

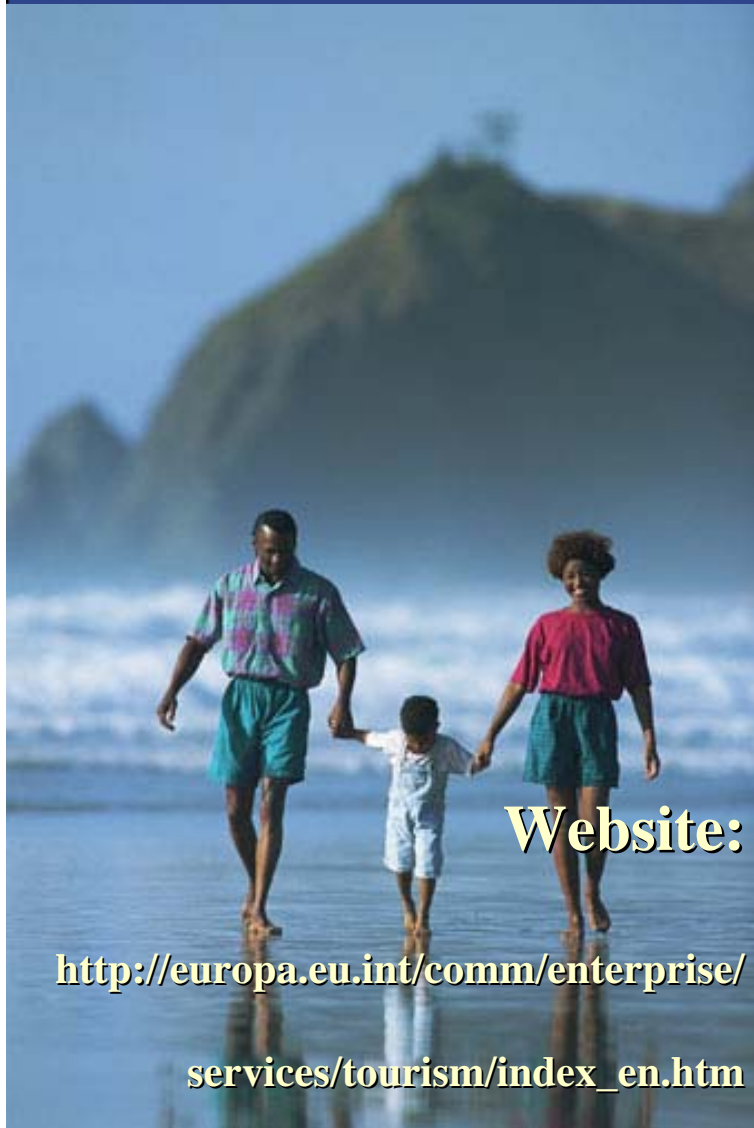
*Basic orientations for the sustainability  
of European tourism*



**ENTR.D.3 – Tourism Unit**

European Commission

Enterprise Directorate-General -Tourism Unit



**Website:**

[http://europa.eu.int/comm/enterprise/  
services/tourism/index\\_en.htm](http://europa.eu.int/comm/enterprise/services/tourism/index_en.htm)

**European Commission:**

*Basic orientations  
for the sustainability  
of European tourism*

**COM(2003 716 of 21 November 2003**



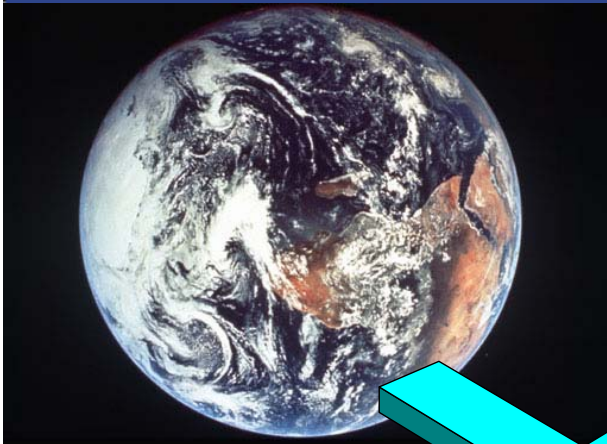


**One of the most important and expanding  
sectors of the EU economy**

**The limits of the  
natural, economic, social and cultural resource base  
define the economic sustainability  
to cope with expansion**

