

Integrating Sustainability



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What is sustainability?

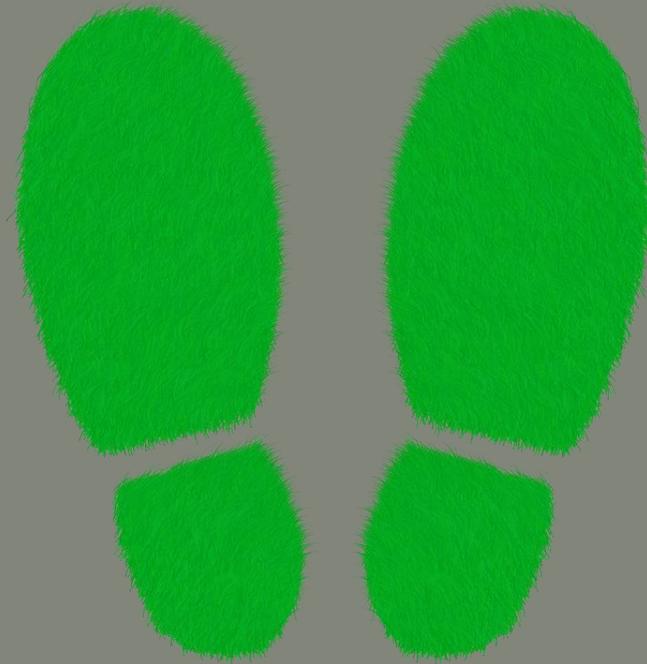


Image: Pixabay © ElisaRiva

Why is sustainability important?



How can you integrate sustainability?



Economics: provides the resources to ensure sustainability



Image: Pixabay © gerald

Can't do good, without doing well

Community: Understanding and engaging stakeholders



Community: Managing expectations



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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)

A close-up photograph of three young children of African descent looking out from a window. The child in the center is wearing a green school uniform with a yellow collar and has a yellow pencil in their mouth. The child on the right is smiling and has white chalk markings on their face. The child on the left is wearing a green cap. The window frame is made of rusted metal.

Thank you for your time

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