



**Asia-Pacific
Economic Cooperation**

Sustainable Development of Tourism Destinations

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1 Framework

The goal of this section is to provide a comprehensive understanding of the main sustainable tourism concepts, guidelines, indicators and certifications. This chapter will define different notions regarding this matter, taking a look at all of the different perspectives from which sustainable tourism can be analyzed. The international community has commonly classified the subject according to the following criteria:

- Economical, Socio- Cultural and Environmental
- Development phase (construction vs. operations)
- Geographical (national, regional, local, destination, company)
- Tourism Value Chain (accommodation, food and beverage outlets, transportation, tour operation, guiding)

In addition to defining worldwide recognized notions concerning sustainability with the objective of further enhancing the value of this report, T&L has elaborated its own set of Sustainability Dimensions based on the information provided from different sources. The purpose is to deepen the analysis of sustainability and to define requirements of a sustainable destination.

Consequently, this chapter is a key to the understanding of the following chapters of the report, providing a common ground for all stakeholders, and more specifically for the elaboration of the final conclusions that will indicate which sustainability criteria and elements will work commonly for all APEC economies.

1.1 Definitions¹

1.1.1 Sustainable Tourism

Sustainable tourism can be defined as “**Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities**”.

Delivering sustainable development means achieving a balance between four different pillars.

- **The Economic Pillar** is defined as the generation of prosperity at different levels of society and addresses the cost effectiveness of all economic activities.
- **The Socio–Cultural Pillar** is based on the respect for human rights and equal opportunities for all members of society requiring an equitable distribution of benefits.
- **The Environmental Pillar** refers to the conservation and management of resources, including natural and cultural resources, biodiversity and waste management.
- **The Transversal Pillar** provides support to the Economic, Socio-Cultural and Environmental pillars through governance, infrastructure, etc.

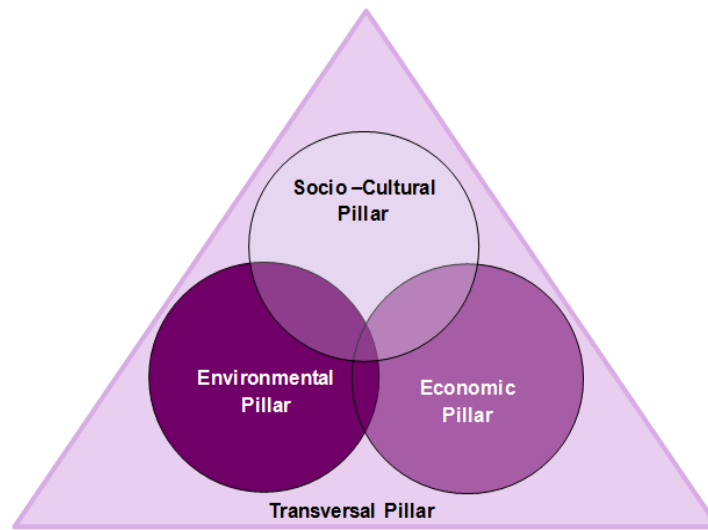
Taking these four pillars into account, in order to guarantee long-term sustainability, sustainable tourism should:

- Ensure viable, **long-term economic operations**, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.
- Respect **socio-cultural authenticity** of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Make **optimal use of environmental resources** that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity.

¹ The following Framework description is based on UNEP’s Report: *Making tourism more sustainable. A guide for policy makers*.



Pillars of Sustainability



Source: UNEP, Making tourism more sustainable. A guide for policy makers, 2005

The World Commission on Environment and Development defines sustainability as “a process to meet the needs of the present without compromising the ability of future generations to meet their own needs”.

Tourism can play a relevant role in sustainable development for two main reasons: due to the dynamism and growth of the sector, and the substantial contribution that it makes to the economies of many nations and local destinations; and due to the special relationship between consumers (visitors), the industry, the environment and local communities that tourism activities require.

The tourist has contact with both the producer and the product, leading to three important and unique aspects between tourism and sustainable development. Tourists constitute touch points with the local environment, host communities and employees.

The relationship between the host areas (including both social and natural environment), tourists and the tourism industry has important implications for sustainable development.



Source: T&L 2012

Tourism sustainable development aspects

It must be clear that the term “**sustainable tourism**” refers to making all types of tourism more sustainable. Therefore, **it is not a type of tourism** (i.e. ecotourism) but rather it is a condition. Sustainable tourism development guidelines and management practices are applicable to all forms of tourism and in all types of destinations, including mass tourism and the various niche tourism segments. It is a continual process of improvement applying equally to tourism in cities, resorts, rural and coastal zones, mountains, and protected areas applying to all forms of business and leisure tourism.

Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. It should also maintain a high level of tourist satisfaction and ensure a meaningful experience to tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

1.1.2 Dimension and element

Dimensions are groups of **elements** which cover the same aspects of sustainability. While elements are groups of **indicators** which cover the same aspects of sustainability.

1.1.3 Indicator

Indicators are tools that help tourism managers to measure and evaluate the status of a dimension. Indicators must be specific, measurable, relevant and time-specific. They measure the existence or severity of current issues, signals of upcoming situations or problems, as well as risk and potential need for actions; they also measure the results of our actions.

Depending on the type of information they are measuring, indicators can be classified as:

- Quantitative (i.e. number of tourism certifications held by a destination)
- Qualitative (i.e. employee satisfaction)

It is recommended that indicators are used successively during a period of time to **measure evolution and changes** that are of importance for tourism development and management. Three different concepts can be measured:

- Changes in tourism’s own structures and internal factors
- Changes in external factors affecting tourism
- Impacts caused by tourists

Good indicators provide a large amount of benefits that include:

- Better decision-making
- Identification of potential issues
- Identification of impacts
- Performance measurement of the implementation of plans and management activities
- Identification of limits and opportunities
- Greater accountability
- Constant monitoring that can lead to continuous improvement

Indicators of sustainability should be defined at an early stage in the process of formulating the tourism strategy for a destination. They can be used for:

- Baseline assessment of conditions and needs
- Setting of targets for policies and actions
- Assessment of actions
- Evaluation, review and modification of policies

Indicators can be applied at different geographical levels ranging from national level down to individual tourism establishments. However, these are often strongly interrelated and can be used for comparisons, or aggregated in order to obtain much more relevant indicators.

Indicators can be classified according to their utility to decision-makers:

- Indicators of predicting problems
- Early warning indicators
- Indicators of current state of industry
- Indicators that measure the impact of tourism development on the biophysical and socio-economic environments
- Management efforts and effects indicators

1.1.4 Sustainability guidelines

Sustainability guidelines are principles put forward as guidance in setting standards for planning, managing and monitoring tourism sustainability. They aim to guide tourism sustainability through both the construction phase and the operational phase, taking into account the four pillars of sustainability named Economic, Socio-Cultural, Environmental and Transversal.

1.1.5 Certification / Award

A certification is issued by a public or private institution and certifies that certain sustainable criteria have been met. Compliance with the criteria is measured by indicators, associated with specific performance to obtain the official recognition.

Certifications are used as promotion and marketing tools and can be issued by third parties, companies or organizations that certify others, as well as by first parties, such as companies or organizations that undertake their own in-house auditing.

Sustainable tourism can be certified through two different kinds of certifications. On one hand, there are specific tourism certifications, that certify a tourism component (i.e. sustainable beaches and blue flag certification) and on the other hand, there are general sustainability certifications that can also be applied to tourism matters such as the LEED Certification for buildings. There are as well certifications that focus on specific touristic services (i.e. smart or voyager accommodations).

An award is given by organizations or institutions to a person, a group or an organization to recognize their excellence in a certain field or best practice; it is a certificate of excellence.

Winners can be chosen through two different ways. The first type of awards is that given by organizations or institutions to those projects, destinations which they think are worth awarding. The second type of awards is that given to the projects that satisfy the best previously stated requirements.



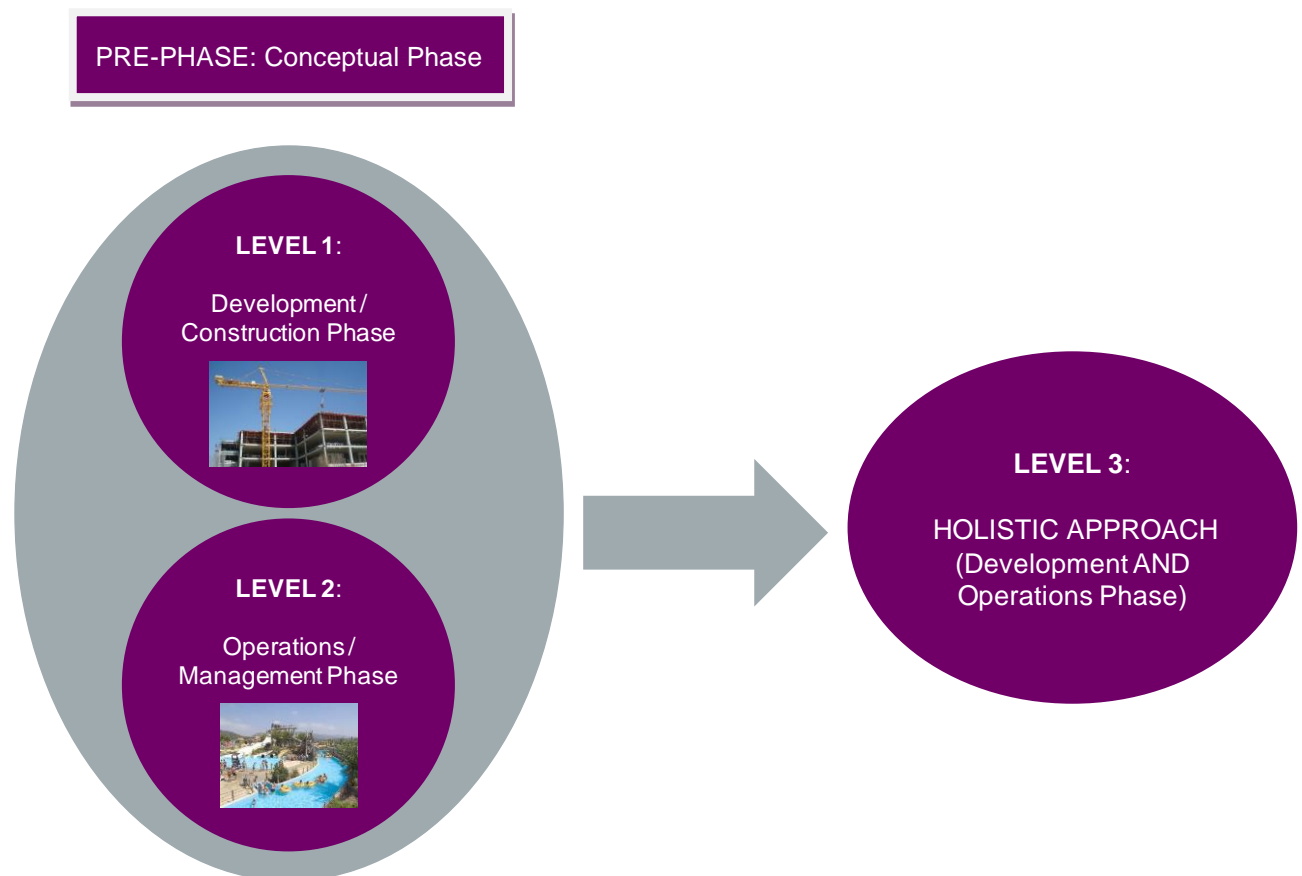
1.2 Sustainable Tourism Scope

1.2.1 Project phase

Sustainability should be built into the DNA of the destination and the tourism projects which are conceived, developed and managed. Throughout all phases of development, sustainability considerations should be taken into consideration from the conceptualization and planning phase to the construction and operational phase.

Sustainable tourism has different potential involvement levels as far as sustainable practices are concerned:

- **Level 1, development or construction phase:** Sustainability in the construction or development phase means the definition of social, economic and environmental policies during the planning and construction phase of a destination / company. It means a redefinition of the way we conceive the tourism places. It involves practices such as the election of suppliers and materials used, the impact on the environment and workers rights.
- **Level 2, operational or management phase:** Sustainability during this phase makes reference to the definition of social, economic and environmental policies during the normal running of operations of the destination as well as the company. It embraces practices such as environmental preventive plans, cost-benefit activities, energy control measures, integration of the local community in operations, and waste minimization.
- **Level 3, holistic approach:** implies an approach to sustainable tourism where business and activities include sustainable practices both in the development or construction phase and the operational or management one.



Source: T&L

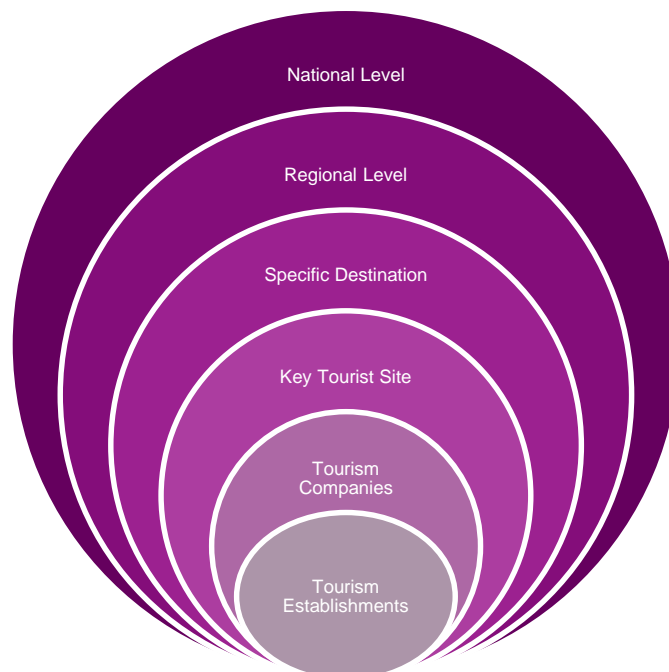


1.2.2 Geographical context of tourism and sustainable development

Sustainability can be managed at a national, regional and/or local level.

- **National level** is considered as the highest extent for sustainable tourism in a given economy. There are policies and/or initiatives involving the whole territory and establishing sustainability in all industry levels.
- Sustainable practices can apply to **regional level**, concerning a specific geographical area defining regional plans or different protection or development processes.
- **Specific destinations** like coastal zones, local municipalities and communities that include both tourism products and resources.
- **Key tourist sites within destinations** such as protected areas, beaches, historic district within cities, areas of special interest where sustainable practices can play an important role in site control, management and future development of tourist attractions.
- **Tourism sectors of activity** (tour operators, hotel, transport and catering companies) who decide to follow sustainable principles whilst developing their strategic planning process for the destinations.
- **Individual tourism establishments** that follow the impact and performance of their operations.

Geographical context of tourism and sustainable development



Source. T&L

1.2.3 Tourism Value Chain

Sustainability should be considered throughout the Tourism Value Chain (TVC) from organisation and booking, to accommodation, restaurant, shopping and tourism site experiences. Sustainability should be considered for the different stakeholders who participate directly (e.g. accommodation, restaurants and natural and cultural tourism sites) and indirectly (e.g. support services such as suppliers to the direct stakeholders).

Tourism Value Chain



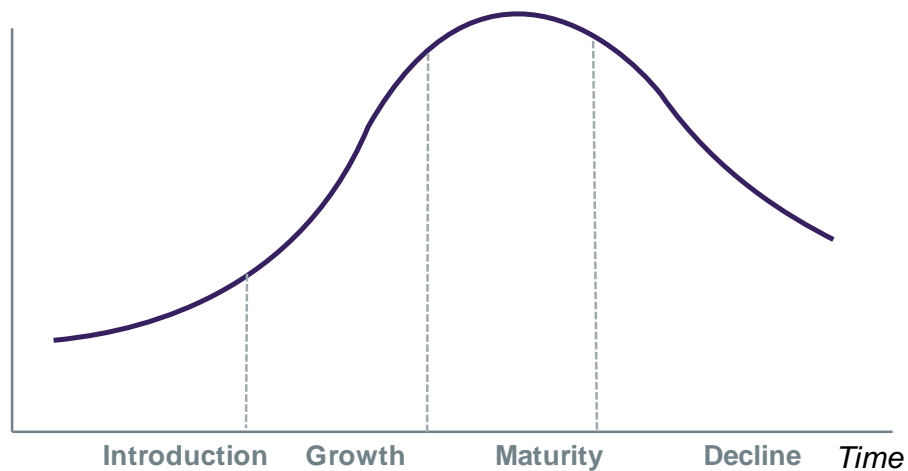
Source: T&L

1.2.4 Destination maturity level

The maturity level of the destination influences the way in which sustainability is managed and may present different challenges depending on the destination. Achieving sustainable tourism is an ongoing process that requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary throughout the lifecycle of the destination.

Lifecycle of destinations

Tourism volume



Source: T&L

1.3 Guidelines

Governments can follow different guidelines for using a variety of tools and instruments in order to achieve the sustainability of tourism. These guidelines can be categorized into five different groups according to their main purpose:

- **Measurement Guidelines:** are used to determine levels of tourism and its impact, and to keep abreast of existing or potential changes
- **Command and Control Guidelines:** enable governments to exert strict control over certain aspects of development and operation, backed by legislations
- **Tax and Financial Guidelines:** influencing behaviour and impact through financial means and sending signals via the market
- **Voluntary Guidelines:** provide frameworks or processes that encourage voluntary adherence of stakeholders to sustainable approaches and practices
- **Supporting Guidelines:** are used to, directly or indirectly, influence and support enterprises and tourists in making their operations and activities more sustainable.²

1.3.1 Measurement Guidelines

1.3.1.1 Monitoring

Governments are in position to take the lead in monitoring and there are different measures and actions they can carry out in order to do so:

- Establish a **tourism observatory** to monitor the volume and impact of tourism
- Define the major **stakeholders** in charge of **gathering relevant data**
- Define the **tools** to be used in order to gather relevant **data** for each of the key stakeholders groups:
 - Visitors: site surveys, focus groups, feedback via hosts, to check on profiles and levels of satisfaction
 - Enterprises: through surveys or meetings amongst others, to check on their economic and environmental performance and their perception and needs
 - Local Community: household surveys, focus groups, etc., to check on attitudes to tourism and concerns about its impact.
- Enable a destination to **benchmark** performance against **comparable destinations** through cooperation in using similar indicators and monitoring processes.
- **Identify the limits** of tourism by defining the carrying capacity: the number of tourists that a place can accommodate without detriment to the environment or host population, or any reduction in tourists' satisfaction.

1.3.2 Command and Control Guidelines

1.3.2.1 Legislation, regulation and licensing

Legislation, regulation and licensing are inter-related tools that can be used to strengthen sustainability by setting out requirements that are compulsory and enforceable and which lead to sanctions and penalties.

In order to succeed with the application of **regulations**, these **must be relevant, clear, practical in terms of compliance and capable of being enforced**. A sensible approach is to:

- Have the legislation in place that enables and supports the sustainability of tourism and gives authority to act
- Have clear and enforceable regulations, supported by licensing as appropriate, where this is necessary to ensure important minimum standards
- Seek to raise sustainability performance above such standards through other means, which also stimulate personal commitment towards improvement

² UNEP: *Making tourism more sustainable. A guide for policy makers. Chapter 5*

The following **aspects** of development, operation and management of tourism should be **controlled through legislation and regulations** in order to protect the environment, communities, visitors and the functioning of business:

- The **location and nature of development**, covered under planning and development regulations
- **Employees rights and conditions**
- **Visitor`s health and safety**, such as food hygiene and risks of fire and accident
- **Trading practices** and ability to trade
- Serious **environmental damage**
- Fundamental **nuisance to local communities**, such as excessive noise
- Use of **water** and other **scarce resources**
- Serious **misconduct** and exploitation by visitors of local people and vice versa
- **Right of access** to services, land, etc.

The promulgation of a national tourism law sets out the responsibilities of governments and their agencies towards tourism. Sustainability principles can be, therefore, included in it.

The application of specific regulation is sometimes necessary in certain forms of tourism such as:

- Sensitive environments
- Vulnerable communities
- Certain types of activities

Licensing is recommended to be applied in the following cases:

- Signal compliance with basic legislation on issues such as employment and environmental protection
- Signal compliance with other more specific regulations
- Enforce standards above minimum legal requirements
- Control the number of operators in any one place

An important tool to strengthen sustainability is the use of licensing to issue permits to operate in certain areas, such as protected areas.

1.3.2.2 Land use planning and development control

This measure is of **critical importance** for the sustainability of tourism as it not only influences tourism development itself, but also controls other forms of development that may possibly have a negative impact on the economic sustainability of tourism in the short or long term.

- **Relate tourism strategies at a national, regional and local destinations levels to spatial and land use plans**
- **Making land use planning for tourism more sustainable.** Land use planning should not simply be a controlling process, it rather should take into account already predictable changes in conditions and be open to less predictable change
- **Integrated area management:** there are some types of location that, because of their special circumstances, require an even more closely integrated approach (coastal zones are the most notable example)
- **Zoning for tourism development:** identifying a series of zones for different types and levels of tourism development
- **Development regulations and planning briefs:** useful to inform potential developers of what is acceptable or not and to ensure compliance with certain standards during the construction phase. It should cover aspects such as the density of buildings, height, sewage disposal systems, materials used and design
- **Environmental Impact Assessment:** it provides an internationally recognized and structured approach for obtaining and evaluating environmental information about potential impacts of physical development

1.3.3 Tax and Financial Guidelines

1.3.3.1 Tax and charges

The imposition of taxes and settlement of charges can have **two important consequences** for the sustainability of tourism:

- **Changing the behaviour of consumers and enterprises**, through their effect on prices, costs and income
- **Raising revenue from consumers and enterprises** that can be used to mitigate impacts and support actions such as conservation or community projects that lead to greater sustainability

Governments can use these measures in two main ways:

- Setting charges for the use of resources or services which they control
- Introducing general or more specific taxes on activities that affect the operation of tourism enterprises and the tourism behaviour

There are different **types of taxes** and charges that can have an impact on tourism activities:

- **General Business Taxes:** Governments should ensure that corporate taxation does not discriminate unfairly against small service sector businesses
- **General Tourist Taxes:** Taxes paid per visitor for the purpose of benefiting the destination and sustainability. Any tax of this kind needs to be fairly and evenly applied, easy to be collected and fully discussed and supported by all of those involved
- **Taxes and charges on specific inputs and outputs:**
 - Effluent charges, to encourage the reduction of emissions
 - Waste taxes, to make final waste disposal more expensive, promoting reduction and recycling
 - Product taxes on items such as energy and packaging that have an environmental impact in production, consumption or disposal
 - User fees for the use of precious resources such as water
- **Charges on the use of amenities and infrastructures:** setting an admission price for entry into a national park or heritage site or the use of infrastructures helping to limit vehicle use and therefore pollution and congestion.
- **Charges influencing after use – assurances processes such as performance bonds or deposit/refund charges**

1.3.3.2 Financial incentives and agreements

Incentives are economic instruments that **influence the behaviour of enterprises** by providing them with specific financial support or commercial opportunities that complies with certain criteria.