**With specific strategies, tourism activity can be  
realigned to meet sustainability requirements,  
new challenges and demands  
from changing tourism trends and activities**





**Tourism: global phenomenon  
that is shaped locally**

**Problems:**

**global ones that need to be solved globally**



**local ones that require action on the ground**



**Sphere of primarily local and regional  
responsibility.**

**Measures largely need to be devised  
and implemented locally to address  
the specific needs and limitations.**





**2002 Johannesburg WSSD:  
Plan of Implementation**

- focus on sustainable tourism
- change unsustainable patterns of consumption and production

➔ Identification of strategic guidelines

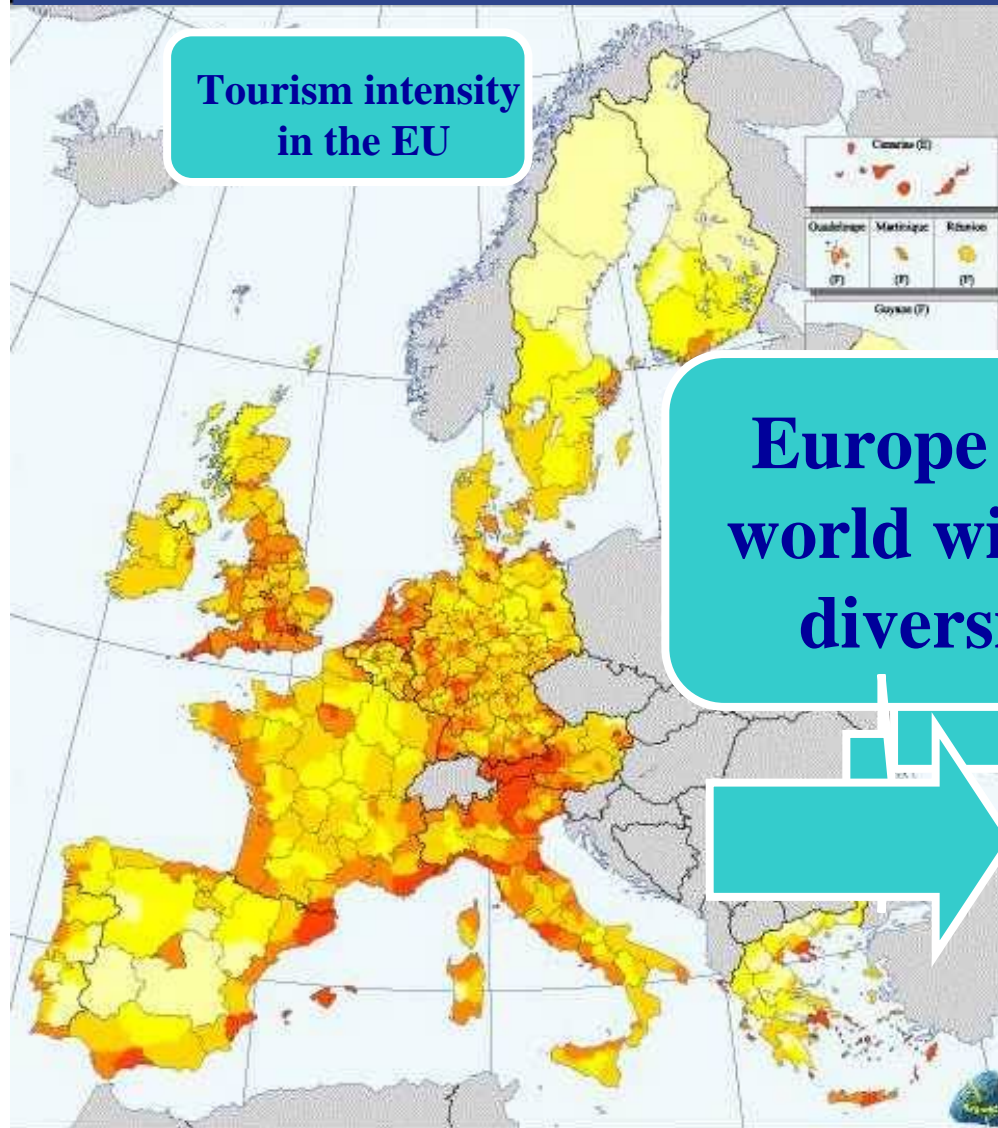
➔ Sustainable development models for each type of tourist destinations







**Tourism intensity  
in the EU**



**Europe is no. 1 destination in the world with the highest density and diversity of tourist attractions**

**More than 700 mio. tourists per year will be travelling from one country to another in Europe by the year 2020.**





*general*

- Temporal and spatial concentration of tourism activity.
- Impact of extreme weather events on tourism.
- Low consumer awareness of sustainable tourism.
- Insufficient sound sustainable destination management.

