Sustainable Development Goals on Slow Tourism

Sustainable Tourism in Southeast Asia

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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
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What is Green Destinations?

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

Green Destinations’ Core Values

**G**enuine and authentic: supporting the celebration of local culture and tradition.

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

**E**conomically sustainable: involving the local business community and enhancing local community employment during and beyond the holiday season.

**E**nvironment and Climate: ensuring environmental health and safety, and climate change mitigation and adaptation.

**N**ature & 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 management

2. Nature & Scenery

3. Environment & Climate

4. Culture & Tradition

5. Social Well-Being

6. Business & Hospitality
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
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.

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
- Historical Parks of Sukhothai – Si Satchanalai – Kamphaeng Phet
- Uthong Ancient City
- Pattaya City and Vicinity
- Chang Islands and Vicinity
- Loei
DASTA has 14 Project Sites for Sustainable Community-Based Tourism (CBT) Development

- Nam Chiao
- Lam Klud
- Sun Lom Joy
- Rai Gong King
- Takian Tia
- Chak Ngaw
- Muang Kao
- Cook Pattana
- Nakom 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

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.

We recycle.

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

A Thousand Stories

ECHOstore sustainable lifestyle

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ECHOstore sustainable lifestyle
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.
Offer employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways.
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 and train stations)
- Labor
- Rural Development
- Vocational Schools and Universities with tourism programs

INVESTMENT AND BUDGETING MUST ENGAGE ALL OF THEM
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!

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