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TOURISM AND SUSTAINABLE DEVELOPMENT

THE GLOBAL IMPORTANCE OF TOURISM

Background Paper #1

Prepared by the
World Travel and Tourism Organization and International Hotel and Restaurant Association

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A. Introduction

Creating jobs and wealth

1. Travel & Tourism is the world's largest industry and creator of jobs across national and regional economies. WTTC/WEFA research show that in 2000, Travel & Tourism will generate, directly and indirectly, 11.7% of GDP and nearly 200 million jobs in the world-wide economy. These figures are forecasted to total 11.7% and 255 million respectively in 2010.

2. Jobs generated by Travel & Tourism are spread across the economy - in retail, construction, manufacturing and telecommunications, as well as directly in Travel & Tourism companies. These jobs employ a large proportion of women, minorities and young people; are predominantly in small and medium sized companies; and offer good training and transferability. Tourism can also be one of the most effective drivers for the development of regional economies. These patterns apply to both developed and emerging economies.

Contributing to sustainable development

3. The 1992 United Nations Conference on Environment and Development (UNCED), the Rio Earth Summit, identified Travel & Tourism as one of the key sectors of the economy which could make a positive contribution to achieving sustainable development. The Earth Summit led to the adoption of Agenda 21, a comprehensive program of action adopted by 182 governments to provide a global blueprint for achieving sustainable development. Travel & Tourism is the first industry sector to have launched an industry-specific action plan based on Agenda 21 (see page 3 for more details).

4. Travel & Tourism is able to contribute to development which is economically, ecologically and socially sustainable, because it:

- has less impact on natural resources and the environment than most other industries;
- is based on enjoyment and appreciation of local culture, built heritage, and natural environment, as such that the industry has a direct and powerful motivation to protect these assets;
- can play a positive part in increasing consumer commitment to sustainable development principles through its unparalleled consumer distribution channels; and
- provides an economic incentive to conserve natural environments and habitats which might otherwise be allocated to more environmentally damaging land uses, thereby, helping to maintain bio-diversity.

5. There are numerous good examples of where Travel & Tourism is acting as a catalyst for conservation and improvement of the environment and maintenance of local diversity and culture. (Some of these are set out in Section B of this paper and a fuller illustration of the range of industry action can be found on the World Travel & Tourism Council's (WTTC) web site <http://www.wttc.org>) Of course, there are also examples where development has not been sustainable. (Some of the lessons learnt from these poor practices are illustrated in Section C of this paper.)

Providing infrastructure

6. To a greater degree than most activities, Travel & Tourism depends on a wide range of infrastructure services - airports, air navigation, roads, railheads and ports, as well as basic infrastructure services required by hotels, restaurants, shops, and recreation facilities (e.g. telecommunications and utilities).

7. It is the combination of tourism and good infrastructure that underpins the economic, environmental and social benefits. It is important to balance any decision to develop an area for tourism against the need to preserve fragile or threatened environments and cultures. However, once a decision has been taken where an area is appropriate for new tourism development, or that an existing tourist site should be developed further, then good infrastructure will be essential to sustain the quality, economic viability and growth of Travel & Tourism. Good infrastructure will also be a key factor in the industry's ability to manage visitor flows in ways that do not affect the natural or built heritage, nor counteract against local interests.

Challenge for the future

8. Travel & Tourism creates jobs and wealth and has tremendous potential to contribute to economically, environmentally and socially sustainable development in both developed countries and emerging nations. It has a comparative advantage in that its start up and running costs can be low compared to many other forms of industry development. It is also often one of the few realistic options for development in many areas. Therefore, there is a strong likelihood that the Travel & Tourism industry will continue to grow globally over the short to medium term.

9. Of course, if Travel & Tourism is managed badly, it can have a detrimental effect - it can damage fragile environments and destroy local cultures. The challenge is to manage the future growth of the industry so as to minimise its negative impacts on the environment and host communities whilst maximising the benefits it brings in terms of jobs, wealth and support for local culture and industry, and protection of the built and natural environment.