*social*

- Underdeveloped social responsibility in tourism.
- High number of staff without continuous employment with a potential effect on qualification levels and service quality
- Risk of losing social and cultural environment and not creating sufficient social capital for local communities.
- Increasing number of tourists with special needs, and gaps in tourism for all.
- Risk of not matching tourist safety requirements.

*environmental*

- Air pollution caused by travel patterns and transport.
- Pollution at destinations.
- Degradation of natural and cultural resources at destinations.
- Geographical shift of environmental load to areas not sufficiently equipped.
- Difficulties in land use and land management.

*economic:*

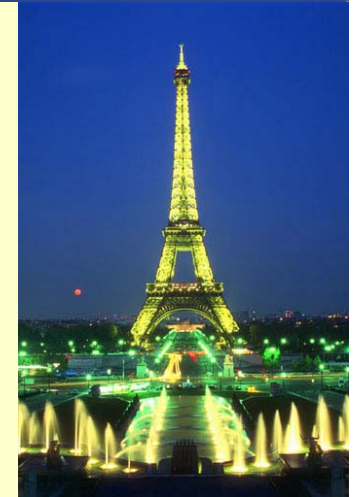
- Risks / quality gaps that European tourism industry may not remain competitive.
- Risk of supply market dominance linked to further integration of tourism suppliers.
- Lack of internalisation of socio-economic and environmental costs.
- Challenges from greater use of and dependency on Information Technologies.
- Shortages of skilled workers.
- Over-capacity in large infrastructure and enterprises.
- Insufficient sustainable economic investment and infrastructure development in destinations and local communities.
- Partly insufficient secondary effects on the local economic development that complement the initial direct effects of tourism.
- Changes in the European demographic structure and tourist preferences that lead to increasing demand for alternative forms of tourism and sustainable management of classical types of tourism activity.





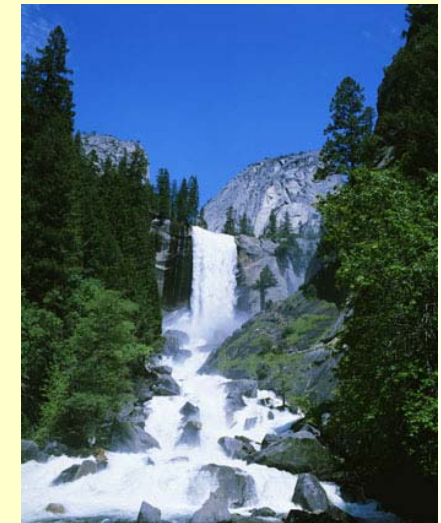
***Major objectives regarding good private and public governance  
for sustainable tourism:***

- *the integration of sustainable tourism development into economic, social and environmental development strategies;*
- *integrated sector policies and coherence across all levels;*
- *multilateral environmental agreements and sustainable international trade policies;*
- *the development and adoption of corporate responsibility reporting and sustainability accounting in both the public and private sectors;*
- *using Local Agenda 21 specifically for tourist destinations, including at regional level;*
- *the use of value chain and destination development monitoring and indicator systems;*
- *citizens' participation of citizens, both as consumers and in the work place*





- ✓ **1999 UN Commission for Sustainable Development's (CSD) decision on *Tourism and Sustainable Development***
- ✓ **2002 World Summit on Sustainable Development (WSSD) Plan of Implementation**
  - **Guidance for changing unsustainable patterns of consumption and production (items 13 to 22).**
  - **Promotion of sustainable tourism development as an issue of protecting and managing the natural resource base for economic and social development.**
  - **Sustainable tourism that contributes to social, economic and infrastructure development.**
  - **Sustainable development in the developing parts of the world (items 41, 52 (g) and 64).**







