

SUSTAINABLE DESTINATION REPORT 2011

With introduction by Mariette du Toit Helmbold

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Better places for people to live in, better places to visit.



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EXECUTIVE SUMMARY

Happier places to live, happier places to visit

Sustainable tourism development can transform a destination and bring an amazing variety of good things to local communities.

Tourism can provide long term local employment as well as opportunities for sustainable local economic development. It can stimulate sustainable local economic growth & activity. It can foster training and educational activity. It can create pride in local natural heritage, culture, tradition and history.

Tourism can help develop cultural activities, encouraging local people to recognise the economic value of their environment by monetizing it, and enhance stewardship of both the local built and natural environment.

Moreover, tourism can deliver powerful opportunities for social inclusion, opportunities for cross-cultural exchange and it can develop effective personal and commercial relationships.

Managed sustainably, tourism can deliver quite unbelievable opportunities for communities all over the world. At its very best, it can truly change the lives of both tourists and their hosts. And, it can act as a prime mover towards a more educated, informed and greener world.

There are, however, just three major questions to be considered before this nirvana is even in sight.

Will a sufficient number of the world's 1bn (approx.) international tourists and, say 5bn-10bn domestic tourists, buy into sustainable tourism initiatives to make all these good things happen?

Will the companies which transport tourists and the organizations which package and market tourism engage with tourists and destinations in order to foster this vision?

Will destinations create the integrated structures that are necessary to manage and market their tourism flows to allow the best economic, social and environmental impact for their communities?

Sustainable tourism, responsible tourism, ethical tourism, ecotourism, are all tiny niche activities from the point of view of marketing appellations and customer buy-in. Maybe 5% - 10% of the total market chooses to buy an ethically-traded tourism offer. Why should they, after all, pay a premium for a travel arrangement that is not necessarily any better?

Big business is somewhat more hopeful. Wary of their reputations, large organizations tend

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**customers want
well-created,
well-delivered
holidays to happy
destinations at
fair prices.**

only to trade with suppliers who have fulfilled sustainable/green criteria for business trips.

Transportation companies and intermediaries will only fulfil tourists' implicit demands and cannot generally afford to lead with expensive ethical/responsible offers.

Destinations must be desperate to create the sort of tourism offers and structures that truly benefit their communities, but as destination marketing is funded out of the public purse, and times are tight, the political will for such initiatives is weak to say the least.

So, on the face of things – the outlook is gloomy. The 'pile it high, sell it cheap' mentality that has powered tourism's dramatic growth appears to be here to stay. The fact is that it seems to work.

The downsides – minimal destination benefits, hyper-seasonal activities, birth, rise, fall and death of hitherto fashionable resorts, low grade employment opportunities, social upheavals, criminal activities, environmental degradation and the rest – are at least manageable or deniable in the face of commercial drive for quick bucks.

There is, however a ray or two of hope:

The fact is that, in general, customers want well-created, well-delivered holidays to happy destinations at fair prices. It has been demonstrated again and again in the last few decades brand loyalty encompassing many ethical aspects has created real value in the marketplace.

In addition, more and more destinations are realizing, like South Africa, and Cape Town in particular, that community ownership of the responsible tourism ideal has both great benefits for the destination AND for the holidaymaker or business traveler.

The tourist does not have to take ownership of the responsible/sustainable tourism ideal – this is the destination's role. Happy holidays and equally happy travel experiences can only truly be delivered in happy places – places where tourism is bringing together the guest and the host in an equitable exchange.

In this context sustainable tourism creates destinations that offer, quite simply, good quality holidays and effective tourist offers.

More and more destinations will realize that they need to invest in sustainable tourism for their own community benefits and that this activity will, in turn, help to create quality holidays and first class service that appeal to the mainstream, uncommitted tourist.

The shadow of carbon emissions also looms over all world activity and the tourism industry, in particular, is seen as a potential scapegoat. Transport prices will certainly increase substantially. Moreover it is already clear that there will be costs associated with carbon emissions in transport and accommodation at least.

Within this context it is certain that potential tourists will consider their activity more closely and are likely to choose carefully both in terms of their expenditure, the perceived benefits and their commitment.

Who can believe that the efficient, carbon minimized, sustainable destination will not be the winner in this high-stakes game?

Valere Tjolle
25 March 2011

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SEE VIDEO: http://www.travelmole.tv/watch_vdo.php?sid=&id=15211

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The Journey of Sustainable Tourism

By Mariette du Toit Helmbold



Mass tourism and conservation map the road to International Policy Regulation Sustainable tourism is defined in the Brundtland Report of 1987 as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” It is therefore fitting that we look at sustainable tourism as a journey from then, to the now and beyond that into the future.

Tourism has acted as an impetus for nature conservation in Africa for decades, with the economic benefits of tourism safeguarding land against alternative uses such as agriculture, deforestation and industrialization. As a result, almost 16% of the total land area in Southern Africa is designated as protected areas, which is considerably higher than the 10% minimum recommended by the World Conservation Union and United Nations Environment Programme.

In Southern Africa the Kruger National Park was established as early as 1898 and, in its current state as member of the Greater Limpopo Trans-frontier Park with neighbour countries Zimbabwe and Mozambique, provides an unprecedented opportunity to re-establish seasonal migration patterns in the region, sharing ecological management skills, resources and capacity building.

In 1986 well-known environmentalist Jay Westerveld coined the hybrid phrase ‘greenwashing’ in response to the hospitality industry’s practice of placing notices in hotel rooms imploring guests to re-use their towels to save the environment, when little evidence existed of other environmental practices being employed by the same hotels. The advent of mass-tourism in the 1980’s, stimulated by larger aircraft and more direct routes, caused a development boom in the tourism industry led by the private sector with often little or no planning taking place at destination level.

The World Tourism Conference convened by the World Tourism Organization in Manila (the Philippines) from 27 September to 10 October 1980, attended by 107 state delegations, aimed to clarify the role that tourism would play in the rapidly changing world as well as the responsibility of government regarding the development of tourism. It was acknowledged that any long-term analysis of mankind’s social, cultural and economic development had to take account of national and international tourist and recreational activities.

This was followed by the United Nations Conference on Environment and Development held in Rio de Janeiro (Brazil) in 1992 where Agenda 21 was adopted by 178 governments as a comprehensive action plan to be implemented by member nations and governments. Intervention policy followed at individual government level to influence the direction of tourism development and to regulate the private sector to meet tourism policy objectives of the destination.

The member nations of the United Nations re-affirmed their commitment to sustainable development at the World Summit on Sustainable Development that took place in Johannesburg (South Africa) in 2002; accepting collective responsibility to advance and strengthen the pillars of sustainable development. These were identified as economic development, social development and environmental protection, or the triple bottom-line as it is commonly referred to in industry.

It was recognized that sustainable tourism requires a long-term perspective and broad-based participation in policy formulation, decision making and implementation at all levels. It was also recognized that sustainable tourism applied equally to all forms of tourism and in all types of destinations, including mass tourism and the various niche tourism segments. The quality of the experience from the tourist’s perspective is tantamount; the objective being meaningful encounters that raise awareness of sustainability.

There are a number of forces that promote sustainable tourism according to Cooper. Public authority planning guidelines not only regulate development but also encourage sound environmental practices through incentives, awards and endorsement along with the implementation of environmental impact assessments and environmental audits.

Consumer pressure is vital and vacation decisions are increasingly being based on environmental considerations. Market reports from Cape Town Tourism’s representative in the USA, Imagine Communications, cite an American consumer who applauds ‘green’ destinations and for whom sustainable principles are increasingly important when making travel-buying decisions.

Consumer pressure is vital and vacation decisions are increasingly being based on environmental considerations.

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Self-regulation organizations that operate at an international level like Blue Flag, Green Globe and at a national level like Fair Trade in Tourism South Africa (FTTSA) play a vital role through certification as well as by aiding the environmentally aware consumer during their decision-making process. The very nature of the tourism product at destination level, in that it is inseparable from its various components (accommodation, transportation, attractions and supporting services), identified by Hjalager, presents a challenge to classifying destinations as sustainable.

International accolades recognizing destinations for their efforts on the sustainability front play an important role. Cape Town was acknowledged by the Ethisphere Institute of New York as 'One of ten cities in the world most likely to become centres of sustainability by 2020'; received the nod from the Ethical Traveler by being listed as one of the 'Top Ten Ethical Destinations in the World 2010' in addition to being the first urban centre to receive the coveted 'Best Destination' Virgin Holidays Responsible Tourism Award in 2009. Known around the globe as a place of beauty, Cape Town has exceptional diversity in a small geographic area, making it a destination with the remarkable potential to be a leader in sustainable, responsible tourism.

Into the Now: Policy Implementation and Public Private Partnerships

What is the difference then between sustainable and responsible tourism really? Sustainable tourism and responsible tourism have the same goal of sustainable development but responsible tourism is regarded as a pathway towards sustainable tourism.

As a concept, responsible tourism asks all players in the tourism industry – from tour guides to small enterprises, large corporations, regional and provincial tourism organizations and local government – to take responsibility for their actions. Simply put, responsible tourism is seen as tourism 'that creates better places for people to live in, and better places to visit'. The guidelines for responsibility can be adapted to the unique nature of the product or destination.

Simply put, responsible tourism is seen as tourism 'that creates better places for people to live in, and better places to visit'. The guidelines for responsibility can be adapted to the unique nature of the product or destination.

The City of Cape Town adopted a Responsible Tourism approach to managing the destination so that whatever benefits residents will also benefit visitors; what is good for the tourism industry must also be good for local communities. The goal is a virtuous cycle, using the growth of tourism as an engine for improving the quality of life for all residents, and leveraging investments for local residents to support tourism. Responsible Tourism provides a structured way for us to achieve this goal.

The sheer economic value of Cape Town's natural heritage is driven largely by its importance to tourism. South Africa's National Parks are well organized and respected. With a significant park such as Table Mountain National Park running through the centre of the City (and indeed the greater Peninsula), natural biodiversity is a birthright of all Capetonians and a marvel that is appreciated and admired by visitors.

Known as the Big Six, Cape Town's other top attractions include; Kirstenbosch National Botanical Garden, Robben Island, Cape Point, the V&A Waterfront and the Constantia Vineyards. The City also offers exceptional beaches (many of them Blue Flag status), architectural and archaeological heritage, cultural attractions such as the Bo-Kaap and Cape Flats, museums, shops and art galleries and a geographical layout that means one can easily and quickly travel from sea to mountain to City.

The Cape Floral Kingdom has approximately 9600 species of indigenous plants, of which 70 percent are endemic and 1406 are listed in the Red Data Book. It is one of Conservation International's Global Hotspots of Biodiversity, placing an international responsibility on our government and ourselves to ensure its conservation.

As a tourism destination, Cape Town is truly blessed. Millions of visitors come every year seeking a variety of experiences. The city has a diverse and balanced tourism offering and is a top global destination for nature, culture & heritage, urban vibe, education, business and incentive travel.

