Fostering Sustainable Destinations

SUSTAINABLE TRAVEL INTERNATIONAL™

Leave the world a better place®

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ACS Directorate of Sustainable Tourism

Best Practices and Lessons Learnt on Sustainable Tourism Workshop
Antigua, Guatemala, May 22, 2014

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INTERNATIONAL™

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WHAT WE BELIEVE

Travel and tourism has the potential to be a powerful force for good on the planet. When carefully managed, it can enrich lives, strengthen communities, and conserve resources and heritage.

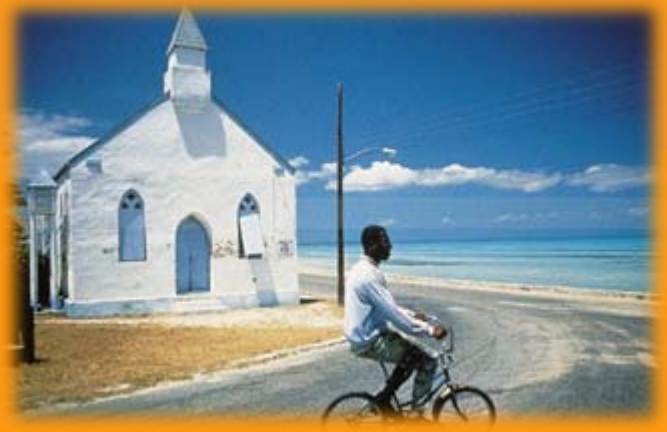
Ce que nous savons

- Les destinations sont une composante centrale d'un voyage durable, mais les systèmes de voyage existants ne le jugent pas ainsi
- La discussion mondiale sur la durabilité d'une discussion est en développement
  - Por la première fois il y a des directives de durabilité convenues internationalement
  - Une poignée de programmes de certification
- Il existe peu de ressources/outils pour aider les destinations à rendre la durabilité viable

Le dialogue mondial sur la durabilité d'une destination est en développement

Ce qu’implique la durabilité d’une destination

1. La création de l’équilibre approprié exige une approche spéciale de la gestion de la destination
2. Elle dépasse la préservation de l’environnement
3. Il s’agit d’un voyage, non d’une destination
4. La responsabilité, la propriété et la prise de décisions de la destination sont partagées



La durabilité d’une destination est un voyage

Qu’est-ce qu’une destination durable?

Critères et indicateurs du GSTC pour la destination

Ensemble de 40 critères assortis des 81 indicateurs correspondants, organisés sur quatre piliers:

- Gestion durable de la destination
- Questions sociales et économiques
- Questions relatives à la communauté et l’héritage
- Questions environnementales

www.gstc.org

Système européen d’indicateurs de tourisme pour la gestion durable au niveau de la destination

Le système d’indicateurs pour le suivi et la gestion comprend 27 indicateurs de base et 40 optionnels:

- Gestion de la destination
- Valeur économique
- Effet social et culturel
- Effet environnemental

www.ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators

Ce qui est en train de changer

- De plus en plus, on voit des initiatives de durabilité reconnues par des systèmes de classement de l'industrie, des programmes de prix et des certifications
- Des sociétés de voyages mondiales ayant de l'influence, y compris la National Geographic Society, utilisent souvent la durabilité comme critère clé dans leur classement des destinations
- Des compagnies de voyages pionnières, comme TUI et Royal Caribbean Cruises Ltd., appuient l'intendance de destinations
- Un nombre croissant de tour.opérateurs, comme le Groupe Thomas Cook, Natural Habitat, et Abercrombie and Kent, donnent préférence aux destinations, hôtels et complexes touristiques qui adoptent de principes de durabilité

Quel est le consensus

Il existe un large consensus dans l'industrie des voyages sur le fait que la durabilité, quelle que soit sa définition, a et continuera d'avoir un effet sur la manière dont pensent et exercent la gestion et la concurrence, les entreprises et les destinations

Principales initiatives internationales et régionales

Unifying our approach and expanding impacts

Step 1: Assessment and Planning			
STI-STLN Destination Self-Assessment	STI Rapid Destination Diagnostic	GSTC Early Adopters Program	ACS Sustainable Tourism Assessment

Step 2: Standards and Monitoring	
Sustainable tourism standards	Destination monitoring framework