- 1996 WTTC/WTO/Earth Council *Agenda 21 for the Travel & Tourism Industry*
- 1999 WTO *Global Code of Ethics for Tourism*
- UNEP/Convention on Biological Diversity  
*International Guidelines for Sustainable Tourism*
- UNEP co-ordinated *Tour Operators Initiative*
- *Global Reporting Initiative* (focusing on large enterprises)
- Multi-stakeholder *Tourism Industry Report* issued for the 2002 WSSD
- 2002 WTTC publication  
*Corporate Social Leadership for the Travel & Tourism Industry*
- 2002 WTO publication on *Tourism and Poverty Alleviation*  
→ WTO/UNCTAD initiative ST-EP  
(Sustainable Tourism - Eliminating Poverty)
- 2003 WTO *Declaration on Tourism and Climate Change*





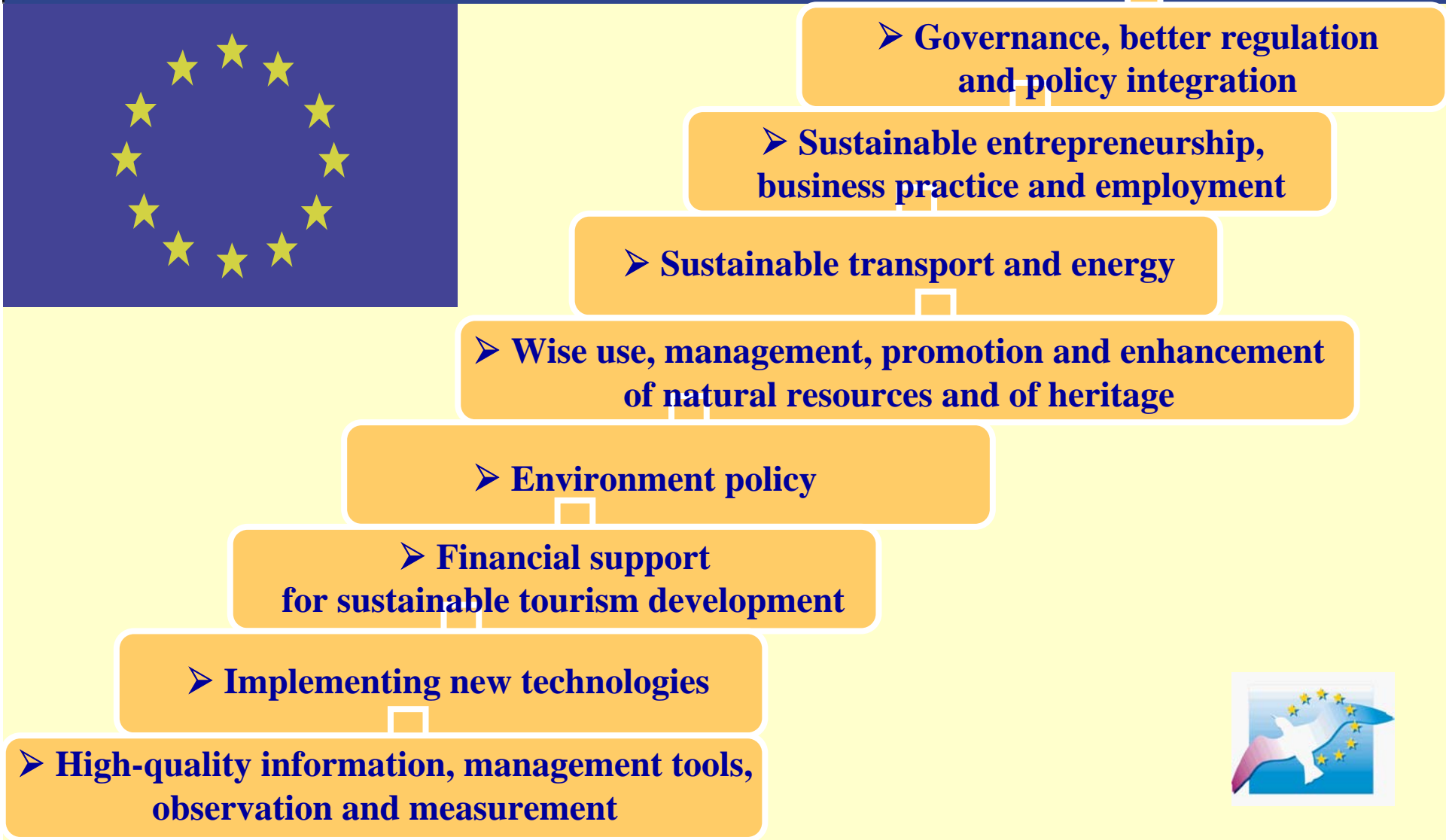
- **Council of Europe *European Landscape Convention***
- **sub-regional conventions e.g.**
  - ↳ **UNEP Mediterranean Action Plan (MAP) – Mediterranean Commission on Sustainable Development (MCSD)**
    - ➔ ***Recommendations and Proposals for Action on Tourism and Sustainable Development (1999)***
  - ↳ **Alpine Convention ➔ *Tourism Protocol***
- **NET (Network of European Private Entrepreneurs in the Tourism Sector) *Charter for Environmentally Sustainable Tourism***
- **ICOMOS *International Cultural Tourism Charter***
- **Friends of Nature International *Ten Guidelines for a Sustainable Development of Tourism***
- **EUROPARC Federation *European Charter for Sustainable Tourism in Protected Areas***