The draw card is the sheer, magnificent beauty on offer: ocean, mountains, sea, flowers, whales, cliffs, dunes, caves, islands, wetlands, waterfalls, birds and much more. Cape Town's environment has a unique and vast biodiversity on land, air and sea – the Cape Floral Kingdom is the smallest and richest on earth. And it offers visitors a mild Mediterranean climate with plenty of sunshine.

With hundreds of thousands of years of human habitation and permanent built settlements dating back over 350 years, the cultural and historic offerings are growing in prominence. A sacred circle of sites holy to Islam rings the city, a 180-year-old Chinese cemetery overlooks the urban core, and the influences of slaves, sailors, adventurers, exiles, migrants and others have added to the diverse cultural heritage mix. Out of this, our Goema rhythms, Cape Jazz, Cape Malay cuisine, Afrikaans language, Cape Dutch architecture and other distinctive local cultural products have developed.

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Visitors come wanting to experience the culture, to participate, and to connect. Cape Town pioneered the first visits by outsiders into poorer communities, called “township tours” by some, and these reflect the deep-rooted traditions of hospitality that one finds throughout much of Africa.

Often, visitors cite these experiences as the most meaningful and memorable parts of their time in Cape Town. While the beauty of the mountain beckons, survey data tells us that the character of Cape Town’s people is the special element that brings tourists back again and again.

But Cape Town is not just a passive platform for tourists. It is a growing city of 3.5 million residents facing all the challenges that such growth entails, while grappling with the structural and institutional legacy of its colonial and apartheid past, and adapting to climate change and other challenges of the future. The beauty and hospitality enjoyed by so many visitors is not matched in the daily lives of many locals. The city’s remarkable environment is under tremendous pressure, and the potential represented by every Capetonian is not close to being realized, certainly not on an equitable basis across socio-economic and racial groupings.

As the local authority, the City of Cape Town looks to all the economic sectors to help address these challenges. The job of the Tourism Department is not just to sell tourism, but also to make a difference to people’s lives and ensure that tourism is contributing to this change. The beauty and accolades mean very little if they come at the expense of the environment or the city’s residents and their prospects for the future.

Back in 2002 the first International Conference on Responsible Tourism in Destinations was held in Cape Town, with the ratified Cape Town Declaration becoming the world’s definition for Responsible Tourism. This articulated the essential need for tourism to help create “better places for people to live in, and better places to visit”. Since then the City of Cape Town has been seeking ways to make this aspiration a reality, and to more closely link the quality of life and the health of the environment to the exceptional performance of Cape Town as a tourism destination.

Over the past two years, the Cape Town Tourism and the City’s Tourism Department have been working intensively with other City departments and the local tourism industry to develop a responsible tourism plan for Cape Town. A year ago the City adopted its Responsible Tourism Policy and Action Plan, which entails using six different “levers” to achieve sustainability in managing tourism in Cape Town. These include:

- **Planning for economic development, transport and all other areas.**
- **Regulation, including land-use approvals, re-zonings, licensing, building and plan approvals.**
- **Using buildings and other immovable property owned by the City.**
- **Requiring organizations funded by the City to adhere to Responsible Tourism principles in contractual arrangements.**
- **Managing the City’s supply chain in a responsible manner, including transport and travel, meetings and conferences, events, and so on.**
- **Integrating Responsible Tourism principles within the City’s Performance Management framework.**

This policy and action plan also fits in with the City’s other policies and programmes aimed at the development of a sustainable and successful city, including a biodiversity strategy; an electricity-saving campaign; green building guidelines; water and waste management bylaws; Smart Living and Smart Events Handbooks and a new public transportation system.

In 2009 the City also signed a Responsible Tourism Charter with leading trade associations: Federated Hospitality Association of South Africa (FEDHASA), the Southern Africa Tourism Services Association (SATSA), the South African Association for the Conference Industry (SAACI) and Cape Town Tourism. This Charter commits each signatory to work actively on the priority issues for Responsible Tourism and report on progress.

Cape Town has been recognized internationally by the tourism sector as a destination that is a leader in adopting and practicing Responsible Tourism, winning the ‘Best Destination’ category of the Virgin Holidays Responsible Tourism Awards one year ago on World Responsible Tourism Day.

The past 18 months have been exciting and eventful in Cape Town. It hosted the 2010 FIFA World Cup™ with a comprehensive Green Goal™ greening programme of 41 projects. It held a series of hands-on workshops for the tourism industry, developed a website, produced a short film, and saw each of the signatories to the Charter adopt their own policies on Responsible Tourism including action plans for further implementation. A localised How-To Guide is in the works, and much more.

However, Cape Town is not yet a responsible destination. It still has a lot of work to do before it is truly practising the principles of Responsible Tourism and helping all visitors enjoy the city as responsible travellers. There is a long road ahead to travel, but it is well on its way.

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The Future: Best practice, Big Business and a Climate Treaty

The Global Sustainable Tourism Criteria (GSTC), consisting of 37 voluntary standards that tourism businesses can implement in an effort to be more sustainable, were launched in 2008 as part of an initiative by various bodies of the United Nations including the World Tourism Organisation and the Rainforest Alliance. Together with internationally accepted policy documents such as Agenda 21 mentioned earlier, policy documents at national level that prioritise sustainable development and, importantly, action plans at local level, like the Cape Town Responsible Tourism Policy and Action Plan, have all laid a solid foundation of best practice for the future sustainable development of tourism.

A cornerstone of this development is the role of education at school or university level, further education in the work environment, educating the tourism business sector and educating travelers about sustainable tourism principles.

One has to echo the question articulated so well by Hjalager as to why products that express the vision of sustainable tourism are only manifested in an embryonic stage and targeted only at small market segments. Are we aiming our 'green', eco-luxe and backpacker products exclusively at the niche markets? Who is catering for the charter and mass tourists and what is being served?

A shift is taking place in the tourism industry, which is predicted to gain momentum since some of the tourism industry's largest private sector players are adopting and implementing significant sustainable tourism measures. Industry leaders like TUI, Wilderness Safaris, &Beyond, Abercrombie & Kent, Banyan Tree Hotels and Resorts, Virgin and Royal Caribbean International are setting the bar high and evolving the acceptable standard of doing business in the travel industry. The industry has of late observed a number of environmentalists joining the ranks of big business because they feel that they can effect greater change here – a notion that would have been unheard of even 10 years ago.

Bold steps were taken in 2010 such as efforts to make the Caribbean a carbon neutral destination; FIFA World Cup™ host cities Cape Town and Durban made sustainability a key focus and tourism organisations like the Kangaroo Valley Tourist Association in Australia adopted a Code of Ethics with Responsible Tourism, informed by the Cape Town Declaration for Responsible Tourism (2002), along with their 'Have you seen our green kangaroo?' public-private partnership aimed at reducing carbon emissions. The stage is set to accelerate the pace of evolution in sustainable tourism development and, as an industry, we look forward to COP 17 the United Nations Conference on Climate Change which will be taking place in Durban, South Africa in November 2011 in the hope that the outcomes will propel sustainability further into the future.

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Key Destination Challenges and Opportunities

Updates on Sustainable Destination Challenges:

Economy: Environment: Climate Change: Food: Energy: Water: Culture: Society: Security: Health

1. Economy and Tourism:

In 2010 growth in international tourism receipts continued to lag somewhat behind that of arrivals during 2010, as is the trend during periods of recovery.

Among the top outbound tourism markets in terms of expenditure abroad, emerging economies continued to drive growth: China (+17%), the Russian Federation (+26%), Saudi Arabia (+28%) and Brazil (+52%). Of the traditional source markets, Australia (+9%), Canada (+8%), Japan (+7%) and France (+4%) rebounded, while more modest growth at 2% came from the USA, Germany and Italy.

Following a year of global recovery in 2010, growth is expected to continue for the tourism sector in 2011 but at a slower pace. UNWTO forecasts international tourist arrivals to grow at between 4% and 5% in 2011, a rate slightly above the long-term average.

Persistent high unemployment remains a major concern, with the gradual recovery in employment expected for 2011 still too weak to compensate for the jobs lost during the economic crisis.

- **Growth is likely to be slower but may well pick up again by 2012**
- **Global imbalances remain severe**
- **Low interest rates are creating abundant liquidity**
- **Protectionism a major danger**
- **Peaking unemployment as spending cut**
- **Significant barriers still remain to recovery – corporate profits strong**
- **No double-dip recession, stagnation instead**
- **UNWTO confidence index still rising – tourism arrivals will increase but expenditure may lag behind**
- **Falling house prices in UK & US**
- **Beginning of the major move to BRIC countries as major tourism source markets.**

Emerging markets: At some point, perhaps when China becomes the world's largest economy, the term "emerging market" may become redundant, gone the way of the Asian Tigers. Investors need to position themselves for this economic tsunami, or be overwhelmed by it.

By 2050, HSBC predicts, 19 of the world's 30 largest economies will be emerging markets. Their collective economic output, of about \$55,000bn, will be greater than that of their developed world peers. The world leaders will include not just China, India and Brazil but Mexico, Egypt and Iran. If all goes to plan, these will displace small, rich, ageing European economies such as Sweden and Denmark.

There is much guesswork involved in futurology, and studies like HSBC's are invariably rosier the further out they look. The real worth of predictions is not whether they are accurate – who knows? – but whether they are interesting. The conclusions seem at least plausible. Economic governance and monetary stability are improving across emerging markets, while demographics and trends in education and health are working in their favour. These are the key drivers of economic growth.

TOURISM OPPORTUNITIES:

Focus on getting relationships with developing source markets such as: Brazil, Russia, India, China. Mexico, Indonesia, Nigeria, Vietnam, South Africa likely to be major source markets in the next 30 years.

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2. Environment:

2011 is the UN Year of Forests – REDD+ (www.un-redd.org/ reducing emissions through deforestation and forest degradation) will be a major 2011 issue. There is becoming more focus on the environment per se as a tourism attraction. The built environment is also a major issue for many destinations.

TOURISM OPPORTUNITIES:

Ecotourism, adventure and soft adventure travel are already major draws. Any country that develops these themes is likely to gain serious benefits.

Cultural travel focused on local architecture is also an opportunity.

3. Climate Change:

Time is running out, watch for a focus behind COP17 (www.cop17durban.com) and a tying down of issues such as individual countries' targets. Carbon markets (and offset schemes) will make a comeback

TOURISM OPPORTUNITIES:

Offset schemes are not finished and are likely to make a comeback as soon as carbon emissions are appropriately valued. Even though carbon-offsetting activity did not achieve forecast levels, it is certain to be successful ultimately as it offers a hedging opportunity for emitters.

It may well be that there is no market demand for carbon neutral destinations per se – however, fossil fuels (carbon-emitting fuels) have already begun their gradual price ascent. This will call for energy-conservation measures. It is absolutely clear that the carbon-minimal destination will be the most cost-efficient destination and gain a marketing edge. Integrated transportation, fuel-efficiency and minimal waste are all key parts of this efficient process.

