



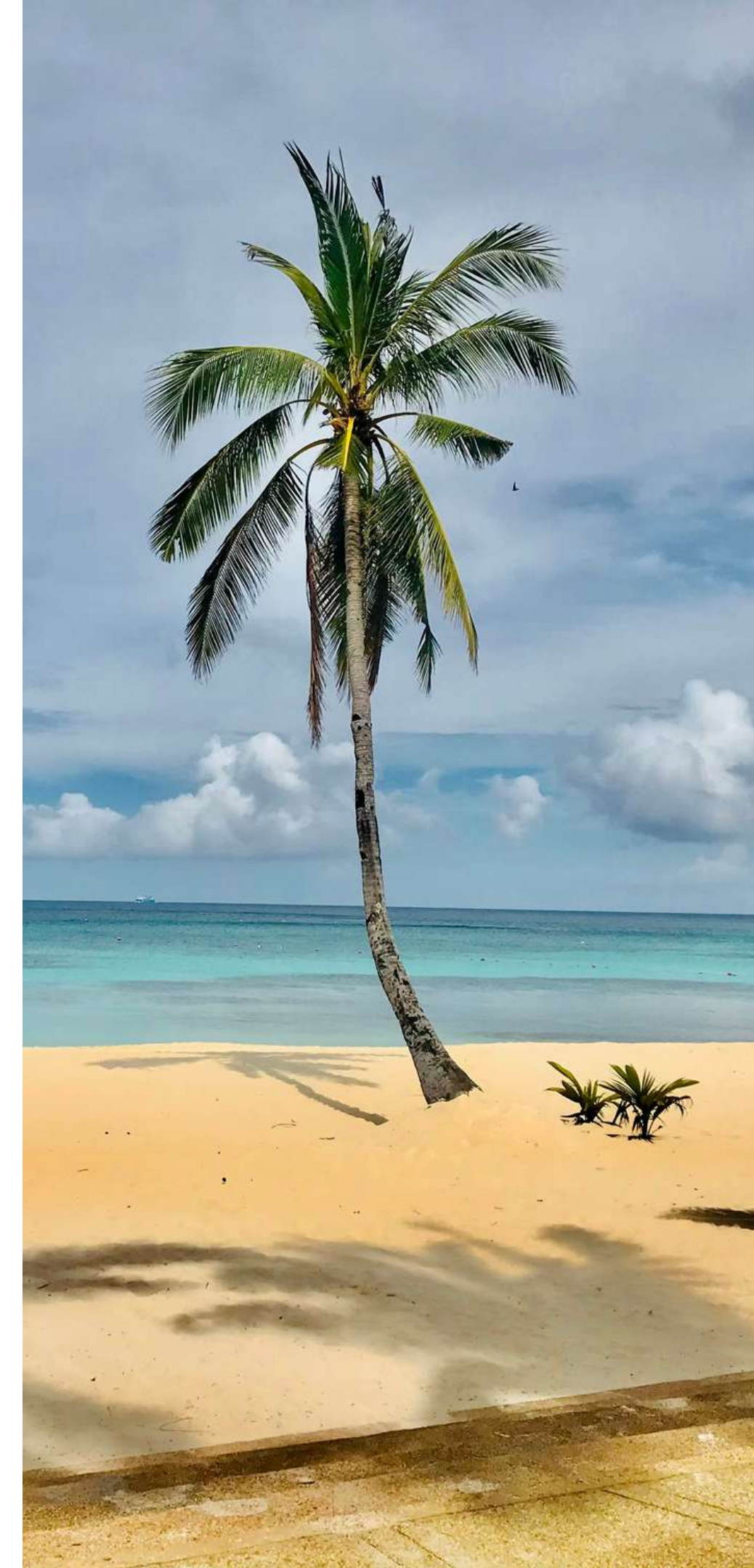
DESIGNING A SUSTAINABLE TOURISM PROGRAMMES TO ACHIEVES NATIONAL GOALS

R A C H E L M C C A F F E R Y

What is a sustainable tourism programme?