B. Industry Initiatives for Sustainable Tourism

Problems

10. Travel & Tourism takes many different forms - from a trip only a few hours away from home to long distance travel overseas. A common belief is that most Travel & Tourism involves large numbers of visitors from developed countries travelling by air to destinations in emerging countries. In fact, in most countries, the domestic tourism market is larger than the inbound market. Of course, the social and cultural impact of inbound visitors is often greater than that of domestic tourists. Whether tourism is domestic or international, it involves visiting a destination away from the area in which one lives and using the services available in that destination. Therefore, tourists' requirements are for travel services to reach their destinations and once there, for services such as shelter, water, food, sanitation and entertainment.

11. What makes tourism special is that, many of these different products and services are often supplied by different operators: usually small or medium sized businesses in local ownership. This makes tourism a highly fragmented and diverse industry and so co-ordinated, industry-wide action is difficult to achieve. The influence of Travel & Tourism's demand also extends far beyond traditional

tourism companies, into upstream suppliers like aircraft manufacturers or food producers and into the downstream service providers for travellers, like retail shops.

12. Despite the difficulties caused by fragmentation and lengthy supply chains, there has been a steady growth in environmental good practice across the industry in recent years. There are examples of - airlines and airports reducing pollution and noise impacts; cruise liners practising marine conservation; hotels implementing energy consumption and waste disposal programs; car rental companies investing in increasingly fuel efficient fleets and railways sound proofing to dampen noise. The result is that there are a number of excellent initiatives in place designed to improve the environmental management of Travel & Tourism businesses. Of course, more needs to be done.

Solutions

Providing Leadership

13. WTTC with 105 members is the global business leaders' forum for the Travel & Tourism industry. The WTTC have set in place an extensive strategy to promote a culture of sustainable development and have put in place a three-tiered structure for its achievement. This involves:

Policy

14. In 1996 the WTTC, the World Tourism Organization and the Earth Council, joined together to launch an action plan entitled "Agenda 21 for the Travel & Tourism Industry: Towards Environmentally Sustainable Development" - a sectional sustainable development program based on the results of the Rio Earth Summit in 1992. Since the launch of the document, the three organisations have begun a series of regional seminars to increase awareness of the conclusions, and to adapt the program for local implementation. The program has held regional seminars in London and Jakarta in 1997 and Victoria Falls and Dominica in 1998.

15. WTTC has recently introduced a major addition to the program – the "Alliance for Sustainable Tourism", which invites public and private sector Travel & Tourism organisations to record their Agenda 21 based activities on a central web site and commit to co-operation with all other partners. In order to develop the program from global principles to community based action, WTTC is also discussing with the International Council for Local Environment Initiatives (ICLEI) on how the principles of "Agenda 21 for Travel & Tourism" can be built into Local Agenda 21 programs. Furthermore, WTTC is considering pilot projects in 5 cities around the world to serve as models for other destinations.

Practice

16. In 1994, WTTC initiated the "GREEN GLOBE", an Agenda 21 based industry improvement program, which provides guidance material and a certification process linked to both ISO standards and Agenda 21 principles. There are now 500 "GREEN GLOBE" members in 100 countries dedicated to improving environmental practice. The first certification has commenced with hotels groups in Jamaica and Manchester (UK). "GREEN GLOBE" has also developed a specific Destination Program, which provides a methodology for Travel & Tourism destinations to implement sustainable development (see page 11).

17. The ultimate aim is that "GREEN GLOBE" will become the primary global standard of environmental commitment by the global Travel & Tourism industry and will be recognised by the public as such. Currently, "GREEN GLOBE" has the support of over 20 international industry

organisations representing thousands of businesses world-wide and the support of the World Tourism Organization, the United Nations Environment Program and the Earth Council.

Information

18. WTTC have also developed “ECoNETT”, a web-site containing advice and data on good practice and sources of help and advice. “ECoNETT” is increasingly recognised as a focal point for environmental information, good practice, new techniques and technologies.

19. The International Hotel & Restaurant Association (IH&RA), based in Paris, represents over 700,000 establishments in more than 150 countries. Its membership comprises some 50 national and international hotel and restaurant chains, over 110 national hotel and restaurant associations, independent hotel operators and restaurateurs, industry suppliers and 130 hotel schools. The IH&RA has offices in Asia-Pacific and Latin America. It is also the voice of the world’s hotels and restaurants and plays a global role in representing, protecting, promoting and informing the industry to enable its members to achieve their business objectives.

