

Introduction to Sustainable Tourism



**Capacity Building Tool
Designed by the
UNWTO ST-EP Foundation**

UNWTO · OMT · IOHOTO



Sustainable Tourism for Eliminating Poverty

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Foreword

The UNWTO-ST-EP Foundation has designed the "Introduction to Sustainable Tourism" as a practical guide for students in tourism and hospitality, tourism professionals, destination managers and everyone willing to act as a responsible tourist.

This book is published at a timely moment since the UNWTO-ST-EP Foundation celebrated 5 years of existence a few months ago. Since its establishment in November 2005, the Foundation has been promoting education as the key for development and poverty elimination. Educating future tourism leaders is essential so that they can integrate the principles of sustainability into all aspects of tourism operations, thus maximizing the socio-economic benefits of tourism while preserving natural and cultural resources.

As the Chairperson of the UNWTO-ST-EP Foundation's Board of Directors, I would like to extend my gratitude to the following individuals and entities that supported the Korea-ASEAN Plus Tourism Cooperation Project and made this book possible:

Dr. Taleb Rifai, Secretary-General, UNWTO for his support; Mr. Xujing, UNWTO Regional Representative for Asia and the Pacific and his team for recommending participants; Dr. Mo Chul-min, First Vice Minister and the Ministry of Culture, Sports and Tourism as the main sponsor; Mr. Jo Dae-shik, Director-General for Cultural Affairs and the Ministry of Foreign Affairs and Trade for its support; all participating governments, including Cambodia, Indonesia, Laos, Malaysia, Mongolia, Myanmar, Philippines, Thailand and Vietnam; and a special thank you to Gyeongangbukdo province, Gangwondo province and the City of Busan, Korea, for their active involvement.

I also want to thank Han Hye-ri of the Ministry of Culture, Sports and Tourism and the ST-EP Foundation staff for making the program a success; Catherine Germier-Hamel, Lee Jaung-an, Kay Jang, Susan Im and Darrell Kennedy.

As sustainable tourism remains a relatively new field, this "Introduction to Sustainable Tourism" is meant to serve everybody that wishes to make tourism as their career.