Governments can act by:

- Providing financial support and opportunities themselves
- Influencing and working with development assistance agencies whose policies in recipient economies are increasingly influenced through priorities and programs agreed with governments
- Influencing the financial decision making policies and actions of commercial sources of finance

Where positive subsidies are used, principles of economic sustainability suggest that the type and amount of assistance should be such that it encourages and supports self-sufficient enterprise and avoids dependency.

Below are three ways in which **financial assistance** can be used to encourage change:

- **Leveraging action by placing conditions on financial assistance.** These conditions may relate to minimizing impacts or supporting conservation or social projects such as providing clean water
- **Assisting specific forms of tourism that relate to sustainability goals**
- **Funding specific, direct investments that will improve sustainability**

Governments may also have an opportunity to conduct the behaviour of enterprises by reaching **other kinds of financial agreements** with them such as:

- **Granting contracts or concessions to enterprises**
- **Introducing tradable licenses for water extraction**
- **Developing public-private partnerships with selected enterprises** for the provision of certain facilities.
- **Government procurement policies**

1.3.4 Voluntary Guidelines

1.3.4.1 Codes of conduct

They provide a **mechanism for setting out clear expectations or requirements for tourists, enterprises or other stakeholders, without the back up of laws and regulations**. They are used to exercise control, encouraging everyone to abide by a common approach and they give helpful guidance and improve performance. Codes are direct, simple and may be developed and used at low cost.

It is preferable to use codes instead of regulations in cases where:

- Regulations are difficult to disseminate and compliance cannot be controlled
- The consequences of certain actions may be less serious
- It is important or helpful to communicate positive actions to pursue, as well as negative actions to control
- There are stakeholder groups with whom codes can be developed and promote compliance

Codes typically cover aspects related to:

- **Procedures for minimizing pollution** from operations or environmental damage from recreational activities
- **Good practices** in liaising with local communities
- **Handling and controlling visitors**, including group size, the nature of information supplied to them, etc.
- **Reporting procedures**, covering the enterprises' activities and providing feedback to help destination management

1.3.4.2 Reporting and auditing

It allows enterprises and organizations to describe the outcome of their efforts to manage their sustainability impacts, and to share this information with stakeholders.

There is a number of ways in which governments can promote reporting and auditing:

- To undertake auditing and reporting on their own activities
- To report more widely on the state of the sector
- To influence the agenda of reporting
- To actively encourage the process of auditing and reporting amongst groups of operators at national and local level
- To encourage the use of auditing by introducing guidance material and offering technical assistance
- To include auditing and reporting requirements within recognized environmental management systems and certification processes
- To reward good practices by recognizing and promoting the results.

1.3.4.3 Voluntary Contributions

Governments can play a valuable role in **encouraging and enabling the provision of voluntary contributions** by:

- Establishing, supporting and promoting relevant schemes
- Providing financial incentives, such as tax credits, to enterprises that make contributions

1.3.5 Supporting Guidelines

1.3.5.1 Infrastructure provision and management

- General sustainability issues relating to infrastructure and services: the availability of transportation, water, energy, sewerage, waste disposal, telecommunications and basic health and security services are fundamental to the successful functioning of the tourism sector
- Transport provision
- Public utilities and services: the provision of public utilities requires careful planning in tourist destinations, especially where particular natural resources are in short supply.
- Security and emergency services: increasingly important issues for destination image and performance

1.3.5.2 Capacity building

Capacity building is about developing the potential and ability of stakeholders to make and implement decisions that will lead to more sustainable tourism, by increasing their understanding, knowledge, confidence and skills. The government should:

- Provide direct advice
- Run training courses and workshops
- Use advisory manuals

Governments should also support education and researches in sustainable tourism and dissemination of good practice by:

- Including sustainability issues in tourism education
- Supporting and disseminating relevant researches and information
- Recognizing and disseminating good practice
- Encouraging study tours and other exchanges

1.3.5.3 Marketing and information services

Marketing of countries or destinations and provision of visitor information are traditional tourism functions of governments at the national and local level. The government should:

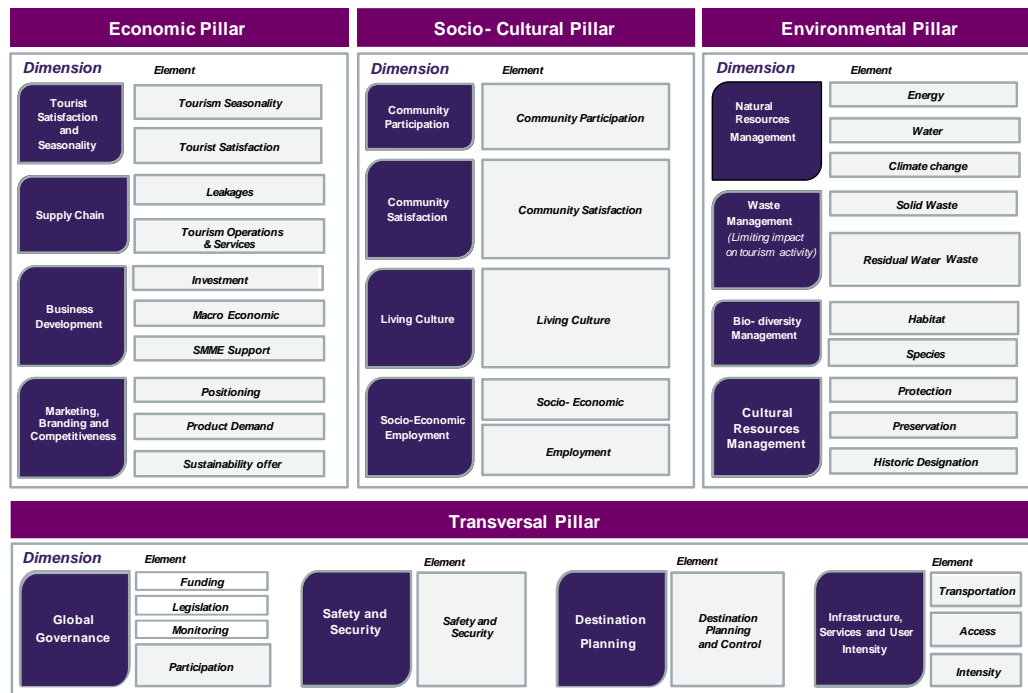
- Link sustainability objectives to strategic marketing
- Convey accurate images and information
- Promote specific products and experiences
- Ensure effective local information delivery and interpretation
- Use educational programs
- Influence outgoing markets



1.4 Sustainable Tourism Indicators

1.4.1 Framework for tourism sustainability

The framework for tourism sustainability is defined in terms of the following 4 Pillars and their corresponding dimensions and elements.



Indicators are grouped into “elements” and “dimensions”; and are then assigned to a “Pillar” of sustainability.

- **Pillars:** are the highest level of grouping and cover the fundamental aspects of sustainable tourism.
- **Dimensions:** are groups of **elements** which cover the same aspects of sustainability.
- **Elements:** are groups of **indicators** which cover the same aspects of sustainability.
- **Indicators:** are measures of the existence or severity of current issues, signals of upcoming situations or problems, measures of risk and potential need for action, and means to identify and measure the results of our actions. Indicators include “baseline” and other indicators:
 - **Baseline indicators:** constitute a smaller list of selected issues that can be considered as essential for most destinations, and with simple, understandable indicators recommended for each of them. Implementing this essential list of indicators can be a good starting point for choosing of indicators and also will help destinations to make comparisons with the same indicators from other destinations.
 - **Other indicators,** these indicators were identified as complementary indicators of baseline indicators for destinations.

1.4.2 Economic Pillar

The Economic Pillar is defined as the generation of prosperity at different levels of society and addresses the cost effectiveness of all economic activities.

The following table identifies the 25 indicators which have been selected for the Economic Pillar.



Pillar	Dimension	Element	Indicator	Baseline
Economic	Tourist Satisfaction and Seasonality	Tourism Seasonality	Number of tourist arrivals by month or quarter (distribution throughout the year)	YES
Economic	Tourist Satisfaction and Seasonality	Tourism Seasonality	Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season) and % of all occupancy (in peak quarter or month)	YES
Economic	Tourist Satisfaction and Seasonality	Tourism Seasonality	% business establishments open all year	YES
Economic	Tourist Satisfaction and Seasonality	Tourism Seasonality	% tourism authority budget spent promoting off-peak and shoulder seasons	
Economic	Tourist Satisfaction and Seasonality	Tourism Seasonality	% of main attractions open in shoulder/off seasons	
Economic	Tourist Satisfaction and Seasonality	Tourism Seasonality	Number of events by month or quarter	
Economic	Tourist Satisfaction and Seasonality	Tourist Satisfaction	Level of satisfaction by visitors (questionnaire based)	YES
Economic	Tourist Satisfaction and Seasonality	Tourist Satisfaction	Level of perception of value for money (questionnaire based)	YES
Economic	Tourist Satisfaction and Seasonality	Tourist Satisfaction	% of return visitors	YES
Economic	Tourist Satisfaction and Seasonality	Tourist Satisfaction	Existence of disabled friendly facilities and services	
Economic	Supply Chain	Leakages	Value of imported goods as a % of goods (construction materials, equipment) and services (systems, software, consultants, experts, architects, etc.)	
Economic	Supply Chain	Tourism Operations & Services	% of establishments in the destination with formal certification systems and environmental each or all of EMS, ISO 14000, HACCP etc (or national equivalents)	
Economic	Supply Chain	Tourism Operations & Services	Level of existence of company policy on environmental and sustainability issues as a % of overall policies	
Economic	Business Development	Investment	Value of tourism budget	
Economic	Business Development	Investment	% of expenditures on tourism infrastructures and services	
Economic	Business Development	Macro economic	Revenues generated by tourism as % of GDP	YES
Economic	Business Development	Macro economic	Annual expenditures on tourism (% of total tourism revenue); (Revenue generated by tourism/ Tourism Budget)	
Economic	Business Development	SMMEs Support	Number of tourism-related SMMEs operating in the community as a % of business operating in the community	
Economic	Marketing Branding and Competitiveness	Positioning	Level of attractiveness compared to similar destinations	
Economic	Marketing Branding and Competitiveness	Positioning	Level of value/ price rating by tourists	
Economic	Marketing Branding and Competitiveness	Product Demand	% of visitors who seek environmentally friendly and cultural experiences (exit questionnaire)	
Economic	Marketing Branding and Competitiveness	Product Demand	% of visitors willing to pay extra for environmentally friendly and cultural experiences of enhanced value (exit questionnaire)	
Economic	Marketing Branding and Competitiveness	Sustainability offer	% of establishments and operators marketing sustainable, sensitive destinations or products or green products or experiences	
Economic	Marketing Branding and Competitiveness	Sustainability offer	% of businesses that include information on environmental and social aspects of their operation and the extent (quality) of this information (e.g. in websites)	
Economic	Marketing Branding and Competitiveness	Sustainability offer	% of certified businesses that include reference (e.g. logo) of the sustainability certification system in their promotional material	

1.4.3 Socio-Cultural Pillar

The Socio-Cultural Pillar is based on the respect of human rights and equal opportunities for all members of society requiring an equitable distribution of benefits.

The following table identifies the 25 indicators which have been selected for the Socio-Cultural Pillar.

Pillar	Dimension	Element	Indicator	Baseline
Socio Cultural	Community Satisfaction	Community Satisfaction	% Ratio tourists to locals; (Tourist/ Residents)	YES
Socio Cultural	Community Satisfaction	Community Satisfaction	% who believes that tourism has helped bring new services or infrastructures	YES
Socio Cultural	Community Satisfaction	Community Satisfaction	Level of local satisfaction with tourism	YES
Socio Cultural	Community Satisfaction	Community Satisfaction	Frequency of complaints by local residents	
Socio Cultural	Community Satisfaction	Community Satisfaction	% of who are proud of their community and culture	
Socio Cultural	Community Participation	Community Participation	Number of social services available to the community attributable to tourism (% which are attributable to tourism)	YES
Socio Cultural	Community Participation	Community Participation	% of residents changing from traditional occupation to tourism over previous years (men and women)	
Socio Cultural	Community Participation	Community Participation	Frequency of locals visiting key sites (s) as a % of total visitors	
Socio Cultural	Community Participation	Community Participation	% of local people with rights to land in tourism development areas	
Socio Cultural	Community Participation	Community Participation	% bank loans issued for tourism ventures	
Socio Cultural	Living Culture	Living Culture	% of local people participating in community traditional crafts, skills, customs	
Socio Cultural	Living Culture	Living Culture	% of local community who agreed that their local culture, its integrity and authenticity are being retained	
Socio Cultural	Living Culture	Living Culture	Number of % of residents continuing with local dress, customs, language music, cuisine, religion and cultural practices (Change in the number of local residents participating in local events)	
Socio Cultural	Living Culture	Living Culture	% of yearly increase in cultural activities or events	
Socio Cultural	Living Culture	Living Culture	Number and % of tourist attending events (% of total)	
Socio Cultural	Socio Economic-Employment	Employment	% of tourist industry jobs which are permanent or full-year	YES
Socio Cultural	Socio Economic-Employment	Socio Economic	Value of tourism contribution to local culture (amount obtained from gate, amount of donations)	
Socio Cultural	Socio Economic-Employment	Employment	Total number directly employed in the tourism sector by industry as % of total employment	
Socio Cultural	Socio Economic-Employment	Employment	Level of retention levels of employees	
Socio Cultural	Socio Economic-Employment	Employment	Number % of employees qualified/ certified	
Socio Cultural	Socio Economic-Employment	Employment	Absolute income levels and ratio to community average	
Socio Cultural	Socio Economic-Employment	Employment	% labour imported (from outside region, from other countries)	
Socio Cultural	Socio Economic-Employment	Employment	% of women/men of all tourism employment	YES
Socio Cultural	Socio Economic-Employment	Employment	% of women/ men in unskilled, semi skilled and professional positions in the industry	
Socio Cultural	Socio Economic-Employment	Employment	% women/men involved directly in village based tourism projects	



1.4.4 Environmental Pillar

The Environmental Pillar is defined as the conservation and management of resources, including natural and cultural resources, bio-diversity and waste management.

The following table identifies the 25 indicators which have been selected for the Environmental Pillar

Pillar	Dimension	Element	Indicator	Baseline
Environmental	Natural Resources Management	Energy	Per capita consumption of energy from all sources / household/	YES
Environmental	Natural Resources Management	Energy	% business participating in energy conservation programs, applying energy conservation policies and techniques	YES
Environmental	Natural Resources Management	Energy	Energy savings (% reduced or supplied by renewable energy)	YES
Environmental	Natural Resources Management	Water	Water use (total volume consumed and litres per tourist per day)	YES
Environmental	Natural Resources Management	Water	Water Saving (% reduced, recaptured or recycled)	YES
Environmental	Natural Resources Management	Water	% of tourism establishments with water treated to international potable standards	YES
Environmental	Natural Resources Management	Water	Frequency of water-borne diseases (% of visitors reporting water-borne illnesses during their stay)	YES
Environmental	Natural Resources Management	Climate Change	% of tourist infrastructure (hotels, other) located in vulnerable zones.	YES
Environmental	Waste Management	Solid Waste	Waste volume produced by the destination (tonnes by month)	YES
Environmental	Waste Management	Solid Waste	% of recyclable waste by different types (based on waste composition)- RATE BELOW BY TYPE-	YES
			1. % of recyclable waste: Plastics	
			2. % of recyclable waste: Glass	
			3. % of recyclable waste: Paper/Cardboard	
			4. % of recyclable waste: Metal	
Environmental	Waste Management	Solid Waste	Quantity of waste collected from public areas and streets %	YES
Environmental	Waste Management	Solid Waste	Reduction of Waste Volume (by consumption or increased recyclables)	YES
Environmental	Waste Management	Residual Water Waste	% of sewage from the destination/site receiving treatment	YES
Environmental	Waste Management	Residual Water Waste	% of tourism establishments on treatment systems	YES
Environmental	Biodiversity Management	Habitat	% of projects where tourism impact is evaluated	
Environmental	Biodiversity Management	Habitat	Value of contribution to conservation and maintained of protection area (concession fees, donations, visitor fee at parks, etc)	
Environmental	Biodiversity Management	Habitat	% of tourists contributing to conservation (by type of contribution: fees, donations, in-kind, volunteer time);	
Environmental	Biodiversity Management	Habitat	Level of existence of protected areas at the destination	
Environmental	Biodiversity Management	Species	Level of Tourism contribution to protection and restoration	
Environmental	Biodiversity Management	Species	% of tourism dependent on viewing species (% of key species considered vulnerable to changes in climate).	
Environmental	Cultural Resources Management	Protection	Number and type of new legislation or amendments introduced to preserve structures at local, provincial/state/canton or national levels (% of total new legislation or amendments)	
Environmental	Cultural Resources Management	Preservation	Number and type of designation under which historic structures, monuments and districts are recognized	
Environmental	Cultural Resources Management	Preservation	Tourism contribution to preservation (amount from each source)	
Environmental	Cultural Resources Management	Historic Designation	%/Amount of funds allocated to the restoration, preservation and maintenance of cultural assets on a yearly basis, (differentiated according to different sources of funding, such as visitor/entrance fees, tour operator fees, donations, government funds, private foundations, international financial and development institutions, NGOs, etc.)	
Environmental	Cultural Resources Management	Historic Designation	Level of threats to the integrity an authenticity of the property compared to the original purpose and use of the site	

1.4.5 Transversal Pillar

The Transversal Pillar provides support to the Economic, Socio-Cultural and Environmental pillars.

The following table identifies the 25 indicators which have been selected for the Transversal Pillar.

Pillar	Dimension	Element	Indicator	Baseline
Transversal	Global Governance	Legislation	Level of private sector funding of sustainability programs and projects	
Transversal	Global Governance	Legislation	Level of privat public funding of sustainability programs and projects	
Transversal	Global Governance	Funding	Level of existing policies and legislations which protect the socio- economic and ecological environment	
Transversal	Global Governance	Funding	Level of tourism facilities and service providers regularly inspected for environmental health and safety	
Transversal	Global Governance	Participation	Level of stakeholder participation in the planning process (e.g. number of meetings, dissemination channels and other consultation mechanisms used, level of participation)	
Transversal	Global Governance	Participation	Level of stakeholder participation in the process of implementing plans (numbers/% involved in review, advisory panels etc).	
Transversal	Global Governance	Monitoring	Existence of performance indicators designated for evaluating the plan implementation (developed and used)	
Transversal	Global Governance	Monitoring	% environmental, social, cultural actions recommended in plan which have been implemented	
Transversal	Global Governance	Monitoring	Level of existence of specific criteria for tourism development control in plans such as maximum numbers of hotels/beds, density standards, controls, environmental and social, etc.	
Transversal	Safe and Security	Safety and Security	Number of countries posting warnings	
Transversal	Safe and Security	Safety and Security	Level of existence of a contingency plan for tourists and visitors to the region in the event of incidents	
Transversal	Safe and Security	Safety and Security	% of tourism establishments complying with safety and security standards (e.g. fire prevention, food safety and other health requirements, environmental standards)	
Transversal	Destination Planning	Design Planning and Control	Number of land use or development planning processes including tourism	YES
Transversal	Destination Planning	Design Planning and Control	% of area subject to control (density, design...)	YES
Transversal	Destination Planning	Design Planning and Control	% of the shapes of signs matching vernacular style or natural environment	
Transversal	Destination Planning	Design Planning and Control	Level to which density has been adapted to resources (water, sewage) and land	
Transversal	Infrastructure and User Intensity	Transportation	Modes of transport used by tourists to reach destination (airplane, car, coach, rail, bicycle, walking, other).	
Transversal	Infrastructure and User Intensity	Transportation	Number of direct flights, number of cities served by direct flights (and % passengers arriving without stops);	
Transversal	Infrastructure and User Intensity	Transportation	Level of existence of integrated public transport services (yes / no);	
Transversal	Infrastructure and User Intensity	Transportation	Level of cycle and walking paths and availability of bicycle rental services	
Transversal	Infrastructure and User Intensity	Access	Level of satisfaction with the number of flights per day and number of passengers	
Transversal	Infrastructure and User Intensity	Intensity	Level of total capacity used (average and peak).	
Transversal	Infrastructure and User Intensity	Intensity	%of tourists who believe that the destination is too crowded	
Transversal	Infrastructure and User Intensity	Intensity	Total number of tourists arrivals (mean, monthly, peak periods)	YES
Transversal	Infrastructure and User Intensity	Intensity	Number of tourists per sq km	YES



1.5 Sustainable Tourism Certifications and Awards

In order to identify the more adequate certifications and awards that aim to guarantee sustainable tourism, more than 300 certifications from international organizations and companies have been analyzed. Certifications have been allocated within the four pillars according to the areas of sustainability covered by the certification. The objective of this process is to provide a guideline for certifications to improve sustainability.

The table below shows the sustainability certificates and grading labels identified.