20. The IH&RA has:

- raised environmental awareness and developed programs through joint workshops with national hotel associations and regularly encourages them to develop their own environmental awareness programs;
- established an annual Environmental Award sponsored by American Express and judged by the United Nations Environment Program (UNEP) that recognises efforts by independent and chain hotels to “green” the industry;
- published advice including practical publications such as the “Environmental Action Pack for Hotels” with the International Hotel Environment Initiative and UNEP and “Environmental Good Practice in Hotels” with UNEP;
- supported regional initiatives such as the Caribbean Action for Sustainable Tourism; and
- joined forces with UNEP and the International Hotel School Directors’ Association to develop an “Environmental Teaching Resource Package for Hospitality Educational Institutes”.

Corporate Initiatives

21. The International Hotel Environment Initiative (IHEI), based in London, England, is a program of The Prince of Wales Business Leaders Forum. Founded in 1992 by a consortium of chief executives from 10 multinational hotel groups, IHEI is an educational charity designed to encourage continuous improvement in the environmental performance of the global hotel industry. It does this through:

- raising environmental awareness in the hotel industry by promoting good practice internationally;
- developing hotel-specific guidance, enabling hotels of all sizes to implement environmental programs; and
- multiplying the reach and impact of IHEI by working with partners, including hotel associations, governments, NGOs, tourism bodies and businesses.

22. IHEI is a catalyst and conduit for hotels to pool their resources and to share experience via a non-competitive platform. In 5 years it has evolved into an organisation with global impact. IHEI has worked in 111 countries, stimulating and assisting with the establishment of local initiatives such as New Zealand’s “Environmental Hotels of Auckland, the Asia Pacific Hotel Environment Initiative” and

the Caribbean Action for Sustainable Tourism. Member hotels now represent over 1 million guest rooms and more than 8,000 hotels on 5 continents.

23. The Co-operative Research Centre for Sustainable Tourism, based in Australia, was established in 1997 to enhance the strategic knowledge available to the Travel & Tourism industry through:

- long-term high-quality scientific and technological research which contributes to the development of an internationally competitive tourism industry;
- strengthening the links between research and its commercial and other applications;
- promoting co-operative research; and
- stimulating education and training, particularly in graduate programs, through active involvement of researchers from outside the higher education system in educational activities, and of graduate students in major research programs.

Company initiatives

24. The number of initiatives undertaken by individual companies is large. A fuller list of these is contained on the WTTC web site at <http://www.wttc.org>. Just two examples from this are as follows:

25. The Kandalama hotel in Sri Lanka has been a recipient of the “GREEN GLOBE” award, 3 years in a row, for its commitment to environmental excellence. The hotel has undertaken measures in the following areas to ensure that its operations are more sustainable:

- cultural and social - hotel employment, providing community infrastructure and development;
- natural environment - soil erosion measures and planting forests;
- pollution - sewage, solid waste and noise pollution reduction programs; and
- environmental communication - construction of an Eco Park where all waste is treated within the park, a dry debris sorting centre, a lecture room to promote environmental awareness and a sustainable development library.

26. Canadian Pacific Hotels, the largest hotel conglomerate in Canada, has developed an environmental program, which is recognised as the most comprehensive in the North American hotel industry. Based on the results of a survey, employee suggestions and the recommendations of a professional environmental consultant, Canadian Pacific Hotels developed a list of 16 goals to be attained by all hotels. In addition to individual projects implemented at each of the 26 hotels, the goals set for the chain as a whole were ambitious: (I) to reduce the amount of waste sent to landfill by 50% across the chain, by launching an extensive recycling program; (ii) to redesign purchasing policies to ensure that waste is reduced at source, and supplies used in the hotels are nature friendly.

Inter-regional level

27. The Caribbean Action For Sustainable Tourism (CAST) is an alliance for sustainable growth developed by the Caribbean Hoteliers Association with the support of the WTTC, the IHEI and the Caribbean Tourism Organisation. CAST has developed workshops, training courses and guidance material for its members on a wide range of environmental issues, including:

- setting up environmental management systems;
- energy efficiency;
- renewable energy; and
- waste water management.

Agents and Partnerships for change

28. The public sectors, particularly national and local government, have an important role to play by setting the agenda and providing the framework in which action should take place. The regulatory environment also plays an important role in creating the conditions suitable for sustainable tourism. Self-regulation involving the agreement and co-operation of industry is always likely to be the most effective solution. Therefore, the role of trade associations and industry organisations in distributing information among their members and encouraging participation is essential.