Sincerely,

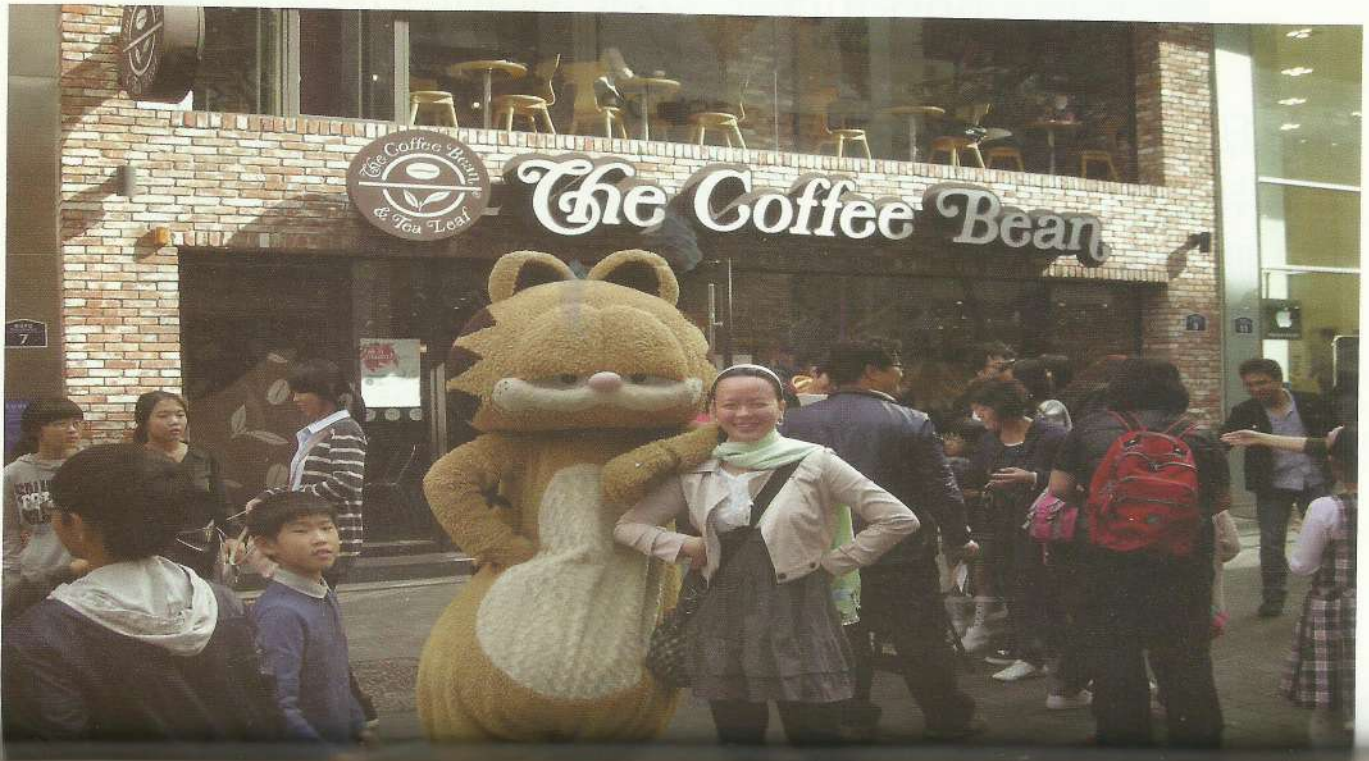


Dho Young-shim,
Chairperson, UNWTO-ST-EP Foundation
Member of UN MDG Advocacy Group



Conclusion

▶ 여러분 의생각이 어때요?



SUSTAINABLE TOURISM DEVELOPMENT

Case Study :
Terunyan Village and Kedonganan Beach,
Bali, Indonesia

Anom Hery Suasapha
Om Swastyastu

INDONESIA



BALI



Terunyan Village



Tourism in Terunyan Village

What to see?

1. The Original Balinese Culture of the Bali Aga People.
2. The Cemetery and The Taru Menyan Tree
3. Barong Brutuk Performance During Ceremony at Pancering Jagat Temple

Terunyan Village - Cemetery



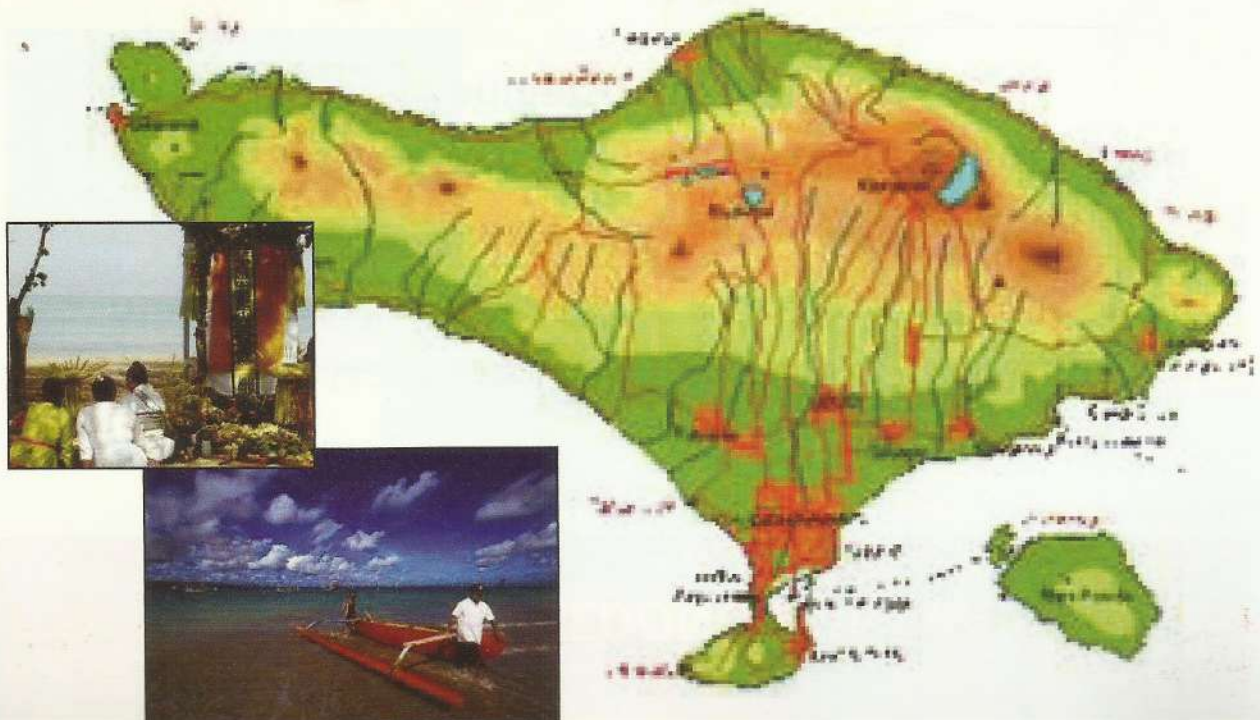
Terunyan Village Barong Brutuk Dance



Tourism in Terunyan Village

1. Very popular in the 80's
2. Changing in work pattern : from agriculture to tourism.
3. The people were relying their life on the tourism, tourism = easy money
4. Government did not educate the Terunyan People
5. Iraq invasion to Kuwait destroyed the dream of Terunyan Villager of Welfare.
6. Decreasing visitor number to Terunyan
7. The people become irritated to tourism, rude attitude to tourists
8. Now : no T.A. sells Terunyan Village anymore

KEDONGANAN BEACH



KEDONGANAN VILLAGE

1. A fisherman village
2. There are traditional port and traditional fish market.
3. A lot of sea food café (88 café)
4. Kedonganan Beach is a famous dinner spot in Bali for the Tourists and also local people

DINING at KEDONGANAN



Unfortunately.....