4. Food:

See: <http://www.worldbank.org/foodcrisis/> Food price-hikes were exacerbated by gambling activity on commodity prices in 2007/8, and, as food scarcity and distribution problems occur, this is likely to happen again. It would be silly not to recognize that the Tunisian revolution, and other political upheavals, was exacerbated by food price increases and scarcities.

TOURISM OPPORTUNITY:

Local food both defines a destination and avoids the problems associated with poor distribution. Local food & cuisine will be major selling points.

5. Energy:

Watch for major price spike in oil in 2011 – maybe \$150+ a barrel as producers try to coin in cash prior to renewable energy taking centre stage. See: <http://www.eia.doe.gov/oiaf/ieo/highlights.html>

TOURISM OPPORTUNITY:

Cheap fuel fuels cheap tourism booms. The scene is set for the more parsimonious use of fuel and energy, shorter distance and longer duration holidays, more fuel efficient transportation to and within destinations and more value placed on holidays and 'the journey'.

Current estimates indicate that the global domestic (rather than more easily-assessed international) tourism markets represent something like 500% of the number and value of international tourism markets. This poor relation of the tourism industry?

6. Water:

Water is set to be the critical issue in most destinations within the next decade, particularly in hot destinations. Currently top of the water stress list is Egypt; other tourism destinations in the most water-stressed countries include Australia (19), India (29), China (40) and USA (51) according to Maplecroft, the global mapping company. See: <http://www.fao.org/countryprofiles/water/>

TOURISM OPPORTUNITY:

Water and its misuse has long been a major hazard of tourism development. Tourists, however, still expect to have copious amounts of water for bathing and sporting activities such as golf, all consuming vast amounts of precious water. Major initiatives are now taking place to use 'grey' water for such activities both satisfying the local community and the tourist.

Destinations which do not balance the requirements of local people with those of tourists in terms of water equity will be entering dangerous territory.

7. Culture:

Authenticity vs. globalization – the ultimate tourism quandary set to take centre stage in 2011. Globalization only allows for a plastic, cultural commodification which tourists are now led to expect and are now starting to demand. <http://www.unep.fr/scp/tourism/sustain/impacts/sociocultural/negative.htm>

TOURISM OPPORTUNITY: Authenticity will be the word that characterizes successful tourism destinations. Authentic culture, authentic cuisine, authentic relationships – all will command a high value in tourism.

8. Society:

The pursuit of happiness will make a big impact as an alternative to economic wealth. “The welfare of a nation can scarcely be inferred from a measurement of the national income.” This is a key 1934 quote from the man who helped develop GDP (Simon Kuznets, the Nobel Prize winning economist).

<http://www.grossnationalhappiness.com/>

TOURISM OPPORTUNITY: The world’s happiest countries, according to Gallup, are: Denmark, Finland, Norway, Holland, Costa Rica, Canada, Switzerland, New Zealand, Sweden, Austria, Australia, United States, Belgium, Brazil and Panama. All of which are major tourism destinations – the fact is that tourists want to visit countries that have a high happiness quotient. The opportunity is to use tourism not only to deliver economic benefits but also to deliver happiness AND leverage this quality in tourism marketing.

9. Security:

The key challenge to the tourism industry is terrorism. Top ten destinations for potential terrorist attacks are: Somalia, Pakistan, Iraq, Afghanistan, Palestine Occupied Territory, Colombia, Thailand, Philippines, Yemen, Russia. Now watch Egypt, Tunisia, Morocco, Lebanon. <http://www.globalsecurity.org/>

TOURISM OPPORTUNITY: At least three destinations that depend on tourism for a big slice of their income are involved in this list, moreover other destinations wichever have a history of violence or are perceived as violent destinations are avoided by tourists. A key opportunity for any destination is to honestly characterize their destinations and to clear up any misunderstanding – in this regard, honesty is a very powerful marketing tool.

10. Health:

Tourists avoid unhealthy destinations like the plague. In fact, key travellers’ health worries include Rabies, AIDS, H1N1, Malaria, Plague, SARS, Diarrhea, Hepatitis, Legionnaires Disease, Polio and Typhoid. All these diseases have had maximum global media coverage. <http://www.who.int/en/>

TOURISM OPPORTUNITY: Most diseases are relatively local, a clean bill of health is the best asset that a destination can have – that and quality information and guidance to tourists.

Marketing destinations in a time of budget restraints

SPECIAL FEATURE & GUIDE FOR SUSTAINABLE DESTINATIONS

Low cost/no cost destination marketing: 10 ways to increase destination revenue and decrease costs:
Innovative, effective solutions to budget cuts

Low cost/no cost destination marketing

Destination marketing is currently caught in a classic 'Catch 22' situation. Because of budget cuts, the horizon of opportunity is dramatically restricted, reducing any marketing impact and losing valuable opportunities. Reduced marketing budgets reduce income reduce taxation and consequently... reduce budgets!

Tourism is, however a major economic regeneration mechanism. And, as such, is of interest to many development agencies and organizations – not just organizations directly related to tourism.

To bring the opportunities provided by tourism to a wide range of institutions and thereby to get additional funding and resources – the idea/project/initiative needs to be MARKETED.

The classic definition of marketing is 'Marketing is the identification & fulfillment of needs'

So...Let's identify NEEDS first: and who has them:

- **Destination tourism providers NEED tourists to spend money with them**
- **Destination businesses/exporters NEED sales activity and revenue**
- **Destination inhabitants NEED activity and economy**
- **Destination economic agencies NEED successes**
- **Tourists NEED quality value tourism**
- **Media NEED stories and advertising**

It is important to note that tourists are buyers, naturally buyers of tourism but buyers of many, many other things too. They are buyers in international markets and buyers in regional markets, buyers in local markets.

What tourism does is to add value to everything that it is associated with. How? Because it puts things into context, interprets them and adds the 'back story'.

For instance New Zealand lamb is set against the background of verdant hills and valleys, Rhine wine is seen with the spectacular Rhine valley, castles and the rushing river, German beer in warm, rowdy, medieval bierkellers.

A great selling point for India and Sri Lanka, for example, are the wonderful tea estates. Tourists travel all the way to France and Italy, Australia and the USA to taste wine where it is grows.

The truth is that tourism both brings people to destinations and advertises the destination's wares.

Much more than that, tourism acts as a very powerful economic development mechanism, stimulating local economic activity and employment.

Tourism's key attributes are:

- **Few barriers to entry (basically anybody with an idea can get into tourism)**
- **Helps social inclusion (good stepping stone to employment)**
- **Increases employment of all sorts (all grades and standards can succeed)**
- **Potentially green and sustainable (tourism may be a key driver to the green economy)**
- **Multi-sectoral stimulator (a vast range of businesses and activities benefit from tourism)**
- **Generation of Gross National Happiness**

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So, how do you use all these tourism attributes to get funding, support and resources?

PARTNERSHIPS, PARTNERSHIPS, PARTNERSHIPS:
THE UNFAILING METHOD OF GETTING MORE FUNDING AND RESOURCES FOR YOUR DESTINATION

STEP 1

There are two sorts of partners that are beneficial for destinations:

- 1. Commercial partners (partners who want to get more business)**
- 2. Economic partners (partners who want to develop the local/regional economy)**

To obtain maximum benefits you need both.

In commercial partnerships you are looking for partners who will benefit from tourists buying their products and/or being associated with tourism marketing in tourism source markets.

What are your Local Iconic Offers (LIO) that people buy? Food? Wine? Clothes? Culture? Crafts? List them all. Do tourists buy them? Could tourists buy them?

You can then list potential, obvious COMMERCIAL partners. You then just need to provide yourself with a list of organizations that produce LIOs and sell them – in other words those that benefit from their sale and would like to sell more.

Key is to establish the commercial partnerships first and then go together to the potential economic partners. Economic partners could include:

- **Trade associations**
- **Big local employers**
- **Chambers of commerce**
- **Regional Development Agencies**
- **Donors**
- **Local government**
- **Regional government**
- **National government**
- **Theatres**
- **Cultural centres**
- **Market operators**

They want what your partnership can deliver ie:

- **Customers**
- **Marketing exposure**
- **Local economic development**

STEP 2

Understand their individual needs – not quite as simple as it sounds, even as far as the commercial partners are concerned. They may not be interested in business and money alone. What they certainly will be interested in is reputation and opportunity (i.e. managing and augmenting their brand).

In this day and age they will wish (actually NEED) to develop sustainably. What does this mean in practical terms?

Sustainability means, above all, the absence of WASTEFULNESS. In this context the wasteful loss of customers, potential customers, allies and co-operators, potential allies and co-operators, commercial and quasi-commercial opportunities – and many other useful relationships.

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This allows you to extend the net somewhat farther in terms of business/establishment type. Here are a few co-operative suggestions that may not be in the immediate radar:

- **Schools, colleges & universities**
- **Big Society-type organizations such as Lions, Rotary, women's organizations,**
- **Local outposts of international franchises**
- **Broadcasting and publishing organizations**

STEP 3

What sort of partnership can you provide them, which would fulfill their needs? What applies to a global organization does not necessarily manifest itself at a local level and vice-versa.

Generally the opportunity to partner should go some way to fulfil the potential partner's needs, which will usually be in the following categories:

- **Reputation creating (and, frequently nowadays, rehabilitating!)**
- **Widening opportunity scope**
- **Improving market information-getting**

STEP 4

Engage with potential partners. The initial engagement should be to identify your potential partner's needs and to see if a co-operation can be created that will have the effect of fulfilling them.

STEP 5

Now it's time to create the initial partnership document, which will have the following sections:

- **Benefits**
- **Budget**
- **Strategy**
- **Tactics**

STEP 6

So, you've got a partnership. All you need is funding and technical resources. Here is a list of big economic development resources that are worth a visit:

GLOBAL: <http://www.ecodevdirectory.com/>

EUROPE: <http://www.eurada.org/site/>

EUROPE: <http://www.proinno-europe.eu/category/auto-created-vocabulary/executive-innovation-or-economic-development-agencies>

EUROPE: http://www.gdi-solutions.com/directory/invest_europe.htm

USA: <http://www.eda.gov/>

USA: <http://www.commerce.gov/>

INTERNATIONAL TOURISM FUNDING AND RESOURCE SOURCES

Multilateral Development Agencies:

African Development Bank (ADB):

www.afdb.org

The African Development Bank Group is a multinational development bank supported by 77 nations (member countries) from Africa, North and South America, Europe and Asia. Headquartered in Abidjan, Cote d'Ivoire, the Bank Group consists of three institutions: The African Development Bank (ADB), The African Development Fund (ADF) and The Nigeria Trust Fund (NTF). Established in 1964, its mission is to promote economic and social development through loans, equity

Asian Development Bank (ADB):

www.adb.org

ADB is a multilateral development finance institution dedicated to reducing poverty in Asia and the Pacific. Established in 1966, it is now owned by 67 members, mostly from the region.

The Development Gateway:

<http://www.dgfoundation.org/>

The Development Gateway is the ultimate information site on development assistance. It is a foundation originally established by the World Bank and partner countries and aims to be THE network for development. It is improving and changing all the time and is packed with information and leads to numerous other development related sources.