A planned approach to sustainable tourism using one or more set of internationally recognised sustainability standards

- **Criteria** e.g. GSTC
- ▶ • **Certifications** e.g. Green Destinations, Preferred by Nature, Earth Check
- **Verifications** e.g. Booking.com's Travel Sustainable badge
- **Awards** e.g. World Responsible Tourism Awards



There are hundreds of sustainability certifications relevant to tourism around the world.

How can NTOs use them to achieve their country's aims?

There is no one size fits all approach when it comes to certification - use this to your advantage!



National programmes are being launched around the world

National sustainable tourism certification programmes add credibility and give destinations and businesses a closer link to effective promotion

SLOVENIA
GREEN



SUSTAINABLE
TRAVEL
FINLAND®



Green Star®
Hotel

International recognition is very varied

Norway

- Blue Flag
- Green Key
- ISO 14001/9001
- Travelife

Slovenia

- Bio hotels
- Ecocamping
- European Ecolabel
- Green Globe
- Green Key
- Hostelling International Quality and Sustainability
- LEAF
- Travelife
- World of Glamping
- UNESCO Biosphere
- UNESCO World Heritage

Finland

- Biosphere Tourism
- Blue Flag
- EMAS
- EGLA
- European Ecolabel
- Forum Anders Reisen
- Geogolf
- Green Globe
- Green Key
- Hostelling International Quality and Sustainability
- ISO14001/9001 & 20121
- Tourcert
- Travelife
- UNESCO World Heritage

Switzerland

- BCorp
- Biohotels
- Biosphere Tourism
- Certified Green
- Earthcheck
- Ecocamping
- Eco Cook
- Eco Enterprise
- EMAS
- European Ecolabel
- Europarc
- ENAT
- EQUAL-SALARY
- Fair and Green
- Geogolf
- UNESCO World Heritage
- Green Globe
- Green Key
- Green Sign
- Good Travel Seal
- Hostelling International Quality and Sustainability
- Ibx Fairstay
- ISO14001/9001
- LEED
- Partner Business in Mountaineering Villages
- Accor - Planet 21
- Preferred by Nature
- Tourcert
- Sustainable Company
- Tourism Declares
- Travelife
- UNESCO Biosphere Reserve
- Waste Warrior Brand

There are many different approaches



Some destinations have developed their own programmes from scratch



Others use the framework and criteria from existing standards to build their own national certification



Some base their programme on recognition of a range of international certifications



Others opt to work with the one scheme that best suits their needs

Developing certification from scratch



- Time consuming and costly
- Existing certification programs have sophisticated reporting software refined over decades
- Obtaining globally recognised status takes many years
- International certifications can be white-labelled and tailored to the needs of any destination
- Using international certifications can still support jobs and growth

Designing a programme to meet national priorities



Destination positioning

- Adds credibility for destinations presenting themselves as clean and green
- It has helped destinations differentiate and put a little known destination on the map.
- Additional tourism products can be developed .



Sustainable Development

- Encourages communities to come together to develop sustainability solutions
- Builds cohesion
- Programmes can be designed so that destinations drive business sustainability




Promoting business sustainability

- International certification can be used as a shortcut to evidence sustainability achievements by businesses.
- They can then be pulled together and promoted under one national programme
- Easier for consumers to find



Meeting priority goals e.g. climate

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- International criteria / standards can be upweighted or supplemented with others that support national goals
 - Climate mitigation, adaption planning and habitat protection could all be emphasised to boost for example, disaster preparedness
 - Some standard focus on specific issues e.g plastic reduction