29. The major partnerships to be formed are between:

- industry and the public sector - to ensure consistency with the framework;
- industry and the voluntary sector - to tap into the enormous resources of expertise and good will that this sector is able to generate; and
- industry and the public - both travellers themselves and the people who live in the places they visit to develop more sustainable forms of tourism.

Areas for further Action

30. The industry is already doing much to improve its performance in terms of sustainable development. The challenge for the new millennium is to move from the existing ad hoc approach to a more systematic one. To do this will involve a partnership between industry and national governments to deliver the following:

(i) Governments:

- Integration of travel and tourism policy into broader government policies, especially the environment;
- Incentives for the Travel & Tourism industry, backed up where necessary by effective regulation.

(ii) Public/Private partnership:

- Infrastructure planned and developed with a long-term view and within a reference framework based on Agenda 21;
- Indicators and environmental impact assessment tools to enable effective local management and appropriate development.

(iii) International bodies:

- Co-ordination at an international level of environmental action undertaken by all sectors of the Travel & Tourism industry;
- Review of existing voluntary initiatives to improve the quality of reporting, their transparency and credibility, and the assessment of their contribution to sustainability.

(iv) Companies:

- Commitment to place sustainable development issues at the core of the management structure;
- Innovation of process and application through new technology;
- Commitment to education and environmental training of staff.

C. Influencing Consumer Behaviour to Promote Sustainable Tourism

Problems

31. At the 1998 World Travel Market, WTTC hosted, as a part of its Environmental Awareness Day, a seminar entitled "Does the Consumer Care?" At this event, MORI presented the latest findings from

their Business and the Environment survey - an annual UK survey devoted to public attitudes to the environment. The survey is now in its tenth year and illustrates the challenge facing the Travel & Tourism industry in influencing consumer behaviour to promote sustainable tourism.

32. According to this survey, Travel & Tourism is now more associated with environmental damage than it has been in the past. Despite this decline in perception, the industry's economic success is not dependent on its green record - public sensitivity to environmental problems on holiday/business trips has not increased and is no more of a deterrent to repeat travel than it was previously.

33. There is a downward trend in the public's willingness to pay extra for environmental protection and environmentally friendly products, including "green" Travel & Tourism. Awareness of companies making environmental commitments is only marginally up. Therefore, the challenge is to persuade the consumer that it is in their interests to adopt and promote a sustainable approach in their activities and purchasing decisions. Education programs and the development and widespread acceptance of codes of conduct are useful tools in achieving this step. Once this message has been conveyed, it is then important to back this up with the necessary information to enable consumers to make informed choices. It is here that "ecolabels" and award programs have value.

Solutions

Education programs

34. The Foundation for Environmental Education in Europe (FEEE) seeks to promote environmental education by carrying out campaigns and improving awareness of the importance of environmental education. It is composed of a network of international organisations. The FEEE (headquarters in Denmark) runs three major campaigns in Europe for providing safe and clean beaches and marinas. The award itself is given annually to beaches and marinas that satisfy a number of essential criteria in three separate areas: water quality; beach management and safety; and environmental information and education.

35. "GREEN GLOBE"'s Dodo Campaign, is based on a cartoon character, who features in 65 Travel & Tourism videos. Dodo explains and promotes the actions that visitors can take to reduce the impacts of their travels. The videos are aimed at children and are designed to be fun, whilst conveying important messages about sustainable Travel & Tourism. The aim is to have these videos shown on in-flight and in-room television channels to raise awareness and influence consumer behaviour.

Codes of conduct

36. Codes of conduct are also used to try and influence consumer behaviour. For example, "Guidelines for Responsible Environmental Tourism" are prepared and distributed by the American Society of Travel Agents to all customers who book holidays through their members' branches. The Guidelines aim to "encourage the growth of peaceful tourism and environmentally responsible travel" and include 10 recommendations to encourage tourists to act responsibly and show respect for their hosts and the environment of their destination(s).

37. The Pacific Asia Tourism Association (PATA) is an industrial association, which promotes the Pacific Asia area's Travel & Tourism destinations, products and services. PATA also serves as a central resource of information and research, travel industry education and training, as well as quality product development with sensitivity for culture, heritage and environment. In 1992, PATA introduced its "Code for Environmentally Responsible Tourism" to strengthen the principles of preservation in the

region. Businesses, organisations and individuals wishing to affirm their support for the PATA Code are encouraged to participate in the PATA Green Leaf program.