1. 80 % of the 88 café was owned NOT by Kedonganan people.
2. 80 % of the café worker was NOT Kedonganan people.
3. Water pollution because of the waste from the café thrown directly to the beach and also from the traditional fish market
4. The beach line was covered by café
5. Difficult to practice the Ceremony along the Beach.

That's why.....

1. There was an effort to change the situation, supported by local community and government, opposed by the café owner,...a lot of debates
2. Tourism Research to Re-Planning the Beach, 2001
3. Tourism Research to collect data concerning the market and also to promote Kedonganan Beach as a Destination, 2004

Researchs Findings

1. 88 café are too much for Kedonganan Beach, and 24 café are likely the most suitable number.
2. That 24 café must be owned by local people of Kedonganan Village.
3. A respective % of the café income will be manage by an organization named LPD, representing the People of Kedonganan.
4. Job opportunity for local people.

Research Findings

5. Hygienic Fish Market will be established
6. Non - permanent café building
7. Each café should have appropriate waste disposal system.
8. Permanent parking site for the destination
9. a Destination Management Organization (DMO) responsible for Management of the Destination need to be established
10. Master Plan from which Kedonganan will be developed accordingly.

(TFS, 2001 and TFS, 2004)

Kedonganan Fish Market



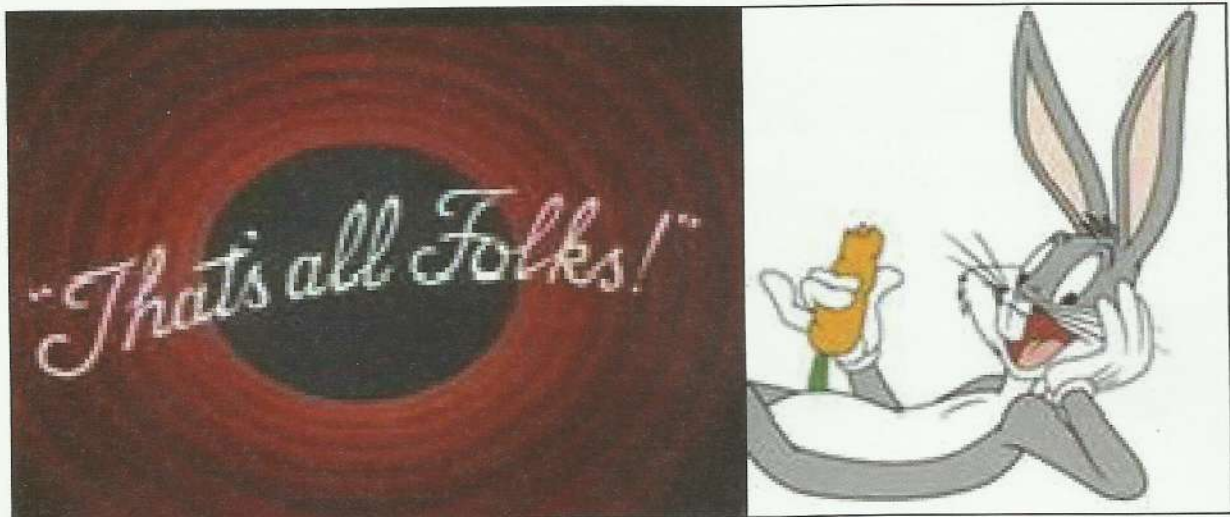
Kedonganan Village Now...

1. A well planned Tourist Destination, develop based on the research findings as the indicators.
2. Clean environment
3. Better economy for the people,....cafe provide jobs, LPD provide fund for every funeral ceremony. LPD also now provide soft loan to their member (Kedonganan People)
4. Conducive social situation
5. The DMO (BPKP2K) Plan, Organizing, Actuating and controlling the development of Kedonganan Beach based on the indicator mantioned.

Indicator of Sustainable Tourism Development

There are a lot of indicator for Sustainable Tourism Development that we can refer to, available online :

1. World Tourism Organisation Indicators
2. UN Commission on Sustainable Development- Indicators of Sustainable Development
3. OECD Indicators of Environmental Sustainability



Thank you
Om Santi...Santi...Santi...Om