Integrating Sustainability

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What is sustainability?

Image: Pixabay © ElisaRiva
Why is sustainability important?
How can you integrate sustainability?
Economics: provides the resources to ensure sustainability

Can’t do good, without doing well
Community: Understanding and engaging stakeholders
Community: Managing expectations
Community: Capacity building and empowerment
Community: Benefit-sharing plans
Community: Integrating culture

- Avoiding commodification
- Mutual respect
- Managing expectations
- Respecting cultural heritage, access and resources
Environment: How are products set-up/built
Environment: How are products managed
Sustainability: Monitoring, evaluating and reporting
Components that lead to success

• Engaging with and involving communities in decision-making

• Understanding and measuring impacts on local communities

• Ensuring that there is an association between benefits received and the associated tourism product

• Investing sustainably in social welfare and local development projects

• Growing local multipliers through capacity building, skills training, etc.
Enabling factors

• **Commitment** to engaging with local communities

• Commitment to **conservation**

• A **willingness to adapt** and also to use proven examples in other areas

• Willingness to be **innovative** and adapt partnership models to required circumstances

• Strong **institutions**
Questions to consider to promote sustainable tourism (1)

- What are the unique selling points (USPs) and what are the best ways to market them? (ECONOMIC)

- What are the desired social, economic, cultural and environmental outcomes of the tourism development? (SUSTAINABILITY)

- What tourism, environmental and other relevant regulations and laws exist? (ECONOMIC)

- How will these rules and regulations impact on sustainable tourism development? (ECONOMIC & ENVIRONMENTAL)
Questions to consider to promote sustainable tourism (2)

- What mechanisms are in place to **encourage private sector** investment? (ECONOMIC)

- **What competition** is in the area? (ECONOMIC & SOCIAL)

- What are the **long-term goals of tourism development** (i.e. job creation, increased incomes, preservation of culture, sustainability, etc.)? (SUSTAINABILITY)
Questions to consider to promote sustainable tourism (3)

• What **competitive advantage** are you trying to achieve and how will this be maintained over time? (SUSTAINABILITY)

• **Community issues**, e.g. cohesiveness, etc. (SOCIAL)

• **Relevant stakeholders** in the area and how to engage them (SUSTAINABILITY)
Thank you for your time

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