



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
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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.



What do we know

- Destinations are a central component of a sustainable trip but existing travel systems do not consider it
- The global discussion on destination sustainability is nascent
 - First time ever there are internationally agreed sustainability guidelines
 - Handful of certification programs
- There are few resources/tools to help destinations make sustainability actionable

The global dialogue on destination sustainability is nascent.

What does destination sustainability involve

1. Creating the right balance requires a special approach to management of destination
2. Goes beyond environmental protection
3. It's a journey, not a destination
4. Destination responsibility, ownership and decision-making is shared



Destination
sustainability is a
journey

What is a sustainable destination

GSTC Destination-Level Criteria and Indicators



Collective of 40 criteria with 81 corresponding indicators organized around four key pillars:

- Sustainable destination management
- Social and economic issues
- Community and cultural heritage issues
- Environmental issues

www.gstc.org

European Tourism Indicator System for Sustainable Management at Destination Level



Indicator system for monitoring and management consists of 27 core and 40 optional indicators:

- Destination management
- Economic value
- Social and cultural impact
- Environmental impact

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

What is changing

- Increasingly sustainability initiatives can result in recognition from industry ranking schemes, award programs, and certifications
- Global travel societies with influence, including National Geographic Society, often use sustainability as a key criterion when they rank destinations
- Pioneering travel companies, such as TUI and Royal Caribbean Cruises Ltd., are supporting destination stewardship
- A growing number of tour operators, such as Thomas Cook Group, Natural Habitat, and Abercrombie and Kent, give preference to destinations, hotels and resorts that adopt sustainability principles



What is consensus

There is wide consensus in the travel industry that sustainability, however defined, is and will continue to impact the way businesses and destinations think, manage and compete



Major International and Regional Initiatives



Unifying our approach and expanding impacts

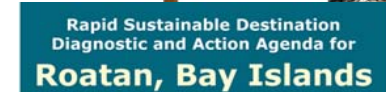
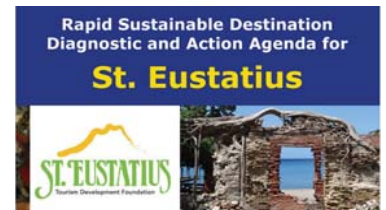


Early Adopters – destinations leading the way

Sustainable Tourism Zone of the Caribbean destinations:

- City of Roseau in Dominica
- Bayahibe in the Dominican Republic
- Resort Area of Ocho Rios in Jamaica
- The island of Cozumel in Mexico
- Area of Portobelo in the Panamanian Caribbean coast
- Guadeloupe: Verte Vallée and St. François- Pointe des Châteaux
- Martinique: Presqu'île de la Caravelle and Sainte Anne
- Yalimapo Community in French Guyana
- Buccoo Reef area in Tobago
- Richmond/Lashum Site in St. Vincent and the 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



Abercrombie & Kent

Fairmont & Raffles
HOTELS INTERNATIONAL



FINNAIR



GLOBUS
family of brands



Paul Gauguier
CRUISES
A PACIFIC RECREATION COMPANY



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



Findings – global snapshot



SUSTAINABLE TRAVEL
LEADERSHIP NETWORK™

	Global Average (%)	Africa n=7 (%)	Asia & Oceania n=7 (%)	Canada n=7 (%)	Europe n=13 (%)	Latin America & Caribbean n=15	USA N=9 (%)
Overall	54	58	59	61	52	52	56
Section A: Destination Management	53	55	64	58	41	53	56
Section B: Community Involvement & Benefits	68	66	73	71	60	63	85
Section C: Conservation of Natural and Cultural Heritage	57	64	62	59	51	59	53
Section D: Environmental Protection	44	52	43	57	39	40	43



Report cards – individual and regional



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?	
	A6. Promotion. Are the destination's promotional materials 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?	



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 sustainability 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%
	A6. 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%

For more information

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