Sustainability certificates and Referral grading labels				
Pillars				
Economic	Social- Cultural	Environmental	Transversal	
Green Globe	Green Globe	Green Globe	Green Globe	Green Globe
Fairtrade	Fairtrade	Fairtrade	Fairtrade	Fairtrade
GSTC Travel Forever	GSTC Travel Forever	GSTC Travel Forever	GSTC Travel Forever	GSTC Travel Forever
Rainforest Alliance	Rainforest Alliance	Rainforest Alliance	Global Tourism Business Award	Global Tourism Business Award
EarthCheck	EarthCheck	EarthCheck	Champions of the Earth (UNEP)	Champions of the Earth (UNEP)
Eco Certified	Eco Certified	Eco Certified	GreenGuard	GreenGuard
Leed US Green Building Council	Leed US Green Building Council	Leed US Green Building Council	BMJ	BMJ
BREEAM	BREEAM	BREEAM	Ethibel	Ethibel
Global Tourism Business Award	Global Tourism Business Award	Global Tourism Business Award		
Destination Stewardship Award	World Heritage List	World Heritage List		
Eco Certified Sustainable Tourism	Eco Certified Sustainable Travel	TÜVRheinland		
Travellife	Travellife	Blue Flag		
PATA Award	ITR	Pata Award		
Ethibel	Ecotel	Ecotel		
Dow Jones Sustainability Index	Dow Jones Sustainability Index	COOLIDGE MEDAL		
Seed Awards	Seed Awards	UNEP		
ISO 14001	Community Benefit Award	Ramsar		
TÜVRheinland	UNEP SASAKAWA	Philippe Medal		
Energy Star				
Green Star				

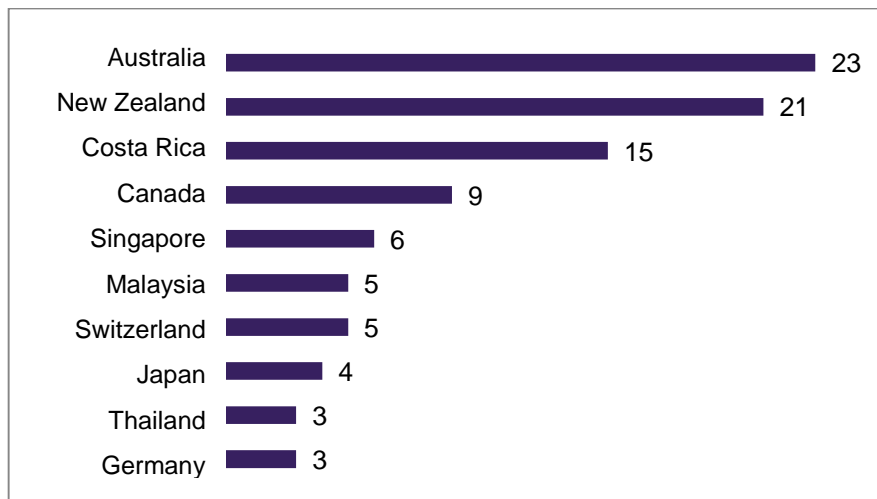
2 APEC Economies Survey

A survey of APEC member economies has been carried out with a double objective. Firstly, it intends to measure what level of achievement has been attained by APEC's members as far as sustainable tourism is concerned and what are their next priorities and steps. Secondly, it provides an indication of what the reference economies consider to be top of mind issues regarding sustainability of destinations.

It needs to be outlined that the answers are not representative for all of the economies, as for some economies we have received answers from only one stakeholder.

2.1 Top of mind reference economies on sustainable tourism

The next chart shows the top ten economies that appeared as a reference for tourism sustainability. Australia and New Zealand, followed by Costa Rica, stand out. Other economies also appeared as 'top of mind' economies: Austria, People's Republic of China, Finland, France, Spain, UK, Bhutan, Cyprus, Denmark, Hong Kong, China, India, Italy, Korea, Mexico, Norway, Switzerland and Turkey.

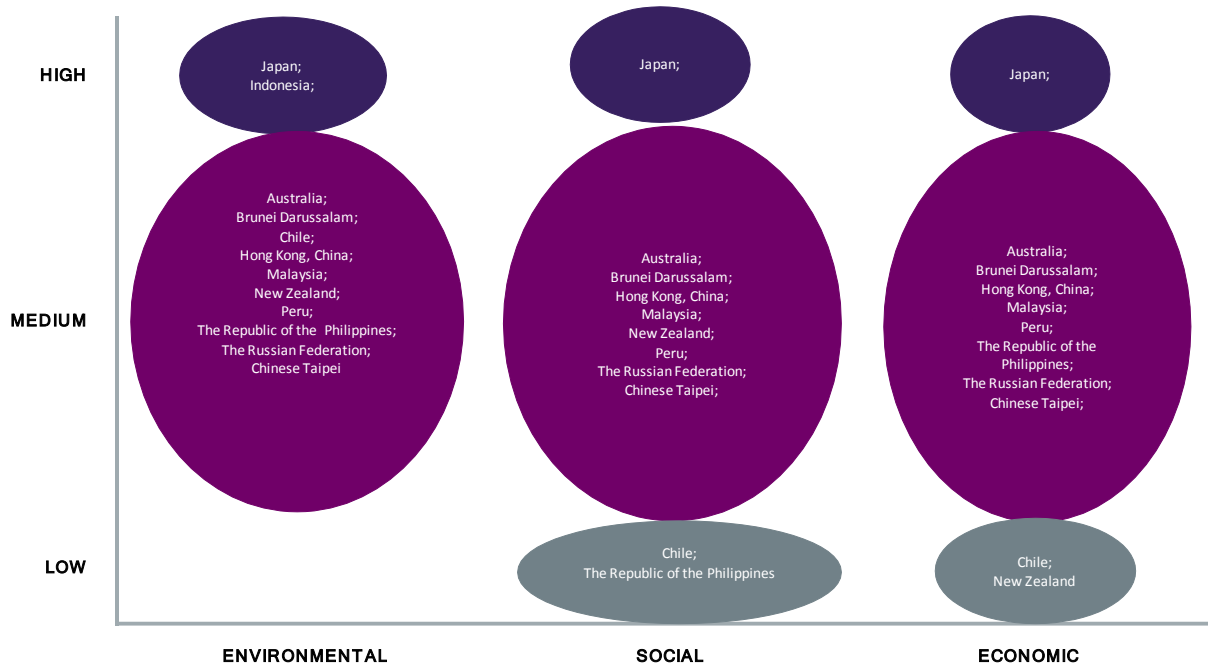




2.2 Assessment of the level of regulations related to tourism sustainability indifferent economies.

The survey asked the respondents to assess the level of regulation related to tourism sustainability in their own economy at three different levels: environmental, social and economical. Japan has been the economy to rate itself a higher level, considering to have some sustainability principles in tourism regulations in the three levels.

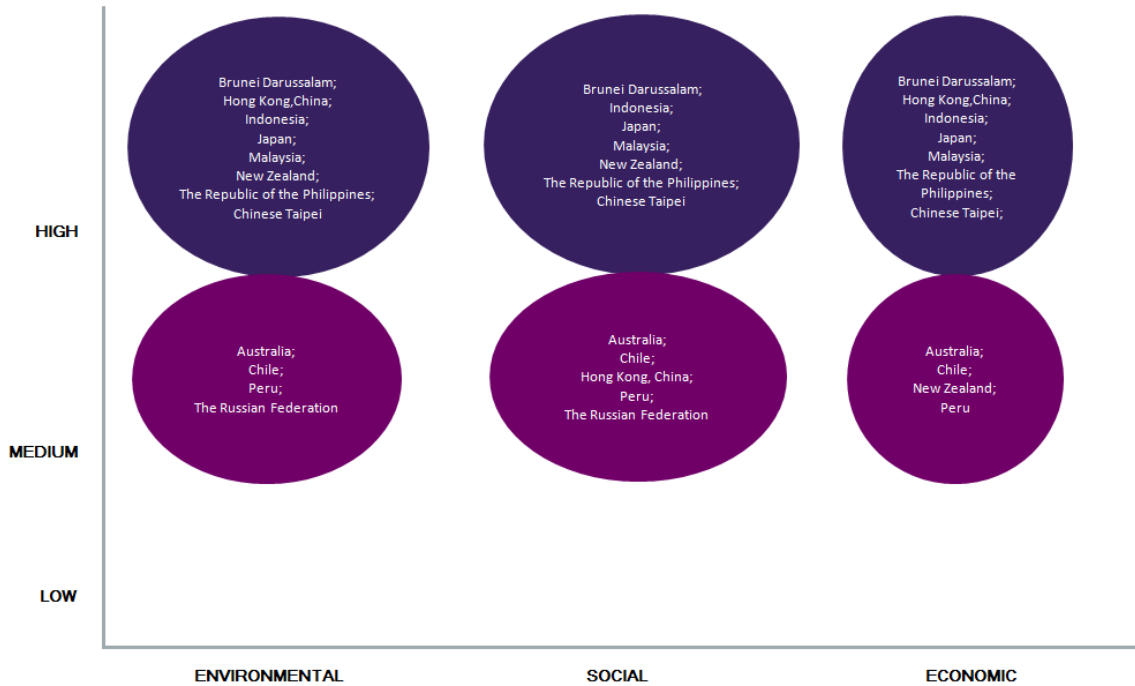
Overall, the economies analyzed stated that they had general sustainability regulation but not specifically for tourism.





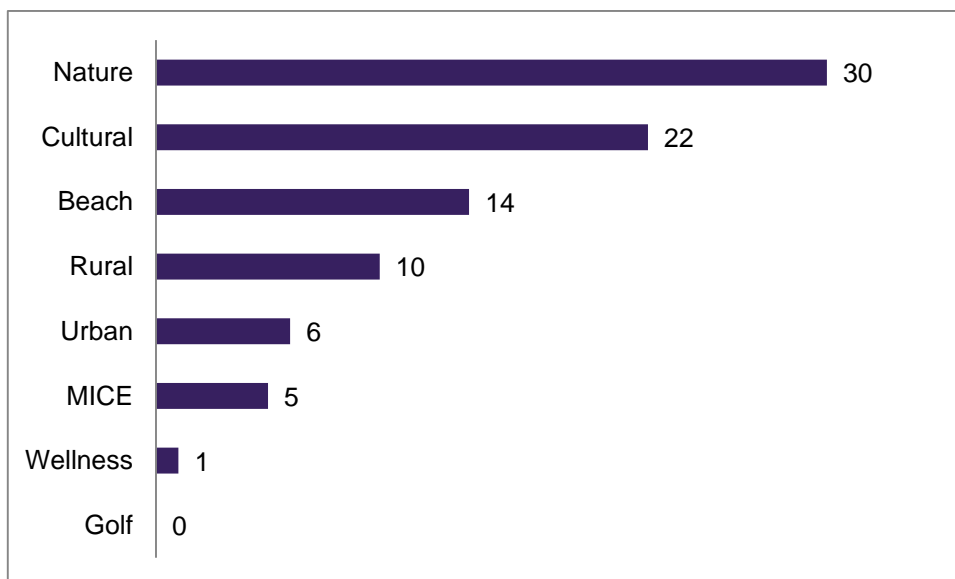
2.3 Assessment of the degree of implementation of sustainable practices in the economies

Indonesia considers itself to have implemented sustainable practices to a higher extent. However, it needs to be outlined that the majority of economies say they have implemented these practices above the worldwide average.



2.4 Which destinations would the economy prioritize if they had sustainability guidelines?

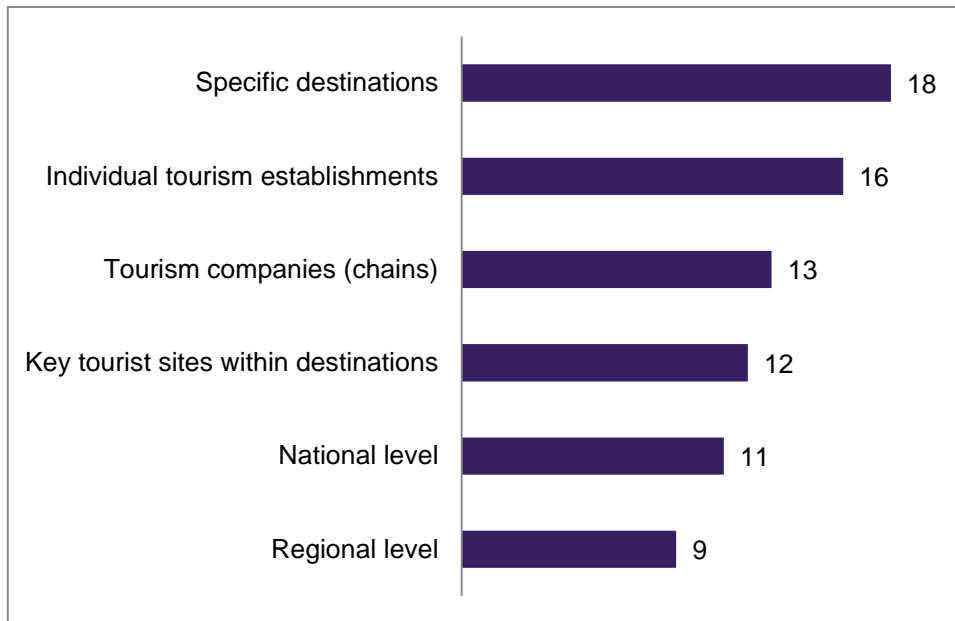
When the economies were asked to choose which type of destinations they would prioritize when implementing sustainability, nature was the one that appeared most times, very far from the rest of destinations. Cultural and beach destinations would also be prioritized.





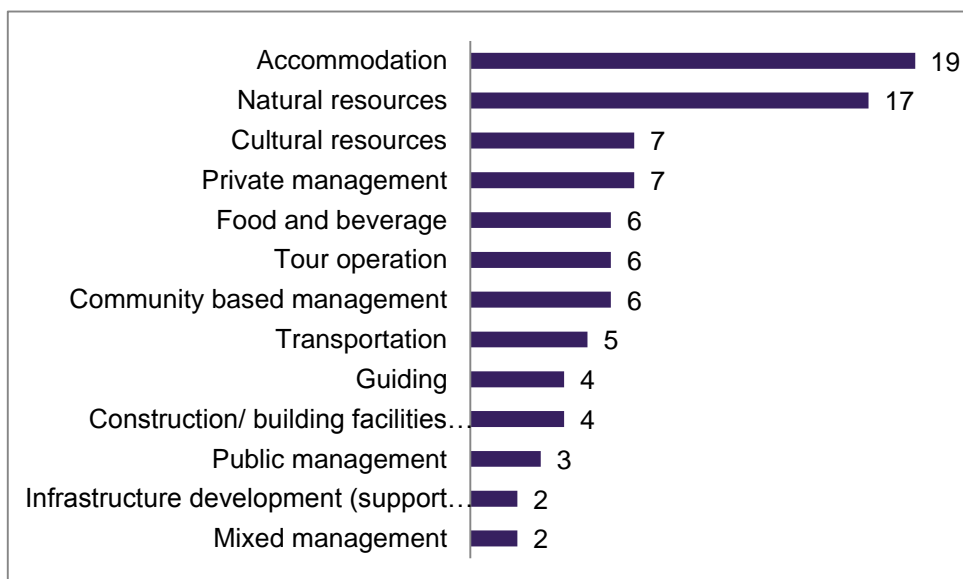
2.5 How far is the extension of sustainability practices?

Higher sustainability levels have been achieved at the level of specific destinations and individual tourism establishments. Regional and national levels have lower scores with regards to this matter.



2.6 Which tourist sectors have achieved a greater level of sustainability?

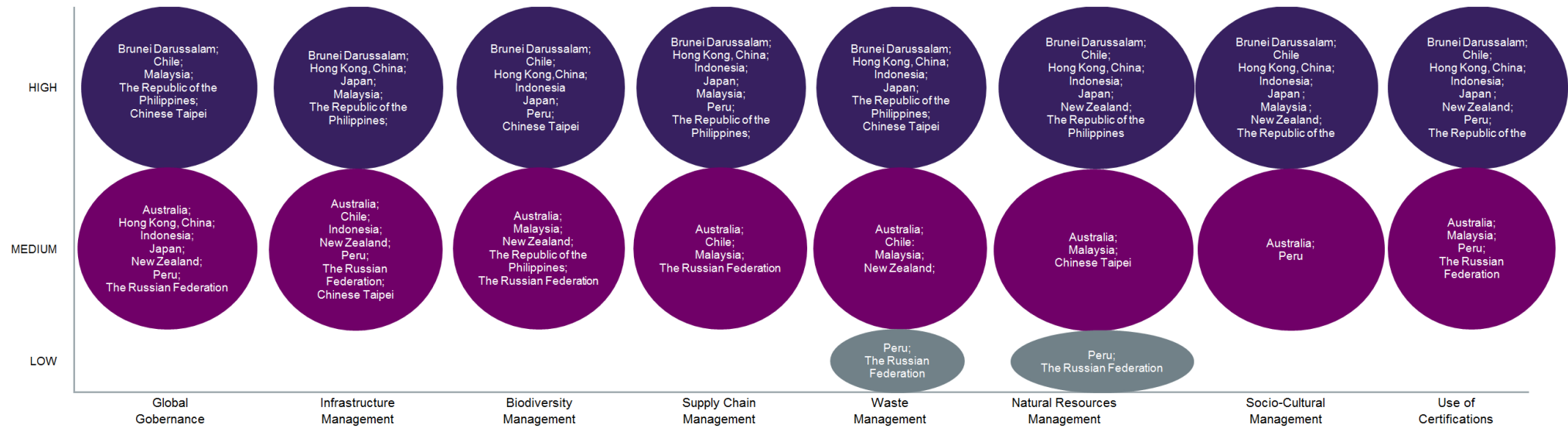
The accommodation sector and natural resources have by far out ranked other tourism industries in terms of present level of sustainability.





2.7 How much of a priority is the development of the following items?

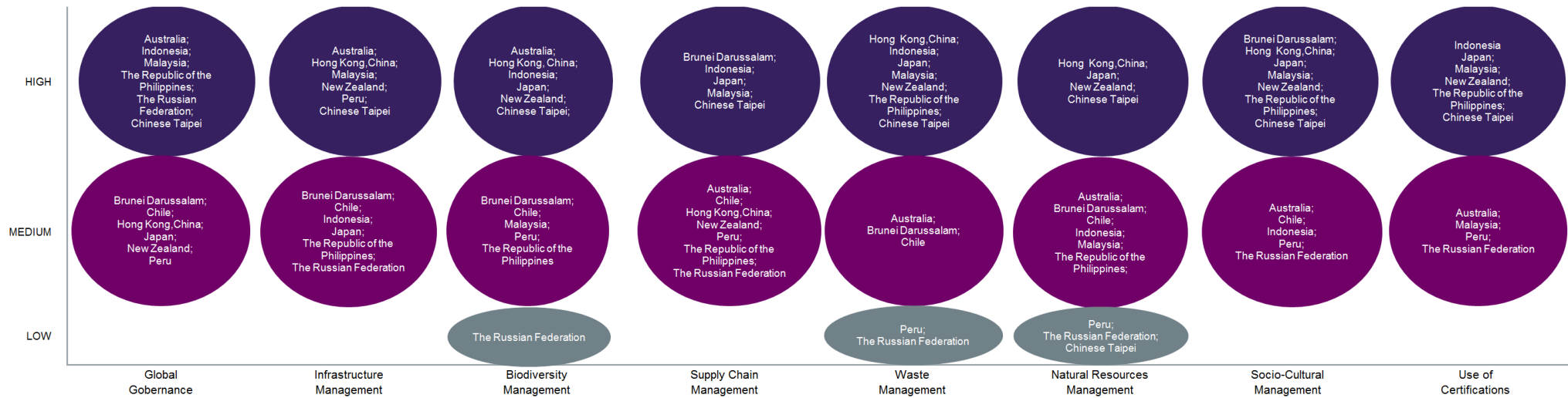
Overall, all economies, except the Russian Federation and Peru, consider the development of sustainability fairly important. In general, less developed economies prioritize sustainability more than developed economies.





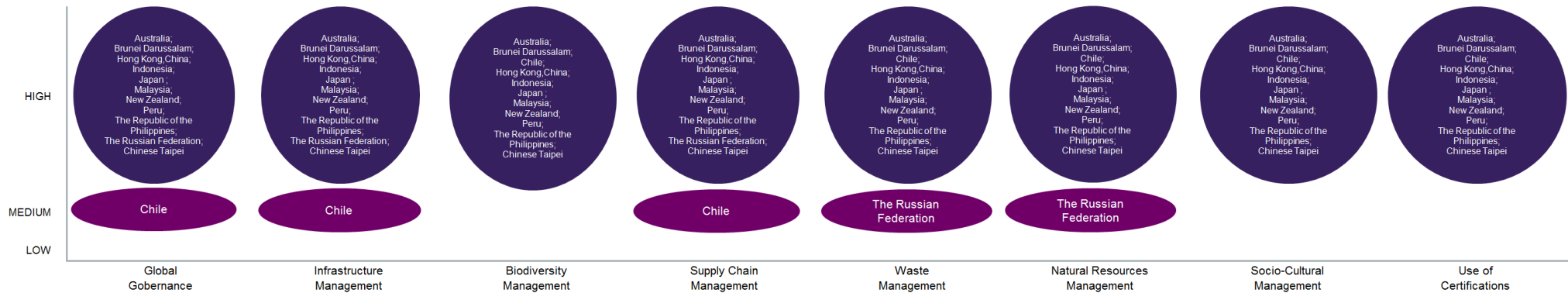
2.8 How would you rate the current development status of the following criteria?

As can be seen in the graphic, all respondents except Peru, the Russian Federation and Chinese Taipei evaluated themselves in a medium or high score for all seven dimensions. However, none of them consider that their economies stand out homogeneously in all seven dimensions, having scored highly in half of these, and moderately in the rest.



2.9 How would you rate the current evolution of the following criteria?

According to the responses, all survey respondents except Chile consider that their economies have been improved notably and homogeneously during the past years in terms of the seven dimensions of sustainability. The Russian Federation is the only economy that is not considered to have obtained a homogeneous evolution, noting that the dimensions “waste management and natural resource management” have evolved slightly less than the remaining five.



3 Reference economies benchmark

The following benchmark is an analysis of a set of economies which are chosen because they are considered **international references in terms of economic, social and environmental sustainability**. All of them have long term strategies with a focus on sustainability, supported by an adequate public institutional structure that promotes **responsible tourism and sustainable development** among all sectors of the economy. Additionally, these economies encourage the private sector to involve itself in sustainable development given that their collaboration is essential in becoming a sustainable destination. To support the realization of their long term strategies, these economies use a series of tools that encourage both the public and private sector to be engaged in eco-friendly tourism actions and sustainability policies. These tools are: national public legislation, voluntary programs (like national certifications), fiscal incentives and grants, research, and education and awareness campaigns.