Step 3: Telling Your Story
Sustainable destination marketing and communications

Success Stories			
STLN – 56 destinations	STI – 7 destinations	GSTC/STI – 14 destinations	ACS – 10 destinations

Success Stories	
Norway	St. Kitts, Roatan, Dharamshala

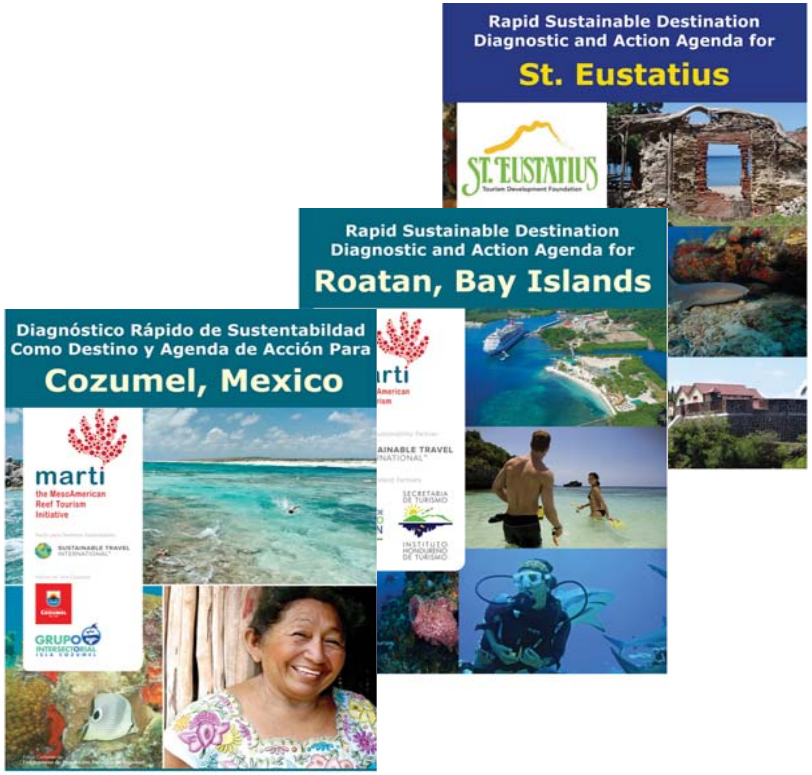
Success Stories
Lanzarote, St. Kitts., Sustainable Destination Leadership Network

Les premières à l'adopter – les destinations qui ont ouvert la voie

Destinations de la Zone de tourisme durable de la Caraïbe:

- Ville de Roseau en Dominique
- Bayahibe à la République Dominicaine
- Resort Area of Ocho Rios à la Jamaïque
- L'île de Cozumel au Mexique
- Zone de Portobelo sur la côte caribéenne du Panama
- Guadeloupe: Verte Vallée et Saint-François- Pointe des Châteaux
- Martinique: Presqu'île de la Caravelle et Sainte Anne
- Communauté de Yalimapo à laGuyane
- Zone de Buccoo Reef àTobago
- Richmond/Lashum Site à Saint-Vincent –et-les-Grenadines

Early Adopters – destinations leading the way



First Phase:

1. Jackson Hole, Wyoming, US
2. Mt. Huangshan, China
3. St. Kitts and Nevis, Caribbean
4. Fjords, Norway
5. Lanzarote, Spain
6. Okavango Delta, Botswana

Second Phase:

1.Cuzco & Sacred Valley, Peru
2.Lake Llanquihue, Chile
3.S. Sardinia, Italy
4.Mara Naboisho Conservancy, Kenya

Third Phase:

1.St. Croix, USVI
2.Sierra Gorda, Mexico
3.Samoa, South Pacific
4.Riviera Maya, Mexico

Sustainable Travel Leadership Network

TravelWell Destinations

CARNIVAL CORPORATION & PLC

Abercrombie & Kent

FAIRMONT RAFFLES HOTELS INTERNATIONAL

Virgin HOLIDAYS

UNITED

FINNAIR

Condé Nast Traveler

GLOBUS family of brands

Royal Caribbean Cruises Ltd.