- UN *Local Agenda 21* process
- International Council for Local Environmental Initiatives (ICLEI)
- UNEP (2003) publication *Tourism and Local Agenda 21 – The Role of Local Authorities in Sustainable Tourism*
- WTO publications
  - (1996) *What Tourism Managers Need to Know*
  - (1999) *Guide for Local Authorities on Developing Sustainable Tourism*
  - (2002) *Voluntary Initiatives for Sustainable Tourism*
- EU ecolabel for hotels (for camping sites under preparation)
- EU-financed project VISIT (Voluntary Initiatives for Sustainability In Tourism)
  - ➔ accreditation of tourism eco-labels
  - ➔ European Indicators for Sustainable Tourism Development (together with European Environmental Agency)
- German Federal Environmental Agency
  - Indicators for the development of sustainable tourism in the Baltic Sea region*









**Many initiatives ...**



**... slow progress !**





# ... **slow progress** !

- ↳ No significant change from unsustainable patterns of tourism consumption and production
- ↳ Tourism not yet adapting in a fundamental manner to sustainability requirements.
- ↳ Lack of information and incentive to take up the initiatives sufficiently on the ground.
- ↳ Policies devised at high level, and formulated in complex language, do not reach the players on the ground Making publications available and Internet dissemination do not create sufficient ownership on the ground.
- ↳ Priorities of managers at the ‘sharp end’ are determined at the local market level.
- ➔ **Action is needed to associate, involve and address players on the ground more directly, and to formulate easily accessible messages that are easy to understand.**





➤ **Merits of subsidiarity and the  
'bottom-up approach.**

➤ **Need to look at individual components,  
sub-sectors, areas and aspects,  
and particular problems related to them,  
rather than treat tourism and its sustainability  
as a single issue**



➤ **Consumer information to ensure market forces are exerted  
to promote sustainable consumption and production patterns .**

➤ **Need to recognise the particularities  
of SMEs and micro-enterprises.**

➤ **Need to ensure the social and economic viability,  
as well as the environmental sustainability,  
of rural and coastal communities .**





- **Effective implementation of existing initiatives and reinforced efforts of stakeholders, other than the Community;**

**and**

- **Community activities, of which two basic types can be distinguished:**

- **optimising the effect of Community policies and measures on the sustainability of European tourism, and**
- **the definition and implementation of complementary tourism-specific measures to promote sustainability, which particularly target support of and involvement in other stakeholders' initiatives, and which fill gaps left by the Community policies and measures affecting tourism.**



