

COAST STEERING COMMITTEE MEETING

Sustainable Tourism Governance and Management

Cameroon
26 August 2010

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UNWTO: Associated Agency in the COAST project

UNWTO involvement in the COAST project
focuses on:

- Dev & Impl of mechanisms for sustainable tourism governance and mgt:
 - Study what type of mechanisms can help facilitate sustainable tourism governance in coastal areas, including providing options
 - Regional seminars to disseminate findings and build capacities to examine options
- Ecotourism and alternative livelihoods
 - Regional ST-EP Training Seminars
 - Rapid value chain analysis
 - Small scale eco-tourism projects, using ST-EP methodology

Study and Capacity Building on “Development and Implementation of Mechanisms for Sustainable Tourism Governance and Management in Coastal Areas”

Objectives:

- To determine through field research in which way and to what extent the policy and strategy framework in the project countries facilitates the long term sustainability of the tourism sector, including identification of gaps, needs and options for sustainable tourism governance and management in coastal areas in the project countries.

Objectives – cntd.

- To provide a vision of what type of mechanisms may be most appropriate to facilitate sustainable tourism governance and management in coastal destinations, including both generic recommendations for coastal destinations as well as specific recommendations per project country and demo site.
- To provide guidance to key stakeholders in the project countries to examine options and scenarios for sustainable tourism governance, to refine them based on demo project lessons, and to prepare work plans that promote and support reforms to sustainable tourism governance and management.

All forms of tourism should be more sustainable

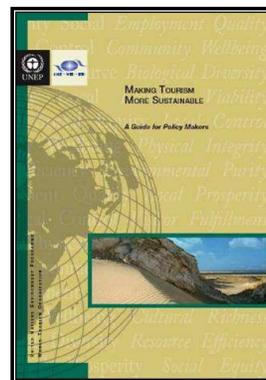
- Both mass tourism and special interest segments
- Make optimal use of environmental resources
- Respect the socio-cultural authenticity of host communities, conserve tangible and intangible heritage
- Ensure economically viable tourism businesses in the long term
- Catalyzing benefits for communities, reducing leakages and strengthening linkages
- Provide a high quality tourist experience, maintain high levels of satisfaction



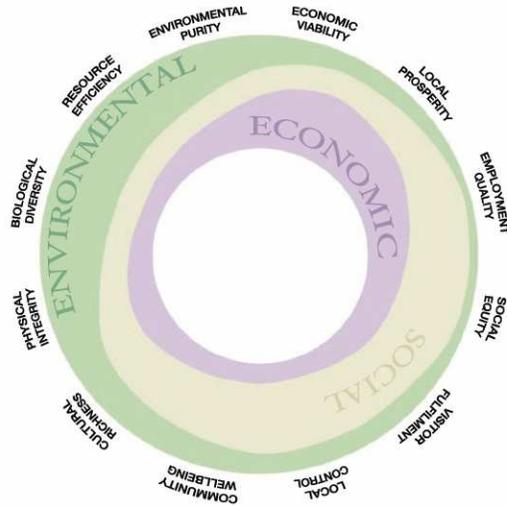
“Mainstream sustainability in tourism policies and strategies.”

Making tourism more sustainable - crucial role governments:

- Much of the sustainability agenda about areas of public concern
- Tourism sector fragmented – coordination needed for collective actions.
- Government responsibilities on land use planning, environmental regulations, etc.
- Governments already engaged in tourism through marketing, education, etc.



12 Aims of Sustainable Tourism



1. Economic Viability
2. Local Prosperity
3. Employment Quality
4. Social Equity
5. Visitor Fulfillment
6. Local Control
7. Community Wellbeing
8. Cultural Richness
9. Physical Integrity
10. Biological Diversity
11. Resource Efficiency
12. Environmental Purity

1 Economic viability

To ensure the viability and competitiveness of tourism destinations and enterprises

- **Maintain optimal volume of tourism**
- **Reduce seasonality**
- **Provide business support**
- **Understand the market**
- **Ensure good access to and within the destination**
- **Diversify the tourism product**



2 Local prosperity

To maximize the contribution of tourism to the prosperity of the host destination

- **Reduce leakages and strengthen local economic linkages: businesses, employment, products,**
- **Strengthen linkages between businesses**
- **Encourage tourists' spending on local services and products**



3 Employment quality

To strengthen the number and quality of local jobs created and supported by tourism

- **Improve employment conditions (fair wage, full-time jobs)**
- **Strengthen labour regulations**
- **Support skill development and capacity building**
- **Improve availability of local labour for tourism**



4 Social equity

To seek a widespread distribution of economic and social benefits from tourism

- **To encourage employment and business opportunities in tourism for women, the youth, indigenous people, poor people**
- **To promote the re-investment of tourism revenues in infrastructure development, support of local communities.**
- **To generate support for local social services (health, education etc.) from tourism enterprises and tourists.**



5 Visitor fulfilment

To provide a safe, satisfying and fulfilling experience for visitors

- **High quality of information and interpretation services**
- **Security and safety**
- **Accessibility to tourism facilities for people with special needs**



6 Local control

To engage and empower local communities in planning and decision making

- **Decentralize planning and management processes**
- **Improve coordination and decision-making processes at destinations**
- **Improve local knowledge and participation in tourism**



