**Sustainable Tourism Development**

The aim of this unit is to develop knowledge and understanding of the need for sustainable tourism and the role of the planning process to ensure future developments are sustainable for the host communities and their environments. Learners will gain knowledge and understanding of best practice. They will use their knowledge to review the sustainability of a destination and make recommendations to preserve its environmental and social fabric.

**Indicative Content**

**1. Understand the planning process in relation to tourism development**

Objectives

* Maintain/protect/use cultural diversity, cultural heritage,
* Maintain/protect/use eco systems, unique environments, wildlife, landscape
* Maximise economic advantage e.g. jobs, increased profit, foreign exchange, balance of payments
* improved infrastructure, more facilities for travellers and/or host population
* sustainability, long term gain
* increased income (more visitors/customers),
* image/perception
* co-ordinate development
* Stakeholders
* Travellers/visitors
* Host communities
* Local businesses
* Public and private sector tourism partnerships
* Destination management organisations
* Developers/ international businesses
* Governments
* Travel agencies/companies

Agencies and organisations

* International e.g. UN
* National e.g. government and campaign groups
* Regional e.g. regional government
* Local e.g. local government
* Organisations that drive ethical tourism e.g. Tourism Concern, Responsible Tourism
* Travel companies

Approaches

* Environmental economic, social
* International, national, local
* Strategic, short term
* Quantitative, qualitative

Tools

* Environmental Impact Assessment
* Cost benefit analysis
* Cambridge Economic Impact Model

**2. Understand the need for the sustainable development of tourist destinations**

Concept of sustainable tourism development

* Principles of sustainable tourism development – re-focusing, adapting, monitoring, governance
* Need for sustainable development of tourist destinations
* Maintain a balance between limits and usage
* Environmental promotion
* Social and Corporate responsibility
* Enhanced integrity of local ecosystems
* Triple Bottom line, Corporate Social Responsibility (CSR), ecological footprint, human capital, natural capital
* Reports and recommendations - Bruntland Report (1987), World Travel and Tourism Council

Impacts

* Negative, positive
* Socio- cultural e.g. tourist host relationships, crime, gambling, changes to sexual attitudes, social change, family values, habitual, educational, commercialisation/destruction of culture, destruction/preservation of heritage
* Economic – increased employment opportunities, Balance Of Payments, multiplier effect, opportunities for local business, foreign exchange; leakages, foreign/multinational ownership, increased income
* Environmental – conservation, preservation destruction; pollution (air noise, environmental) damage to environment/ecology, erosion, natural resources, preservation through National parks, irrigation, Official facts and figures

Business decisions that may cause conflict

* Ownership of developments e.g. leakages of economic benefits/profits overseas
* Environmental costs to destination e.g. environmental damage, over use of fragile eco systems, damage to coral
* Socio-cultural cost to destination e.g. dress, customs, religious taboos, family expectations, sexual norms
* Use of limited resources e.g. water, land, power
* Location of developments e.g. on sacred sights,
* Limited accessibility for host population e.g. to beach, enclave tourism, All-inclusive resorts

Limited opportunity for host population to benefit from developments e.g. all-inclusive resorts

**3. Understand best practice in terms of sustainable development**

Measures to minimise negative environmental/sociocultural impacts

* Qualitative measures
* Quantitative measures e.g. tourist tax
* Restricted guided tours e.g. to mountain gorillas, fragile environments
* Land zones
* Environmental friendly polices e.g. not washing towels every day in hotels
* Shows/staged authenticity e.g. of local customs, rituals, dances
* Visa, permits e.g. Antarctica
* Environmental Impact assessment of all activities e.g. Antarctica

Maximising economic benefits

* Engaging local communities in decision making – empowerment through engagement
* Economic gain through employment and micro-enterprise development;
* Pro poor tourism approach – maximise linkages between local tourist industry and tourist
* Minimise leakages
* Local sourcing of materials and labour
* National and local government involvement

Benefits of ethical practices to businesses/customers

* Improved Image and perception
* competitive advantage
* niche market
* increased demand
* corporate social responsibility agenda

**4. Be able to review the sustainability of destinations**

Present viewpoints

* Host communities
* Local tourism industry
* Organisations/Activists supporting sustainable tourism
* Developers
* Planners
* Visitors

Recommendations (with reference to LO3)

* Measures to minimise negative environmental/sociocultural impacts
* Maximising economic benefit

Best practice

* Countries, destinations, governments
* See current Tourism for Tomorrow Award