The chosen economies are: Costa Rica, Australia, New Zealand, the Seychelles, the Maldives, Botswana and the United States of America.

- **Costa Rica** is one of the first nations to have developed their **own national certification system (CST)** to encourage eco-friendly actions, ensure environmental sustainability and to protect the country's natural resources and biodiversity among local agents in the private sector. Furthermore, Costa Rica created its **own Blue Flag Ecological Program**, extended to nine categories (including beaches), which aim to improve education and provide information regarding the environment. Finally, Costa Rica has developed a very well managed system of National Protected Areas, closely linked to ecotourism.
- **Australia** has developed pioneering work on the development of **ecotourism and sustainability**, with a **focus on quality**, based on the development of strategies and a practical mechanism to link tourism and conservation. It has developed an array of private initiatives on sustainability that are not only recognized and accepted by the country's government but worldwide governments. The economic development of indigenous communities is a priority for the government, promoting capacity development and employment.
- **New Zealand** has an **extensive legislative framework** around the conservation and preservation of its environment and natural resources. Similarly to Costa Rica's certification, New Zealand developed an **official quality assurance system (Qualmark Green)** to evaluate the level of environmental sustainability of businesses in the tourism sector. In 2001, Kaikoura (a town on the east coast of the South Island) was one of the first pilot communities to work towards **certification as a sustainable destination** under the international Green Globe 21 scheme.
- **The Seychelles Environmental Management Plan 2011-2020** is a key factor in the environmental sustainability strategy of the Seychelles. Complemented with its **Tourism Master Plan**, it promotes sustainable development across all sectors of the economy. The island-nation has designed a hotel quality label, the **Seychelles Sustainable Tourism Label**, in order to encourage the hotel industry to engage in eco-friendly actions and policies.
- **The Maldives** have designed the **Third Tourism Master Plan (2007-2011)**, extended until 2013, where it specifically stresses the issue of sustainable development in the tourism industry. The strategy emphasizes the conservation and preservation of the country's environment and the importance of dealing with climate change, since the islands are at risk of disappearing if sea levels rise.
- **The United States does not have a federal department for Tourism**, as this competence is particular for state governments. There are several organizations, such as the Environmental Protection Agency or the Ministry of the Interior, which operate at a national level, promote and encourage sustainable development and the conservation of the environmental and cultural heritage. A wide number of laws, funding programs and information sites are available.
- **Botswana's** Tourism Board is strongly committed to achieving sustainable tourism given the heavy dependence on this sector to the nation's economic growth.

Note: A separate benchmarking analysis has been requested by APEC Chile. These benchmarks are available in a separate report.



3.1 Costa Rica

3.1.1 Profile



Sources: <http://www.presidencia.go.cr/>; International monetary fund (IMF); UNWTO 2010

Data	Costa Rica	World ranking
Capital	San José	
Official Language(s)	Spanish	
Area (km ²)	51,100	126
Population	4,600,000	117
GDP (Billion US\$)	40.9	90
GDP (\$ per capita)	8,900	100
Number of tourist arrivals	2,485,000	
Average length of stay (days)	10,6	
Number of hotels and similar establishments	2,400	
Number of rooms	43,700	
Inbound tourism expenditure/GDP	6.40%	

Costa Rica is located in Central America. It is bordered by Nicaragua to the north, Panama to the southeast, the Caribbean Sea to the east and the Pacific Ocean to the west.

3.1.2 Tourism Products

Costa Rica is one of the richest countries in terms of biodiversity: it is home to around 5% of the world's existing species in a small area that covers only 0.03% of the globe's surface. Additionally, it holds one of the highest ratio of protected areas and national parks: 25% of its territory.

Costa Rica main tourism claims are:

- a) **Nature:** The country has a variety of microclimates depending on the geography of location. There are 25 national parks and 8 biological reserves. It is a famous destination for bird watching. Some icons are:
 - i. Tortuguero National Park: *Little Amazonas*
 - ii. Guanacaste: variety of ecosystems
 - iii. La Amistad International Park: Giant rainforest (UNESCO World Heritage Site)
 - iv. Irazu and Arenal: Among top world's most active volcanoes
 - v. Coco's island: UNESCO World Heritage Site
- b) **Sun and Beach:** 1,200 km of coastlines and beaches, distributed on the Pacific Ocean and Caribbean Sea, and a tropical climate year round.
- c) **Adventure:** horseback riding, hiking, climbing. It is a popular destination among divers, because of its rich marine surface, and among surfers due to its year-round waves.
- d) **Culture:** The most important icon is the Guayabo National Monument, a 700 year old aqueduct declared a World Engineering Heritage Site by the American Society of Civil Engineers (ASCE).

3.1.3 Sustainable Tourism

Costa Rica is an international reference in sustainability:

5th position in the 2012 Ranking Environmental Performance Index³.

3.1.3.1 Institutions

Institutions	Type	Sustainable Development Role/Function
Costa Rica Tourism Institute (ICT)	Public	Role: development of tourism, maintaining a balance with the protection of the country's natural resources and biodiversity Relevant actions: National development Plans, CST Distinction, annual statistics Other information: Regional offices
Ministry of the Environment, Energy and Telecommunications (MINAET)	Public	Role: ensure sustainable development providing support and encouraging research, conservation and preservation of natural resources, oil, mining and energy, in order to improve the quality of life of the population Relevant actions: Limpia tu Huella
National System of Conservation Areas (SINAC)	Public	Integrates the competences related to forestry, wildlife and protected areas Role: dictate guidelines and planify and implement processes directed towards the sustainable management of natural resources
National Tourism Chamber (CANATUR)	Private	Role: integrate private tourism initiatives, promote the development of sustainable growth of tourism sector in a proactive and representative manner Relevant actions: code of ethics incorporates a specific article related to <i>Tourism and Sustainable development</i> ⁴ and several other articles that regulate the use of natural resources by tourism agents
National Biodiversity Institute (INBio)	NGO	Areas of action: <ul style="list-style-type: none"> • Inventory and monitoring • Conservation • Communications and education • Biodiversity informatics • Bio-prospecting
National Commission of Indigenous Affairs (CONAI)	Public - private	Role: promote social, economic and cultural development of indigenous population; promote the knowledge of indigenous issues; ensure respect for the rights of indigenous minorities

Sources: Organizations Individual Websites <http://www.visitcostarica.com>; www.minae.go.cr/; www.sinac.go.cr/; www.canatur.org/; www.inbio.ac.cr/en/;

3.1.3.2 Long Term Strategies

National Development Plan 2011 – 2014

The National Development Plan developed by the Ministry of National Planning and Economy Policy (MIDEPLAN) and identifies the development priorities at national, regional and sectoral levels for the next four years.

Tourism strengthening was set as one of the Government priorities to diversify the economy and, therefore, promote sustainable growth. The National Development plan also states that tourism development should be effectively and constructively contributing to the generation of **economic benefits, protecting the environment and respecting the culture and values** of Costa Rica, good customs of Costa Rican society, as well as the physical and / or moral wellbeing of human beings.

National Sustainable Tourism Plan 2010 – 2016

The plan was defined by the ICT with support from the private sector.

³ EPI ranking evaluates countries on performance indicators that cover both environmental public health and ecosystem vitality.

⁴ CANATUR's Code of Ethics. Principles, Article III: Tourism, a sustainable development factor.



"Sustainable management of tourism is the best means that the country has to efficiently use its natural and cultural heritage in order to generate wealth that will be translated into real benefits for all Costa Rican society."⁵

The plan establishes policies, strategies, objectives and actions to ensure that the future evolution of the nation's economy goes in line with the defined objective. In other words, the plan encourages and promotes tourism development that encourages a **sustainable use of resources** (natural and human) and **equitable distribution of benefits**, ensuring that the projected growth phase for 2016 adheres to the positioning achieved with the "tourism brand" of the economy, and even more with **human development**. The plan takes into account the four pillars of sustainability.

The National Sustainable Tourism Plan establishes 11 strategic programs:

1. Planning and management program
2. Destinations and products development program
3. Generation and administration of tourist information program
4. Infrastructure and basic services program
5. Strengthening Chambers and Municipalities program
6. Sustainable Tourism Program
7. Quality Tourism Program
8. Investment Attraction Program
9. Education and Awareness Program
10. Marketing and Communications Program
11. Safety and Security Program

Costa Rica's National Sustainable Tourism Plan divides the territory into 10 planning units. There is a **General Land Use and Tourism Development Plan** for each of the Planning Units.

3.1.3.3 Tools to implement long-term strategies

a) Legislation

Law	SUSTAINABILITY PILLARS				Organization
	EC	SC	EV	T	
Organic Environmental Law					MINAET
National Emergencies Act and Risk Prevention					
Incentives for Tourism Development Law					ICT
Tourism Public Utility Law					
Act to Strengthen the Development of the Tourism Industry					
Constitution					
Urban Planning Law					INVU
Maritime Terrestrial Area Law					ICT
Soil Use, Conservation and Management Act					MINAET, MAG
Biodiversity Law					MINAET (SINAC)
Forestry Law					MINAET
Conservation of Wildlife					
Indigenous Law of Costa Rica					
Equal opportunities Law for People with Disabilities					
Law Against Sexual Exploitation of Minors					
Promotion of Rural Community Law					
Consumer Protection Act					

Key: Economic Pillar (EC), Socio- Cultural Pillar (SC), Environmental Pillar (EV), Transversal Pillar (T)

⁵ ICT. National Sustainable Tourism Plan of Costa Rica 2010 – 2016

b) Voluntary programs

Sustainable Tourism Certificate (CST)

Costa Rica is one of the few nations that have developed a national certification with the goal of encouraging sustainable tourism: Sustainable Tourism Certificate (CST). Its main **purpose is to promote the appropriate use of natural and social resources, encourage participation of local agents and increase competitiveness within the private sector.**



The CST label was proposed by the Costa Rican Tourism Institute (ICT) and has been developed in collaboration with several other organizations: the MINAET, the Institute of National Biodiversity (INBio), the University of Costa Rica, the Central American Institute of Business Administration, the National Tourism Chamber, the Earth Council and the International Union for Conservation of Nature (IUCN). The CST aims to involve communities in the socio-cultural impact.

The National Accreditation Commission of the CST is responsible for granting the CST label and supervising that the certified businesses fulfil the necessary requirements.

The Certificate carries several **benefits** that encourage the involvement of Costa Rican businesses:

- 1) participation in marketing campaigns and strategies driven by the ICT
- 2) complete or partial exemption from registration fees to international fairs
- 3) use of the CST label in their own marketing promotions
- 4) creation of a new source of competitiveness compared to non-certified organizations, and
- 5) publication on the list posted on the website www.turismo-sostenible-co.cr

An organization granted the CST label will comply with the following measures⁶. These respond to all seven dimensions the approach on sustainability.

- It takes measures to avoid emissions, harmful products and pollution.
- It implements conservation and natural risk reduction measures.
- It efficiently handles waste that it produces.
- It uses natural, biodegradable and recyclable products.
- It has a water and electrical energy conservation program.
- It encourages users to experience the country's natural wealth and insists on its care and conservations.
- It complies with norms that the tourist establishment must uphold in terms of the environment, wildlife, archaeological heritage, and social guarantees of the country.
- It employs and trains neighbouring communities where it operates.
- It promotes the traditions and customs, as well as typical food and national handicrafts.

Companies must follow these steps in order to obtain the CST certificate:

- 1) The company must present the affidavit and registration form in the ICT's headquarters.
- 2) The company will be evaluated during one month in order to ensure there are no problems with the ICT or the Costa Rican Department of Social Security (CCSS).
- 3) The ICT will explain the certificate's requirements and how the company shows proof of their compliance.
- 4) Three months later, the company will be evaluated on the mentioned criteria.
- 5) When all the documentation is submitted, and if the company granted the CST label, the ICT will make an official announcement, indicating the level reached by the company. The ICT will also assess the company on the use of the CST logo.

⁶ Costa Rica's official tourism website: <http://www.visitcostarica.com/>



The Blue Flag Ecological Program (PBAE)

In 1996, Costa Rica created its own Blue Flag Ecological Program, which aimed to address the existing problems on Costa Rican beaches, namely their high levels of contamination and pollution. Today the program has been extended to nine categories:



- Beaches
- Communities
- Educational centres: its objective is to educate students on sustainable attitudes and values
- Protected natural spaces
- Hydrological Micro Watershed
- Actions to face climate change
- Neutral climate community
- Community health promotion
- Sustainable Homes

The Blue Flag Ecological Program was founded with the purpose of improving education and information regarding the environment. Since then, it has successfully helped promote protection of the natural surroundings and increase public knowledge in this regard.

The program is administered by the National Blue Flag Commission and involves the following public and private organizations: the National Water and Sewer Service (AyA), the ICT, the MINAET, the Public Health Ministry (MINSa), the National Tourism Chamber (CANATUR), and the Public Education Ministry (MEP)⁷, the Costa Rican Association of Private Reserves, the Costa Rican Electrical Institution (ICE), Agriculture and Husbandry Ministry (MAG) and the CCSS. The program also allows citizen participation.

Initially the program addressed the certification of those Costa Rican beaches that obtained at least a 90% score on the evaluation of the following criteria⁸ and were classified in categories as indicated⁹:

⁷ Canatur's official tourism website <http://www.canatur.org/banderaAzul.aspx>

⁸ Costa Rica's official tourism website: <http://www.visitcostarica.com/>

⁹ Costa Rica's official tourism website: <http://www.visitcostarica.com/>

Evaluation Criteria	Weight
Microbiological quality of the ocean's water	35%
Quality of potable water	15%
Quality of coastal sanitation areas	
1) Garbage and garbage containers	10%
2) Treated industrial waste	5%
3) Treated run-off waste	15%
Environmental education	10%
Security and administration	10%

Categories	Requisites
One star	Score obtained: 90%-100%
Two stars	<ul style="list-style-type: none"> Score obtained: 100% Motorized vehicle restrictions Horse and domestic animal restrictions brought in by visitors or locals Maritime current signals if they exist
Three stars	<ul style="list-style-type: none"> Complying with that under Star Two Security and rescue teams during High season Regulatory plan or plan of action regarding conservation zones
Four stars	<ul style="list-style-type: none"> Complying with that under Star Three Easy access and security measures for those with disabilities like showers and public sanitation Separation and Recycling of solid waste Constant Security and Rescue measures Local emergency committee Member of the "Sanitary quality seal" program

c) Funding

Incentives for private reserves

The Costa Rican government supports sustainable tourism by granting **economic benefits to those private nature reserves that offer some form of ecotourism services**. Specifically, over 50% of all private reserves are entitled to receive subsidies for protection of the country's biodiversity, scenic beauty, and water production, as well as reducing the emission of CO₂ that would result from deforestation.¹⁰ Likewise, they benefit from **exemptions from land taxes**. These incentives, together with tourist income, permit the conservation of these lands.

¹⁰ Making Tourism Sustainable, UNEP 2005.

Incentives for tourism development

Costa Rica has a law to incentivate tourism investment. This law establishes the conditions for which a private business can have access to economic benefits. The list of economic benefits include:

- Income tax exemption
- Good tax exemption for maintenance/ renewal of tourism facilities
- Territory tax exemption
- Fuel supply at a competitive price
- Accelerated amortization of goods

d) Research and statistics

Several organizations compile statistics on tourism or sustainability:

- Costa Rica Tourism Institute (ICT) provides statistics on tourism supply and demand on a quarterly basis
- MINAET provides forestry statistics
- CANATUR has a research department that compiles relevant information for decision making such as study and tourist reliability index

e) Education/ diffusion

National Commission for the Education on Tourism and Hospitality

The ICT has created a commission whose objective is to provide appropriate professional and technical education so that tourism industry employees can acquire the right skills for their jobs.

MINAET's Campaign: *Limpia tu huella*: The campaign *Limpia tu huella* is part of MINAET's strategy to transform Costa Rica into an eco-efficient and eco-competitive nation, to develop more goods and services using fewer resources, and cause less impact on the environment. The initiative aims to educate citizens on actions that will reduce pollution, in order to reduce the effects of climate change. The duration of the campaign is two years.

Some of the proposed actions are:

- Reducing the consumption of electricity by promoting the use of natural light and limiting the use of air conditioning
- Reducing the consumption of water, especially in daily acts like brushing your teeth
- Recycling programs



3.2 Australia

3.2.1 Country profile



Data	Australia	World ranking
Capital	Canberra	
Official Language(s)	English	
Area (km ²)	7,600,000	6
Population	22,700,000	52
GDP (Billion US\$)	1,400	19
GDP (\$ per capita)	65,000	22
Number of tourist arrivals	5,880,000	
Average length of stay (days)	2.3	
Number of hotels and similar establishments	4,200	
Number of rooms	227,000	
Inbound tourism expenditure/GDP	2.60%	

Sources: www.australia.gov.au; International monetary fund (IMF); UNWTO 2010

Australia is located in the Southern Hemisphere. The country consists of the Australian continent, the island of Tasmania and numerous smaller islands on the Indian and Pacific Oceans. Neighboring countries are Indonesia to the north, Papua New Guinea and the Solomon Islands to the northeast, and New Zealand to the southeast. Australia is surrounded by the Indian and Pacific Oceans and separated from Asia by the Arafura and Timor Seas.

3.2.2 Tourism Products

Australia is both the smallest and flattest continent in the world, and its size gives it a rich biodiversity and variety of landscapes: coast, rain forests, mountains, savannahs and deserts.

Australia's main tourism assets are:

- a) **Urban:** Most popular cities are Sydney, Melbourne, Brisbane and Perth, and their combination of arts and culture, food and wine, nature and cosmopolitan shopping and nightlife.
- b) **Nature:** Numerous national parks and a multitude of landscapes: woodlands, wetlands, deserts, beaches and open savannah plains. Australia has a distinct and diverse environment including:
 - a. Reefs: The Great Barrier Reef, 2000 km long and a World Heritage area, is popular for diving, snorkeling and sailing. Ningaloo Reef is Australia's largest fringing coral reef, renowned for its opportunities to swim with whale sharks.
 - b. Kangaroo Island: wild coastline, rich in biodiversity.
 - c. Uluru and Kakadu National Parks: Indigenous owned protected areas with spectacular wilderness and iconic geographic features.
 - d. Tasmania: With 17 national parks and reserves, 40% of the State is protected. More than 2,000 km of walking tracks through alpine and wilderness landscapes.
 - e. The Blue Mountains and the Australian Alps: popular for adventure sports like hiking, biking and skiing.
- c) **Sun and beach:** With 50,000 km of coastline on both the Indian and Pacific Oceans, and numerous islands, Australia is a haven for beach lovers.
- d) **Adventure:** One of the world's top walking, diving, sailing and surf destinations, Australia is also popular for fishing, off-road driving, climbing and other adventure sports.
- e) **Culture:** Rich variety of cultural, ethnic and gastronomic profiles. Famous for its museums and art galleries, ballet and dance companies, theatres, symphony orchestras and operas. International



attractions include the Sydney Opera House and Melbourne’s Art Centre, both famous for their performances and iconic buildings.

3.2.3 Sustainable Tourism

Australia is an international reference in sustainability

2011 United Nations Development Programme: 2nd position.

3.2.3.1 Institutions

Institutions	Type	Sustainable Development Role/Function
Department of Environment	Public	The Department implements Australian Government policies on the environment, heritage, water and climate action.
Australian Trade Commission (Austrade)	Public	The Australian Trade Commission provides advice and policy support to the Australian Government on Australia’s tourism sector. It develops and delivers policies to increase Australia’s international competitiveness, consistent with the principles of environmental responsibility and sustainable development.
Department of Agriculture,	Public	The Department’s role is to develop and implement policies and programs that ensure Australia’s agricultural, fisheries, food and forestry industries remain competitive, profitable and sustainable.
Tourism Australia (TA)	Public	TA works with the Tourism Division of Austrade, state and territory tourism organizations, and industry to foster sustainable tourism. It assists the responsible development and promotion of Australia’s tourism industry.
Sustainable Business Australia (SBA)	Non-profit	SBA is a non-profit membership-based organization, considered the peak body for the low carbon and environmental goods and services sector. Its work involves raising awareness about the scale and relevance of major environmental challenges, and the commercial solutions that business and industry can provide. It allows members to share ideas and visions and keep up with the latest trends in sustainable practices
Ecotourism Australia (EA)	Non-profit	EA was formed in 1991 as a non-profit organization and is the peak national body for the ecotourism industry. It has a diverse membership that includes key industry sectors.

Sources: www.austrade.gov.au, www.environment.gov.au and organizations’ individual websites.

Department of Environment:

The Department of Environment is the lead Government agency for **developing and implementing national policy, programs and legislation to protect and conserve the natural environment**. The *Plan for a Cleaner Environment* is central to the Government’s vision for a stronger Australia by protecting and improving our environment for future generations. The Plan has four pillars – Clean Air, Clean Land, Clean Water and Heritage Protection.

The Australian Government has implemented a number of initiatives to progress sustainability in Australia:

- **Environment Protection and Biodiversity Conservation Act 1999:** The Act promotes ecologically sustainable development through the conservation and ecologically sustainable use of natural resources
- **Environmental performance reporting:** Commonwealth departments, authorities, companies, and other Parliamentary agencies must include a report on environmental matters in their annual reports.
- **International Activities:** The Department is responsible for reporting Australia’s environmental performance and progress towards sustainable development commitments to international agencies such as the Organisation for Economic Cooperation and Development (OECD) and through the United Nations.



Australian Trade Commission (Austrade)

The Australian Government is committed to maximizing tourism's net economic contribution to the Australian economy and fostering an industry that promotes the principles of environmental responsibility and sustainable development.¹¹ Responsibility for tourism policy and advice rests with the Tourism Division of the Australian Trade Commission.

