

Sustainable Development Goals on Slow Tourism

Sustainable Tourism in Southeast Asia



Susan Santos Cárdenas
Society for Sustainable Tourism - SST
President & CEO
Green Destinations Southeast Asia-Partner &
Representative



Sustainable Tourism Capacity Building & Training Initiatives in Southeast Asia - 2010- Present



- ▶ The Boracay Initiative
- ▶ Coron, Palawan Initiative
- ▶ Sustainable Agro Tourism
- ▶ Ecotourism Course for Asia Pacific
- ▶ Asian Ecotourism Network -2012
- ▶ Community Based Tourism Green Destinations Coaching & Assessment - 2019



GREEN DESTINATIONS 6 MAIN THEMES



SDGs



1. Sustainable destination management



2. Nature & Scenery



3. Environment & Climate



4. Culture & Tradition



5. Social Well-Being



6. Business & Hospitality



What is Green Destinations?



From Development Capacity Building to Quality & Sustainability Awards and GSTC-Accredited Certification

Green Destinations' Core Values

Genuine and authentic: supporting the celebration of local culture and tradition.

Responsible and respectful: defending people against exploitation, enhancing accessibility for people with disabilities, and preventing disruptive mass tourism (*over tourism*).

Economically sustainable: involving the local business community and enhancing local community employment during and beyond the holiday season.

Environment and Climate: ensuring environmental health and safety, and climate change mitigation and adaptation.

Nature & scenery: protecting scenic views, habitats and wildlife, and respecting animals that are used in tourism.

GSTC Criteria



A.
Sustainable
destination
management

B.
Social and economic
benefits

C.
Benefits to
communities,
visitors, and culture

D.
Benefits to the
environment

Green Destinations Criteria



1.
Sustainable
destination
manage-
ment

6. Business
&
Hospitality

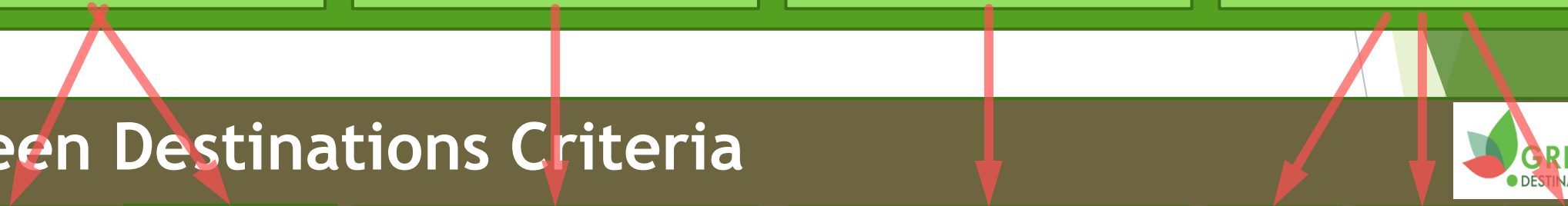
5.
Social Well-Being

4.
Culture & Tradition

2.
Nature
&
Scener
y

3.
Environ
ment &
Climate

6.
Business
&
Hospita-
lity



SDG #4 - EDUCATION: Sustainable Tourism Capacity Building and Workshops



- ▶ First GSTC National Forum - Philippines
- ▶ GSTC Destinations Workshop
- ▶ Responsible Tourism - Travel Business Exchange
- ▶ Regional Development Councils-Private Sector Reps-National Convention

GSTC - THE PHILIPPINES NATIONAL FORUM
Global Sustainable Tourism Standards & Development

March 15 - 16, 2018
Boracay Ecovillage Resort and Convention Center
Boracay Island, Malay, Aklan, Philippines

As a leader in the global effort to make travel and tourism more sustainable, GSTC executes forums that address the most critical issues of the day in sustainable tourism with global thought-leaders. The forum seeks to synthesize best practices from the public and private sectors and drawing from academic research and the practical experiences of experts in tourism development and promotion.

