

# Policies to Promote Sustainable Tourism

The Triple Bottom lining is all it takes

# Create the Enabling Environment

- Tourism can have positive or negative impacts depending on how it is planned, developed and managed.
- Sustainable tourism development
  - overcoming barriers
    - private sector orientation,
    - destination planning and development
    - fiscal and government investment policies
    - finance and investment
    - local investment generation (Source UNEP)

# Major Barriers

- The first, and most cross-cutting, barrier to more green or sustainable tourism is the lack of understanding and recognition of the value created for companies, communities and destinations from the greening of tourism.
  - Sharing of knowledge, information and experiences is a necessary first step
  - Enabling conditions are predicated on this understanding by public, private and civil society actors. (Source UNEP)

# Cross Cutting Issues Policies

- Energy
  - Policies that encourage the adoption of green technologies in Hotels
    - Solar Water Heater
    - Photovoltaic Panels
  - Policies that Prohibit the use of certain equipment
    - Incandescent lamps
    - Equipment rated C etc.

# Cross Cutting Issues Policies

- Water
  - Encouraging water savings and reward programmes for most efficient hotels
  - Facilitating access to water efficient equipment at rebated or tax free duties to promote early adoption
  - Information of such measures that could help not only making consumption more efficient but also reduce its demand
  - Subsidized equipment on Rain Water Harvesting

# Cross Cutting Issues Policies

- Water
  - Reduce
    - Example faucets in Taps
  - Re-use
    - Laundry Effluent redirected for washing of Pavements
  - Recycle
    - Treated waste water redirected for watering plants etc.

# Private Sector

- **Enabling conditions for engaging the industry**
  - Tourism segments include conventional and mass tourism as well as niche areas such as ecotourism, adventure tourism, rural tourism, community-based tourism, sports fishing, cruise tourism and more recently, health tourism
- **practical tools to respond to many common challenges**
  - Corporate Social Responsibility is increasingly recognized in the tourism sector and is being promoted by sectoral industry bodies

# Private Sector

- Multilateral and bilateral cooperation agencies, and Development Finance Institutions (DFIs) should engage directly, to inform, educate and work collaboratively with the tourism industry
  - Policies geared towards promotion of such initiatives mainly on a G to G basis
- industry-oriented decision support tools
  - speed the adoption of green practices
  - provide assistance to Europe's tourism enterprises to identify potential investments and cost saving opportunities for sustainable decision making to ensure profitability and competitiveness



# Private Sector

- Development Finance Institutions
  - Instrumental to support green investments and sustainable development of the industry
- Recognized standards for sustainable tourism
  - Incentives and policies to promote adoption and maintenance
    - E.g MS 165 – Sustainable Tourism Standard for Mauritius
    - Green Globe etc.

# Destination Governance, Planning and Development

- Destination planning and development strategies will be a critical determinant for the greening of tourism.
  - Coordination among ministries and local authorities
  - Systematic approach to policy development using data and analysis
  - Strategies provide a supply-side approach for developing a tourism destination

# Destination Governance, Planning and Development

- inclusion in a green tourism strategy
  - Mitigation of carbon emissions – including eliminating and reducing emissions, substituting
  - environmentally harmful practices with more sustainable ones, offsetting emissions and choosing sustainably sourced goods and materials.
  - Biodiversity conservation – development of national parks and wildlife corridors, regulation of access to fragile areas, protection of indigenous species and pest controls.
  - Waste management – reducing potential waste streams and increasing recycling.
  - Water supply – reduce consumption, reuse wastewater.
  - Consideration and mitigation of impacts on socio-cultural and built heritage

# Fiscal Policies and Economic Instruments

- Tourism investments from the government should focus on business motivations for sustainable management as key targets. Incentives should be consistent with both environmental protection and value added creation.
  - Defining and committing to critical government investments in the green enabling environment
  - Appropriate taxation and subsidy policies should be framed to encourage investment in sustainable tourism activities
  - Tax concessions and subsidies can be used to encourage green investment
  - Establish clear price signals to orient investment and consumption

# Finance of Green Tourism

## Investments

- Environmental and social investments are relatively new, and remain outside the mainstream of financial markets (particularly in developing countries)
  - Green investments must be seen as value-added investment
  - Regional funds for local tourism development could also help overcome financial barriers
  - Mainstream sustainability into tourism development investments and financing
  - Establish partnership approaches to spread the costs and risks of funding sustainable tourism investments

# Local Investment

- Strengthen tourism value chains to back SME investment.
  - Encourage both forward and backward integration

# Environmental and Social Practices