Tourism Australia (TA)

Tourism Australia is the Australian Government agency responsible for attracting international visitors to the country and promoting travel for both leisure and business events. Its objectives were established under the **Tourism Australia Act:**



- To influence people to travel to Australia, including for events
- To influence people travelling to Australia to also travel throughout Australia
- To influence Australians to travel throughout Australia, including for events
- To help foster a sustainable tourism industry in Australia
- To help increase the economic benefits to Australia from tourism¹²

Sustainable Business Australia (SBA)

SBA is a non-profit membership-based organization, the peak body for the Australian low carbon and environmental goods and services sector. Its work involves raising awareness about the scale and relevance of major environmental challenges and the commercial solutions that business and industry can provide.



It allows members to share ideas and visions, and to keep up with the latest trends in sustainable practices.

Ecotourism Australia (EA)

Ecotourism Australia is a not-for-profit industry organisation formed in 1991 and is the peak national body for the ecotourism industry.

The organisation has a diverse membership that includes key industry sectors: ecotourism accommodation, tour and attraction operators, tourism planners, protected area managers and other government agencies, academics and students, tourism, environmental, interpretation and training consultants, local and regional tourism associations and travellers.

Ecotourism Australia is responsible for a range of activities which include:

- Accreditation programs including Ecotourism Certification, Climate Action Certification, EcoGuide Certification, Respecting Our Culture (ROC) Certification
- Consumer education and marketing
- Industry development
- Advocacy and lobbying
- Annual Global ECO Asia Pacific Conference

3.2.3.2 Long Term Strategies

National Strategy for Ecologically Sustainable Development (NSED)

The NSED provides broad strategic direction and frameworks for governments to direct policy and decision-making. The strategy facilitates a coordinated and co-operative approach to ecologically sustainable development and encourages long-term benefits for Australia over short-term gains.

Since its elaboration in 1992, the pursuit of ecologically sustainable development has been increasingly incorporated into policies and programs of Australian governments as a significant policy objective.

¹¹ <http://www.ret.gov.au/Pages/default.aspx>

¹² <http://www.tourism.australia.com/en-au/aboutus/our-mission.aspx>

This strategy is one of the earliest and most successful examples of planned and supported development of ecotourism.

Tourism 2020

Tourism 2020 was developed to respond to ongoing challenges and emerging opportunities for the Australian tourism industry.

Providing a framework for growth, Tourism 2020 will assist tourism businesses in order to remain competitive into the future in a dynamic global environment.

Tourism 2020 refocuses and sharpens the emphasis on six identified areas that must be addressed to allow the tourism industry to achieve its maximum potential. These are:

- Grow demand from Asia, while maintaining investment of a balanced market portfolio
- Build competitive digital capability
- Encourage investment and implement the regulatory reform agenda
- Ensure tourism transport environment supports growth
- Increase supply of labour, skills and Indigenous participation
- Build industry resilience, productivity and quality¹³

Australia's National Landscapes Program

Australia's high number of national parks and protected areas are impressive yet can be overwhelming for travelers to navigate and digest. Recognizing this fact, Tourism Australia and Parks Australia formed a partnership between tourism and conservation to identify Australia's iconic landscapes, which capture and promote areas of outstanding natural beauty and cultural significance.

The National Landscapes program aims to achieve conservation and social economic outcomes for Australia by promoting nature based tourism experiences. The program features sixteen iconic Australia landscapes including Australia's Red Centre, Australia's Timeless North, Great Barrier Reef, Wet Tropics, Australia's Green Cauldron, Greater Blue Mountains, Australia's Coastal Wilderness, Sydney Harbour, Australian Alps, Great Ocean Road, Tasmania's Island Heritage, Flinders Ranges, Kangaroo Island, Great South West Edge, Ningaloo-Shark Bay and the Kimberley.

¹³ <http://www.austrade.gov.au/tourism/policies/nlts/>



3.2.3.3 Tools to implement long-term strategies

a) Legislation

Law	SUSTAINABILITY PILLARS				Organization
	EC	SC	EV	T	
Aboriginal and Torres Strait Islander Heritage Protection Act 1984					Department of Environment
Antarctic Acts					Department of Environment
Australian Heritage Council Act 2003					Department of Environment
Captains Flat (Abatement of Pollution) Agreement Act 1975					Department of Environment
Environment Protection (Alligator Rivers Region) Act 1978					Department of Environment
Environment Protection and Biodiversity Conservation Act 1999					Department of Environment
Environment Protection (Sea Dumping) Act 1981					Department of Environment
Fuel Quality Standards Act 2000					Department of Environment
Great Barrier Reef Marine Park Acts					Department of Environment
Hazardous Waste (Regulation of Exports and Imports) Act 1989					Department of Environment
Heard Island and McDonald Islands Act 1953					Department of Environment
Historic Shipwrecks Act 1976					Department of Environment
Koongarra Project Area Act 1981					Department of Environment
Lake Eyre Basin Intergovernmental Agreement Act 2001					Department of Environment
Meteorology Act 1955					Department of Environment
National Environment Protection Council Act 1994					Department of Environment
National Environment Protection Measures (Implementation) Act 1998					Department of Environment
National Rental Affordability Scheme Act 2008					Department of Environment
National Water Commission Act 2004					Department of Environment
Natural Heritage Trust of Australia Act 1997					Department of Environment
Natural Resources Management					Department of Environment
Ozone protection and synthetic greenhouse gas acts					Department of Environment
Product Stewardship Act 2011					Department of Environment
Product Stewardship (Oil) Act 2000					Department of Environment
Removal of Prisoners (Territories) Act 1923					Department of Environment
Sea Installations Act 1987					Department of Environment



Law	SUSTAINABILITY PILLARS				Organization
	EC	SC	EV	T	
Sea Installations Levy Act 1987					Department of Environment
Sewerage Agreements Act 1973					Department of Environment
Sewerage Agreements Act 1974					Department of Environment
Sydney Harbour Federation Trust Act 2001					Department of Environment
Water Act 2007					Department of Environment
Water Efficiency Labelling and Standards Act 2005					Department of Environment
Wet Tropics of Queensland World Heritage Area Conservation Act 1994					Department of Environment
Tourism Australia Act 2004					Department of Foreign Affairs and Trade

Key: Economic Pillar (EC), Socio- Cultural Pillar (SC), Environmental Pillar (EV), Transversal Pillar (T).

b) Voluntary Programs

T-QUAL Accreditation

T-QUAL Accreditation is the Australian Government's quality framework for the tourism industry. It assesses and supports quality assurance schemes and endorses their members with its national symbol of quality, the T-QUAL Tick. It has been developed by government and industry with the main purposes of:



- Identifying quality assurance schemes that reach the Tourism Quality Council of Australia's national quality benchmark
- Allow accredited businesses and operators to market themselves with a national symbol of quality
- Allows consumers to have single logo that represents quality

T-QUAL Accreditation is delivered by a cooperative partnership between the following parties:

- **The Tourism Quality Council of Australia:** responsible for the overarching policy and direction of T-QUAL Accreditation, and for granting T-QUAL Master Licenses to quality schemes.
- **Austrade:** responsible for policy, development and administration of T-QUAL Accreditation and for providing secretariat support to the TQCA; and
- **Tourism Australia:** responsible for developing and implementing the T-QUAL Accreditation marketing strategy. T-QUAL Accreditation is promoted in partnership with State and Territory Tourism Organisations and quality assurance schemes.

Business and operators, however, cannot directly apply for T-QUAL Accreditation. Instead, they must join a T-QUAL endorsed quality assurance scheme which grants them T-QUAL Accreditation by default.



T-QUAL endorsed business and operators will also benefit from:

- Increased online exposure via preferential listing on state and national tourism websites
- Showcasing of products on TripAdvisor Australia
- Federal endorsement that provides a boost to business credibility and a competitive point of difference¹⁴

The T-QUAL Tick is an easily recognizable symbol of quality and assures customers that their expectations will be met complying with high standards that deliver quality experiences.

In order to guarantee that these standards are met, the T-QUAL certification is **reviewed every two years** and during this period, at least one inspection from the association will be conducted.

The Government has committed up to \$600,000 to transfer responsibility for accrediting tourism products from Government to industry, following a tender process. The Minister for Trade and Investment, the Hon Andrew Robb AO MP, has tasked Austrade with managing the tender to transfer T-QUAL Accreditation to industry.

Forest Certification

The Australian Government supports all credible internationally recognized forest certification schemes that provide for legal and sustainable forest management. Forest certification has developed around the world as a way of demonstrating the implementation of sustainable forest management practices. An audit prior to obtaining certification assesses forest management practices, and both native forests and plantations can be certified.

The two major global forest certification bodies are the **Program for the Endorsement of Forest Certification schemes and the Forest Stewardship Council**. They are both internationally recognized and provide for the mutual recognition of regional and national standards that meet their criteria for sustainable forest management.

In Australia, the government gives forest managers the option of obtaining this certification through two international organizations: **the Forest Stewardship Council (FSC)** or **the Program for the Endorsement of Forest Certification (PEFC)**.¹⁵

Currently, there are around 10.3 million hectares of native and plantation forests certified in Australia.

Ecotourism Certification

This eco-certification has been developed by Ecotourism Australia, to identify genuine nature and ecotourism operators. It assures travelers that certified products are backed by a strong, well-managed commitment to sustainable practices and provided high quality nature-based tourism experiences.



It certifies products at three different levels:

- **Nature Tourism:** Tourism in a natural area that leaves minimal impact on the environment
- **Ecotourism:** Tourism in a natural area that offers interesting ways to learn about the environment with an operator that uses resources wisely, contributes to the conservation of the environment and helps local communities
- **Advanced Ecotourism:** Australia's leading and most innovative ecotourism products, providing an opportunity to learn about the environment with an operator who is committed to achieving best practice when using resources wisely, contributing to the conservation of the environment and helping local communities¹⁶

Eco is a framework that assists companies in the implementation of ecologically sustainable practices, and is an internationally recognized brand.

¹⁴ http://www.tourism.australia.com/en-au/industry/T-QUAL-Accreditation_6478.aspx

¹⁵ <http://www.daff.gov.au/forestry/national/forest-mgmt/certification>

¹⁶ http://www.ecotourism.org.au/eco_certification.asp

Ecotourism Australia is one of the Australian Government's T-QUAL endorsed quality assurance schemes.

Ecotourism Australia's Ecotourism and Advanced Ecotourism certification standards are recognized by the Global Sustainable Tourism Council (GSTC) along with nine other organisations worldwide.

Climate Action Certification Program (CACP)

This certification has been established by Ecotourism Australia to provide the tourism industry with:



- An understanding of climate change concepts and terminology
- Awareness of credible offsetting activities that can be undertaken
- Clear and practical ways of reducing their carbon footprint – reducing carbon emissions through design, equipment selection and changes in operational practices
- Best practices examples relevant to the business sector and operating environment
- Approaches to adaptation that will assist both the individual enterprise and the collective industry and community within its area of operation

Like the ECO Tourism Certification Program, CACP has three levels of certification:

- **Climate Action Businesses:** Businesses have undertaken a set of adaptation and emissions reduction actions but are not necessarily measuring their carbon footprint
- **Climate Action Innovators:** Businesses have undertaken a set of adaptation and emissions reduction and are auditing and measuring their carbon footprint.
- **Climate Action Leaders:** Businesses have incorporated strategic climate change responses across all relevant levels of business planning and operations. They are measuring and auditing their carbon footprint via creditable system and have undertaken an advanced level of adaptation, emissions reduction and offsetting and are working towards becoming carbon neutral.¹⁷

c) Funding

Tourism Grants

In line with the Australian Government's policy priorities for tourism, grants funding will support demand-driver infrastructure for the tourism industry. Through this approach, the government will seek to ensure that the benefits of any government investment can be multiplied across the tourism sector.

d) Research and Statistics

Australian Bureau of Statistics

The Australian Bureau of Statistics is the government's institution in charge of providing statistic information on how sustainable practices are being developed and the result of them.

Tourism Research Australia

Tourism Research Australia provides statistics, research and analysis to support industry development, policy development and marketing for the Australian tourism industry.

e) Education / Diffusion

Australian Sustainability Conference

This conference, held annually, brings together leading practitioners and strategic leaders to explore and share ideas to spearhead sound sustainable business strategy. It tackles issues related to building and

¹⁷ <http://www.sustainabletourismaustralia.com/>

construction, waste and recycling, energy and technology, business strategy, transport and logistics or water management.

Global ECO Asia-Pacific Conference

The Global ECO Asia-Pacific Conference, held annually, has established a very strong and credible reputation over the past 21 years. The Conference brings together a broad range of sectors that play a direct and indirect role in delivering experiential tourism and ecotourism. It features globally leading case studies, examines critical new research and policy, and outlines emerging issues and opportunities for growth.

Department of the Environment Education Center

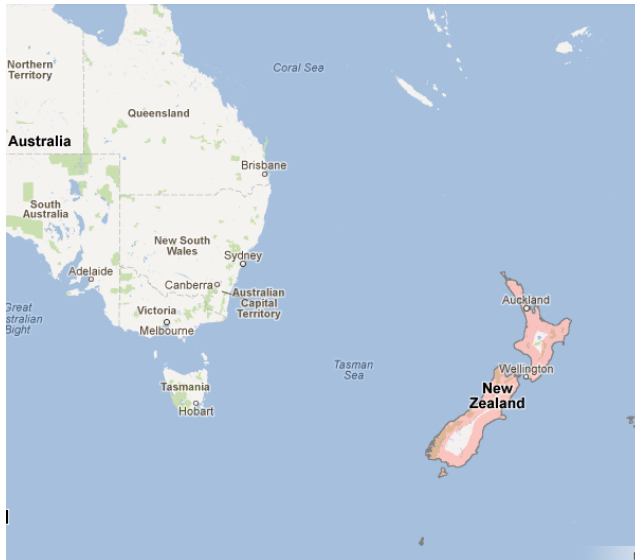
The Department of the Environment provides a range of educational resources and information to generate awareness and interest in the sustainable management of Australia's environment, natural resources and heritage. These guides are primarily elaborated for teachers and students, to provide them with a greater understanding and appreciation of Australia's environment and heritage and to promote a sustainable way of life.

Further information is available online at <http://155.187.3.82/about/education/index.html>



3.3 New Zealand

3.3.1 Country profile



Data	New Zealand	World ranking
Capital	Wellington	
Official Language(s)	English, Maori	
Area (km ²)	270,000	74
Population	4,400,000	122
GDP (Billion US\$)	160	65
GDP (\$ per capita)	36,000	48
Number of tourist arrivals	2,511,000	
Number of hotels and similar establishments (2009)	5,000	
Number of rooms	32,000	
Tourism Contribution	10%	

Sources: <http://data.govt.nz/>; International monetary fund (IMF); UNWTO 2010

New Zealand is located in the southwestern Pacific Ocean, 1,500 km southeast from Australia. It comprises two main landmasses and numerous smaller islands.

3.3.2 Tourism Products

New Zealand is made up mainly by two large islands that have been geographically isolated from the rest of the world for centuries. It enjoys a moderate climate year round, which may vary slightly from North to South. The country is home to an unique range of flora and fauna in its national parks, forests and maritime reserves, though it has lost many of its native species since human settlement.

New Zealand's main tourism claims are:

- a) **Nature:** Its main reason for tourism, New Zealand is very rich in fauna and flora. 80% of trees, ferns and flowering plants are native. The country is also very famous for its unique birdlife. Natural tourism attractions range from national parks (13), maritime parks (3), World Heritage areas (2), nature and maritime reserves, and ecological areas. Approximately 33% of New Zealand's land area is set aside as public conservation lands and managed by the Department of Conservation.
- b) **Culture:** Maori traditions, history and language are essential to New Zealand's uniqueness and one of the country's main tourism attractions. Aspects of Maori culture such as traditions, food, song, dance and stories are being incorporated into mainstream tourism product.
- c) **Cruises:** A fast growing tourism sector and a great attraction for Western markets. Key destinations are the Bay of Islands, Auckland, Wellington and Fiordland among others. One of the main challenges faced by the cruise sector is ensuring adequate infrastructure is in place to cater to demand. .



3.3.3 Sustainable tourism

New Zealand is an international reference in sustainability:

2012 Ranking Environmental Performance Index¹⁸: 14th position.

2011 United Nations Development Programme: 5th position.

3.3.3.1 Institutions

Institutions	Type	Sustainable Development Role/Function
Ministry for the Environment	Public	Environment management. New Zealand climate change. Land management and use Water management and protection (fresh and coastal) Historic Heritage Conservation.
Department of Conservation	Public	Land, water, plant and animal conservation, heritage protections and managing threats Citizen's involvement in projects, boards, funding and consultation. Land and freshwater ecosystems and marine and coastal environment management. Parks & recreation
National Institute of Water and Atmospheric Research Limited	Public	Crown Research Institute responsible for conducting environmental science to enable the sustainable management of natural resources for New Zealand and the planet.
Energy Efficiency and Conservation Authority	Public	Energy efficiency policies and actions Guidance on being home healthy and energy efficient.
Ministry for Primary Industries	Public	Sustainable development of primary industries Fisheries and aquaculture management Marine environment management Biosecurity
Ministry of Business, Innovation and Employment	Public	Provides advice and policy support to the New Zealand Government to support business growth and the prosperity and wellbeing of all New Zealanders, including tourism policy, tourism statistics (alongside Statistics New Zealand) and major events. Also responsible for workplace health and safety, and energy and resources policy. Tourism unit focus is on growing the contribution of the tourism sector to the national economy.
Ministry for Culture and Heritage	Public	Responsible for New Zealand's cultural heritage.
Statistics New Zealand	Public	Environmental statistics
Tourism New Zealand	Public	Crown Entity responsible for marketing New Zealand offshore as a tourism destination. Responsible for New Zealand's national tourism website and the 100% PURE New Zealand brand. TNZ are also involved with Qualmark (quality assurance and environmental performance of New Zealand's tourism product and experience) and the SITE network (visitor information). TNZ works with the Ministry of Business, Innovation and Employment.
Tourism Industry Association (TIA)	Private	Representative of tourism associations working collectively on common issues. It represents and offers services that help and promote the future development of the tourism sector on a sustainable basis. One of its major projects is promoting environmental sustainability.
Sustainable Business Council	Private	Goal: provide business leadership as a catalyst for change toward sustainable development, and to promote eco-efficiency, innovation and responsible entrepreneurship

Source: New Zealand Government: <http://newzealand.govt.nz/browse/> and Organization individual websites.

¹⁸ EPI ranking evaluates countries on performance indicators that cover both environmental public health and ecosystem vitality.

The Ministry for the Environment:

New Zealand is greatly dependent on its natural resources. The primary production sector, the tourism industry and other businesses heavily use the country's land, water and other natural resources in their day to day activities. Because of this, the conservation and preservation of the environment is vital to the evolution of New Zealand's economy. The role of the Ministry for the Environment is to **ensure the necessary framework for the correct management of the country's environment and natural resources**.

More specifically:

- To create environmental management systems, including laws, regulations and national environmental standards
- To provide national direction through national policy statements and strategies
- To provide guidance and training on best practice
- To provide information about the health of the environment¹⁹

Overall, the Ministry contributes to the **correct use and management of the country's environment**. By dictating sustainably-friendly legislations and policies, and providing economic aids and guidelines, it helps in the cross-government's goal of developing a sustainable growth model.

Department of Conservation

The Department of Conservation helps maintain and increase products valued by New Zealanders, keeping **environmental conservation and cultural heritage protection** as its main priorities, by:

- Managing natural and historic heritage on roughly one third of New Zealand's land area, as well as marine environments
- Doing hands-on work with species and ecosystems
- Managing national parks, high country parks, forest parks, reserves, offshore islands, and historic sites
- Building and maintaining outdoor recreation facilities
- Working with tourism operators and others running businesses on public conservation areas
- Leading conservation research and science
- Sharing information and partnering with others including iwi, communities, non-government organisations, businesses, conservation boards, and central and local government
- Advocating for the conservation of natural and historic heritage²⁰

3.3.3.2 Long term strategies

New Zealand Tourism Strategy 2015:

The New Zealand Tourism Strategy 2015 (NZTS 2015) was published in 2007 and updated the previous New Zealand Tourism Strategy 2010. The NZTS 2015 responded to changes in the tourism sector, establishing a clear set of guidelines to make sure that New Zealand maximized its tourism potential. It was based on two principles, kaitiakitanga (guardianship) and manaakitanga (hospitality), which were a core focus of the country's approach to sustainability in the tourism sector.

The strategy laid out clear guidelines to ensure New Zealand's future tourism competitiveness, emphasizing the need to set clear goals towards environmental sustainability to respond to changes in global and local tourism market places. The plan was developed by the Ministry of Tourism and Tourism New Zealand, in collaboration with the Tourism Industry Association (TIA), representing the private sector.

Given the strong connection between the tourism industry and the country's economy and communities, there is a nationwide need to commit to sustainability. Accordingly, other strategies and initiatives that relate to tourism and will help achieve the country's sustainability goals are:

¹⁹ <http://www.mfe.govt.nz/about/about.html>

²⁰ <http://www.doc.govt.nz/about-doc/role/vision-role-overview-and-statutory-mandate/overview-of-docs-role/>



- the programme being implemented to develop Auckland as an internationally competitive city, with high-quality, attractive infrastructure, facilities, and streetscapes
- **New Zealand’s Digital Strategy**, which is being implemented to make sure that New Zealanders have the information and communications technology they need to do business
- the **New Zealand Emissions Trading Scheme**, which will encourage sectors across the economy, including tourism businesses, to find smart, efficient ways to cut back their emissions
- the **New Zealand Transport Strategy**, which seeks to ensure that there is a sustainable transport network throughout the country
- the economy-wide energy initiatives of the **Energy Efficiency and Conservation Strategy**²¹

Ministry of the Environment Statement of Intent:

The statement of intent is an indicator of the Ministry’s priorities for the following years. These serve as guidelines for actions and initiatives to be completed during this period. The importance of these priorities lies in their ability to promote stronger economic growth and sustainable management of the environment and ecosystems. For the period 2012-2015, these are:

- Improving New Zealand’s freshwater management
- Improving management of the Exclusive Economic Zone
- Resource management reforms
- Improving reporting of New Zealand’s environmental performance
- Adjusting the New Zealand’s Emissions Trading Scheme
- Constructive engagement in international climate change negotiations.²²

3.3.3.3 Tools to implement long-term strategies

a) Legislation

To promote the sustainable management and development of the country’s environment, and the protection of cultural heritage, wildlife, reserves and natural parks, both the Ministry for the Environment and the Department of Conservation have published several acts and policies²³.