Endorsed by the United Nations, Global Sustainable Tourism Council (GSTC) plays an important role as a global leader in providing guidance for sustainable tourism development and management. To ensure its long-term success in the Philippines, GSTC aims to support the sustainable destination development in the country and help implement tangible actions that fulfill the globally recognized standards of sustainability best practices for destinations and the tourism industry.

OUR SPEAKERS

 Randy Durband Chief Executive Officer GLOBAL SUSTAINABLE TOURISM COUNCIL USA	 Susan Santos Cárdenas CEO & President - SSTI GSTC - Philippines Representative	 Hon. Alma Rita D. Jimenez Undersecretary for Tourism Regulation, Coordination and Resource Generation DEPARTMENT OF TOURISM	 Hon. Calpiza J. Sardua Asst. Regional Director, REGION VI DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT	 Beatriz Barreal Founder, CEO & President SUSTAINABLE RIVERAS MEXIA MEXICO	 Arturo Amaya Founder DIRECCION ARQUITECTONICA SC MEXICO
 Masaru Takayama Founder & Chair ASIAN ECOTOURISM NETWORK JAPAN	 Vico Sotto Sustainable Tourism & Good Governance Advocate LOCAL GOVERNMENT UNIT, PASIG CITY PHILIPPINES	 Dr. AA Yaginchay Director MARINE WILDLIFE WATICH OF THE PHILIPPINES PHILIPPINES	 Pacta U. Juan Co-Founder ECHOstore PHILIPPINES	 Engr. Eric E.A. Raymundo Sectoral Committee Chairman ASSOCIATION OF THE PHILIPPINES PHILIPPINES	

PRODUCED & ORGANIZED BY: LEAD  Training & Consultancy Company

IN PARTNERSHIP WITH:  Boracay Ecovillage

CO-PRESENTED BY:  GLOBE myBusiness

ENDORSED BY:  DIAG

SPONSORS:  TIEZAWORKS  GLOBE myBusiness  CONTROLUNION

SUPPORTED BY:  HRAP  ABN  ECHOstore  Boracay Ecovillage

VENUE PARTNER:  Boracay Ecovillage

MEDIA PARTNER:  MANILA BULLETIN



World-Class Speakers
Great Leaders and Advocators of Sustainable Tourism

ebex
TRAVEL BUSINESS EXCHANGE PHILIPPINES 2018
Creating a Responsible Travel Business Line
08 - 09 November 2018 • Clark, Philippines

 Dr. Maria Gabor	 Ms. Susan de Cárdenas	 Mr. Randy Durband	 Mr. Roane Galich
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SDG #4 - EDUCATION & Training for SUSTAINABLE TOURISM in Indonesia



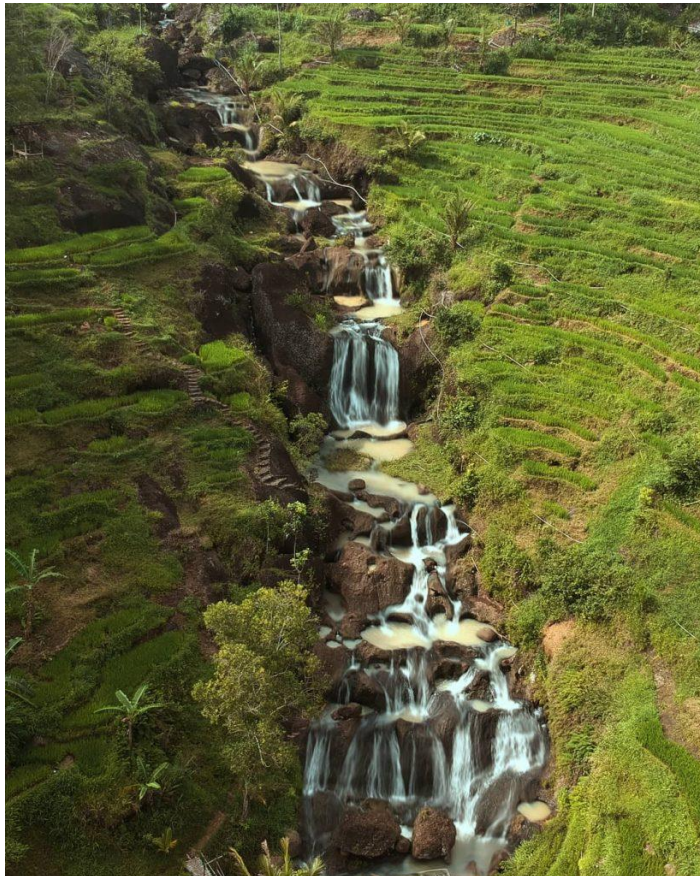
Penglipuran Village - Training for Sustainable Community Based Tourism preserving culture and nature while showcasing it to the world