38. The Africa Travel Association has produced “Responsible Traveller Guidelines”; the Japanese Association of Travel Agents has produced the “Declaration of Earth Friendly Travellers” and there are many more examples of industry codes aimed at educating and influencing their customers.

Eco labelling

39. There are numerous examples of industry sponsored labelling schemes, whose aim is to recognise good industry practice and influence consumer behaviour into purchasing the labelled products. For example, the “Green Key, Denmark” certificate operated by the Hotel, Restaurant and Leisure Industry Association (HORESTA) has 56 criteria that includes environmental information, water & energy consumption and waste management. Special features also include ecological food products, outdoor areas, non-smoking rooms, and adaptations for access by disabled persons.

Awards

40. There are a number of industries that runs and sponsors award programs to highlight and promote examples of good practice. For example, British Airways has run the “Tourism for Tomorrow” awards since 1992 to encourage action to protect the environment. The awards are directed at tour operators, hotels, national parks and heritage sites, and other activities associated with tourism. By selecting projects showing best practice in their field as role models, others are encouraged to follow suit and consider the environment in the everyday running of their tourism business. The awards are run annually, with a winner selected from each of five regions and an overall winner. In addition, two special awards are made for mass tourism destinations. The awards are run in association with the British Tourist Authority, the Association of British Travel Agents, the Pacific Asia Travel Association and the American Society of Travel Agents. Entries to the awards have been increases every year. American Express also sponsors a variety of environmental awards for international tourism organisations.

Agents and Partnerships for Change

41. A broad based approach is called for which requires Travel & Tourism to work with:

- national governments to raise the profile of environmental and social issues within the education system;
- NGOs to raise awareness of tourism issues in their work and activities and provide feedback to the Travel & Tourism industry;
- development organisations to communicate with host communities to understand their needs and requirements;
- local authorities to engage local people through the inclusion of tourism issues in Local Agenda 21 plans;
- national and international trade associations, labour representative organisations and training providers to increase awareness and training of staff in environmental and social issues;
- Travel & Tourism publications (such as travel guides);
- Travel & Tourism journalists to raise the profile of reporting environmental and social impacts of tourism among consumers and tourism businesses; and
- the Internet as a source of information for potential travellers.

Areas for further Action

42. The WTTC/MORI data shows the scale of the task still remaining. The industry has developed a number of initiatives to influence consumer behaviour. However, if consumers do not understand or are not aware of the issues involved and do not demand more sustainable products then, in the long term, it will not be in the industry's interests to move in that direction. The priority for future action, therefore, should be to raise awareness among travellers of the issues associated with tourism and the impact their activities can have on local destinations and cultures.

D. Promoting Broad-based Sustainable Development through Tourism while Safeguarding the Integrity of Local Cultures and Protecting the Environment.

Problems

43. The Travel & Tourism industry has a vested interest in protecting the natural and cultural resources that are the core of its business. Travel & Tourism has less impacts on natural resources and the environment than other sectors and it has already done much (see Section B) to address the issues arising from its activities.

44. There are examples, however, from around the world where the impact of Travel & Tourism has been damaging to the local environment and people. Some of the factors which contributes to the harmful impact of tourism are:

- a lack of awareness on the part of those making decisions about tourism development of the social, economic and environmental balance to be pursued in achieving sustainable development;
- a lack of commitment by tourism operators and travellers to contribute to the maintenance of the local environment and culture of the host destination;
- a weak institutional framework with inadequate controls can lead to tourism development which is both inappropriate and intrusive;
- unfairly traded tourism, whereby local communities are unable to share in its benefits;

- large flows of visitors in remote or sensitive locations can place considerable strains on local resources (particularly water) and supply systems. Travellers' expectations of the goods and services, which should be available, can lead to these items or services, being imported from outside or local supply chains, being distorted to meet demands; and
- tourism can change a destination's cultural make-up and, if poorly developed, can increase crime, prostitution and other social problems.

Solutions

45. In order for tourism to realise its potential to achieve broad-based sustainable development, an effective partnership between Government and all sectors of the industry will be required. The following illustrates what is being done:

International Co-operation

46. IH&RA and the United Nations Organisation for Education, Science and Culture (UNESCO) have signed a co-operation agreement to encourage world-wide hotel chains to sponsor UNESCO cultural heritage sites and attract tourism to them via their marketing campaigns.