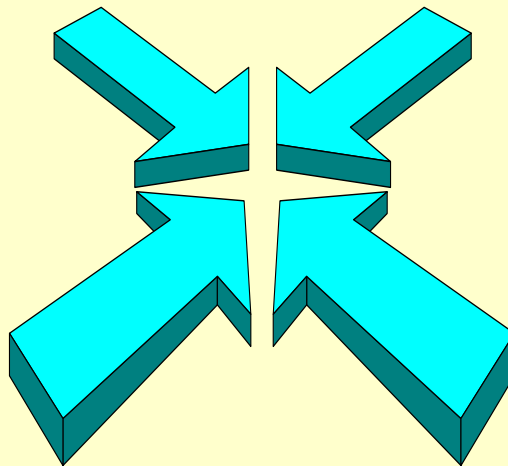






*International context*

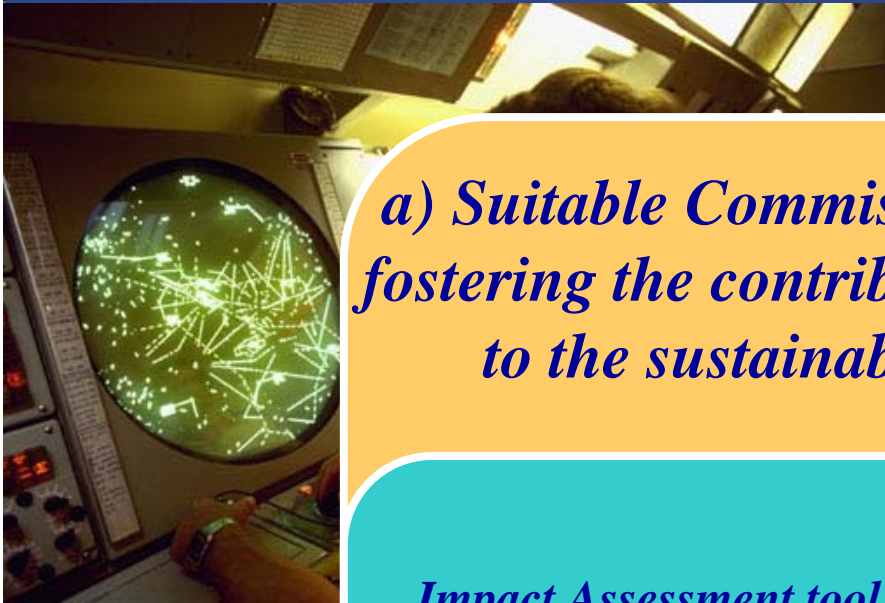
- Sustainable trade provisions.
- Development Policy and aid programmes:  
*Development of sustainable tourism  
in developing countries.*
- Joining forces with UNCTAD, WTO, UNEP, ICLEI.



*Within Europe*

- Consumer-oriented awareness raising.
- Multi-stakeholder partnerships and networks.
- Governance and policy integration  
at each level.
- Capacity building, good practice and  
stakeholder commitment to sustainability.
- Multi-stakeholder monitoring and reporting.





*a) Suitable Commission working arrangements  
fostering the contribution of Community policies  
to the sustainability of European tourism*

*Impact Assessment tool to  
integrate sustainability  
concerns into Community  
policies and initiatives  
affecting European tourism*

*Commission internal work  
programme for enhancing  
the effect of the various  
Community policies on  
European tourism in order to  
support the sustainability of  
the sector*





*b) Encouragement of  
stakeholder synergies and co-operation*

*Commission co-operation  
agreement with the  
World Tourism Organisation  
in the field of sustainable  
tourism*

*Tourism Sustainability Group*

- ❖ *representatives of the  
various stakeholder groups*
- ❖ *task :  
steering and monitoring the  
coherent implementation of  
specific activities to be  
undertaken by them*







*c) Promotion of sustainable patterns  
of tourism consumption and production,  
and better transfer of approaches, initiatives,  
instruments and good practice to the ground*

*Sustainable tourism  
consumption*

- *Better seasonal spread*
- *Sustainable tourism transport*
- *Effective consumer-oriented stakeholder initiatives*

*Sustainable tourism  
production*

*Good governance and CSR in the  
tourism sector, in particular  
SMEs and micro-enterprises*

*Sustainable destination  
development and management*

- *Local Agenda 21*
- *Carrying capacity techniques*
- *bottom-up awareness,  
communication & dissemination*

- ❖ *Stakeholder dialogue, exchange,  
dissemination of good practice*
- ❖ *Networking*
- ❖ *Information tools and ICT*
- ❖ *Interface between tourists and  
tourism operators*





## Private sector enterprises and social partners

- Better use of available instruments and tools.
- Influence on tourist consumption patterns.
- Getting the price right.
- Full implementation of CSR practices for tourism services and enterprises of any kind and size.
- Triple-bottom-line reporting.
- Transparent product information, recognised management & auditing, certification and product labelling.





## Private sector enterprises and social partners (2)



- ☛ Participating in Local Agenda 21, in IQM, in carrying capacity assessment, and in in the preservation and maintenance of heritage
- ☛ Discussion of business policies and decisions with the local stakeholders.
- ☛ Capacity-building and learning programmes for staff.

- ☛ *Tourism workers and trade unions contribution:* multi-activity, flexibility, higher levels of education and skills, greater sector and geographical mobility.