Inter-American Development Bank (IDB):

www.iadb.org

The IDB Group is the main source of multilateral financing for economic, social and institutional development in Latin America and the Caribbean. It also plays a leading role in regional integration. Headquartered in Washington, D.C., the IDB Group includes three institutions: The Inter-American Development Bank (IDB) supports economic and social development and regional integration in Latin America and the Caribbean. It does so mainly through lending to public institutions, but it also funds some private projects, typically in infrastructure and capital markets development.

The Inter-American Investment Corporation (IIC) is a multilateral financial organization that promotes economic development in Latin America and the Caribbean by financing small and medium-scale private companies. The Multilateral Investment Fund (MIF) is an autonomous fund managed by the IDB. It supports private sector development, mainly in the microenterprise sector.

The organizations Sustainable Development Department helps guide and advise its investments in projects that include tourism. The MIF is the main funder of sustainable tourism projects for the organization.

United Nations Conference on Trade and Development (UNCTAD):

www.unctad.org

The United Nations Conference on Trade and Development (UNCTAD) aims at the development-friendly integration of developing countries into the world economy. UNCTAD is the focal point within the United Nations for the integrated treatment of trade and development and the interrelated issues in the areas of finance, technology, investment and sustainable development. UNCTAD, in co-operation with other organizations and donor countries, provides technical assistance tailored to the needs of developing countries, with special attention being paid to the needs of the least developed countries, and countries with economy in transition.

The United Nations Department of Economic and Social Affairs: Division of Sustainable Development:

www.un.org/esa/sustdev

The Division for Sustainable Development provides leadership and is an authoritative source of expertise within the United Nations system on sustainable development. It promotes sustainable development as the substantive secretariat to the UN Commission on Sustainable Development (CSD) and through technical cooperation and capacity building at international, regional and national levels. The context for the Division's work is the implementation of Agenda 21, the Johannesburg Plan of Implementation and the Barbados Programme of Action for Sustainable Development of Small Island Developing States.

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The United Nations Development Program (UNDP):

www.undp.org

UNDP focuses on helping countries build and share solutions to the challenges of democratic governance, poverty reduction, crisis prevention and recovery, energy and environment and HIV/AIDS.

United Nations Economic and social Commission for Asia and the Pacific (UNESCAP):

www.unescap.org

UNESCAP also has a "Transportation and Tourism Division" that can be located through the "Programmes" tab at the top of the page, "Programs and Budget," "Priorities."

United Nations Educational, Scientific and Cultural Organization (UNESCO):

www.unesco.org

UNESCO functions as a laboratory for ideas and a standard-setter to forge universal agreements on emerging ethical issues. The organization also serves as a clearing house for the dissemination and sharing of information and knowledge.

United National Volunteers (UNV) Program:

www.unv.org

The United Nations Volunteers (UNV) program is the UN organization that supports human development globally by promoting volunteerism and by mobilizing volunteers. It is administered by UNDP. Every year 5,000 UN Volunteers represented by more than 150 different nationalities actively support the program of the United Nations.

The World Bank Group:

www.worldbank.org

The World Bank Group's mission is to fight poverty and improve the living standards of people in the developing world. It is a development Bank which provides loans, policy advice, technical assistance and knowledge sharing services to low and middle income countries to reduce poverty. The Bank promotes growth to create jobs and to empower poor people to take advantage of these opportunities.

The UN World Tourism Organization:

<http://unwto.org/>

As the leading international organization in the field of travel and tourism, the World Tourism Organization (WTO) is vested by the United Nations with a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, with the aim of contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms. In pursuing this aim, the Organization pays particular attention to the interests of the developing countries in the field of tourism.

Acting as an umbrella organization for world tourism, WTO plays a catalytic role in promoting technology transfers and international cooperation, in stimulating and developing public-private sector partnerships and in encouraging the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while at the same time they minimize its negative social and environmental impacts. Through tourism, WTO aims to stimulate economic growth and job creation, provide incentives for protecting the environment and cultural heritage, and promote peace, prosperity and respect for human rights.

Australia – Australia Agency for International Development (AusAID):

www.ausaid.gov.au

AusAID supports the integration of tourism within the objectives and activities of its broader official aid program to meet the objectives of reducing poverty and promoting growth, peace and stability.

AusAID has a Youth Ambassador Program that places young Australians on assignment in developing countries to conduct development project. Some of these projects involve ecotourism or sustainable tourism development goals.

AUSTRIA – Federal Ministry for Foreign Affairs:

www.bmaa.gv.at

The objective of the Austrian Development Cooperation is to promote sustainable economic development in its partner countries, which should have immediate repercussions on the fight against poverty.

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CANADA – The Canadian International Development Agency (CIDA):

www.cida.gc.ca

CIDA works in many developing countries and countries in transition to support tourism development activities, particularly community-based approaches.

DENMARK – Royal Danish Ministry of Foreign Affairs:

www.um.dk

The aid priorities set out in the strategy for Danish development assistance (Partnership 2000) comprises the general policy framework for Denmark's development co-operation. The overriding objective of Danish development aid is poverty alleviation. Tourism is supported through DANIDA programs.

EUROPEAN COMMISSION:

http://europa.eu/index_en.htm

The EC is probably the largest tourism development agency. The EC has, under the leadership of AIDCO, established an internal thematic working group on tourism.

FRANCE - Ministry of Foreign Affairs:

www.france.diplomatie.fr/index.gb.html

GERMANY - German Federal Ministry for Economic Co-operation and Development (BMZ):

www.bmz.de

GERMANY - Kreditanstalt für Wiederaufbau (KfW)

www.kfw.de

The KfW bank has several different 'brand' banks that serve different clientele. The Entwicklungsbank (link on the right side of the main page) is the organization's development bank that focuses on financing for developing countries. The bank works on behalf of the BMZ. To look for possible funding the "how do we work" link on this websites page provides descriptions of projects cycles, financing options and other information. A similar search could also be conducted through the search box under the "Countries and Projects" list.

GERMANY - Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ):

www.gtz.de

IRELAND – Ireland Aid:

<http://foreignaffairs.gov.ie/>

The Mission of the Department of Foreign Affairs is to advance Ireland's interests and values in the European Union and in the wider world, to promote Ireland's contribution to the international peace, security and development, to protect its citizens abroad and to pursue reconciliation and partnership on the island of Ireland.

JAPAN - Ministry of Foreign Affairs (MOFA):

www.mofa.go.jp

MOFA appears to fund some tourism related projects in developing countries.

Japan International Cooperation Agency (JICA):

www.jica.go.jp

JICA acts as a bridge between Japan and developing countries, advancing cooperation through knowledge sharing and training. JICA places Japanese Nationals in developing countries to educate and train citizens of these countries.

Japan Bank for International Cooperation (JBIC):

www.jbic.go.jp

The web page of the JBIC also links visitors to the ODA (Official Development Assistance) site and the funding options, data and project reports found on that site.

NETHERLANDS – Directorate General for International Co-operation (DGIS):

www.minbuza.nl

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SNV:

www.snvworld.org/

SNV is a Netherlands-based international development organization that provides advice to local organizations in developing countries; a consultancy for those organizations that lack access to the commercial market. SNV advisers work closely with local organizations in more than 25 countries in Africa, Latin America, Asia and Eastern Europe to harness their own solutions for development.

NORWAY – Norwegian Agency for Development Co-operation (NORAD):

www.norad.no

The Norwegian Agency for Development Cooperation (Norad) is a directorate under the Norwegian Ministry of Foreign Affairs (UD). Norad's most important task is to contribute in the international cooperation to fight poverty. The agency also focuses on cultural cooperation and development. In February 2004 Norad was reorganized to fulfill a new role and new expectations. Norad will contribute to effective management of development funds and ensure that the Norwegian development cooperation is of high quality and evaluated regularly.

SPAIN - Spanish Ministry of Economy - Spanish Agency for International Co-operation (AECI):

<http://www.aecid.es>

The AECI is involved to a certain extent in tourism development.

SWEDEN – Swedish International Development Co-operation Agency (Sida):

www.sida.se

Sida, the Swedish International Development Cooperation Agency, is a government agency that reports to the Ministry for Foreign Affairs. Sida is responsible for most of Sweden's contributions to international development cooperation. The goal of Sida's work is to improve the standard of living of poor people and, in the long term, to eradicate poverty. Sida is also responsible for cooperation with countries in Central and Eastern Europe.

UNITED KINGDOM – Department for International Development (DFID):

www.dfid.gov.uk

The Department for International Development (DFID) is the part of the UK Government that manages Britain's aid to poor countries and works to get rid of extreme poverty.

UNITED STATES - U.S. Agency for International Development (USAID):

www.usaid.gov

The flagship US program for fostering economic growth, alleviating poverty and enhancing local communities' living standards. Some of these goals are achieved through tourism projects; benefiting the developing nations, through their natural resources and cultural heritage. Global Sustainable Tourism Alliance (GSTA)

UNITED STATES – Millennium Challenge Corporation

www.mcc.gov

The Millennium Challenge Corporation (MCC) is an innovative and independent U.S. foreign aid agency that is helping lead the fight against global poverty.

Created by the U.S. Congress in January 2004 with strong bipartisan support, MCC is changing the conversation on how best to deliver smart U.S. foreign assistance by focusing on good policies, country ownership, and results. MCC has approved over \$7.4 billion in compact and threshold programs worldwide that support country-determined projects.

UNITED STATES – US Trade and Development Agency (USTDA)

<http://www.ustda.gov>

USTDA is an independent U.S. Government foreign assistance agency that is funded by the U.S. Congress. USTDA mission is to help companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

USTDA provides grant funding to overseas project sponsors for the planning of projects that support the development of modern infrastructure and an open trading system. The hallmark of USTDA development assistance has always involved building partnerships between U.S. companies and overseas project sponsors to bring proven private sector solutions to developmental challenges.

Ten easy ways to increase destination revenue and decrease costs:

1. Get more spend out of tourists. Before. During. After.
This has got to be the easiest EVER opportunity. Tourists have committed to come as soon as the booking is made. Find ways of contacting them and increasing their sales value – as soon as they've booked, while they are in your destination, and don't lose them after they've gone home.
2. Reduce tourist cost in destinations.
The key to good management is the elimination of waste. Keep your destination costs low and your destination as a whole will be more cost-effective – AND carbon effective – which, in itself, is a selling point.
3. Poach tourists.
Tourism is a dog-eat-dog game. Why aren't you at the airport selling YOUR destination? Are other destinations doing the same thing?
4. Survey.
Get ALL the information out of each and every tourist, so that you can fulfil their needs AND keep in touch.
5. Events.
Often a quick hit – why not organize just a simple, newsworthy celebration and market it?
6. Integrate.
**Link tourism with other destination activities – it will always be a benefit.
Link local tourism-related outlets with each other in a daisy chain – so that each can promote each other and maximize tourism spend.**
7. Sales training in destination.
Are all of your tourism-related workers at tourist touch-points properly sales trained? If not, why not? Training will increase income DRAMATICALLY and IMMEDIATELY
8. Social media.
Are all of your residents promoting your destination's assets, features, benefits on Facebook, Twitter, YouTube? If not, why not?
9. Destination supporters.
Have you got a destination supporters club? An extremely good way to promote specific events and activities and innovations.
10. Client get client.
Are you enabling your happy clients to become ambassadors and promote your destination? Client get client has been proved over and over again as the best and most cost-effective method of promotion EVER!