National Governments

47. In India, the government is pump priming local "eco-tourism" activities, which are primarily driven by local women. In Mexico, the government is kick starting village development for "eco-tourism" lodges in the Chiapas region involving the whole community. In England, the government has recently held a national consultation on sustainable tourism and, as a result, is developing a new strategy for tourism, which incorporates the principles of sustainable development as a core component. The Caribbean Tourism Organisation has developed a comprehensive strategy to develop "eco-tourism" in the Caribbean region. This strategy is closely integrated with the goals of the Association for Caribbean States (ACE) for a green Caribbean.

Destinations

48. "GREEN GLOBE" has developed a specific "Destinations" program to recognise those tourist destinations where there is a concerted effort by all those involved in the local tourism industry to improve the quality of the environment. The Destinations process provides a framework to guide tourist locations towards achieving sustainable development based on the principles of Agenda 21. The Destinations programs are tailor made to reflect local circumstances, such as the level of environmental awareness, action taken to date and available resources. Each program is based on achieving progressive environmental improvements. Targets are set within a realistic timetable and are developed by a steering group made up of key partners. The island of Jersey has become the first "GREEN GLOBE" Destination. Vilamoura in Portugal, Dominica in the Caribbean and 3 destinations in the Philippines have also entered the Destination program.

49. For example, in 1996 Lusotour SA, a tourism development company, enacted a management plan for Vilamoura whereby employees are given responsibility for individual environmental tasks. The company has invested money into rehabilitating the surrounding natural environment, which includes pine forests and a lake that has significance to local wetland areas. Guests are provided with a copy of the environmental policy and are encouraged to participate in the scheme through specialised brochures.

50. The campaign includes recycling; treating diseased pine areas; regular cleaning of the beaches and marinas; development of a sewage treatment plant and new buildings in the resort are designed to minimise visual and environmental impacts. For its work in Vilamoura, Lusotour SA is also a winner of the British Airways Tourism for Tomorrow Awards.

51. The “Afrikatourism” brand has been developed by the Open Africa Foundation to encourage products, which embraces sustainable ecological, economic and social development based on Africa’s unique cultural, natural and wildlife heritage. “Open Africa” is also developing a continuous network of “Afrikatourism” routes from the Cape to Cairo, known as the “African Dream”. The Dream helps to create awareness of the many rural and environmental projects, which exist throughout Africa. “Team Africa”, a transcontinental alliance of governments, corporations, institutions, professionals and individuals, provides leadership and motivation in the development of the “African Dream”.

Host Communities

52. “Whale Watch Kaikoura” is an initiative of local Maori people from a small town on the East Coast of New Zealand’s South Island. Within a kilometre of the Kaikoura shore is an area ideal for whales, where visitors are guaranteed to see them all year round. The Whale Watch began 11 years ago and is now a booming tourist destination, run by indigenous people with a strong sense of heritage and a view of the future based on strong principles of sustainability.

53. Jordan Tourism Investments, has revitalised the traditional village of Taybeh, in Jordan, into a cultural tourist resort, with the help and agreement of villagers. With many of the younger generation moving to the cities, the village was losing its character. By restoring its 19th century buildings and reviving old crafts, the village is now thriving again. The village lies 9km south east of the historic city of Petra. Opened in July 1994, the village now accommodates around 60,000 guests each year.

54. Uluru and Kakadu National Parks are both owned by indigenous Australians, the local Aboriginal communities, and jointly run with the National Parks and Wildlife Service. They are both major tourism destinations and involve indigenous participation in planning, management, and ownership of tourism infrastructure, as well as interpretation for visitors. They bring significant economic, social and cultural benefits to the local indigenous communities.

55. The Conservation Corporation in Africa has established a series of high quality game parks in which local communities are major stakeholders and beneficiaries of tourism. This initiative is also helping to re-invigorate local crafts.

