Visiting with a licensed, experienced guide who is certified by the site. (Anderson, 2018)
Two Models for SMART DESTINATION MANAGEMENT

- More focus required
- Monitoring consumption of resources and infrastructure use
  - Local asset management
  - Managing stakeholder input and local citizen needs.

End user: Local Authority
In Athens, 56.2% of listings are single listings per host, but 43.8% are multi-listings, indicating that commercial operators were operating 11,705 properties in 2017. (Sideras, 2018) In Barcelona, authorities are aware of the need to regulate all the various forms of new accommodation. Growth, types of accommodation, distribution, and permitting are at the heart of their concerns. (Goodwin, 2018) GIS mapping of home and apartment shares can distinguish local property owners from large-scale commercial property managers. This allows municipal leaders to review new regulations that distinguish larger businesses from small-scale home owners.
Financing of Destination Management

From a tour operator’s perspective, support of local infrastructure should be part of the cost of doing business.

Stephen D’Alfonso, Group Director of Public Affairs and Sustainability, Thomas Cook Executives

Photo by Doruk Yemenici
West Africa Coastal Areas Management Program

The WACA Program helps countries access expertise and finance to sustainably manage their coastal areas created in response to countries’ request for solutions and finance to help save the social and economic gains of coastal areas, and coastal erosion and flooding in particular. The WACA Program provides Technical Assistance in Investment Finance, and has announced to launch a High-Level Investment Platform to crowd in additional resources at the scale needed.
Intelligent Green Investments in Tourism Assets

Intelligent, green investments would ensure that:

1. Tourism operates as a long-term economic development tool that benefits local citizens.

2. Tourism creates healthy green infrastructure that benefits local citizens and visitors.

3. Tourism supports local economies and prevents the syndrome of increasing debt seen in country after country, especially once they become more and more dependent on tourism.

4. Tourism lowers dependence on foreign exchange by developing a healthy local economy which is managed for local well-being and efficient use of local resources.

5. Tourism captures the value of the growth of the tourism economy and distributes it equitably, based on solid investment platforms that are not politically-driven.
We take a holistic view to sustainability

DESTINATION MANAGEMENT
• Destination Management Plans e.g. Great Barrier Reef, Macau, Mexico, Ireland.
• Marketing and Brand Development
• Tourism Employment and Workforce Plans
• Risk and Crisis Management
• Events

COMMUNITY PLANNING
• Educational Programs for Schools
• Local Government Plans
• CSR Programs (Foundations)
• Capacity Building and Training
• ASPIRE Performance Monitor

BUILDING AND PRECINCT PLANNING
• Building, Planning and Design Performance
• Integrated Resorts/Casino’s
• Airports/Precincts
• Convention Centres
• Entertainment Centers

BUSINESS OPERATIONS
• Product and Design Advice
• Operational Performance Benchmarking
• Experience Development
• Investment and Business Advice
• Risk Management
• Green Infrastructure (Green Roofs, Urban Farming)
• Activation (Art/Heritage/Culture)
Integrated Development Strategy for Hammarby Sjostad, Stockholm, Sweden
EARTHCHECK DESTINATION: KAIKOURA, NEW ZEALAND

DESTINATION PROFILE
Since joining the EarthCheck Destination Program in 2001:

- Population: ↓ 1.8%
- Day Visitors: ↑ 3%
- Overnight Visitor Stays: ↑ 14%

SAVINGS

- 41 Million MJ of energy
- 6,165 m³ of waste
- 4.7 million kilograms of CO₂

Equates to enough energy to power 1,715 households for a year.
Equates to enough waste to fill 186 shipping containers.
Equates to taking 1,578 cars off the road.

- USD $1.64 Million in financial savings
- USD $0.43 Million in financial savings

Financial savings could be seen once a cost is imposed on carbon dioxide emissions.
SUSTAINABLE COASTAL TOURISM

An integrated planning and management approach

How the ICM process unfolds (IOC/UNESCO, 2001)

Phase I: PRELIMINARY IDENTIFICATION

Step 0
Initialization conditions for ICZM process

Step 1
Feasibility of implementation of an ICZM process

Phase II: PREPARATION

Step 2
Socio-environmental assessment

Step 3
Desirable and possible scenarios

Step 4
Elaboration of the management scheme

Phase III: IMPLEMENTATION

Step 5
Institutionalization

Step 6
Application of the management scheme

Step 7
Evaluation and adjustment
PRINCIPLES FOR STRATEGIC TOURISM PLANNING

1. Strategic Planning Approach

2. Integrated Coastal Zone Management

3. UNEP/UNWTO 12 Sustainable Tourism aims

4. Tourism Carrying Capacity Assessment

5. Stakeholders Involvement
Examples of Sustainable Destinations Standard

Green Destinations
Leading places to sustainability

Green Destinations Standard

The Green Destinations Standard is a GSTC-recognised set of criteria to measure, monitor and improve the sustainability policy and management of destinations.

Destination Assessments, Awards & Certification

Green Destinations developed a complete, affordable and easy-to-use Assessment certification programme that fits the needs of both small and larger destinations.

*Refer to EarthCheck Destination Standard*
National Certification Standards & Destination Certification
Norway Sustainable Destination Certification

Innovation Norway works with local and regional DMOs to implement a destination certification program that helps strengthen local competence and encourage public-private partnerships.

44 criteria and 108 indicators
A: Political commitment
B: Industry commitment
C: Environment, nature and culture
D: Social values and viability
E: Economic viability

https://www.visitnorway.com/about/sustainability/
Sustainable Destinations under GSTC Guide

Ministry wants all destinations certified for sustainability
Registrations for destinations to participate in the Indonesia Sustainable...
The Ministry of Tourism and the Tourism Authority in Mauritius have already endorsed a pilot project for the implementation of the Sustainable Tourism Standard in hotels and tours its certification by the Mauritian Standards Bureau.
Adventure Green Alaska began in 2007 as a statewide effort to grow sustainable tourism in Alaska and promote model businesses practicing economic, environmental and social sustainability. It is Alaska’s only sustainable tourism certification program and was created entirely by volunteers. The program came under the Alaska Travel Industry Association in 2015, whose goal was to grow the program in Alaska and increase the programs credibility through the development of a new level of standards, AGA Summit, that meet the GSTC Criteria for tour operators and accommodations.
THANK YOU!

Website: www.gstcouncil.org / GSTC Criteria
Facebook: @GlobalSustainableTourismCouncil

GSTC 2019 Global Conference
Navigating the Way Forward in Sustainable Tourism
Terceira Island, Azores
Dec 4th - 7th, 2019