Law	SUSTAINABILITY PILLARS				Organization
	EC	SC	EV	T	
Resource Management Act 1991					Ministry of Environment
Reserves Act 1977					Department of Conservation
Wildlife Act 1953					Department of Conservation
Environment Act 1986					Ministry of Environment
National Parks Act 1980					Department of Conservation
Building Act					Ministry of Business, Innovation and
Conservation Act 1987					Department of Conservation
Marine and Coastal Area Act 2011					Department of Conservation
Fiordland Marine Management Act 2005					Ministry of Environment
Hazardous Substances and New Organisms Act					Ministry of Environment
Waste minimization Act 2008					Ministry of Environment
Climate Change Response Act 2002					Ministry of Environment

²¹ New Zealand Tourism Strategy 2015: http://www.tianz.org.nz/content/library/FINAL_NZTS2015_HR.pdf

²² <http://www.mfe.govt.nz/publications/about/soi/2012/index.html>

²³ <http://www.mfe.govt.nz/laws/>

Soil Conservation and Rivers Control Act 1941.					Ministry of Environment
Ozone Layer Protection Acts 1996					Ministry of Environment
Climate Change Response Act 2002					Ministry of Environment
Anzac Day Act 1966					Ministry for Culture and Heritage
Arts Council of New Zealand Toi Aotearoa Act					Ministry for Culture and Heritage
Flags, Emblems and Names Protection Act					Ministry for Culture and Heritage
Historic Places Act 1993					Ministry for Culture and Heritage
Massey Burial Ground Act 1925					Ministry for Culture and Heritage
Museum of New					Ministry for Culture and Heritage
National War Memorial Act 1992					Ministry for Culture and Heritage
New Zealand Film Commission Act 1978					Ministry for Culture and Heritage
New Zealand Symphony Orchestra Act 2004					Ministry for Culture and Heritage
Protected Objects Act 1975					Ministry for Culture and Heritage
Seddon Family Burial Ground Act 1924					Ministry for Culture and Heritage
Sovereign's Birthday Observance Act 1952					Ministry for Culture and Heritage
Waitangi Day Act 1976					Ministry for Culture and Heritage

Key: Economic Pillar (EC), Socio- Cultural Pillar (SC), Environmental Pillar (EV), Transversal Pillar (T)

Resource Management Act 1991

The Resource Management Act 1991 is the basis of New Zealand's environmental legislation. It defines how the country manages its environment and natural resources: air, water, soil, biodiversity, the coastal environment, noise, subdivision and land use planning. The act includes what are known as "national environmental standards" which are regulations that apply nationally and prescribe technical standards, methods or other requirements for environmental matters.

These standards set guidelines to ensure people have clean air to breathe, clean water to drink and clean land to live on.

National Environmental Standards²⁴:

In effect	In development
<ul style="list-style-type: none"> Air quality standards Sources of human drinking water standard Telecommunications facilities Electricity transmission Assessing and managing contaminants in soil to protect human health 	<ul style="list-style-type: none"> Ecological flows and water levels Future sea-level rise Plantation forestry

b) Voluntary programs

Qualmark and Qualmark Green

Qualmark is New Zealand's official tourism quality assurance system, supported by the Government through Tourism New Zealand. This certificate is used to identify quality tourism products as well as businesses that operate in an ethical, professional and environmentally sustainable way. The Qualmark system is made up of a star grading system for accommodation and venues, and an endorsement for activities, transportation, visitor services and tour operators.

Although the certificate covers the tourism sector and practices broadly, there is a measurement that refers specifically to sustainability: **Qualmark Green**. All businesses that have obtained this logo have met minimum requirements such as: "having facilities in place for recycling and/or reductions in waste, completing and using an environmental checklist and the ability to verify all environmental claims."²⁵

²⁴ <http://www.mfe.govt.nz/laws/standards/index.html>

²⁵ http://www.newzealand.com/travel/trade/marketing-toolbox/qualmark/qualmark-green/qualmark-green_home.cfm

Those organizations that display the Qualmark Green logo must execute activities that promote sustainability such as:



Benefit	Actions
Energy Efficiency	Reducing the amount of electricity, gas and fuel used by the business.
Waste Management	Reducing and managing waste produced by the business (including the philosophy of 'Reduce, Reuse, Recycle and Rethink').
Water Conservation	Using water wisely through conservation and management.
Environmental Conservation	The business is helping to protect New Zealand's natural environment by contributing to conservation causes or participating in a conservation activity.
Community Support	The business provides support in the community in which they are located by helping out at community events or supporting community groups and charities.

Qualmark promotes Qualmark Green by promising that businesses who join will achieve the following:

- Give their customers confidence that the business is caring for this part of the world.
- Contribute to New Zealand's reputation as a sustainable destination.
- Make positive changes in their business helping both the environment and the local community.
- Enhance visitor experience.
- Benefit their business and its place in the community.²⁶

Green Globe Certification

Green Globe is an international travel and tourism industry certification program, promoting sustainable tourism. Green Globe members adopt the following actions to promote sustainability: limit the use of energy and water resources, reduce operational costs, contribute positively to local communities and their environment.

In 2001, Kaikoura, a local community in New Zealand, **was one of the first pilot communities in the country to work towards achieving this certification as a sustainable destination.** It was finally certified in 2004, raising the community's profile in the international tourism marketplace. Today, the levels of awareness and commitment to sustainability are notably higher throughout the whole community.

²⁶ Responsible Tourism Qualmark Accreditation: <http://www.med.govt.nz/sectors-industries/tourism/pdf-docs-library/tourism-research-and-data/other-research-and-reports/research-projects-and-reports/tourism-research-scholarship-reports/carasuk-responsible-tourism-qualmark-accreditation.pdf>

c) Funding

Fund management: The Ministry of the Environment provides the community with economical incentives that promote sustainably responsible actions and conservation of New Zealand's environment:

- **The Community Environment Fund** provides aids so citizens are empowered to take environmental actions. It ensures partnerships relating to practical environmental initiatives, community-based advice and awareness on environmental legislation.²⁷
- **The Environmental Legal Assistance Fund** provides not-for-profit groups with financial assistance to advocate for an environmental issue of high public interest in resource management cases.²⁸
- **The Crown Contaminated Sites Remediation Fund** funds the investigation, remedial planning and remediation of sites that pose a risk to human health and the environment.²⁹
- **The Fresh Start for Fresh Water Clean-Up Fund** and Crown funding helps protect Lakes Taupo and Rotorua.³⁰
- **The Waste Levy and Waste Minimization Fund** is to increase resource efficiency, reuse, recovery and recycling, and decrease waste to landfill.³¹

d) Research and statistics

Environmental information reporting: The Ministry of the Environment provides the Government with information on the environment and ecosystem management. This is important because it allows the Ministry to assess whether or not policies and regulations are effective, and aids in cross-governmental work to achieve sustainability. This qualitative information is obtained by:

- Tourism Satellite Account
- Reporting on the state of New Zealand's environment
- Developing tools and guidelines to encourage consistent, high-quality and comprehensive monitoring of New Zealand's environment
- Working in partnership with those who do the monitoring
- Carrying out surveys and monitoring, when other data sources are not available.³²
- In general, all Government Ministries provide statistics and reports to improve the range and quality of information used by the government and other departments.

e) Education and diffusion

Guides: A number of government departments, including the Department of Conservation and the Ministry for the Environment, publish guides and reports to advise users on issues related to sustainability, conservation and preservation of New Zealand's environment. Among these, **A Practical Guide on Protecting and Restoring New Zealand's Natural Heritage**³³ contributes to educating citizens by providing information about protection, management and restoration of native ecosystems. It presents steps for carrying out any management or restoration project. The Ministry of Business, Innovation and Employment published a series of **Sustainability Best Practice Guides**³⁴ for tourism that enumerate actions that may be useful tools for businesses. They are divided into: accommodation, food & wine, fresh water, land activities on location, land activities on the move, marine activities, transport operator and visitor attractions. These guidelines help businesses increase and promote their level of sustainability.

100% Pure New Zealand: Tourism New Zealand is a Crown organization responsible for marketing the country to the world as a tourism destination. Their major campaign is **100% Pure New Zealand**, which markets New Zealand to consumers, the travel trade and global media. Through the campaign, Tourism New

²⁷ <http://www.mfe.govt.nz/withyou/funding/community-environment-fund/>

²⁸ <http://www.mfe.govt.nz/withyou/funding/ela.html>

²⁹ <http://www.mfe.govt.nz/issues/hazardous/contaminated/remediation-fund.html>

³⁰ <http://www.mfe.govt.nz/issues/water/freshwater/fresh-start-for-fresh-water/cleanup-fund.html>

³¹ <http://www.mfe.govt.nz/issues/waste/waste-minimisation-fund/index.html>

³² <http://www.mfe.govt.nz/environmental-reporting/about/>

³³ <http://www.doc.govt.nz/publications/conservation/protecting-and-restoring-our-natural-heritage-a-practical-guide/>

³⁴ <http://www.med.govt.nz/sectors-industries/tourism/pdf-docs-library/information-for-tourism-businesses/>

Zealand often emphasizes the country's performance as a responsible tourism destination by promoting eco-tourism products and conservation initiatives.

Tourism Industry Association (TIA) Resources: On TIA's website, tourism operators can access a range of resources that can help businesses become more environmentally sustainable. Some of these are:

- TIA's Tourism Energy Efficient Programme
- The Sustainable Tourism Advisers in Regions (STAR): STAR advisors work with operators to help them improve business sustainability
- Responsible Tourism Programme operated by Qualmark³⁵
- Envirostep: entry level free environmental management tool
- Sustainable Business Network
- New Zealand Business Council for Sustainable Development
- Landcare Research
- Energy efficiency conservation authority business
- Green Globe
- New Zealand Trade and Enterprise

All of these provide tourism businesses with tools, recommendations, tips, actions, guidelines and practical information to help reduce their impact on the environment and increase their degree of sustainability.

New Zealand Business Council for Sustainable Development (SBC) Resources: The SBC has developed a series of guides on sustainability which promote sustainably-friendly actions. Some examples are: Procurement Guide, Emissions Guide, and Sustainable Supply Chains. Likewise, it publishes a series of reports that delve more deeply into environmental and sustainable development.³⁶

Sustainable TRENZ 2012: TRENZ is New Zealand's biggest annual international tourism event. Its main goal is to increase international awareness of New Zealand as a tourism destination and of the value of its tourism products. TRENZ 2012 event organizers encourage suppliers, exhibitors, buyers and visitors to engage in environmentally friendly practices to reduce waste, conserve energy and other resources.

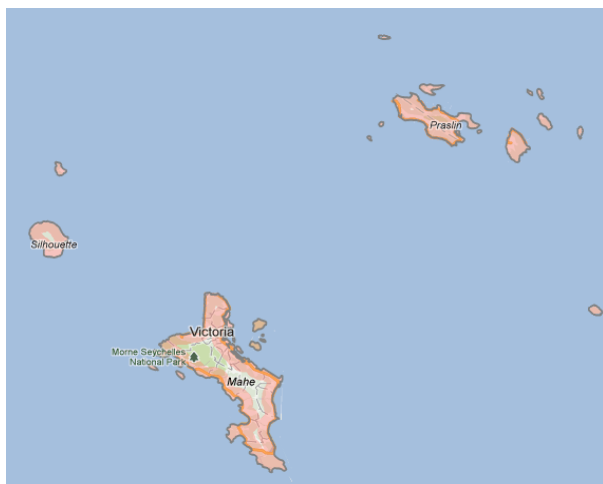
³⁵ Qualmark: New Zealand's tourism's official quality assurance organisation

³⁶ <http://www.sbc.org.nz/resources-and-tools>



3.4 Republic of Seychelles

3.4.1 Profile



Data	Seychelles	World ranking
Capital	Victoria	
Official Language(s)	French, English, Seychellois Creole	
Area (km2)	450	179
Population	91,000	182
GDP (Billion US\$)	1	183
GDP (\$ per capita)	11,000	54
Number of tourist arrivals	191,000	
Average length of stay (days)	10,4	
Number of rooms	2,510	

Sources: www.egov.sc/; International monetary fund (IMF); UNWTO 2010

The Republic of Seychelles is an island country located in the Indian Ocean, about 1,500 km east of mainland Africa, and northeast of the island of Madagascar.

3.4.2 Tourism Products

The Seychelles are formed by 115 granite and coral islands popular for sun and beach lovers. The climate is warm year-round and varies little throughout the seasons. It is very rich in biodiversity, home to unique endemic species (like the Coco-di-mer) and around 50% of the country's area is protected in national parks and reserves (two UNESCO World Heritage sites).

The Seychelles' main tourism claim is:

- a) **Sun and Beach:** the country island is popular for its white-and-thin-sand beaches and clear waters. The main tourism attractions are *Island Hopping*, diving and fishing. There are two main groups of islands:
 - a. Inner islands: cultural and economic hub of the Seychelles and centre of the tourism industry. Top destinations are: Mahé, Praslin and La Digue
 - b. Outer islands: very remote and inhabited. Accommodation is only available in Alphonse and Desroches.

3.4.3 Sustainable tourism

3.4.3.1 Institutions

Organization	Type	Sustainable Development Role/Function
Ministry of Environment and Energy (MEE)	Public	Safeguard the natural environment of Seychelles and ensure that all development is properly planned and executed in a sustainable manner
Environment Department (part of MEE)		In charge of ensuring that all development is properly planned and executed in a sustainable manner.
Ministry of Tourism and Culture	Public	Develop the Seychelles brand, promoting the nation's cultural heritage and maximizing tourism potential and revenue
National Ecotourism Committee	Public	Engaged in the consultative process of developing <i>Seychelles Ecotourism Strategy for the 21st Century</i>
Ministry of Lands and Housing	Public	Planning of land use, territories and sources
Ministry of Natural Resources and Industry	Public	Management of fishing, agricultural and marine sectors
Seychelles Tourism Board (STB)	Public/private	Implementation of Seychelles' national tourism policy, promoting the destination, research, product development, monitoring of standards and coordination.
Sustainability4Seychelles	NGO	<i>Work towards social, ecological, economic & technological sustainability, and to inspire, inform & enable people to live, work & play in ways that benefit human & natural communities³⁷</i>

Sources: Seychelles government <http://www.egov.sc/>; Sustainable development strategy: <http://www.emps.sc/>

3.4.3.2 Long Term Strategies

Seychelles Strategy 2017

This strategy provides a template for sustained growth. Tourism being one of the Seychelles' main industries, its strategic objectives for the sector are:

- Increase Seychellois "stake holding" at all levels of the tourism industry
- Improve the Seychelles tourism product: Improvements in the industry will be based around diversification, destinations and distinction. The role of Government throughout this process will be to ensure the supply of infrastructure and support and the adherence to the highest standards of environmental protection
- Refocus position of Seychelles tourism product

In terms of the environment, the Strategy of 2017 dictates that the Government of Seychelles will invest in improved waste disposal and treatment and the sustainable management of natural resources. It will also introduce programs to raise public awareness of and contributions towards environmental protection.

Seychelles Sustainable Development Strategy 2011-2020

The **Environmental Management Plan of Seychelles (EMPS)** was first prepared by the Government of the Seychelles in 1990, covering a ten year period. This program provided funds to manage and conserve Seychelles' unique biodiversity. After its finalization, the EMPS 2000-2010 was developed to promote, coordinate and integrate sustainable development programs across all sectors of society.

Among others, the EMPS 2000-2010 proposed the following guiding principles.³⁸

- Maintaining Basic Ecological Integrity and Controlling Pollution: increase in protected areas and development of programs to strengthen capacity to manage them
- Coordination, integration and co-management across all sectors and society

³⁷ <http://www.s4seychelles.com/about-us-our-mission-and-objectives.html>

³⁸ http://www.emps.sc/index.php?option=com_content&view=article&id=26&Itemid=86

- Treating the Environment Holistically in all systems: social, political, cultural, economic and natural
- Application of a precautionary principle in recognition of the complexity of the environment
- Marketing of the Seychelles as an eco-destination

In terms of tourism, the government's policies tried to incorporate environmental conservation. In general, it referred to limiting hotel size and promoting the development of environmentally friendly infrastructures that fit harmoniously with the country's landscapes.

The new EMPS 2011-2020 continued with the objectives of the previous EMPS, ensuring continual improvement through innovative ideas, and conserving and sustaining developments of Seychelles Island.³⁹

Tourism Master Plan 2000

The draft for the tourism sector strategy that intends to regulate: the inappropriate use of land and zoning, destruction of natural habitats, malfunctioning of sewerage plants, continued sale of marine souvenirs and use of large amounts of natural resources.

Its management priorities⁴⁰ that contribute to the development of sustainable practices are:

- Develop and implement national eco-tourism policies, codes of conduct and products
- Limit and control the negative impact of tourism on the environment
- Limit natural resource consumption and encourage cleaner production in tourism establishments.
- Develop and strengthen institutional capacity to assist in improving tourism environmental management.

Seychelles ECO TOURISM STRATEGY for the 21st Century (2001-2010)

Developed by the Ministry of Tourism & Transport, Vision 21 recognizes the need to **establish a framework to guide and develop ecotourism in order to promote sustainable development**. The document served as an initiation and development of process that leads towards an ecotourism strategy for the Seychelles. As well as encouraging environmental conservation and preservation, Ecotourism 21 encompasses a respect for local and traditional cultures.

Vision 21 general outline of goals and strategies can be classified in the following categories:

- Eco-tourism activities related to the natural environment
- Marine-related activities
- Community-based activities
- Cultural heritage
- Handicrafts
- Public beach parks
- Redevelopment of central Victoria

³⁹ http://www.emps.sc/index.php?option=com_content&view=article&id=43&Itemid=83

⁴⁰ http://www.emps.sc/index.php?option=com_content&view=article&id=94&Itemid=144



3.4.3.3 Tools

a) Legislation⁴¹

The majority of acts and policies in the Seychelles refer to the protection and conservation of the country's environment and natural resources, which are vital to its tourism industry.

Law	SUSTAINABILITY PILLARS				Organization
	EC	SC	EV	T	
Tourism Incentives Act					MEE
Beach control act					MEE
Environmental protection act					MEE
Fire protection act					MEE
National parks and nature conservancy act					MEE
Birds egg act					MEE
Coco-de-mer management decree					MEE
Lightning on fires act					MEE
Wild animals birds protection regulation					MEE
Wild animals protection act					MEE
Forest reserve act					MEE
Seychelles pesticide control act					MEE
Fisheries act					MEE

Key: Economic Pillar (EC), Socio- Cultural Pillar (SC), Environmental Pillar (EV), Transversal Pillar (T)

b) Voluntary programs

Seychelles Sustainable Tourism Label: a voluntary, user-friendly certificate that is designed by the STB to inspire efficient and sustainable actions among hotels to safeguard both the country's biodiversity and its cultural heritage. Hotels are certified according to the following criteria:



- Management: policy, monitoring, health and safety. Sustainability practices are communicated to the staff, guests, and other stakeholders with the aim of raising the overall awareness of sustainability and creating a positive impression.
- Waste reduction: reducing, reusing and recycling.
- Minimizing water use: reduce water use through conservation and rainwater collection.
- Energy reduction practices and investment in energy-efficient technology.
- Staff: increase staffing opportunities given to local people.
- Local conservation activities.
- Community.
- Guests: importance of guests' satisfaction to the sustainability of the business.

The label entails certain **benefits** for its certified members⁴²:

- Support and transition to sustainable business practices
- Advice on the efficient use of resources leading to reduced business costs, the ability to demonstrate sustainable practices to staff, colleagues and customers and a more competitive and sustainable tourism industry in Seychelles that meets the growing demand for sustainable tourism services
- Provide valuable information for visitors and tourism intermediaries on sustainable tourism products, allowing them to make more informed travel choices

⁴¹ <http://www.lexadin.nl/wlg/legis/nofr/oeur/lxwesey.htm#Environmental Law>

⁴² Benefits of SSTL: <http://www.nation.sc/index.php?art=27672>



c) Funding

Government funded projects: The Ministry of Environment and Energy collaborates in a series of projects that promote sustainable development and conservation of the environment.

Environment	Energy
<ul style="list-style-type: none"> • Marsh Cleaning • Priority Drainage in Districts • Desalting Works • Conservation Rehabilitation Ecosystem • Conservation Endemic/Endangered Species • Biodiversity Centre • Culling Cattle Egret • Pollution Monitoring Control • Public Awareness Landfill Project under 9th EDF • PCU Operating Cost • Mainstreaming Adaptation to Climate Change • Recomap-Anse Royale Coastal Protection-Co financing 	<ul style="list-style-type: none"> • Electricity Act • IAEA study on New & Renewable Energy Master Plan and Capacity Building for SEC • Energy Efficient Act & Regulations • Seychelles Energy Master Plan • Tropical Building Code for Seychelles • Seychelles alternative energy project • Domestic funding Project Energy Labelling • La Digue electric vehicles experimentation • Energy Efficiency Awareness Programme

d) Education/diffusion

Education and Public Outreach Division: Part of the Ministry of Environment and Energy, the Division is in charge of both:

- **Promoting environmental awareness and understanding within the local community** through a wide range of activities and communication tools. It undertakes programs that strategically inculcate awareness, as well as promoting skills, positive attitudes, commitments, and active participation in environmental activities, through the integration of environmental concerns in the schools system, government agencies, districts and private sector.
- **Developing a clear, comprehensive and integral environment campaign** which will contribute towards the behaviour change towards sustainability within the Seychellois nation.