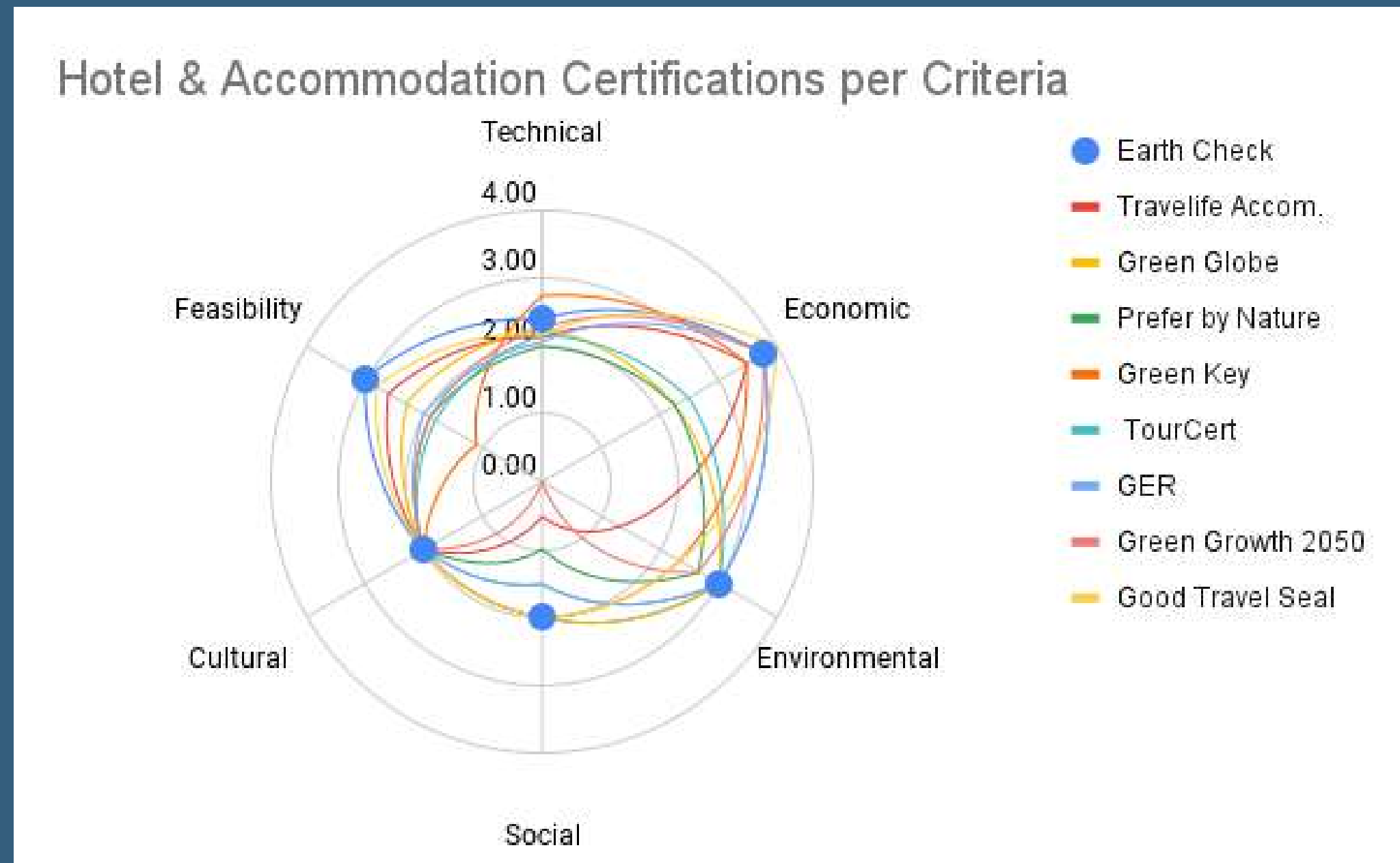
Supporting Specific Sectors



- Adoption of international standards can be quite flexible **as long as core requirements are met**
- Programme can be designed and positioned around cultural and community tourism assets
- Putting international standards at the heart of community tourism will result in a more balanced programme

Meeting stakeholder priorities

- MCDA (Multi Criteria Decision Analysis) can be used to identify which certifications are a best fit against the priorities identified by stakeholders



Factors to consider



What does the programme need to achieve?