Key Issues 2011:

Destination & provider certification; carbon neutral destinations; transportation; green MICE; destination built & natural environment; destination economic, cultural, environmental, social benefits

Destination and provider certification

Although there is some dispute as to the benefits of global certification (see <http://www.travelmole.com/stories/1140771.php> and <http://www.sustainabletourismcriteria.org>, destinations and destination providers may well get substantial advantages from sustainable certifications.

Currently the only agency to certify a whole destination is Green Globe, whereas there are a number of global agencies which certify individual tourism initiatives in destinations. The following are examples:

Green Globe: www.greenglobe.com

Rainforest Alliance: <http://rainforest-alliance.org/tourism/verification>

GTBS: <http://www.green-business.co.uk/>

ISO 14000 http://www.iso.org/iso/iso_14000_essentials

Leadership in Energy and Environmental Design (LEED) <http://www.usgbc.org>

Travelife Awards <http://www.travelifecollection.com>

Sustainable Tourism International <http://www.sustainabletravelinternational.org>

OPPORTUNITY:

Choosing a legitimate and serious certification scheme entails sustainability audits, which point out just how sustainably efficient individual destination tourism facilities are and point to opportunities for improvement. As a destination becomes more and more certified it becomes more and more efficient and generates a reputation for good practices.

Carbon Neutral Destinations

Although only some 20% - 30% of carbon emissions are made at a destination out of the total tourism package (70% - 80% are emitted on the transportation to the destination) – carbon-neutrality is seen as a significant selling point and, eventually, a key cost advantage.

Becoming carbon-neutral, or carbon-positive, minimizes a destination's emissions and therefore energy cost and assists in making the destination tourism offer extremely efficient.

During the last 10 years or so, a number of destinations have announced their aim to achieve carbon-neutrality including the following high-profile announcements:

- **Costa Rica**
- **Sri Lanka**
- **Caribbean (Caribsave)**
- **Maldives**
- **Egypt**
- **Scotland**

The idea of Carbon Neutral Destinations has for some years been endorsed as a policy tool by the UN's World Tourism Organization which sought to cut tourism's contribution to climate change. This term describes the idea that a tourist destination could progressively move towards lower fossil fuel use and, therefore, cut its CO2 output to nil over a long term of perhaps 20 years. In present practice, the output of CO2 could be either cut or compensated for by investing in carbon sinks, or projects that result in carbon sequestration.

To be "Climate Neutral" however, would indicate that the focus is on emissions of all greenhouse gases, an issue of particular importance with regard to the radioactive forcing caused by aviation, while "carbon neutral" would only comprise CO2. Carbon neutrality is being used to refer to a situation where the amount of CO2 emitted equals that which is then sequestered or offset. A combination of measures will, therefore, be required to reduce the carbon footprint of tourism.

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Key issues are dealt with by

Caribsave: <http://www.caribsave.org/> and at

Visit Scotland: http://www.visitscotland.org/business_support/sustainable_tourism.aspx and a major destination plan supported by the German donor agency GTZ –

see: <http://www.greenprophet.com/2010/03/sharm-el-sheikh-carbon-neutral/> and <http://www.travelmole.com/stories/1146810.php>

OPPORTUNITY:

There is a real opportunity in the creation of sustainable destinations – not only for the benefit of the local population but also as a marketing tool to preserve and increase the destination's cost-efficiency

Transportation

Transportation is, of course, where most of the GHG emissions are caused and, in resort, where many opportunities lie.

Transportation to destinations:

Air vs. rail vs. car vs. bus vs. ship vs. networks

As far as members of the world's general public are concerned - the pecking order in environmentally good to environmentally bad – rule of thumb is now pretty well established as follows:

Air travel	VERY BAD
Car travel	NEARLY AS BAD
Bus travel	NOT BAD
Rail travel	NOT BAD EITHER
Metro, tram etc	NOT BAD
No travel	GOOD
Walk/bike travel	GOOD
Ship /cruise	WHO KNOWS BUT PROBABLY BAD

Of course tourism relies on transportation to exist and cheap transportation to flourish and, as transportation relies on fuel cost and fuel cost relies on taxation, the fact that carbon emissions are certain to become a part of taxation.

Almost everything that has been published since climate change has been recognized as a potential threat, has highlighted the dangers implicit in transportation.

It is no coincidence that there is now a concurrence of high fuel prices and the global warming/transport emissions effect on perceptions – in other words, all energy is getting more expensive, bad energy is getting even more expensive.

It is as certain as can be that as the world goes in an agreed route to reduction of emissions that transportation will be a major issue.

Already transportation taxes per se are seen as green taxes – in the UK, for instance both the APD (Air Passenger Duty) and petrol taxes are seen as environmentally-friendly even though the taxes are not hypothecated.

Generally, transportation (and fuel for transportation) is seen as a global industry – hence the global agreement not to tax kerosene for airplanes.

Given the freedom of information and the predominance and power of marketing it is extremely difficult for both legislators and consumers to identify the most carbon-neutral forms of transportation. The fact is that every single transportation model has emissions involved. Moreover specific local/regional issues are also, often involved.

The following are just a few of the 'facts and figures' offered:

<http://planetgreen.discovery.com/tech-transport/plane-train-automobile-travel.html>

<http://www.seat61.com/CO2flights.htm>

http://driving.drive-alive.co.uk/relative_carbon_emissions.htm

<http://www.cityrenewed.com/2009/05/trains-vs-planes-vs-automobiles/>

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The situation is further nuanced in global travel and tourism management and the following questions need to be addressed:

- **Countries that rely on tourism for development (e.g. Africa & Caribbean) tend to be long distances from source markets and often affected adversely by source market carbon-related taxes. How can this be ameliorated?**
- **If carbon-emissions in tourism are to be recognized and used as tourism marketing benefits they need to have some cost implications. How will these be delivered and characterized?**
- **How can the issues be explained clearly so that potential tourists (and carriers) can make informed, beneficial choices?**
- **One of the major current issues is destination transportation – see:**
<http://www.travelmole.com/stories/1145899.php> and <http://www.travelmole.com/stories/1143538.php>
If there is to be an argument for individual holiday combinations to be assessed for their 'Carbon Compliance' and, in effect 'colour-coded', how much of the destination-side transportation would be used for the package? <http://www.travelmole.com/stories/1138517.php>

Unconfirmed figures suggest that currently 40% (set to increase to 53%) of travel and tourism emissions are caused by air travel. Later investigation has suggested that these emissions are made even more dangerous by the 'Radiative Forcing' process. Currently tourism in total apparently causes some 5% to 10% of global carbon emissions.

So, the 'Big Hit' is aviation – and, as aviation is a global industry – what global initiatives will be put in place to dramatically reduce these emissions?

Transportation in Destinations

Good, simple and cheap destination transportation is a major destination draw and a key facility for tourists. The following destinations have dramatically benefitted from sustainable destination transportation and have achieved both good tourist inflows but increase in reputation:

In Germany, France, Italy, Austria, Switzerland and Slovenia, the Alpine Pearls network attempts to minimize in destination car use: <http://alpine-pearls.com/>

In Paris, London, Copenhagen, Dublin, Amsterdam and other European cities easy and often free bicycles are available. See, for example :

<http://www.velib.paris.fr/> and <http://www.copenhagense.com/> and <http://www.tfl.gov.uk/roadusers/cycling/14808.aspx>

Walking tours are a key destination choice – for example: Amsterdam, Berlin, Brussels, Dublin, Edinburgh, Hamburg, London, Jerusalem, Madrid, Munich, Paris, Prague and Tel Aviv free walking tours have been organized by an entrepreneurial company: <http://www.neweuropetours.eu>

In Prague, the local government is rightly proud of its integrated transportation system see:

<http://www.czech.cz/en/66424-prague-integrated-transport-system>

Public destination transportation delivers the following benefits amongst many others:

- **Spreading the tourism spend**
- **Making the destination more attractive by putting places within reach**
- **Giving tourists an opportunity to engage with local people**
- **Increasing destination revenue**

OPPORTUNITIES:

- **Destination walking tours can employ many people and give tourists an authentic and unique experience.**
- **Bicycle hire is a great SMME opportunity.**
- **Quality transportation is of benefit to both tourists and locals**

Green MICE

(Meetings, Incentives, Conferences, Exhibitions)

It is quite likely that destination greening will be driven by the business travel and MICE industry, rather than by leisure tourists.

Why?

Because businesses are more aware of their CSR reputation and public images than individual holidaymakers are. The reason that chain hotels are going green is partly because it saves money and attracts investors but mainly because big businesses and organizations cannot book them unless they have some green accreditation due to their organizational policies.

For instance no US government organization can book a hotel unless it accords to certain green criteria. So, all the major incentive and trade shows are going green.

For instance IMEX Green meetings award: <http://www.imex-frankfurt.com/envaward.html>

For instance EIBTM many green innovations: <http://www.eibtm.com/page.cfm/link=21>

For instance the US Green Meetings Industry Council: <http://www.greenmeetings.info/>

Therefore green MICE represent a massive opportunity for any destination that chooses to create a green profile and specializes in this kind of event.

Meetings, incentives, conferences and exhibitions all draw high-spending visitors.

OPPORTUNITIES:

Creating a special green MICE web page and brochure in association with local tourism providers could provide serious benefits.

Destination built and natural environments

Generally, a destination is characterized by its environment which is, after all, its stock in trade.

Before promoting itself, it may well be worthwhile for any destination to conduct a tourism-environmental audit.

List the environmental characteristics, both natural and architectural – understand what opportunities this represents for tourism.

This all may bring to light serious and unthought-of opportunities.

For instance a few of the more outlandish opportunities:

Prison tourism: <http://travel.nytimes.com/2007/05/11/travel/escapes/11prison.1.html>

Chernobyl tourism: <http://online.wsj.com/article/SB10001424052748703727804576017720342095028.html>

Industrial history tourism: http://www.east-ayrshire.gov.uk/comser/tourism/industrial_history.asp

OPPORTUNITIES:

A tourism-environment audit may uncover substantial destination opportunities.

Destination economic, cultural, environmental, social benefits

Good places to live ARE good places to visit.