EIA Guidelines: “The Environment Department has a set of thirteen guidelines that set out preliminary environment assessment to be undertaken as assistance in project implementation that respects minimum environmental guidelines to ensure its environmental sustainability.”⁴³

The guidelines are designed to be self standing educational tools. They correspond to a set of recommendations that are classified as:

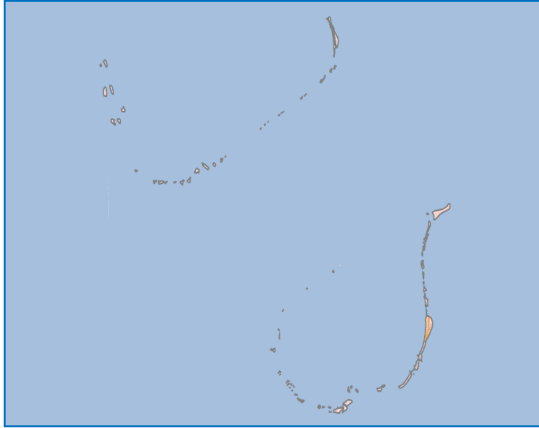
- Lower environmental impact project alternatives
- Management and training tools
- Monitoring tools
- Mitigating measures
- Practical hints and tips
- Examples of good practices
- Sources of additional information
- Dynamic nature of the guidelines
- Cross references with other sectors (agriculture, coastal zone management, construction, forestry, oil resources management...)

⁴³ <http://www.env.gov.sc/index.php/2011-07-27-09-41-00/2011-07-28-07-10-57>



3.5 Republic of Maldives

3.5.1 Profile



Data	Maldives	World ranking
Capital	Malé	
Official Language(s)	Dhivehi	
Area (km2)	300	185
Population	325,000	170
GDP (Billion US\$)	1.90	178
GDP (\$ per capita)	5,900	118
Number of tourist arrivals	792,000	
Average length of stay (days)	7.40	
Number of hotels and similar establishments (2009)	296	
Number of rooms	12,851	
Inbound tourism expenditure/GDP	33.8%	

Sources:

www.presidentymaldives.gov.mv/; International monetary fund (IMF); UNWTO 2010

The Republic of Maldives is an island country located in the Laccadive Sea, about 700 km southwest of Sri Lanka, and 400 km southwest of India.

3.5.2 Tourism Products

The Maldives consists of 1,190 coral islands grouped in 26 natural, ring-like atolls. Though today tourism is this economy's largest industry, it is a relatively new tourist destination, very attractive to visitors because of its tropical beaches and island-luxury-resorts.

The Maldives' main tourism asset is:

- a) **Sun and Beach:** The economy's main assets are its white sand beaches, inhabited islands and warm waters. It is also a typical destination to relax and unwind in one of the island-resorts which have been developed exclusively for tourism purposes and feature luxury services and accommodation. Although its vegetation and wildlife are limited, diving around the coral reefs is also very common due to its abundance and diversity of marine life. Top destinations are: Malé, Addu City, and Fuvahmulah.

3.5.3 Sustainable tourism

3.5.3.1 Institutions

Institutions	Type	Sustainable Development Role/Function
Ministry of Environment and Energy⁴⁴ (MEE)	Public	Objective: Protect the environment of the Maldives and planning the sustainable development and implementation of all aspects of energy, water, sanitation and meteorology. Strategy: Formulation of a sustainable development strategy to protect the environment.
Environmental Protection Agency (EPA)⁴⁵	Public	Goal: Promote environmental protection and conservation.
Ministry of Tourism, Arts and Culture⁴⁶	Public	Strategy: Conduct necessary research and implement strategies for sustainable development of tourism
Maldives Association of Tourism⁴⁷	Non-profit	Objective: promotion of tourism in the Maldives, coordination activities in the tourism industry with government policies
Maldives Tourism Promotion Board⁴⁸	Public	Responsible for the promotional activities of the Maldives. Encourages environmentally friendly tourism.

3.5.3.2 Long term Strategies

Seventh National Development Plan 2006-2010⁴⁹ (SNDP)

Published by the Ministry of Planning and National Development, it establishes the guidelines for the development of the Maldives during 2006-2010.

One of its **guiding principles** is to *ensure environmental sustainability*, being the optimal use of available natural resources and the protection of critical natural capital. The Maldives are especially vulnerable to climate change – more than 80% of the country's land lies only 1.5m above sea level - and consequently part of the strategy is oriented toward the development of sustainable and eco-friendly actions that reduce the effects of this phenomenon.

Likewise, the plan sets up a series of goals for the following years. The following goals especially promote sustainability and environmentally responsible development actions:

1. Enhance trade, support businesses and build competitive industries. There is a special mention of the tourism sector and ensuring environmental sustainability in the development and operation of all tourism products, striving for global excellence in environmental responsibility.
2. Create a sustainable built environment that ensures the preservation of cultural heritage and provides opportunities for equitable access to recreational and other infrastructure. In terms of heritage, the plan dictates as its main policy the preservation and promotion of the cultural heritage of the Maldives.
3. Protect the natural environment and make people and property safer. In order to achieve this goal, the plan proposes a series of actions that can be classified in categories depending on the field of action.

Category	Policies
Environmental Management	<ol style="list-style-type: none"> a. Conserve biological diversity for natural, traditional, cultural and economic needs of the people b. Enable management of solid waste to prevent impact on human health and environment through approaches that are sustainable and locally appropriate c. Develop the mechanisms for the appropriate management of hazardous wastes including chemical, healthcare waste and waste oil d. Reduce pollution to safeguard human health, protect the environment and promote sustainable development e. Improve the quality of environmental services provided to the island
Water Resource	<ol style="list-style-type: none"> a. Ensure availability of water for socio-economic development

⁴⁴ <http://www.environment.gov.mv/v1/office/mandate/>

⁴⁵ <http://epa.gov.mv/>

⁴⁶ <http://www.tourism.gov.mv/article.php?ald=1035>

⁴⁷ matimaldives.com

⁴⁸ <http://www.visitmaldives.com>

⁴⁹ Seventh National Development Plan 2006-2010 Maldives.



Third Tourism Master Plan 2007-2011⁵⁰ (TTMP)

Published by the Ministry of Tourism, Arts and Culture, the TTMP 2007-2011 stressed the issue of developing a sustainable tourism sector in the Maldives. In 2012, a review of this plan was formulated with the objective of extending the Master Plan's strategies up to the end of 2013.

For the TTMP 2007-2022, one of the main objectives was similar to the SNDP 2006-2010: ensuring environmental sustainability in the development and operation of all tourism products. To obtain this goal, it proposes a series of strategies that promote the conservation and preservation of the environment and the development of eco-friendly measures:

- Strengthen the environment regulatory regime pertaining to tourism related products and facilities
- Promote environmental conservation through marketing and awareness programs
- Strengthen environmental monitoring of coral reefs, dive sites and marine protected areas
- Encourage and facilitate resorts to implement Environment Management System (EMS)

As mentioned, in 2012 an extension of the TTMP was implemented, proposing additional actions to achieve the plan's main objective. In accordance to the previous strategies, these measures contribute to the development of a sustainable tourism sector, providing guidelines of what should be done nation-wide.

3.5.3.3 Tools for the implementation of long term strategies

a) Legislation

Law	SUSTAINABILITY PILLARS				Organization
	EC	SC	EV	T	
Constitution of the Republic of Maldives					Maldives Government
Regulation on the Protection and Conservation of Environment in the Tourism Industry					EPA
EIA- Regulations 2012					EPA
Environment Protection and Preservation Act (Law No. 4/93)					EPA
Regulation on leasing and development of islands for tourism related purpose					EPA
Regulation on Mining of Stone, Coral and Sand					EPA
Regulation on Uprooting of Trees and Palms					EPA
Regulation on Environmental Damage Liability					EPA
Law on Fishing in Maldives					EPA
Law on Sand Mining in Inhabited Islands					EPA
Law on Uninhabited Islands					EPA
Protected Marine Life					EPA
Regulation on Conservation of Old Trees					EPA
Law of Leased Islands in Maldives					EPA
Maldivian Whale Shark Tourist Encounter Guidelines					EPA
Prohibited marine product exports from Maldives					EPA
Desalination Plant Regulation					EPA

Key: Economic Pillar (EC), Socio- Cultural Pillar (SC), Environmental Pillar (EV), Transversal Pillar (T)

In addition to the laws mentioned above, there are additional laws only available in the local language:

- Bodu Kanneleege Masverikan Kurumaai Raajjein Export Kurumuge Gavaaidhu
- Dhivehi Raajeyge' Kan'du Sarahadhuge Thereyah Fethey Ulhandhu Thakaai Urey Ulhandhuthakaa Behey Gaanoonu
- HCFC Himeney Baavaiythah Beynun Kurun Manage Koh Control Kurumaa Behey Gavaaidhu
- Languvaa Thakechchaai Hovaa Thakechchaa Behey Gaanoonu
- Ruh Gas Gavaaidhu
- Thimaavettah Dhey Gellunthakah Joorimanaa Kan'daelhumaai Badhal Hodhumuge Gavaaidhu

⁵⁰ Third Tourism Master Plan 2007-2011 Maldives.

Regulation on the Protection and Conservation of Environment in the Tourism Industry

“The purpose of this regulation is to protect the environment in the tourism industry and to encourage and facilitate sustainable development of tourism”.⁵¹

The act establishes several clauses that protect the environment during building construction, ensuring the sustainable infrastructure development of the Maldives:

- It is mandatory to ask for permission of the Ministry of Tourism and Civil Aviation to carry out any activity that may cause damage or adversely affect the environment
- Tree protection in the construction of tourism related infrastructure
- Prohibition of water extraction
- Distance obligation between constructions and any vegetation line/beach
- Prohibition of construction in more than 20% of the island in order to preserve and maintain natural environments
- Regulation on use of pesticides and fertilizers
- Waste management regulation
- Storage of water regulation
- Sewage and waste water treatment

Constitution of the Republic of Maldives (Article 22):

This articles calls upon the protection of the country’s environment stating that it is the State’s duty to “protect and preserve the natural environment, biodiversity, resources and beauty of the country for the benefit of the present and future generations.”

It is the Government’s obligation to promote an environmentally-friendly economic and social strategy through eco-balanced sustainable development measures that fosters conservation prevents pollution, the extinction of any species and ecological degradation.

In accordance to the **TTMP 2007-2011**, the following actions regarding legislation were proposed:

- Issue environmental regulations for live-aboard vessels (safari vessels)
- Issue environmental regulations for hotels and guest houses

b) Voluntary programs

Carbon Neutral Plan 2020⁵²: The President of the Maldives announced in 2009 a plan to achieve carbon neutrality for the country by 2020. The goal was to achieve a sustainable 80-90% reduction in electricity emissions by 2020. To do so, the Maldives would use solar panels, delivering about 60% of the total electricity from these, windmills and a large biomass power station.

A voluntary tax was imposed on tourists visiting luxury resorts of the Maldives to rise up to \$100 million/year towards the achievement of the president’s carbon-neutral goal.⁵³

Through the **TTMP 2007-2011**, the following action regarding voluntary programs was proposed:

- Recognize environment friendly initiatives by tourism service providers and use such initiative in destination promotion

c) Research and Statistics

The Ministry of Tourism, Arts and Culture is in charge of publishing **annual statistics and monthly reports** on the tourism sector.

⁵¹ Regulation on the Protection and Conservation of Environment in the Tourism Industry

⁵² <http://www.guardian.co.uk/environment/2011/sep/22/maldives-help-carbon-neutrality-plan>

⁵³ http://www.msnbc.msn.com/id/48106404/ns/world_news-world_environment/t/maldives-eyes-million-tourist-tax-co-plan/#.UFnLD7KTsf4

In accordance to the **TTMP 2007-2011**, the following actions regarding research programs were proposed:

- Promote environment research based tourism to niche markets such as marine biologists, scientists and researchers
- Identify Environment Management System EMS resorts in destination service provider listings
- Complete registration of all the desalination plants, sewerage plants and energy systems in all the tourism related establishments

d) Education and diffusion

Future of Maldives Sustainable Development Social Media Campaign: Prior to Rio+20 Summit (2012), the Maldives launched a social media campaign on Facebook that detailed the work that the public sector was conducting towards eco-friendly commitments.

In the **TTMP**, the following actions regarding education campaigns were proposed:

- Showcase the diversity and fragility of the Maldives marine environment in marine and dive fairs
- Organise an international seminar on environmentally sustainable tourism
- Conduct EMS familiarisation workshops in association with Ministry of Environment, Energy and Water
- Conduct awareness programs to promote UNWTO's Global Code of Ethics for Tourism in all tourism activities
- Conduct awareness programs on Environment Act and Regulations for environment Protection
- Conduct awareness programs for local communities surrounding tourist establishments to reduce environment unfriendly activities
- Implement a standard to recognize and award socially responsible tourist establishments, in order to encourage social responsibility to extend tourism benefits to community
- Explore ways to identify how recreational activities and excursions arranged by resorts affect the environment

e) Reporting

The **TTMP** proposed the following actions regarding reporting programs:

- Conduct health checks of resort house reefs in partnership with resorts
- Conduct health checks of dive sites in partnership with site users
- Conduct health checks of marine protected areas in partnership with Ministry of Environment, Energy and Water and other Stakeholders

f) Others

Other **TTMP** programs proposed are to:

- Strengthen standards for sewage and waste water disposal for all tourist establishments
- Identify and enforce adaptation measures for climate change and disaster mitigation for the tourism industry from SNAP
- Identify possibilities for recycling programs in the resorts
- Incorporate tourism establishment's waste disposal to the National Waste Management System, being implemented at province and regional levels.
- Introduce a system for disposal of garbage in consultation with live-aboard operators
- Encourage implementation and utilization of renewable energy facilities in tourist establishments.



3.6 United States of America

3.6.1 Apec Member's profile



Data	USA	World ranking
Capital	Washington D.C.	
Official Language(s)	English	
Area (km2)	9,826,000	3
Population	312,000,000	3
GDP (Billion US\$)	15,000	2
GDP (\$ per capita)	48,000	11
Number of tourist arrivals	59,800,000	
Average length of stay (days)	8,50	
Number of hotels and similar establishments	51,000	
Number of rooms	4,800,000	
Inbound tourism expenditure/GDP	1,13%	

Sources: www.usa.gov/; International monetary fund (IMF); UNWTO 2010

The United States of America (USA) is located in North America, between the Pacific and Atlantic Oceans, and bordered by Canada to the north and Mexico to the south. The USA includes the State of Alaska, situated on the northwest corner of the continent and Hawaii, an archipelago in the mid Pacific Ocean.

3.6.2 Tourism Products:

The USA is one of the biggest economies in the world in terms of area, which allows for a wide variety of landscapes and climates. It is mostly a destination for urban travel, though it has numerous internationally famous natural parks and reserves like the Grand Canyon, Yosemite and Yellowstone National Parks.

USA's main tourism assets are:

- a) **Urban:** International iconic cities like New York, Las Vegas, San Francisco, Los Angeles and Chicago which are famous for their endless range of tourism offerings: monuments, museums and art galleries, buildings and architecture, restaurants, shopping districts, entertainment and nightlife.
- b) **Adventure:** Nearly every state offers a wide choice of adventure activities such as backpacking and hiking. Some of the United States interior states are less populated, where one can drive for kilometres without seeing any trace of civilization. The most famous natural destinations are:
 - a. The Grand Canyon in Arizona and the Colorado River,
 - b. Yellowstone National Park in the Rocky Mountains,
 - c. The Acadia National Park in the East, and
 - d. Yosemite National Park in the Pacific southwest.
 - e. Alaska: popular destination for ecotourism: nature, culture and wilderness. It features rivers, lakes, glaciers and protected coastal waters, popular for rafting, kayaking or jet boat riding.
- c) **Sun and Beach:** Florida, Hawaii and California are very popular destinations for seashore loving tourists, famous for their surfing beaches.
- d) **Entertainment:**
 - a. Las Vegas: a gambling and entertainment oasis for adults, it receives millions of tourists annually.
 - b. Universal Studios Orlando, Florida: movie theme park and two other full-sized theme parks and a CityWalk area. Includes three luxury on-site resort hotels.
 - c. Walt Disney World Orlando, Florida: resort that includes four separate theme parks, three water parks, and 99 holes golf on several courses and several shopping and dining areas among its entertainment facilities. It is a very popular destination for families.
 - d. Disneyland, California: amusement park divided into different Disney themes, with an entertainment and shopping district, and several hotels.



3.6.3 Sustainable tourism:

3.6.3.1 Institutions

The tourism sector and tourism strategies are managed at a State level and, consequently, there is no Federal department or ministry in charge of this sector's administration.

Institutions		Type	Sustainable development role/Function
US Environmental Protection Agency ⁵⁴		Public	Mission: protect human health and the environment. Environmental protection contributes to making communities and ecosystems diverse, sustainable and economically productive.
Office of Travel & Tourism Industries (OTTI) ⁵⁵		Public	Goal: Enhance the international competitiveness of the U.S.A. travel and tourism industry. Functions: Development and management of tourism policy, strategy and advocacy
U.S. Department of the Interior	Bureau Land Management ⁵⁶	Public	Mission: "To sustain the health, diversity and productivity of America's public lands for the use and enjoyment of present and future generations."
	US Fish & Wildlife Service ⁵⁷	Public	Collaboration in the conservation, protection and enhancement of fish, wildlife and plants and their habitats
	National Wildlife Refuge System ⁵⁸	Public	Mission: Administer a national network of lands and waters for the conservation, management and restoration of fish, wildlife and plant resources.
Council on Environmental Quality		Public	Develops and recommends policies that foster and promote the improvement of environmental quality , meeting with conservation, social, economic, and health requirements and goals, in accordance with the NEPA ⁵⁹ .
U.S. Department of Commerce	National Oceanic and Atmospheric Administration (NOAA) ⁶⁰	Public	Mission: to understand and predict changes in climate, weather, oceans and coasts; share knowledge and information with others; conserve and manage coastal and marine ecosystems and resources.
Advisory council on Historic Preservation ⁶¹		Public	Promotes the preservation, enhancement and sustainable use of our nation's diverse historic resources. Advises on national historic preservation policy.
U.S. Department of Agriculture	Natural Resources Conservation Service ⁶²	Public	Conservation leader for all natural resources, ensuring private lands are conserved, restored and more resilient to environmental challenges, like climate change.
U.S. Department of Energy ⁶³		Public	Mission: Address energy, environmental and nuclear challenges through transformative science and technology solutions.
National Renewable Energy Laboratory (NREL) ⁶⁴		Public	Through the Sustainable NREL program, the organization is committed to maximizing efficient use of resources, minimizing waste, pollution and serving as a positive force in economic, environmental, and community responsibility.

⁵⁴ <http://www.epa.gov/>

⁵⁵ <http://www.blm.gov/wo/st/en.html>

⁵⁶ http://www.blm.gov/wo/st/en/info/About_BLM.html

⁵⁷ <http://www.fws.gov/>

⁵⁸ <http://www.fws.gov/refuges/>

⁵⁹ National Environmental Policy Act's (NEPA): Its main goal is to obtain a "productive harmony" between humans and the human environment

⁶⁰ <http://www.noaa.gov/>

⁶¹ <http://www.achp.gov/>

⁶² <http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/home>

⁶³ energy.gov/

⁶⁴ http://www.nrel.gov/sustainable_nrel/



3.6.3.2 Long term strategies

As mentioned, Tourism strategies are handled on a State level. Each State has its own Department of Tourism that manages and administers matters regarding the sector and the promotion of sustainable tourism practices.

Environmental Protection Agency (EPA) Strategic Plan (2011-2015):

Developed by the EPA, the plan identifies the measurable environmental and human health goals for the following years and the appropriate guidelines to achieve these results:

- Goal 1: Taking action on climate change and improving air quality
- Goal 2: Protecting America's Water
- Goal 3: Cleaning up Communities and advancing sustainable development
- Goal 4: Ensuring the safety of chemicals and preventing pollution
- Goal 5: Enforcing environmental laws

The EPA aims to make sustainability a priority in terms of environmental protection, by innovation in science and technology, and by providing information and tools to encourage the reduction of environmental impacts.

3.6.3.3 Tools to implement long-term strategies

a) Legislation

The US legal framework is very extensive. A large number of laws, acts and policies complement the complex public governmental system. Every department has its own set of regulations that aid in the compliance of environmental standards and measures.

With the purpose of exemplifying, here is a list of several acts and articles that refer to environmental conservation and preservation of natural resources and cultural heritage.

- National Environmental Policy Act of 1969
- Environmental Quality Improvement Act of 1970
- National Wildlife Refuge Volunteer Improvement Act of 2010-Executive Order 12996
- Endangered Species Act
- Fish and Wildlife Act of 1956
- Alaska National Interest Lands Conservation Act
- National Historic Preservation Act of 1966

Regarding sustainability, the **Executive Order 13514 on Federal Sustainability** specifically sets goals for Federal Agencies and focuses on improving environmental, energy and economical performance. This Executive Order requires agencies to meet with the following set of targets⁶⁵:

- "30% **reduction** in vehicle fleet **petroleum use** by 2020;
- 26% improvement in **water efficiency** by 2020;
- 50% **recycling and waste diversion** by 2015;
- 95% of all applicable contracts will meet **sustainability requirements**;
- Implementation of the **2030 net-zero-energy building requirement**;
- Implementation of the **storm water provisions** of the Energy Independence and Security Act of 2007, section 438, and;
- Development of guidance for **sustainable Federal building locations** in alignment with the liveability. Principles put forward by the Department of Housing and Urban Development, the Department of Transportation, and the Environmental Protection Agency."

⁶⁵ <http://www.whitehouse.gov/administration/eop/ceq/initiatives/sustainability>

Under this Executive Order, Federal Agencies are required to develop, implement and annually update a Strategic Sustainability Performance Plan that will ensure they will meet with environmental, economic and energy goals.

With regards to the tourism sector and the promotion of responsible tourism and environmental sustainability, each state enacts its own set of policies to support their strategies.

b) Voluntary programs

As mentioned, all Federal departments provide voluntary programs that encourage private participation in the conservation of the USA economy's environment, natural resources and cultural heritage.

Preserve America: This is an example of a national initiative. It is implemented in cooperation with the Advisory council on historic preservation and with the help of several US Federal departments (agriculture, housing and urban development, transportation, and interior among others).

This initiative encourages and supports community efforts to preserve cultural and natural heritage. One of the main objectives of the program is to promote the sharing of knowledge about the USA's legacy with the goal of strengthening regional identities and national pride. The program requires local participation in preserving the USA cultural and natural assets to support the economic growth of communities.