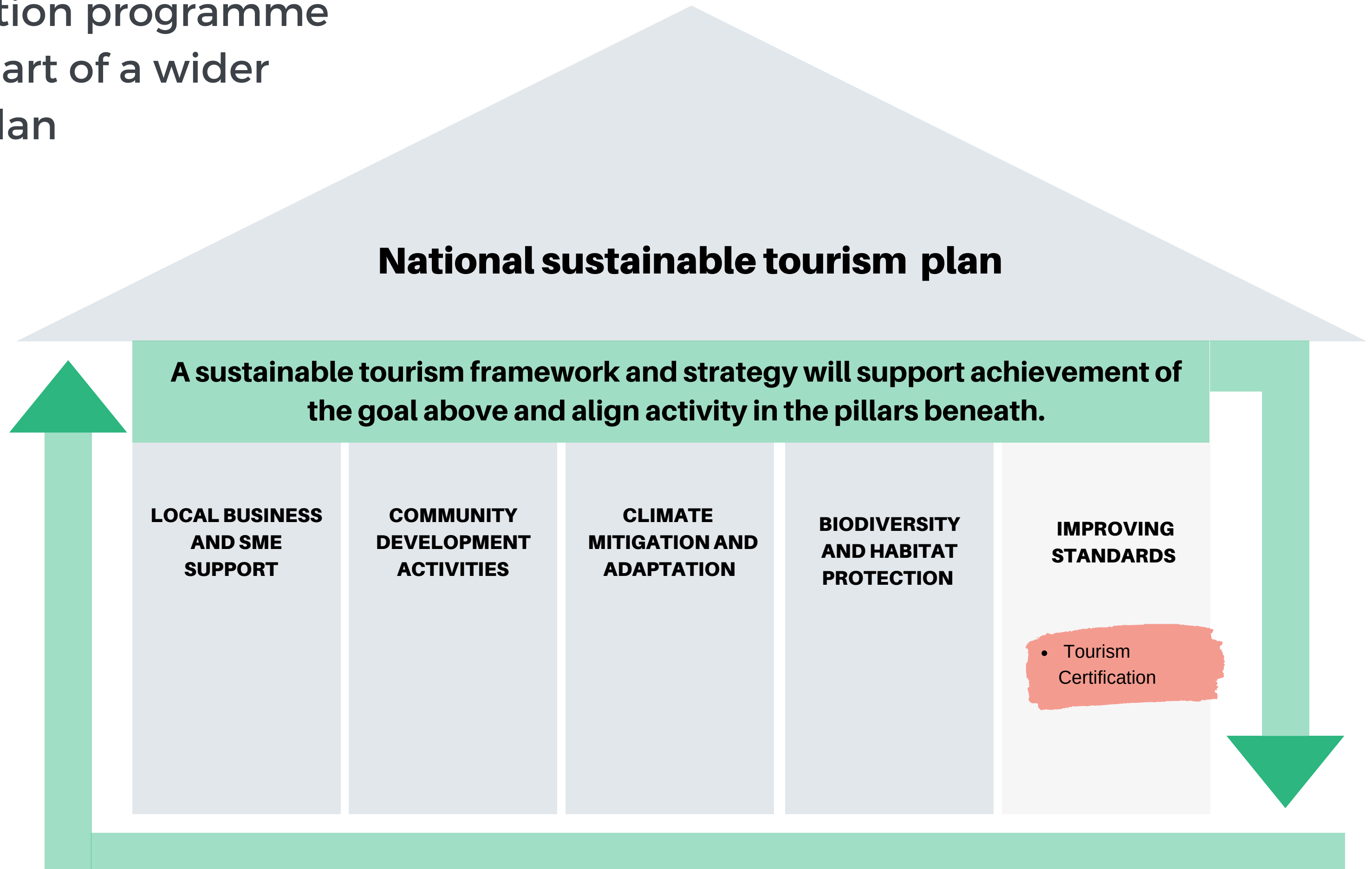


Depth vs Breadth: How robust does the programme need to be?



What kind of resources are available to develop and then manage things?

A certification programme
needs to part of a wider
national plan



In Summary

Designing a programme from scratch is resource intensive

Use international standards as a strong but flexible base to build a bespoke programme

Identify national priorities - ideally within a wider sustainability strategy

Design a programme accordingly

T H A N K Y O U



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