Agents and Partnerships for Change and Areas for further Action

56. The challenge facing the tourism industry in moving towards a more sustainable future is set out in “Agenda 21 for the Travel & Tourism Industry”. To achieve the goals set out in this document will require a partnership between government departments, national tourism authorities, international and national trade organisations and Travel & Tourism companies. Working together in close co-operation such partnerships should aim to deliver the following:

- Close co-operation between the public and private sectors to deliver a regulatory regime, which encourages voluntary action but supplement, where necessary, with regulation in areas such as land-use and waste management.
- Agreed common standards and tools to enable the measurement of progress towards achieving sustainable development.
- Certification criteria developed and more widely applied to industry initiatives.

- A commitment to the controlled expansion, where appropriate, of infrastructure.
- Environmental taxes, where applied, should be fair and non-discriminatory. They should be carefully thought out to minimise their impact on economic development, and revenues should be allocated to Travel & Tourism associated environment improvement programs.
- International, national and local funding bodies should include sustainable development as a part of their criteria, so that in time, all funding would be dependent on sound environmental practice.
- Contemporary research into sustainable tourism needs to be funded and developed. Issues requiring attention include design, carrying capacity, tour operator activities, environmental reporting, auditing and environmental impact assessments.
- Environmental education and training should be increased, particularly in schools, for future hotel and tourism staff.
- Greater investment and commitment to the use of new technology.

E. Coastal Impact of Tourism

Problems

57. Tourism provides an essential lifeline for many coastal communities. Faced with the prospect of increasing financial hardship, more and more coastal communities have turned to tourism as a means of generating income and survival. Tourism's impact on the coastal zone has, therefore, been largely positive. Of course, as in any area, if Tourism is not properly managed and developed, it can be harmful.

58. Impacts arise from the construction of infrastructure (hotels, marinas, transport, waste treatment facilities, groynes etc.) and from recreation (golf courses, water sports, theme parks etc). Coastal communities are now faced with tourism on a considerable scale, and the host to guest ratio can be very high in such areas. At the same time, coastal communities must try to maintain the resort's attraction as tourist demands change, sometimes quite rapidly.

59. With coastal regions being primary tourist destinations, sensitive marine and coastal environments can suffer dramatically. For example, as a result of large-scale sea-front tourist development, considerable beach and dune erosion can occur. Tourism also impacts on environmental quality in the following ways:

- ribbon development, infrastructure requirements, particularly transport links;
- the treatment and disposal of solid and/or liquid wastes, particularly during peak tourist seasons, may be inadequate or at worst non-existent; and
- water is often consumed excessively, not only for drinking but for showers, laundry, swimming pools, maintenance of golf courses etc. This can affect the quantity and quality of fresh water available to indigenous coastal populations.

60. Recreational activities can also have a significant impact on the coastal zone:

- golf course's impact can be considerable, with those situated directly on coastal habitats (especially sand dunes) in particular;
- erosion of reefs and coral from divers and swimmers;
- pollution from boats and jetskis; and
- noise from motor boats and jet skis, cars and buses, nightlife and other activities.

Solutions

61. The development of a sustainable tourism industry in the coastal zone offers numerous opportunities. Opportunities includes, those for nature conservation – which, given the increasing interest in high quality natural and cultural experiences, can help to reverse the decline in market share of many coastal destinations. Tourism also provides important opportunities for strengthening local industries. Where industries are in decline, tourism ventures can help supplement declining income. The following examples illustrate what can be done to make the most of the opportunities offered by tourism in the coastal zone:

62. Calvia is a Municipality on the Mediterranean coast that has undertaken an Agenda 21 project to assist the sustainable development of its tourism sector, in order to counter the negative impact of short-term tourism development since the 1960s. The local council has now implemented a transferable policy aimed at modernising, improving and diversifying the local tourist industry, involving all stakeholders, including the local population. A Project Plan was enacted, and achievements so far include:

- indigenous development, based on the sustainable use of available resources;
- high quality services and an appropriate bed night capacity;
- a ban on new development on 1,700 acres;
- active participation of the residents in community life; and
- environmental management of municipality buildings, waste recycling, reduction in spending on electricity, and use of environmentally friendly materials for office use.

63. Quicksilver Tours, Queensland, Australia, is owned by one of the largest tourism operators to the Great Barrier Reef. Quicksilver have five large catamarans, which take about 1,000 tourists a day to dive on the reef. They have their own reef site with fixed diving platforms. They employ a team of biologists, both for environmental management and assessment as well as widespread environmental interpretation. Recent assessment of the reef, in the vicinity of the operation, shows that it is being maintained in pristine condition.