Pemuteran Village, Bali - Education on Coral Reef Restoration Project with efforts on conservation, ecotourism and livelihood opportunities



Nglanggeran Village - With Education & Training, a village below a 60 million year old volcano, UNESCO Global Geopark became ASEAN Community Based Tourism Winner



Pentingsari Village - Education and Capacity building built capacity of community to offer a deeper understanding about nature, traditional culture, arts, and local wisdom

4 QUALITY EDUCATION



Photos: Ardian Kusuma, WIX

EDUCATION SUCCESS STORIES - PHILIPPINES

Aloguinsan Bojo River Eco-Cultural Tour- From Illegal Loggers to Ecotourism Managers

With Education and Training, the Bojo River had been managed by the local community which runs the eco cruise on the shores of the Tanon Strait, the biggest marine protected area in the Philippines



Lake Holon, T'boli, South Cotabato, Philippines - From “rebels” to Eco Guides

An example of Community Based Tourism, T'boli Tribe were trained and educated to utilize ecotourism that ensure the spread of benefits to all stakeholders and at the same time protect and preserve the heritage of the T'bolis



From timber to tourists: Community transformation in Samar Island National Park - SINP

- ▶ To stop local residents from engaging in charcoal making, timber poaching, kaingin (slash-and-burn farming) and hunting wildlife, SINP with DENR and LGU organized community groups, educated them about conservation and provided livelihood training



Training for tour guides and boat Operators for River Protection & Environment Development Organization- “TORPEDO” - Paranas, Samar, Philippines



THAILAND - A WORK IN PROGRESS:

Designated Areas for Sustainable Tourism

Administration (DASTA) adopted GSTC Standard in 6 existing tourism areas and plan to meet the Green Destinations Standards in 2021 and onwards



Designated Areas for Sustainable Tourism



Nan Old City 5

Historical Parks of Sukhothai
–Si Satchanalai –
Kamphaeng Phet

3

4

Loei



Uthong Ancient City 6

6

2

Pattaya City and Vicinity 1



Chang Islands and Vicinity



DASTA has 14 Project Sites for Sustainable Community-Based Tourism (CBT) Development



Nam Chieo



Lam Klud



Sun Lom Joy



Rai Gong King



Takian Tia



Chak Ngaw



Muang Kao



Cook Pattana



Nakorn Chum



Kok Sathon



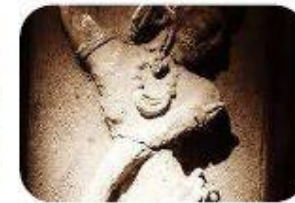
Pla Ba



Nai Wiang



Bo Suak



U-Thong Ancient Town



SDG # 12: SUSTAINABLE CONSUMPTION & PRODUCTION for Green Destinations

Reporting and communication

Destinations must communicate its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support.



Staff Engagement

Staff must be engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery.



Customer experience

Customer satisfaction, including aspects of sustainability, is monitored and corrective action taken



Accurate Promotion

Promotional materials and marketing communications are accurate and transparent with regard to the organization and its products and services, including sustainability claims. They do not promise more than is being delivered.