Destinations can get the following benefits and more from sustainable tourism initiatives:

- **Local employment opportunities**
- **Opportunities for sustainable local economic development**
- **Stimulation of local economic growth & activity**
- **Training and educational activity and consequent benefits**
- **Local pride in local culture**
- **Maximization of economic benefits and marketing for cultural activities**
- **Recognition of the economic value and monetization of the local built and natural environment**
- **Enhanced stewardship of the local built and natural environment**
- **Local understanding, pride in and appreciation of the local built and natural environment**
- **Opportunities for social inclusion**
- **Opportunities for understanding other cultures**
- **Development of personal and commercial relationships**

Tourism Interpretation:

Using interpretation to deliver enormous benefits throughout the creation, marketing and delivery process

Interpretation is the key function of tourism. It is probably true to say that without interpretation, true tourism could not exist:

- **Interpretation breathes life and history into a building and puts it in its place in the world.**
- **Interpretation takes a painting and explores its raison d'être**
- **Interpretation takes any inert object, examines and pronounces on its origins**
- **Interpretation helps explore geography and allows us to understand our relationship with the world.**
- **Interpretation makes the natural world accessible to us**
- **Interpretation tells stories and gives information**
- **Interpretation is the basis of and guided tour or visit**

Interpretation takes anything and, by relating it to the viewer's experience, makes it relevant and valuable.

All over the world, at any time, interpretation is taking place, leveraging situations, facts, objects, scenes and transforming them into relevance, knowledge and usefulness.

Key current uses of interpretation:

- **Guided tours**
- **Tourism trails**
- **UK Blue plaques**
- **Galleries**
- **Food sources**
- **Wildlife interpretation**
- **Guide books**

Key examples of interpretation:

<http://www.bbc.co.uk/ahistoryoftheworld/>

<http://www.neweuropetours.eu/>

<http://www.english-heritage.org.uk/discover/blue-plaques/>

OPPORTUNITIES:

- Using the ad-man's rule – use interpretation to sell benefits not features – that is to relate the interpreted item directly to the person to whom it's being interpreted.
- Tourism-related destination networks to create sustainable, identifiable, manageable, diverse economic growth
- Diverse, benefit-driven marketing partnerships: Potential destination beneficiaries/partners

Diverse, benefit-driven marketing partnerships – food, drink, crafts

Clearly, the major issue for any putative sustainable tourism destination is to maximize the tourism revenue gained and retained locally whilst maximizing the value of the visitor's experience and their wish to return.

Moreover destination branding seeks to add value to locally-produced goods, benefitting suppliers. For instance the addition of Cheddar to cheese defines and adds value to both the cheese and the pretty Somerset destination, bringing more visitors, increasing their spend and spreading the word about a locally produced item.

Visitors are constantly searching for authenticity and nowhere is this more evident than in food and drink.

One meal that has been used to good effect is often breakfast – where potentially all the major ingredients of a classic breakfast can be produced locally, both benefitting local suppliers and giving tourists an authentic taste of the area. A locally-produced breakfast can also be used as a marketing icon giving extra value to both accommodation providers and restaurants.

In fact any food item or craft can be used in this way, both increasing the authenticity (and value-added) of the visitor experience and marketing the destination.

Classic national destinations that use this sort of linked promotion are:

- **Scotland (eg tartan, whisky, tweeds...)**
- **Italy (eg foods, wines, art...)**
- **France (eg wine, food...)**
- **Spain (eg wine, food...)**

However, the real power in authenticity is in regional authenticity – for instance the massively successful 'Slow Food' movement <http://www.slowfood.com> emphasizes this. The organization has grown since 1989 and is now a network of 100,000 members in 153 countries – grouped in 1,300 local chapters called Convivia – developing activities, projects and events at a local, regional and global level. These currently include:

More than 5000 Slow Food initiatives each year - 10,000 small producers involved in 314 Presidia projects - 903 products at risk of extinction promoted through the Ark of Taste catalog - 1,300 food education activities and 350 school gardens in 100 countries - Terra Madre network activities which involve 2,000 food communities, 1,000 cooks, 500 academics and 1,000 young activists.

Clearly a major movement and one that indicates the marketing opportunities for cross-product linkages and tourism.

Indeed there is now a slow travel movement http://www.slowmovement.com/slow_travel.php and commercially <http://www.slowtraveleurope.eu/>

Have these market movements' potential yet been harnessed by local initiatives? Probably not yet – however food festivals are a major draw and bring tourists from far and wide – for instance:

UK: Ludlow <http://www.abergavennyfoodfestival.com/> and Abergavenny (UK) <http://www.foodfestival.co.uk/>

US: Taste of Chicago http://en.wikipedia.org/wiki/Taste_of_Chicago

Italy Salone del Gusto: <http://www.salonedelgusto.it>

Food and drink are most advanced, with crafts following closely behind in terms of market demand. However, there is absolutely no reason why local producers of any typical and authentic products should not band together both to promote their wares and their destination to benefit both.

See for examples:

Macclesfield Silk Trail: <http://www.travelmole.com/stories/1145136.php> <http://www.macclesfield.silk.museum/visit-our-museums/index.htm>

Orkney Designer Crafts: <http://www.orkneydesignercrafts.com>

Coffee trail: <http://travel.nytimes.com/2006/02/12/travel/12coffee.html>

Tea trail: <http://teatrails.com>

Cooperative Marketing New Mexico: <http://www.newmexico.org/coop/index.php>

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Cooperative Marketing Yukon Canada <http://www.tc.gov.yk.ca/568.html>

Cooperative Marketing Australia <http://www.tourismnt.com.au/industry-resources/marketing-tool-kit/cooperative-marketing.aspx>

Diverse, benefit-driven marketing partnerships

– events

SEE video interview with Kenneth Wardrup CEO of Edinburgh Marketing:

<http://www.youtube.com/valeretjolle#p/a/u/0/7714jwBtN8o>

The basic aim of tourism initiatives is to bring people to a destination to spend money. Nothing is more successful in this respect than an appropriate event.

Here is a list of just a few world-famous examples:

Edinburgh Festivals <http://www.edinburghfestivals.co.uk/>

Glastonbury <http://www.glastonburyfestivals.co.uk/>

Ludlow <http://www.foodfestival.co.uk/>

Bayreuth http://www.bayreuther-festspiele.de/english/english_156.html

Saltzburg <http://www.salzburgerfestspiele.at/>

New Orleans Mardi Gras <http://www.mardigrasneworleans.com/>

Rio carnival <http://www.rio-carnival.net>

Venice Carnival <http://www.carnivalofvenice.com/>

Puskar Camel Fair <http://www.pushkar-camel-fair.com/>

St Lucia Jazz Festival <http://www.stlucijazz.org/>

White Nights http://en.wikipedia.org/wiki/White_Nights_Festival

Chinese New Year <http://www.discoverhongkong.com/chinesenewyear/eng/index.jsp>

Burning Man <http://www.burningman.com/>

Seville Ferias <http://www.andalucia.com/festival/home.htm>

The proms <http://www.bbc.co.uk/proms/2010/>

Guca Trumpet Festival <http://www.guca.rs/eng/>

Hogmanay <http://www.edinburghshogmanay.org/>

Cannes Film Festival <http://www.festival-cannes.com/>

Calgary Stampede <http://calgarystampede.com/>

Oktoberfest Munich <http://www.oktoberfest.de/en/>

Galway International Oyster Festival <http://www.galwayoysterfest.com/>

And these are just festivals – there is no end to other events that will attract visitors:

- **Business events**
- **Agricultural shows**
- **Special interest events**
- **And a whole lot more**

The key is to put on something that is relevant and of use and interest to the local population – that tourists, both domestic and international, would enjoy.

Create a local partnership to make the event happen, but make sure that there is a local interest in the subject.

Potential destination beneficiaries/partners

More organizations than you think may well be potential partners. Of course there are the tourism-related institutions – hotels, transportation companies, tourism attractions, souvenir shops, restaurants etc.

But there are the less obvious ones – shops of all sorts, banks, employers of all sorts, professional services such as lawyers, accountants, realtors (estate agents) departmental stores and other shops. In fact anyone from the local business community who wishes to make their local community more prosperous.

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The key is to spread the net wide – any organization which:

- **Employs people in the destination**
- **Trades in the destination**
- **Markets to the destination**
- **Markets to the destination's target market**

Is a key prospect for co-operation.

Different destinations different challenges

Urban destinations (towns and cities): Seaside resort destinations: Rural area destinations: Protected and semi-protected area destinations

Key urban destination challenges/opportunities:

- **Traffic**
- **Carrying capacity**
- **Street experiences**
- **Community acceptance & buy in**
- **Culture**
- **Religion**
- **Site use conflicts**
- **Tourism interpretation**

AMSTERDAM – CASE HISTORY

For an example of a successful urban tourism development plan DOWNLOAD the Strategic Marketing and Communication Plan 2009-2012 <http://www.atcb.nl/about-us/strategy>

Key seaside resort destinations challenges/opportunities:

- **Seasonal activity**
- **Carrying capacity**
- **Occupancy levels**
- **Fashion**
- **Regular regeneration**
- **Tourism product diversification**
- **Regular employment opportunities**
- **Local SME and SMME opportunities**

BENIDORM ETC – CASE HISTORY

To see the potential future of tourism and why Benidorm and other mass-tourism destinations may be models for the future – download:

<http://www.e-tid.com/getdoc/b7e621f9-96db-4e45-9f69-a989ca162676/SustainableHolidayFuturesReport.aspx>

Key rural area destination challenges/opportunities:

- **Carrying capacity – community acceptance & buy in**
- **Environmental degradation**
- **Tourism transport & accommodation infrastructure**
- **Tourism skills**
- **Funding**
- **Entertainment**
- **Lack of tourism SMEs and SMMEs**
- **Sensitive tourism product creation & marketing**

Sustainable Tourism Report Suite

SCOTLAND – CASE HISTORY

To see the challenges and opportunities in a specific rural destination – download:
http://www.scottish.parliament.uk/business/research/pdf_res_brief/sb02-92.pdf

Protected and semi-protected area challenges/opportunities:

- **Visitor management**
- **Tourism/wildlife interpretation**
- **Carrying capacity**
- **Community involvement**
- **Environmental degradation**
- **Visitor risk management**
- **Tourism infrastructure**

PAN PARKS – CASE HISTORY

A resource centre for sustainable tourism development in critical protected areas downloads of useful materials: <http://www.panparks.org/learn/wilderness-resource-bank/sustainable-tourism>

Green Destination Branding & Marketing

Key issues that heighten brand value: Key issues that heighten brand awareness: Managing the brand for profitability and diverse income

10 Key issues that heighten brand value:

1. **Uniqueness**
2. **Relevance**
3. **Accessibility**
4. **Infrastructure**
5. **Authenticity**
6. **Integration**
7. **Durability**
8. **Credibility**
9. **Braggability**
10. **Multiple facets**

PURE NEW ZEALAND 10 YEARS:

<http://www.tourismnewzealand.com/media/106877/10%20year%20anniversary%20of%20100%20%20pure%20new%20zealand%20campaign%20-%20pure%20as%20magazine.pdf>

10 Key issues that heighten brand awareness:

1. **Fashion**
2. **Newsworthiness**
3. **Relevant Events**
4. **Celebrity**
5. **Character**
6. **Diaspora**
7. **Networks**
8. **Budget**
9. **Brand recognition**
10. **Historical roots**

BRAND SOUTH AFRICA TAKING IT SERIOUSLY:

<http://www.imc.org.za/>

Managing the brand for profitability and diverse income

There is absolutely no point in having a destination brand which simply produces popularity. The object of the exercise is to use the brand to deliver sustainable economic benefits.