Preserve America Communities designate communities to celebrate their heritage and protect its historical assets. The benefits of being designated are:

- White House recognition
- Eligibility to apply for grants
- Certification of Recognition
- Authorization to use the Preserve America Logo on signs, flags, banners and promotional material
- Inclusion in regional and national press releases

Energy Star Label: Energy Star is managed by the US Energy Department to protect the environment through energy efficient products and practices. The label is given to products that contribute significantly to reduce greenhouse gas emissions and other pollutants. The main cause is the inefficient use of energy and the program encourages business providing recommendations on sustainability practices, and advice.



c) Funding

All Federal departments provide funding and economical incentives that encourage private participation in the conservation of the USA's environment, natural resources and cultural heritage.

An example is the **Environmental Quality Incentives Program**⁶⁶. This is a voluntary program that provides financial and technical assistance to help plan and implement conservation practices that address natural resources concerns. It provides opportunities to improve soil, water, plant, animal and air management.

Other similar programs can be found on the Federal Department's websites.

⁶⁶ <http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs>

d) Research and statistics

An extensive set of information, statistics, reports and research analysis can be found on the US Government's websites. Some examples of these are:

- **Fed Stats**⁶⁷ provides access to a full range of official statistics and information regarding all Federal Departments.
- **Science.gov**⁶⁸: The website provides easy access to useful information, statistics and research results regarding the environment.
- **The Office of Travel and Tourism Industries** manages Travel & Tourism Statistics for the country, providing national and local data, and research results.

Education and Diffusion

The majority of US Federal Department websites enable links that provide with information and data about eco-friendly actions and sustainable development in the different industries.

An example is **AIRNOW website**⁶⁹, which was developed by the US EPA in collaboration with NOAA, the NPS and other tribal, state and local agencies. It provides the public with easy access to **national air quality information and climate change**. A second example is the EPA's website where users can find numerous resources on: air, climate change, land & cleanup, waste or water.

⁶⁷ <http://www.fedstats.gov/>

⁶⁸ <http://www.science.gov/>

⁶⁹ <http://airnow.gov/index.cfm?action=airnow.main>



3.7 Botswana

3.7.1 Profile



Data	Botswana	World ranking
Capital	Gaborone	
Official Language(s)	English, Setswana	
Area (km ²)	581,000	45
Population	1,800,000	143
GDP (Billion US\$) 2009	17.6	111
GDP (\$ per capita) 2009	9,400	74
Number of tourist arrivals	2,532,000	
Average length of stay (days)	2.20	
Number of rooms	6,600	
Inbound tourism expenditure/GDP	3.40%	

Sources: www.gov.bw/; International monetary fund (IMF); UNWTO 2010

Botswana is located in the interior of southern Africa, bordered by Namibia to the west and north, South Africa to the south and southeast, and Zimbabwe to the northeast.

3.7.2 Tourism Products

Botswana is predominantly flat and covered by the Kalahari Desert. The economy's main tourism claim is its wilderness and wild life, preeminent in the African Continent.

Botswana's main tourism asset is:

- a) **Nature:** 38% of the country consists of national parks, reserves and wild life management areas. Tourists generally visit Botswana on safaris (mobile or lodge) in the north and north-eastern part of the country, the best places to discover its fauna. Top destinations are:
 - a. Okavango Delta: the largest inland wetland in the world (13,000 km²)
 - b. Chobe National Park and Chobe River: rich in diversity, very high concentration of wildlife.
 - c. Central Kalahari Game Reserve: amongst the largest protected areas in the world (52,000 km²)

3.7.3 Sustainable Tourism

Botswana is an international reference in sustainability, promoting environmentally friendly practices that ensure sustainable growth and development and the conservation of the economy's ecosystems and biodiversity. In 2010, Botswana Tourism Organization won the Destination Stewardship Award issued by the World Travel & Tourism Council.



3.7.3.1 Institutions

Institutions	Type	Sustainable development role/ function
Ministry of Environment, Wildlife and Tourism (MEWT) ⁷⁰	Public	Role: to make Botswana a world leader in the management of the environment for sustainable development by developing and implementing policies, strategies and programs to provide leadership and professional guidance on all matters pertaining to the conservation and management of the economy's environment and its natural resources for sustainable development and tourism
Department of Waste Management and Pollution Control ⁷¹		Goal: to prevent and control pollution resulting from inappropriate and inadequate waste management practices
Department of Forestry and Range Resources		Goal: to conserve, protect and sustainably manage the economy's forest and rangeland resources
Department of Environmental Affairs ⁷²		Goal: to ensure protection of the environment and conservation of natural resources by formulating, coordinating and monitoring the implementation of national environmental policies, programs and legislation
Department of Wildlife and National Parks ⁷³		Goal: to effectively conserve the fish and wildlife of Botswana in consultation with local, regional and international stakeholders for the benefit of present and future generations
Department of Tourism ⁷⁴		Goal: to create a conducive environment for sustainable tourism development and growth that increases entrepreneurial and employment opportunities for Botswana and therefore improving the quality of life and optimizing the contribution of tourism to the economy
Ministry of Minerals, Energy and Water Resources (MMEWR) ⁷⁵	Public	Goal: to provide reliable, adequate and good quality water and energy services, and efficient administrative services for mineral exploitation by a motivated workforce, developing and implementing equitable, cost-effective and environmentally sustainable policies, programs and legislation
Water Affairs ⁷⁶		Goal: to assess plans, develop and maintain water resources for domestic, agricultural, commercial, industrial and other uses
Energy Affairs ⁷⁷		Goal: to direct and coordinate national energy policy and programs and to facilitate the availability of efficient, reliable, affordable and good quality energy services.
Ministry of Agriculture (MoA) ⁷⁸	Public	Goal: to develop on a sustainable and competitive basis the agricultural sector
Botswana Tourism Organization (BTO) ⁷⁹	Public	Goal: to promote best practice management systems across all tourism industry sector with a view to facilitate tourism development that is environmentally sustainable
Hospitality & Tourism Association ⁸⁰	Private	It promotes and encourages excellence in hospitality and tourism in Botswana. Its role is to ensure that all visitors enjoy consistently high standards of service from the entire hospitality and tourism industry.

⁷⁰ <http://www.gov.bw/>;

⁷¹ <http://www.gov.bw/>

⁷² <http://www.mewt.gov.bw>

⁷³ <http://www.mewt.gov.bw>

⁷⁴ www.botswanaturism.co.bw/

⁷⁵ www.mmewr.gov.bw/

⁷⁶ www.water.gov.bw

⁸¹ <http://www.gov.bw/>;

⁷⁸ www.moa.gov.bw

⁷⁹ www.botswanaturism.co.bw

⁸⁰ www.this-is-botswana.com



3.7.3.2 Long Term Strategies

Botswana Tourism Master Plan

The Tourism Master Plan was developed as basic guidelines to help decision-makers agree on the principles for tourism development in the long term, and to ensure that tourist activities are carried out on an ecologically sustainable basis. The general objectives of the tourism policies are to:

- Increase foreign exchange earnings and government revenues
- Generate employment, mainly in the rural areas
- Raise incomes in rural areas in order to reduce urban drift
- Generally promote rural development and stimulate the provision of other services in remote areas of the country
- Improve quality of national life by providing educational and recreational opportunities
- Project a favourable national image to the outside world

The plan defines the four main guidelines that must drive tourism development in the country:

- Product Diversification
- Citizen / Community Participation / Community Empowerment
- Private / Public Sector Partnership
- Ecological / Economic Sustainability⁸¹

Botswana National Ecotourism Strategy

The main objective of this strategy is to create an environment in which all elements of tourism development planning and management facilitate, promote and reward adherence to the key “principles” of ecotourism by all of those involved in the industry.

It is based on eight objectives:

1. To ensure that the planning, development and management of tourism in the country is consistent with the concept of sustainability
2. To facilitate the development of economically-viable and effectively-managed ecotourism enterprises
3. To increase the number of Botswana meaningfully involved in, and benefiting from, the tourism industry
4. To promote marketing initiatives which support the sustainable development and diversification of the tourism industry in Botswana
5. To enhance understanding of the concept of ecotourism among all stakeholder groups, and to raise awareness of the costs, benefits, opportunities and implication of ecotourism development for each
6. To facilitate the development of tourism infrastructure that minimizes negative impacts, maximizes the benefits of ecotourism, and is sensitive to target market expectations
7. To promote consistently high ecotourism standards throughout Botswana’s tourism industry in line with international target market expectations
8. To facilitate the development of Botswana’s ecotourism industry through improved inter and intra sectoral co-ordination and collaboration⁸²

It aims to complete the Botswana Tourism Master Plan and does not intend to address general tourism development issues.

⁸¹ Botswana Tourism Master Plan 2000

⁸² Botswana National Ecotourism Strategy



National Environmental Education Strategy and Action Plan

This plan aims to increase public awareness and understanding of the environment and its related issues in order to promote sustainable development and respond to the environmental challenges facing Botswana.

It contains seven objectives for the development of Environmental Education (EE):

- Integrate EE into the Formal Education System
- Increase public environmental awareness and participation
- Provide EE for Decision-Makers and Key Persons
- Build Capacity for Environmental Education
- Build Infrastructure for EE and Decentralize Activities
- Promote Coordination and Cooperation
- Monitor, Evaluate and Revise⁸³

3.7.3.3 Tools to implement long-term strategies

a) Legislation

Law	SUSTAINABILITY PILLARS				Organization
	EC	SC	EV	T	
Tourism Act					MEWT
Environmental Impact Assessment Act					MEWT
Public Health					Ministry of Health
Tribal Land Act					Min. of Lands and Housing
Town and Country Planning					Min. of Lands and Housing
State Land					Min. of Lands and Housing
Wildlife Conservation and National Parks Act					MEWT
Agricultural Resources Conservation Act 1974					MoA
Aquatic Weeds					MEWT
Noxious Weeds					MoA
Herbage Preservation Act 1977					MoA
Forest Act 1968					MoA
Fish Protection Act					MMEWA
Waste Management Act					MEWT
Atmospheric Pollution Prevention Act					MMEWA
Water Act					MMEWA
Waterworks Act					MMEWA
Mines, Quarries, Works and Machinery					MMEWA
National Monuments and Relics Act					Min. Labour and Home Affairs

Key: Economic Pillar (EC), Socio- Cultural Pillar (SC), Environmental Pillar (EV), Transversal Pillar (T)

b) Voluntary Programs

Botswana Ecotourism Certification System

Its main purpose is to encourage and support responsible environmental, social and cultural behaviour by tourism businesses and make sure they provide a quality eco-friendly product to consumers. It comprises a set of performance standards, which are designed to meet and exceed basic environmentally responsible standards or legislation⁸⁴.

All forms of tourism are assessed under two different sets of standards. Fixed tourist sites and accommodation facilities are assessed using the Accommodation Standards, while all mobile activities are assessed using the Ecotourism Standards.




⁸³ National Environmental Education Strategy and Action Plan

⁸⁴ <http://www.botswanaturism.co.bw/ecoCertIntro.php>

Both set of standards are grouped under seven principles:

1. Implementation of Sustainable Management Policies
2. Green and Responsible Marketing
3. Minimization of Negative Impacts on Environment by Physical Design and Operations
4. Visitor Experience, Impact and Interpretation
5. Maximization of Local (District) Community Benefits
6. Contribution to Conservation
7. Nature Interpretations

The certification system is structured in three levels to promote progress and encourage operators to improve their performance towards achieving the next certification level:

Certifications	
	<p>Basic entry level reflecting all the mandatory criteria required for a certification. Standards mainly deal with environment management systems.</p>
	<p>It has additional requirements than the Green level and is of higher standard.</p>
	<p>It upholds all the principles of ecotourism and is issued to those facilities that have met all the principles of ecotourism. It reflects commitment to and involvement with local communities in tourism development, nature conservation, environmental management and interpretation of the surrounding environment to the guests.</p>

Botswana Tourism, through its Quality Assurance Committee, is the body in charge of issuing the certifications.

Botswana Star Grading System

This system is used to differentiate the various quality levels of accommodation establishments. It combines objectivity, obtained from Grading Standards, and subjectivity from Grading Criteria. It is compulsory for all tourist enterprises licensed under the Tourism Act of 2009 and it is conducted bi-annually.⁸⁵

The Grading System identifies five types of accommodation:

- Fully serviced hotels
- Selected Hotel
- Domestic Guest House
- Commercial Guest House
- Self-Catering Establishment

Each of these types of accommodation is given 1 to 5 stars, depending on its quality levels.

It provides establishments with a marketing and quality assurance tool based on international recognized ratings and it helps them to benchmark their performance against a set of standards. It also serves as a pledge to commitment to quality, standards and service and allows for consumer choice.

⁸⁵ <http://www.botswanaturism.co.bw/gradingIntroduction.php>

c) Funding

Community Conservation Fund

The Fund was established to defray some of the costs to Community Based Organizations of acquiring the necessary skills and undertaking various activities related to the managed use of natural resources and the conservation of wilderness and wildlife.⁸⁶

The Ministry of Environment, Wildlife and Tourism administrates the fund.

Conservation Trust Fund

The Conservation Trust fund was established to allocate all the funds from the sale of ivory to Japan to elephant conservation and development projects for communities living within the elephant range.

This fund is administered by the Ministry of Environment, Wildlife and Tourism.⁸⁷

d) Research and Statistics

Department of Tourism's Research and Statistics Division

The Division is responsible for:

- Policy and legislation development
- Preparation of national tourism development plans
- Development of tourism enterprises
- Research and inventory Botswana's tourism assets
- Co-operation with the Central Statistic Office on the design of statistical information⁸⁸

e) Education / Diffusion

Botswana Ecotourism Best Practices Manual

This manual provides guidelines to the industry in order to help them achieving responsible tourism status. These guidelines contribute to environmentally responsible tourism operations, to attract environmentally responsible tourists and assist in the protection of Botswana's precious resources for future generations.

Training and Education Section

This Department of Tourism section is in charge of:

- Identifying suitable training institutions and programs of interest to the department and to the industry in general
- Make recommendations on the best use of Vocational Training Centres and the University of Botswana to train for the tourism industry
- Plan and implement training programs for the tourism industry
- Raise tourism awareness in the country⁸⁹

⁸⁶ http://www.mewt.gov.bw/DWNP/article.php?id_mnu=227

⁸⁷ http://www.mewt.gov.bw/DWNP/article.php?id_mnu=227

⁸⁸ http://www.mewt.gov.bw/DOT/article.php?id_mnu=19

⁸⁹ <http://www.gov.bw/en/Ministries--Authorities/Ministries/Ministry-of-Environment--Wildlife-and-Tourism/>

3.8 Final learnings

The purpose of the previous benchmark was to deeply analyze the seven economies chosen, which are considered international references because of their prominent involvement in sustainability (economically, environmentally and socially).

In general, these economies have been popularly labelled as 'references' because of the strong commitment of their public and private organizations to the promotion of sustainability, and more specifically, given the goals of this project, because of the greater emphasis that their governments make regarding sustainability in the tourism industry.

Overall, we can extract the following conclusions, which serve as common guidelines that all stakeholders should have in mind when considering sustainability:

- The country's long-term national strategy should include, and specially emphasize, the necessity of promoting sustainability across all sectors of the economy, including tourism
- The public sector's strong support is necessary to promote and encourage sustainability at a destination level
 - An adequate legislative framework and the establishment of specific organizations to ensure its accomplishment
 - The creation of voluntary programs that incentivize the private sector to adopt sustainable actions and measures in their operations and activities. An example of these are national certifications that entail benefits for certified organizations
 - Development of economic incentives: funding programs and grants, or fiscal benefits that encourage smaller communities to adopt sustainable practices
 - Education and diffusion campaigns that promote sustainable development and increase awareness in the wider community.

3.9 Tourism Indicators User Manual and Tourism Sustainability Assessment Tool

In order to allow all APEC Economies to evaluate, monitor and control tourism sustainability in destinations, a **Tourism Indicators User Manual** and a **Tourism Sustainability Assessment Tool** have been developed as part of this APEC project.

The **Tourism Indicators User Manual** and **Tourism Sustainability Assessment Tool** - <http://www.apec.org/Press/Misc/tourismtool> - are intended for the use of destination managers and/or authorities and other stakeholders in the tourism industry and should be used as the baseline for managing sustainable tourism development. The Manual and Tool should be adapted to the specific needs of each destination without neglecting any of the principles of sustainability.



4 Annexes

The following sources have been consulted in the development of this report.

- Multilateral organizations:
 - WTO. International Indicators for Sustainable Development of Tourism. 2004
 - UNEP – WTO. Making Tourism more Sustainable – A Guide for Policy Makers. 2005
 - YALE UNIVERSITY: 2012 Ranking Environmental Performance Index
 - UNESCO WORLD HERITAGE CENTER. <http://whc.unesco.org/>
 - INTERNATIONAL UNION FOR CONSERVATION OF NATURE. <http://www.iucn.org/>

- National organizations:
 - CANATUR: Code of Ethics.
 - CANATUR: Website: <http://www.canatur.org/>
 - COSTA RICA ICT: National Sustainable Tourism Plan of Costa Rica 2010 – 2016
 - COSTA RICA'S OFFICIAL TOURISM WEBSITE: <http://www.visitcostarica.com/>
 - NEW ZEALAND'S GOVERNMENT: <http://newzealand.govt.nz>
 - NEW ZEALAND'S DEPARTMENT OF CONSERVATION: <http://www.doc.govt.nz/>
 - NEW ZEALAND'S OFFICIAL TOURISM WEBSITE: <http://www.newzealand.com/>
 - NEW ZEALAND'S MINISTRY FOR THE ENVIRONMENT: <http://www.mfe.govt.nz/index.html>
 - AUSTRALIAN TRADE COMMISSION <http://www.austrade.gov.au/Pages/default.aspx>
 - TOURISM AUSTRALIA: <http://www.tourism.australia.com/>
 - AUSTRALIA'S DEPARTMENT OF AGRICULTURE, FISHERIES AND FORESTRY : <http://www.daff.gov.au/>
 - SUSTAINABLE TOURISM AUSTRALIA: <http://www.sustainabletourismaustralia.com/>
 - AUSTRALIA'S DEPARTMENT OF THE ENVIRONMENT: <http://www.environment.gov.au/>
 - SEYCHELLES SUSTAINABLE DEVELOPMENT STRATEGY: <http://www.emps.sc/>
 - SEYCHELLES legislation: <http://www.lexadin.nl/>
 - SEYCHELLES Nation online: <http://www.nation.sc/>
 - SEYCHELLES' GOVERNMENT: <http://www.env.gov.sc/>
 - MALDIVES MINISTRY OF ENVIRONMENT AND ENERGY: <http://www.environment.gov.mv/>
 - MALDIVES MINISTRY OF TOURISM, ARTS AND CULTURE: www.tourism.gov.mv/
 - MALDIVES, Seventh National Development Plan 2006-2010 Maldives
 - MALDIVES, Third Tourism Master Plan 2007-2011 Maldives.
 - U.S. ENVIRONMENTAL PROTECTION AGENCY: <http://www.epa.gov/>
 - U.S. DEPARTMENT OF THE INTERIOR, BUREAU OF LAND MANAGEMENT: <http://www.blm.gov/>
 - U.S. FISH & WILDLIFE SERVICES: <http://www.fws.gov/>
 - U.S. DEPARTMENT OF COMMERCE, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION: <http://www.noaa.gov/>
 - U.S. ADVISORY COUNCIL ON HISTORIC PRESERVATION: <http://www.achp.gov/>
 - U.S. NATURAL RESOURCES CONSERVATION SERVICE: <http://www.nrcs.usda.gov/>
 - U.S. NATIONAL RENEWABLE ENERGY LABORATORY: http://www.nrel.gov/sustainable_nrel/
 - U.S. WHITE HOUSE: <http://www.whitehouse.gov/>
 - U.S. FEDERAL STATISTICS: <http://www.fedstats.gov/>
 - BOTSWANA: Botswana Tourism Master Plan 2000
 - BOTSWANA : Botswana National Ecotourism Strategy
 - BOTSWANA: National Environmental Education Strategy and Action Plan
 - BOTSWANA TOURISM: <http://www.botswanaturism.co.bw>

- BOTSWANA MINISTRY OF ENVIRONMENT, WILDLIFE AND TOURISM:
<http://www.mewt.gov.bw>
- BOTSWANA GOVERNMENT: <http://www.gov.bw/>

- Private organizations:
 - QUALMARK, NEW ZEALAND'S Responsible Tourism Accreditation:
<http://www.qualmark.co.nz/>
 - ECOTOURISM AUSTRALIA: <http://www.ecotourism.org.au>
 - SEYCHELLES4SEYCHELLES: <http://www.s4seychelles.com/>
 - THE GUARDIAN: *Maldives crowdsources 2020 carbon neutral plan*:
<http://www.guardian.co.uk/environment/2011/sep/22/maldives-help-carbon-neutrality-plan>
 - NBC NEWS, *Maldives eyes \$100 million tourist tax for CO2 plan*:
http://www.msnbc.msn.com/id/48106404/ns/world_news-world_environment/t/maldives-eyes-million-tourist-tax-co-plan/#.UFx5mbKTsf5
 - U.S. AIRNOW: <http://airnow.gov>

The data used to complete the tables in the Profiles in Section 3 have been sourced from the following:

Data	Source
Capital	National government websites
Official Language(s)	National government websites
Area (km ²)	International monetary fund (IMF)
Population	International monetary fund (IMF)
GDP (Billion US\$)	International monetary fund (IMF)
GDP (\$ per capita)	International monetary fund (IMF)
Number of tourist arrivals	UNWTO 2010
Average length of stay (days)	UNWTO 2010
Number of hotels and similar establishments	UNWTO 2010
Number of rooms	UNWTO 2010
Inbound tourism expenditure/GDP	UNWTO 2010

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Produced by

Christophe de Bruyn - cdebruyn@tladvisors.com



Tánger 98, 7^a planta

08018 Barcelona, Spain

Tel: (+34) 93 206 4343

Fax: (+34) 93 280 3516

tladvisors@tladvisors.com

www.tladvisors.com

For

Asia-Pacific Economic Cooperation Secretariat

35 Heng Mui Keng Terrace

Singapore 119616

Tel: (65) 68919 600

Fax: (65) 68919 690

Email: info@apec.org

Website: www.apec.org

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