- ☛ *Trade associations and other bodies representing stakeholder interests:* information and awareness-raising measures among members, effective arrangements for self-regulation, provision of trend data and sector information for policy making.





## Tourist destinations and public authorities

- Lead, promote and facilitate Local Agenda 21 process.
- Influence on the consumption patterns of tourists
- Development of practical instruments that make those who generate social and environmental costs pay for them.

- *Good governance principles:*  
openness and transparency, participation, accountability, effectiveness and coherence, interdisciplinary and integrated approaches.
- Public management to balance economic development with social cohesion and environmental protection, triple-bottom-line reporting.
- Inter-disciplinary land-use management, Impact assessment procedures, and monitoring and indicator systems.
- Activate partnerships with private business and civil society groups.





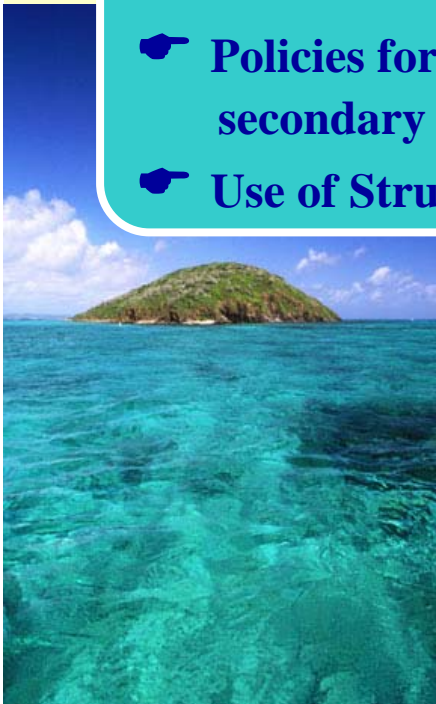


## **Tourist destinations and public authorities (2)**

- Involvement in the development, promotion and use of market -instruments, voluntary agreements, and labelling and certification schemes.

- Particular attention to quality and carrying capacity considerations.
- Policies for a diversified local economy and for coping with the impacts of secondary and senior residence and day-visitors, and with destination life cycle.
- Use of Structural Funds for enhancing the sustainability of tourist destinations.

- Implementation of suitable training and education schemes for sector practitioners.
- Familiarity with the core documentation of sustainable tourism.
- Sustainability knowledge and skills enhancement of tourist destination managers and public bodies.
- Key role for enhancing the institutional capacity and for effective self-regulation arrangements.







## National governments

- ☛ **High national political importance for the sustainability of tourism, including staggering of holidays and tourism consumption as subject of education.**
- ☛ **Make tourism an important issue in National Sustainable Development Strategies.**
- ☛ **Necessary weight to the sustainable development of tourism and its infrastructure, and to assisting sustainability initiatives and capacity building of other tourism stakeholders, including European Community funds.**
- ☛ **Planning on an integrated basis, and effective spatial planning.**
- ☛ **Using impact assessment procedures and monitoring and indicator systems.**





**International organisations  
and National governments**

- **Continued and broadened international sustainable tourism efforts.**
- **Member States active participation in the initiatives undertaken by international organisations and bodies.**

- **Wide promotion of the principles of good governance.**
- **Sharing good practice.**
- **Providing and exchanging trend data and comprehensive and co-ordinated statistical knowledge.**





## Civil society groups

- Use high social and media acceptance to favour consumer awareness and a sense of sustainability on the part of the tourism workforce.
- Valuable interface between citizens, authorities and the private sector.
- Assist stakeholders with constructive, solution-oriented contributions, and provide innovative approaches and solution-oriented expertise.
- Deeper involvement in sustainable tourism policy-making,
- Capacity-building and effectiveness-develop to interface with tourist destinations and public authorities.





## European citizens and tourists



- **Increasingly become responsible tourists and tourism professionals committed to sustainability.**
  - **Look for better information about sustainable tourism.**
  - **Make responsible purchasing and travel decisions.**
- 
- **Clear information, awareness and media presentation.**
  - **Reliable pointers to make informed choices.**





## Implementation

- ❖ Stakeholder commitment
- ❖ *Sustainable Tourism Group*
- ❖ Commission working arrangements
- ❖ Co-operation agreements  
and stakeholder support

→ 2005: Progress report

→ 2007: Agenda 21 for European Tourism