7 Community wellbeing

To maintain and strengthen the quality of life in local communities

- **Reduce congestion**
- **Access to local amenities and services**
- **Support local services through tourism income**
- **To prevent local shortages (housing, water, energy, food, etc.) due to use by tourism**
- **Avoid undue rises in property and other prices stimulated by tourism**
- **To prevent disrespect for local social values**
- **To prevent and minimise crime and anti-social behaviour by tourists and exploitation of children in sex tourism**



8 Cultural richness

- To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities
- Conserve tangible and intangible heritage – support through tourism
- Appropriate presentation interpretation



9 Physical integrity

- To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment
- Development control
- Reduce physical damage
- Improve cleanliness



10 Biological diversity

- To support the conservation of natural areas, habitats and wildlife, and minimize damage to them
- Enhance protected areas
- Raise support, revenue from tourism
- Interpret natural heritage
- Raise awareness on natural values



11 Resource efficiency

Reduce-reuse-recycle

To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services



Water
Energy
Land

12 Environmental purity

- To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors
- Solid waste
- Sewage
- Air quality
- Sewage
- Emission control



Instruments for making tourism more sustainable

1. Command and control instruments

- Legislation, regulation and licensing
- Land use planning and development control

2. Voluntary instruments

- Guidelines and codes of conduct
- Reporting and auditing
- Certification, eco-labels
- Awards
- Private sector policies, associations



VISIT



TOUR OPERATORS INITIATIVE
FOR SUSTAINABLE TOURISM DEVELOPMENT

Instruments for making tourism more sustainable

3. Economic instruments

- Taxes and charges
- Financial incentives and agreements



4. Supporting instruments

- Infrastructure provision and management
- Capacity building
- Marketing and information services



Instruments for making tourism more sustainable

5. Measurement instruments

- Sustainability indicators and monitoring



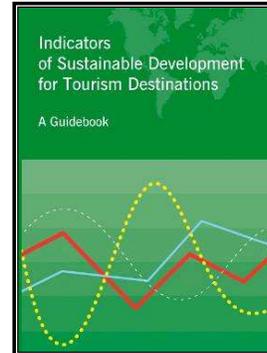
- Identifying tourism limits

In support of the other policy tools (e.g. verification, measurement of the compliance with standards, regulations, voluntary certification criteria)



UNWTO Guide on Indicators

- Extensive review of international experiences
- Involvement of 62 experts from 20 countries
- Focus on local destinations, also covering applications at regional, national and business levels
- A recommended procedure for indicators development
- A categorized list of common issues and indicators
- Destination-specific applications
- The role of indicators in tourism policy and planning
- Ample range of case studies



Main tasks study

- Liaise with COAST focal points and demo coordinators to take stock of existing policies and processes in place on sustainable tourism governance and management in coastal areas.
- Analyze to what extent the twelve aims for sustainable tourism and the different instruments to influence the sustainability of tourism have been integrated in the policies and regulations in each project country and demo site.
- Plan field missions including meetings with key stakeholders

Main tasks study cntd.

Undertake field research in each of the project countries and demo sites:

- to analyze the involvement of different stakeholders in the formulation and implementation of regulations and policies,
- to identify possible gaps in the policy and regulatory framework,
- to assess the needs to have sound mechanisms in place for sustainable tourism governance and management in coastal areas,
- to study how information is disseminated and capacities are built to implement the policies and regulations,
- to assess the efficiency and effectiveness of the existing policy and regulatory framework,
- to identify options to strengthen sustainable tourism governance and management in coastal areas.

Main tasks study cntd.

- Analyze which indicators and means of verification are being used to measure the impact of the policy instruments on sustainable tourism development in coastal areas and propose indicators and means of verification that can be used in an efficient manner to measure the impact.
- Understand the basic conditions under which the various policy instruments tend to have a positive impact on sustainable tourism development in coastal areas.
- Assess the need and possibility to develop and apply additional instruments for sustainable tourism in the project countries and demo sites, and present options for each country to strengthen sustainable tourism governance and management in coastal areas.

Main tasks study cntd.

- Highlight some of the most successful examples of policies and regulations, and the processes to develop these, that have contributed to sustainable tourism development.
- Present an overview of the main findings concerning relevant principles and practices fundamental to developing, communicating and managing sound mechanisms for sustainable tourism governance and management in coastal areas.

Outputs of the assignment

- Publication, with a main text on mechanisms for sustainable tourism governance and management in coastal areas, and presentation of findings and recommendations regarding the policy and regulatory framework in the project countries and demo sites (or summary of case studies included in the publication with confidential reports submitted to the countries)
- one week seminars in three regional groups to disseminate findings and build capacities

Proposed timetable

- Proposed methodology: November 2010
- Desk research (existing policies and regulations):
December 2010 - February 2011
- Field research: February 2011 – June 2011
- Proposed outline content for publication: July 2011
- Draft publication: September 2011
- Comments received from UNWTO and UNIDO: October
2011
- Amendments and delivery of final text:
November/December 2011
- Proposed seminar programme, including PowerPoints:
December 2011
- Facilitate training seminars: January/February/March
2012