Sustainable economic benefits are not judged by numbers of visitors but by the benefits those visitors bring in exchange for their carrying costs (environmental damage, use of facilities etc).

It is also critical that the economic benefits brought by tourists stay in the destination and are not exported (leaked) somewhere else. The very best way of ensuring minimal leakage is to ensure that tourism economic activity is directed at local SMEs and SMMEs. Tourism is a very effective method of local businesses sharing in export activity due to the sector's low barriers to entry.

The key method of ensuring positive activity is through quality training and education.

Key Organisations 2010/2011:

50 Key tourism creators driving sustainable tourism to destinations

1. Millennium Challenge Corporation www.mcc.org
2. Global Sustainable Tourism Criteria www.sustainabletourismcriteria.org
3. Solimar International www.solimarininternational.com
4. World Tourism Organisation www.unwto.org
5. World bank/IFC www.worldbank.org
6. GreenerEarth.travel www.greenerEarth.travel
7. Sustainable Travel International www.sustainabletravelinternational.org
8. Planeterra www.planeterra.com
9. International Centre for Responsible Tourism www.icrtourism.org
10. The International Ecotourism Society www.ecotourism.org
11. Rainforest Foundation www.rainforestfoundation.org
12. UN Environment Programme www.unep.org
13. SNV www.snvworld.org
14. World Travel & Tourism Council www.wttc.org
15. Vision on Sustainable Tourism www.tourism-vision.com
16. Destinet www.destinet.eu
17. The Travel Foundation www.thetravelfoundation.org.uk
18. TotemTourism www.totemtourism.com
19. Planeta www.planeta.com
20. Tourism Concern www.tourismconcern.org.uk
21. Tourism For Tomorrow www.tourismfortomorrow.com
22. European Union http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm
23. Ecotrans <http://www.ecotrans.org>
24. National Geographic <http://travel.nationalgeographic.com/travel>
25. International Tourism Partnership <http://www.tourismpartnership.org>
26. Green Tourism Business Scheme <http://www.green-business.co.uk>
27. Responsible Travel <http://www.responsibletravel.org>
28. Green Traveller <http://www.greentraveller.co.uk>
29. Disney Corporation <http://corporate.disney.go.com/responsibility/environment.html>
30. Travelocity* <http://www.travelocity.com/TravelForGood/gr-directory.html>
31. Expedia* http://www.expedia.com/daily/sustainable_travel/going_green/green_hotels.asp
32. Orbitz* <http://corp.orbitz.com/planetearth>
33. Responsible Tourism Awards <http://www.responsibletourismawards.com>
34. World Travel Market <http://www.wtmwrtd.com/>
35. George Washington University <http://www.gwu.edu>
36. International Institute for Peace through Tourism <http://www.iipt.org/resources/presentations/sustainable.html>
37. Caribsave www.caribsave.org
38. Griffith University www.griffith.edu.au
39. Hong Kong Poly www.polyu.edu.hk/~htm
40. US Green Building Council www.usgbc.org
41. Thomas Cook <http://sustainability2009.thomascookgroup.com>
42. TUI <http://www.tui-group.com/en/sustainability>
43. Six Senses Resorts & Spas www.sixsenses.com
44. Innovation Norway <http://www.innovasjon Norge.no/Om-oss/Innovation-Norway>
45. Terracurve www.terracurve.com
46. Fair Tourism <http://www.fairtourism.org>
47. Royal Caribbean www.royalcaribbean.com
48. The Maldives www.themaldives.com
49. Virgin Holidays www.virginholidays.co.uk
50. ABTA www.abta.com

From a destination's point of view it is worth noting that... although there are many thousands of tour operators operating from source markets to destinations, packaging and operating tours; hundreds of shipping lines and airlines transporting them and many hundreds of thousands of travel agents selling packages – there are just a dozen or so Global Distribution Systems. Here are a few names: Sabre/ Travelocity, Amadeus, Travelport/Galileo, Expedia, Orbitz,, Opodo, Travelsky.

These mega travel companies deliver travel products (flights, hotel beds, cruises) over the internet to travel agents and the general public.

Although they are technology companies – they also control the flow of offers – in effect the travel industry.

12 Green Destination case histories:

1. **Name:** Cape Town Tourism
Type: City

Details: Known as the Mother City, and incredibly well situated Cape Town has always had tremendous tourism opportunities. For many years the destination was held back by a reputation for violence. Recently, as a result of a clear responsible tourism policy, a committed tourism management and clever use of the World Cup showcase, Cape Town is set to get many more tourism accolades on the world stage.

Opinion: Possibly the world's most educated and efficient DMO.

Info and resources:

<http://www.capetown.gov.za/en/tourism/Pages/ResponsibleTourism.aspx>

2. **Name:** Visit Malaysia
Type: Country

Details: As a direct result of Visit Malaysia Year and 'Malaysia Truly Asia', Malaysia has both crept into the world tourism top 20 AND recognized the necessity to deal with tourism benefits rather than numbers. The country is very disparate and has a wide area, it is also close to emerging source markets of China and India in particular.

Opinion: Malaysia's tourism management both understands the benefits of tourism and is committed to, and adept at, marketing

Info and resources:

Download .pdf to see how they did it:

http://www.worldtourismconference2010.com/download/doc_download/14-knp3-datuk-dr-victor-weeadata-drong-hong-peng-running-a-successful-national-tourism-campaign.html

3. **Name:** New Zealand
Type: Country

Details: 100% Pure New Zealand is probably the most respected, most copied and most effective branding campaign in world tourism. One of its great benefits has been to market the country's offers under a homogenous umbrella delivering market potential to a whole range of products from food and wine through ethical items to a cohesive tourism offer.

Opinion: One of the great benefits of a good marketing campaign is that it has real effects on both the consumer and the quality of tourism product creation and investment.

Info and resources:

Pure New Zealand after 10 years download .pdf:

<http://www.tourismnewzealand.com/media/106877/10%20year%20anniversary%20of%20100%20pure%20new%20zealand%20campaign%20-%20pure%20as%20magazine.pdf>

4. **Name:** Pielachtal Austria
Type: Rural region

Details: The Austrian region Pielachtal consists of nine municipalities linked by the Pielach river. The destination has gone out of its way to create and market its tourism offer along specific sustainable tourism lines both from the point of view of inhabitants and to offer tourists a nature and natural tourism product. The destination won the 'Outstanding Example' destination award at the recent VESTAS (Vision European Sustainable Tourism Awards)

Opinion: A classic example of rural tourism sustainable development.

Info and resources:

<http://www.pielachtal.info>

5. Name: Egypt
Type: Country

Details: Not known for its sustainable tourism development, Egypt was one of the very first tourism destinations in the 19th century. The country has a deep history of hospitality and has a well-organized tourism infrastructure – it is intent on dramatically increasing arrivals to 25 million by 2020 which would firmly place the country in the global top ten tourism destinations. Alongside this it is intent on greening its tourism offer, particularly in Sharm el Sheikh.

Opinion: An interesting and adventurous strategy not yet assured of government support but the country has immense credibility at the moment due to the uprising and can gain world wide commitment.

Info and resources:

<http://www.greenprophet.com/2011/01/morocco-egypt-eco-tourism/>

<http://www.travelmole.com/stories/1146810.php>

6. Name: Namibia
Type: Country

Details: Namibia has been seen as a classic ecotourism destination for some 20+ years and its recent conservancy scheme, and government's commitment to sustainable development has allowed it to access substantial (in excess of \$75m) funding for tourism development from the US Millennium Challenge Corporation. Provided the country's tourism ministry keeps on top of development it will emerge as a leader and showpiece of sustainable tourism in Africa.

Opinion: Namibia has a major opportunity. Combined with strong partners and support it is set to success.

Info and resources:

<http://www.travelmole.com/stories/1140676.php>

7. Name: Botswana
Type: Country

Details: Seen as the African home of responsible ecotourism, Botswana's approach to tourism is based on a 'low-volume - high-yield' strategy, which was devised and supported through a series of government legislations. A high level of the adult population work in tourism and wildlife, contributing to the conservation of fragile habitat and a number of IUCN red-listed threatened species.

Opinion: Botswana is likely to be one of the first Sub-Saharan Africa countries to develop a global brand.

Info and resources:

http://www.tourismfortomorrow.com/bin/pdf/original_pdf_file/botswana_tourism_board.pdf

8. Name: Alpine Pearls
Type: Alpine rural tourism network

Details: The Alpine Pearl Association offers environmentally friendly tourism products in 24 holiday regions in six countries the Alps. The organization tries to reduce the impact of motoring holidays and offer a practically car-free option. The cooperation's members fulfill strict quality criteria like town centers with reduced traffic, transfer services, environmentally friendly leisure time facilities, the guarantee of mobility without car and ecological minimum standard

Opinion: A major, and well-recognized initiative, particularly with global warming it may offer a sustainable future for ski destinations

Info and resources:

<http://www.travelmole.com/stories/1145380.php>

9. Name: Costa Rica
Type: Country

Details: Costa Rica is the classic ecotourism destination and well aware of its position in this field. There is probably no country in the world that has been doing it for so well or so long or is so committed to it. This number 6 in the world's happiest countries league is concentrated in using tourism to generate sustainable economic activity and to protect the environment.

Opinion: Costa Rica's major challenge is global warming and the associated sea level rise

Info and resources:

<http://www.tourism.co.cr/costa-rica-ecotourism-and-nature/index.html>

10. Name: Norway
Type: Country

Details: Like many of the Scandinavian countries, Norway recognizes the opportunities provided by tourism for sustainable economic and social development. The country has its own green tourism accreditation scheme and is providing funding for sustainable tourism development. Innovation Norway, which is a private/public partnership, has recently launched a green travel site to foster sustainable tourism.

Opinion: Understanding and commitment is key to driving sustainable tourism

Info and resources:

<http://www.visitnorway.com/en/Articles/Theme/About-Norway/Green-Travel/>

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<http://www.visitnorway.com/en/Articles/Theme/About-Norway/Green-Travel/>

11. Name: Greenbox Ireland
Type: Cross border rural tourism initiative

Details: The Greenbox is Ireland's first integrated ecotourism destination. The area of the Greenbox includes Counties Fermanagh, Leitrim, West Cavan, North Sligo, South Donegal and North West Monaghan. Core to the Greenbox philosophy is the concept of environmental sustainability and the label has been very developed with this in mind,

Opinion: Grouping together destinations for the purpose of both education, support and marketing – another sustainable initiative

Info and resources:

<http://www.greenbox.ie/>

12. Name: Morocco
Type: Country

Details: Morocco has embarked on an ambitious initiative – 2020 Vision focusing on both delivering 20m tourists by 2020 and greening their tourism offer dramatically. The initiative envisages a number of newly green coastal destinations and high quality tourism in existing destinations.

