

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. Xu Jing, 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 Gyeonggangbukdo 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-ah, 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

안녕하십니까

Selamat Datang

환영합니다



**BUILDING An ECOLABEL
FOR TOURISM DESTINATION
IN ASEAN REGION**

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ECO – LABEL, What is it?

A voluntary procedure that assesses, audits and gives assurance that a business, facility, product, process, service or management system meets specific standards. It awards a marketable logo - the ecolabel - to those that meet or exceed baseline standards.

www.ecoafrika.com

ECO – LABEL, What is it?

1. ECO-LABEL is not an award.
2. ECO-LABEL is gained as a result of an assessment/certification.
3. The assessment usually an independent third party driven process.
4. There are “specific standards” by which a tourist product will be assessed accordingly.
5. This certification becomes an effective market-driven mechanism for reducing the environmental impacts of tourism and ensuring that it benefits the natural environment.

www.ecoafrika.com

ECO – LABEL, What to certify?

- 1. *Some Label Schemes certify the commitment to improve practices.***
- 2. *Others certify the implementation of a process, such as an environmental management system***
- 3. *And some schemes also certify the attainment of environmental performance objectives***

ECO – LABEL, The existing

There are 3 types of Tourism Certification.....

1. Mass Tourism Certification

example : Green Globe 21, ECOTEL

2. Sustainable Tourism Certification

example : CST (Costa Rica) and Blue Flag (for Beaches)

3. Ecotourism Certification

example : Green Globe 21's Ecotourism Certification, PAN Parks (EU) and Eco-Certification Program (Australia)

ECO – LABEL, Why it is important?

- 1. To make the nature more sustainable**
- 2. To make tourism more sustainable**
- 3. Marketing Advantages for The Destination**

ECO – LABEL, Issues surrounding it

- 1. UN-WTO, 2002 : there are some 500 voluntary certification initiatives of which 59 were regarded as "comprehensive" schemes.**
- 2. Eventhough travelers shows concern about environment and willingness to pay more for environmentally responsible travel when surveyed, these attitudes do not translate into changes in buying behaviour.**

ECO – LABEL, Issues surrounding it

- 3. Ecolabels represent an attempt to educate and influence travellers to select tours and destinations that have been certified as operating along ecologically responsible and sustainable lines.**
- 4. There are too many ecolabels in tourism, a fact that in itself sows confusion in the market.**
- 5. Perceptions of ecolabels vary greatly between stakeholders in the Third World (the poor and developing South) and the First World (industrialized and developed North) where most ecolabels originate and where most proponents are to be found**

ECO – LABEL, Issues surrounding it

- 6. Some critics to the Eco-label says that the drive for ecolabels, specifically in ecotourism, as an extension of "eco-colonialism"., as the western developed countries wants the nature in the southern developing countries to be maintained as they are now.**

ECO-LABEL for Tourism in ASEAN Region

There is Association of South East Asian Nations, the ASEAN. In building the Eco-label for Destination in ASEAN Region, we proposed that this label is established under the ASEAN management.

We propose 3 types of Eco-Label, namely :

- 1.ASEAN Eco-label for Mass Tourism Destination.**
- 2.ASEAN Eco-label for Sustainable Tourism Destination.**
- 3.ASEAN Eco-label for Ecotourism Destination.**

ECO-LABEL for Tourism in ASEAN Region

Since every label needs its own "Specific Standards" from which the Destination applying for the Eco-label will be assessed, we proposed that we (ASEAN Member) to arrange a meeting to choose The BEST Mass Tourism Destination, Sustainable Tourism Destination and also Ecotourism Destination as the Benchmark from which the "Specific Standards " for each Label will be developed.

Proposed ECO-LABEL for Destination in ASEAN Region

Eco-label for Mass Tourism Destination



Description :

1. **Brown** is the color of Tourism.
2. **Green** is usually associated with "green" or Sustainable

Proposed ECO-LABEL for Destination in ASEAN Region

Eco-label for Sustainable Tourism Destination



Description :

1. **Blue** is the color of the Ocean and the Ocean is a very immortal, it will always be there for a very long time. And that inspired us to use this color as the dominant color for the Label of the Sustainable Tourism Destination in ASEAN Region
2. **Green** is usually associated with "green" or Sustainable

Proposed ECO-LABEL for Destination in ASEAN Region

Eco-label for Mass Tourism Destination



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Proposed ECO-LABEL for Destination in ASEAN Region

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Proposed ECO-LABEL for Destination in ASEAN Region

Eco-label for Ecotourism Destination



Green is the color that usually associated with “go Green” or Sustainability. So with that argument we proposed GREEN as the dominant color for the Eco-Label for the Ecotourism Destination in ASEAN Region.

Proposed ECO-LABEL for Destination in ASEAN Region

Eco-labels for Tourism Destination



All this Eco-label will certify commitment to improve practices, the implementation of a process, such as an environmental management system, and also certify the attainment of environmental performance objectives