Sustainable practices and materials

...use locally appropriate and sustainable practices and materials.

A Thousand Stories

by
echostore
sustainable lifestyle

A THOUSAND STORIES begins with one story:
supporting communities through FAIR TRADE.
ECHOstore works with various community groups
all over the Philippines to help them create products
you can purchase and use.
Each purchase means helping people sustain their livelihood.

echostore
sustainable lifestyle

We recycle.

Bring back your empty bottles of ECHOstore products
and we'll recycle them for you.



cruelty**free**

Maximize social and economic benefits
to the local community and minimize negative
impacts



Community Support

Actively support initiatives for local infrastructure and social community development.

Examples of initiatives include education, training, health and sanitation and projects which address the impacts of climate change.



Local Employment

Local residents are given equal opportunities for employment and advancement, including in management positions.



Local Purchasing

When purchasing and offering goods and services, the destination/ tourism business gives priority to local and fair trade suppliers whenever these are available and of sufficient quality.



Local Entrepreneurs

Supports local entrepreneurs in the development and sale of sustainable products and services that are based on the area's nature, history and culture.



Equal Opportunity

Offer employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways.



Decent work



Labour rights are respected, a safe and secure working environment is provided and employees are paid at least a living wage.

Employees are offered regular training, experience and opportunities for advancement.

Community services

The activities of the organization do not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighbouring communities.



Local Livelihoods

The activities of the organization do not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.



SDG #17: PARTNERSHIPS

Need a “whole government” partnership and cooperative approach

- Tourism
- Industry
- Investment & Finance
- Transport (roadways & signposts, modes of travel for visitors, bus, train stations)
- Labor
- Rural Development
- Vocational Schools and Universities with tourism programs

**INVESTMENT AND BUDGETING
MUST ENGAGE ALL OF THEM**

17 PARTNERSHIPS
FOR THE GOALS



Private Sector Players - cooperation is key



- Trade Associations (hotels, restaurants, travel agents, tour operators, handicraft producers, etc.)
- Accommodations (hotels, guest houses, homestays)
- Transport and Excursion Operators
- Sellers and Packagers of Travel Products: travel agencies, tour operators, etc.
- Attractions (micro destinations that are managed, such as waterfalls and monuments)
- Local producers of products including handicrafts that can be marketed to visitors



Public & Private Sector Partnership in Visitor Management

Policy and pricing:

- Off-season and shoulder-season pricing
- Don't limit overall counts of visitors, but limit admissions to protected areas by time of day

Transport solutions:

- Electric vehicles
- Shuttle busses for crowded, core zones
- Public transport
- Create pedestrian zones
- One-way streets
- Develop and maintain bike paths in towns and at cultural and natural sites



Reducing or avoiding over-crowding requires good Visitor Management practices to promote slow travel



- Transport management - interplay of:
 - Vehicles, pedestrians, bicycles
 - Visitors and residents
- “Slow Travel” concepts
 - Pedestrian zones
 - Includes “Slow Food”
 - Longer stays
- Time of day and seasonal pricing of public site admission fees
- Develop and promote more nearby attractions to disperse the crowds



Achieve Responsible Tourism SDGs with Green Destinations Awards to Certification Program



- Education, training & capacity building is a must to comply with SDGs on Sustainable Tourism & Green Destinations standards, with Awards to Certification Program
- Education is needed for both public and private stakeholders in tourism
- Sustainable Consumption and Production is a must to reach triple bottom line sustainable tourism models for destinations and businesses: people, planet, profit.
- Engage all sectors of the industry and form **partnerships and cooperation** in order to achieve sustainable development goals and green destination management
- Community engagement for community buy-in - partnerships for the goals.

Terima kasih banyak-banyak!

Susan Santos Cárdenas

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President & CEO

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**Society for
SUSTAINABLE TOURISM
& Development, Inc.**



SocietyForSustainableTourism

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