CATHAY PACIFIC

MICATO SAFARIS

LOEWS HOTELS · RESORTS

Paul Gauguin CRUISES

What’s the big idea

The **TravelWell Destinations** has the potential to enable:

- Destinations to measure their progress toward sustainability and define priorities for sustainable destination management
- Travel companies to identify destination-level risks and opportunities
- Travel companies and consumers to make more informed decisions and increase the demand for sustainable destinations

Constatations – aperçu de la situation mondiale

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	Moyenne mondiale (%)	Afrique n=7 (%)	Asie et Océanie n=7 (%)	Canada n=7 (%)	Europe n=13 (%)	Amérique latine et Caraïbe n=15	USA N=9 (%)
Générale	**54**	58	59	61	52	52	56
Section A: Gestion de la destination	**53**	55	64	58	41	53	56
Section B: Participation de la communauté et bénéfices	**68**	66	73	71	60	63	85
Section C: Préservation de l'héritage naturel et culturel	**57**	64	62	59	51	59	53
Section D: Protection de l'environnement	**44**	52	43	57	39	40	43

Fiches de résultats – individuelles et régionales

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Destination Sustainability Self-Assessment Indicator Report

	Indicator	Level of Implementation
A. Destination Management	A1. Sustainable Tourism Strategy. Does the destination have a multi-year sustainable tourism strategy with implementation, monitoring, development control and evaluation systems?	
	A2. Sustainability Standards. Does the destination have an industry supported voluntary, verified, certification/labeling program to promote sustainability standards ?	
	A3. Tourism Satisfaction. Does the destination have a system to monitor, publicly report, and improve tourist satisfaction at a destination level?	
	A4. Safety and Security. Does the destination have a system to respond to tourism-related crime and safety?	
	A5. Access for All. Does the destination have an accessibility policy that requires all tourist sites and facilities to be accessible to all including persons with disabilities and others who have specific access requirements?	
	A.6. Promotion. Are the destination's promotional materials are accurate and complete with regard to the destination and its products and services, including sustainability claims?	
B. Community Involvement and Benefits	B1. Economic Monitoring. Does the destination have a system to monitor the economic impact of tourism?	
	B2. Stakeholder Participation. Does the destination have a system that enables stakeholders to participate in tourism planning and decision making on an ongoing basis?	
	B3. Local Community Opinion. Does the destination have a program to monitor and publicly report residents' aspirations, concerns and satisfaction with tourism?	
	B4. Supporting Local Entrepreneurs and Fair Trade. Does the destination have a program that supports local entrepreneurs and promotes fair trade?	
C. Conservation of Natural & Cultural Heritage	C1. Attraction Protection. Does the destination have a policy and program to protect key natural, cultural, historical, archaeological, religious, and spiritual sites?	
	C2. Visitor Management. Does the destination have a system for managing visitor impacts at key attraction sites?	
	C3. Visitor Behavior. Does the destination have a code of behavior for visitor, tour guides, tour operators, and others who take tourists to sensitive natural, cultural, historical, archaeological, religious, and spiritual sites?	
	C4. Protection of Sensitive Environments. Does the destination have a system to protect sensitive environments and species?	

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Destination Sustainability Self-Assessment Indicator Report

	Indicator	Level of Implementation
A. Destination Management	A1. Sustainable Tourism Strategy. Does the destination have a multi-year sustainable tourism strategy with implementation, monitoring, development control and evaluation systems?	88%
	A2. Sustainability Standards. Does the destination have an industry supported voluntary, verified, certification/labeling program to promote sustainable tourism standards?	50%
	A3. Tourism Satisfaction. Does the destination have a system to monitor, publicly report, and improve tourist satisfaction at a destination level?	38%
	A4. Safety and Security. Does the destination have a system to respond to tourism-related crime and safety?	57%
	A5. Access for All. Does the destination have an accessibility policy that requires tourist sites and facilities to be accessible to all including persons with disabilities and others who have specific access requirements?	31%
	A.6. Promotion. Are the destination's promotional materials accurate and complete with regard to the destination and its tourism products and services, including sustainability claims?	50%
B. Community Involvement and Benefits	B1. Economic Monitoring. Does the destination have a system to monitor the economic impact of tourism?	63%
	B2. Stakeholder Participation. Does the destination have a system that enables stakeholders to participate in tourism planning and decision making on an ongoing basis?	36%
	B3. Local Community Opinion. Does the destination have a program to monitor and publicly report residents' aspirations, concerns and satisfaction with tourism?	35%
	B4. Supporting Local Entrepreneurs and Fair Trade. Does the destination have a program that supports local entrepreneurs and promotes fair trade principles?	56%

Pour obtenir plus d’information

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