64. Kingfisher Bay Resort is found at Fraser Island, Queensland. It is a large five star “ecotourism” resort built in a beautiful, but fragile environment off the Queensland coast. Its concept, design, construction and management were conceived using the latest ecologically sustainable principles. It is a state-of-the-art “ecotourism” resort, which has won Australia's top tourism awards, and its economic and environmental success has influenced new coastal tourism developments.

65. Maho Bay’s camps and studios in the US Virgin Islands have based their product on a commitment to minimise impact on the environment, conserve natural resources, engage in active and passive environmental education of their guests, and contribute to the local economy. Specific initiatives introduced at Maho Bay include the following: use of new technology; purchasing policies; waste management; environmental education; energy and water conservation; and support for local communities and culture.

66. These initiatives show an appreciation of the need for alternative solutions to issues such as packaging and waste disposal through landfill. These are issues, which as the industry grows, will be increasingly important for the Travel & Tourism industry as a whole to address.

Agents and Partnerships for Change and Areas for Further Action

67. The agents, partnerships for change and areas for further action in relation to tourism in the coastal zone are similar to the development of broad based sustainable tourism in general as set out in Section D.

68. A number of issues do, of course, have particular importance for the coastal zone. Above all, the key to success is better participation at destination level among all the stakeholders concerned (such as at Calvia). In the case of the coastal zone, there are a number of additional organisations with an interest in coastal policy, marine conservation, shipping etc., which needs to be identified and included in partnerships for the coastal zone.

69. Successful planning for tourism is very important for the future of the industry in coastal regions, because a significant percentage of tourism occurs within the geographical parameters of the definition of a coastal zone. Concerted support from all countries involved (and the industries within them) is vital to protect the shared natural resources that coastal zones represent.

70. Historically, the influence most hoteliers have on the environmental impact of their business is limited to working within existing buildings, or after a new site has been completed. In April 1998, the IHEI convened a group of hoteliers, tour operators, architectural firms and sustainable development specialists with the goal of creating a partnership to be called the "Siting and Design Programme". The new initiative's mission will be to define responsible planning and design specifications that will cause minimal environmental damage at new sites. Particular attention will be paid to sites located within ecologically sensitive areas and upon waterfronts. The "Siting and Design Programme" will strive to reach hotel owners, investors and developers to bring these issues to the attention of the entire industry. Linkages with government authorities that uphold responsible development standards would complete the partnership.

F. CONCLUSIONS

71. Travel & Tourism has a number of advantages over other industry sectors:

- it creates jobs and wealth whilst;
- at the same time, it can contribute to sustainable development;
- it tends to have low start-up costs;
- is a viable option in a wide range of areas and regions;
- is likely to continue to grow for the foreseeable future; and
- the industry is, in a large part, aware of the need to protect the resource on which it is based - local culture and built and natural environment - and it is committed to these resources' preservation and enhancement.

72. The industry is, therefore, making a concerted effort to build up programs for sustainable development. However, it cannot do this alone. If Travel & Tourism is to continue to flourish and to contribute to sustainable development, it needs help from national Governments. This assistance is needed in two forms: - both positive encouragement for sustainable tourism initiatives and an understanding that policy decisions in other areas can effect Travel & Tourism. In practical terms, what this means is the following:

73. The first point of action needed from Governments is to incorporate Agenda 21 principles into tourism policies at international and national level, and to promote their inclusion in regional and local tourism strategies. By providing such a lead and establishing a coherent global framework based on Agenda 21, national governments will make a vital contribution to developing a more sustainable tourism industry.

74. Governments should also recognise that Travel & Tourism is a core service sector which should always be considered when looking at policies to expand trade, increase employment, modernise infrastructure and encourage investment - at both domestic and international level. It should also be included in national statistics with its economic impact calculated by means of a national tourism satellite account.

75. Governments should also consider helping Travel & Tourism by seeking to minimise regulatory impediments and by offering appropriate investment incentives. By supporting tourism and allowing it to compete in open and fair markets, tourism's benefits can be more easily secured.

76. Finally, governments can address some of the fundamental barriers to tourism growth by looking at how to expand and modernise infrastructure, to apply taxes fairly and to invest in human resource development.

77. If the program of action outlined above can be undertaken by national governments in co-operation with continued industry commitments and initiatives for sustainable tourism then we can look to a brighter future.