Opinion: Given that tourism is currently at 10m and struggling to achieve sustainability, a doubling of arrivals and an emphasis on sustainability would seem a big challenge.

Info and resources:

<http://www.travelmole.com/stories/1146005.php>

Better Places through Thriving Destinations:

THE ABTA APPROACH

In 2010, ABTA (the Association of British Travel Agents) launched the ABTA Plan and, in doing so, defined a vision of a sustainable future for the travel and tourism sector. ABTA's vision is one where its members can build successful businesses by offering quality products to confident customers. Tourist destinations thrive economically and socially, and the industry demonstrates its ability to manage finite resources responsibly. Travel and tourism are able to create jobs and wealth, making a fair tax contribution to destination and home economies. The industry is recognized for its importance and the economic contribution that it makes.

Through the launch of the ABTA Plan, ABTA's commitment to sustainability was firmly embedded into the core of the organization's development going forward most noticeably through its intentions to support both Thriving Destinations and ensuring Responsibility in a Finite World.

From niche to mainstream, micro to macro impacts:

ABTA facilitates the Sustainable Tourism Tour Operators Committee which consists of the largest travel organizations in the UK which cooperate on collective work areas with a sustainability focus. Re-launched in 2010 following the ABTA and FTO merger, the Committee members elected to set themselves an objective for facilitating the transition to good sustainability at the destination level and to seek to create models for sustainable tourism destinations.

In line with this approach ABTA is working with a number of destination Governments and stakeholders with the objective of joining together key players at both the policy and implementation levels. ABTA believes that, in many destinations, progress opportunities are often not being achieved as a result of the gulf between the policy makers and the supply chain level. When these two work well together, real change can take place. For example, ABTA recently identified a major mainstream tourism destination, blessed with an average 360 days of sunshine per year and which had solar energy utilization for the supply chain at less than 2%. As a result, ABTA is helping the destination to explore the feasibility of renewable energy technology introduction into the supply chain by creating a real incentive scheme to help remove engagement barriers whilst focusing on technologies with the biggest potential for energy and carbon reductions.

Other key areas being investigated with a destination wide impact are water, training for the tourism sector, waste reduction and management and local economic development through supply chain and tourist spend. As a marker of destination leadership in sustainability, ABTA is also working with destination Governments to position them to assess, monitor and report on the sustainability impacts of their tourism product – a process that will involve multi-stakeholder consultation within destinations and therefore, further strengthening links between policy makers and the supply chain.

Taking responsibility for the supply chain - the Travelife Sustainability System:

The Travelife Sustainability System is designed for hotels and apartments to manage and monitor both their social and environmental agenda, and to promote their achievements through its accreditation scheme which is supported by the major European tour operators and travel trade associations. This successful industry programme is having a real and positive impact in destinations ensuring that environmental and social management processes become a fundamental part of business. Managing staff relations, promoting local businesses to guests and supporting local charities will all contribute in some way to enabling a hotel to reach award level. The knowledge which can be gained from being part of the system aids businesses with the knowledge and skills to reduce energy and water, whilst enabling them to increase the quality of the experience. Increasingly, consumers are becoming aware of the impacts resorts are having on the destinations that they love to visit. Travelife hotels are taking responsibility for their role in managing negative impacts seriously and therefore should be recognised for their efforts. The Travelife Bronze, Silver and Gold Awards, promoted via tour operators brochures and on the Travelifecollection.co.uk, ensure that consumers are provided with an easy way to do the right thing.

A PARTNERSHIP APPROACH:

ABTA works alongside a number of industry partners which compliment its efforts to achieve thriving destinations. Some of ABTA's key partners include:

Sustainable Tourism Report Suite

The Travel Foundation:

The Travel Foundation is an independent charity set up in 2003 to support the industry's efforts in sustainability and a key delivery partner to ABTA. The Travel Foundation has demonstrable expertise and success in advancing positive change in tourist destinations around sustainability and has helped many tourism businesses to reduce their negative impacts whilst creating and improving livelihood opportunities for local communities. <http://www.thetravelfoundation.org.uk/index.php>

Some of the projects conducted by the Travel Foundation include:

- **Village Routes Self-drive Excursions – Cyprus: programme providing self-drive excursion routes for tourists to travel to traditional Cypriot villages and create benefits for the local economy**
- **Energy and Water Reductions – Switch Off, Save Big: a comprehensive training programme primarily rolled out in the Caribbean and designed to demonstrate to businesses how they can manage their energy and water consumption and increase resource efficiency.**
- **Supporting Mayan Communities – Mexico: working with local Mayan communities to provide training in ways that Mayans can remain in their local communities whilst enjoying economic benefits from tourism.**
- **Cashless ticketing system for Village Excursions – Kenya: ensuring the equitable distribution of economic benefits from excursion purchases to Maasai villages by introducing a cashless ticketing system.**
- **The Gambia is good training farm and excursion: The Gambia: establishing a training farm and excursion in The Gambia which now supplies many of the hotels with fresh produce and offers a sustainable excursion option for tourists.**

Born Free and ABTA's Animal Welfare Committee:

The Born Free Foundation is an international wildlife charity working throughout the world to stop individual wild animal suffering and protect threatened species in the wild. ABTA and its members recognize the fundamental importance of ensuring that viewing and interaction opportunities for tourists and animals in holiday destinations are sustainable. To help ensure freedom from exploitation and animal welfare standards, ABTA worked with international organizations to create a guidance document on animal welfare standards within the tourism industry which sets out best practice minimum standards which tour operators are rolling out across their supply chains. Additionally, in an industry first move ABTA has created an industry Animal Welfare Committee and an industry policy which establishes its commitment to working with destinations to phase out negative practice and drive standards upwards. <http://www.bornfree.org.uk/>

Tourism Concern:

Tourism Concern is a non-industry based UK charity working to tackle exploitation in tourism and to ensure that tourism operates ethically. ABTA collaborates with Tourism Concern and supports the industry in its efforts in relation to ethical and human rights issues. <http://www.tourismconcern.org.uk/>. Most recently, ABTA has been invited to sit on the steering group for the Water Equity in Tourism initiative which seeks to ensure equitable distribution of water in tourism destinations as well as responsible consumption.

Destination UK:

ABTA continues to be fervently committed to destination UK – the largest destination for our members. ABTA facilitates UK Tourism Committee which allows members to discuss issues affecting UK tourism and to ensure that these are fed into the wider ABTA agenda. Additionally, ABTA is represented on the Visit England Sustainable Tourism Action and Working Groups.

In early January 2011, ABTA partnered with the ICRT International Centre for Responsible Tourism, K&L Gates and Visit England to facilitate a Local Economic Development conference with a specific focus on the impact of UK tourism. The event brought together a range of stakeholders from UK tourism and highlighted the significant impact of UK tourism on the UK economy and beyond. For ABTA, it was also the opportunity to increase the profile of its Public Affairs and Policy work relating to domestic tourism. There is a great deal of correlation between Government issues affecting overseas and UK tourism and ABTA ensures it is speaking on behalf of the entire industry when addressing these issues with Government.

ABTA believes that responsibility starts at home and later this year, and ABTA will be a sponsor at the British Tourism Awards. For the first time it will be sponsoring its own award, The Tourism in the Community award, which will recognize an ABTA retail member making a strong contribution to their local community. ABTA is hoping to draw out many positive case studies which can be disseminated more widely prompting further engagement and demonstrating the responsibility of the industry.

Destination forecasts for the future

Key elements are as follows:

- **Tourism will increase by approximately 4% per annum in the foreseeable future**
- **Mature source markets may not stagnate, but newer source markets (notably the BRIC countries) will increase fairly dramatically**
- **Fossil fuels will increase in cost**
- **Carbon/GHG emissions will become costly through combinations of cap and trade systems, national agreements and global undertakings**
- **Utilities such as water will become more scarce**
- **Domestic tourism (which may well be 10 times as big as international tourism) and regional tourism will increase**
- **As it is unlikely that the global economic situation will dramatically recover in the next decade, price/value will be a key purchasing requirement**

Successful destinations will be those that:

- **Deliver a good value tourism experience by minimizing waste and maximizing resort efficiency**
- **Obtain the maximum benefits from their tourism by providing tourists with purchasable services and goods**
- **Maximize sustainable economic benefits gained by local people and minimize economic leakage**
- **Manage their built and natural environments assiduously**
- **Market their offers sustainably and cost-effectively**
- **Brand their destination and integrate their destination offers and facets (tourism and other)**

To sum up:

There will be destination winners and destination losers.

Winners WILL:

- **Manage their destination sustainably**
- **Integrate for maximum local economic benefit**
- **Brand their destination and related offers**
- **Market a good-value tourism experience cost-effectively**

APPENDIX

Cape Town Declaration on Responsible Tourism August 2002:

Responsible Tourism characteristics:

- Minimizes negative economic, environmental, and social impacts;
- Generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- Involves local people in decisions that affect their lives and life chances;
- Makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- Provides access for physically challenged people; and
- Is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence

Guiding Principles for Economic Responsibility

- Assess economic impacts before developing tourism and exercise preference for those forms of development that benefit local communities and minimise negative impacts on local livelihoods (for example through loss of access to resources), recognizing that tourism may not always be the most appropriate form of local economic development
- Maximize local economic benefits by increasing linkages and reducing leakages, by ensuring that communities are involved in, and benefit from, tourism. Wherever possible use tourism to assist in poverty reduction by adopting pro-poor strategies
- Develop quality products that reflect, complement, and enhance the destination
- Market tourism in ways which reflect the natural, cultural and social integrity of the destination, and which encourage appropriate forms of tourism
- Adopt equitable business practises, pay and charge fair prices, and build partnerships in ways in which risk is minimised and shared, and recruit and employ staff recognizing international labour standards
- Provide appropriate and sufficient support to small, medium and micro enterprises to ensure tourism-related enterprises thrive and are sustainable

Guiding Principles for Social Responsibility

- Actively involve the local community in planning and decision-making and provide capacity building to make this a reality
- Assess social impacts throughout the life cycle of the operation – including the planning and design phases of projects - in order to minimize negative impacts and maximize positive ones
- Endeavour to make tourism an inclusive social experience and to ensure that there is access for all, in particular vulnerable and disadvantaged communities and individuals
- Combat the sexual exploitation of human beings, particularly the exploitation of children
- Be sensitive to the host culture, maintaining and encouraging social and cultural diversity
- Endeavour to ensure that tourism contributes to improvements in health and education

Guiding Principles for Environmental Responsibility

- Assess environmental impacts throughout the life cycle of tourist establishments and operations – including the planning and design phase - and ensure that negative impacts are reduced to the minimum and maximizing positive ones
- Use resources sustainably, and reduce waste and over-consumption
- Manage natural diversity sustainably, and where appropriate restore it; and consider the volume and type of tourism that the environment can support, and respect the integrity of vulnerable ecosystems and protected areas
- Promote education and awareness for sustainable development – for all stakeholders
- Raise the capacity of all stakeholders and ensure that best practice is followed, for this purpose consult with environmental and conservation experts