ESTET

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Module 1. Sustainable tourism development

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Key words

Sustainability principles, Sustainable tourism, Regenerative tourism, Tourism impacts, Tourism stakeholders' engagement, Tourism limiting factors, Measuring sustainable tourism, Management practices, Tourism strategies and planning, Certification systems, Governance mechanisms, Educational capacities, Awareness raising, Behaviour's changes

Learning objectives	As a result of engaging with the materials in this module, learners are intended to achieve the following learning outcomes: ▪ *Knowledge*: Awareness of sustainability-related (green) skills required in the tourism sector. Knowledge of instructional design approached suitable for teaching green skills. ▪ *Skills*: Ability to construct learning content and teaching/learning process based on single-concept learning, inquiry-based learning, service-learning approaches. ▪ *Attitudes*: Positive attitude to putting students in the position of active participants in their own learning.
Methods	**The methods** to be used in the delivery of Module 1 include: ▪ ***Autonomous learning*** by reading and studying the module materials and the complementary sources and links provided in the materials. ▪ ***Active learning***, i.e. implementation of learning activities developed for practical teacher training sessions. **Assessment** of the degree of mastery of the module content will be performed in the form of: ▪ ***Self-assessment*** by completing the self-test questions at the end of the module.
Time schedule	The **estimated time** to cover the module is as follows: ▪ Learning content (self-directed learning): *8 hours* ▪ Self-test questions: *5 – 10 minutes* ▪ Workshop dedicated to practical activities developed for Module 1: *8 hours*

Introduction

The module introduces the concept of sustainability in tourism, an overview of tourism development trends and the growth of sustainable tourism, finishing with implications for the design and delivery of tourism offers resulting from shifts in customer demand for more sustainable tourism products and services.

Unit 1.1 starts with an overview of the three pillars of sustainability and how they are connected to Sustainable Development Goals and to long-term, responsible destination management. It provides a brief introduction to the growing concept of regenerative tourism that build upon sustainable tourism but goes a step further. The social, environmental and economic sustainability is explained through the United Nation's 12 Aims for Sustainable Tourism that aim at minimising the negative and maximising the positive tourism impacts. Examples of negative impacts of tourism as well as the ways to mitigate them by responsible behaviour are also provided. The GSTC Criteria - the minimum that any tourism business, governments, and destinations should aspire to reach economic, social, cultural and environmental sustainability – are explained in the module.

Unit 1.2 covers various frameworks and initiatives for measuring sustainability in tourism that help achieve the new, post-pandemic global vision for stronger and more sustainable tourism. It explains several actions to be considered when planning and manage tourism sustainably, and how applying sustainability principles to the development of tourism strategies and planning is central to reduce tourism pressures and to increase economic, social and territorial cohesion.

Unit 1.3 explains how various governance mechanisms as well as awareness raising activities influence the much-needed behavioural changes of a variety of tourism stakeholders towards being more socially and environmentally sustainable. The rising consumer interests in more sustainable tourism products have already begun influencing existing models towards more respectful and fair trends/approaches that will reduce tourism pressures through the creation, development and promotion of alternative, more sustainable tourism models and product offer.

1.1 Three pillars of tourism sustainability

To many people, sustainability is about protecting the natural environment. However, there is far more to the environment than just the natural landscape, and increasing the benefits from tourism for the local residents, tourism businesses and tourists need to be taken into account. Environmental sustainability should not be confused with full sustainability, which also need to balance economic and social factors.

The last 20 years have witnessed a surge in publications and discussions on 'sustainability', understood as 'meeting the needs of the present without compromising the ability of future generations to meet their own needs'. This is based on the most frequently quoted definition of

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sustainable development from the UN World Commission on Environment and Development's report _Our Common Future_, also known as the Brundtland Report[1], published in 1987. The principles of sustainability, often referred as 'the three pillars' are the interconnected foundations of what the concept represents: the economy, the society, and the environment. These principles are also informally used as profit, people and planet.

They are primarily used interchangeably, and typically presented graphically in the form of three intersecting circles of economy, society and environment, with sustainability being placed at the intersection (Fig 1). The 'cultural' element is often added to the social pillar, making it 'socio-cultural' sustainability. The origins of the 'three-pillar' paradigm have also been attributed to the Brundtland Report calling for 'a new era of economic growth—growth that is forceful and at the same time socially and environmentally sustainable'[2].
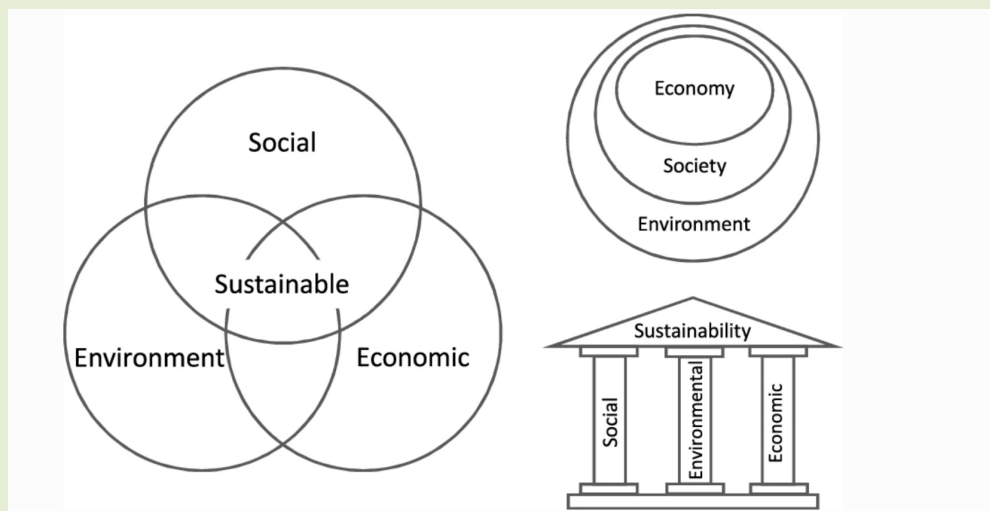

Figure 1 The typical representation of sustainability as three intersecting circles. Right, alternative depictions: literal 'pillars' and a concentric circles approach[3]

1.1.a. Sustainability in tourism

Specifically in the tourism context, sustainability has emerged as a critical concern that must be addressed in any viable tourism development strategy. The UN World Tourism Organisation (UNWTO) defines 'sustainable tourism' based on the three pillars 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'[4].

Tourism development should hence have a _sustainable approach_, to be able to promote economic growth in the long-term while maintaining a balanced use of natural resources, benefitting the local communities in destinations. In other words, **sustainable tourism means tourism which is**

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[1] https://www.iisd.org/about-iisd/sustainable-development

[2] https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf

[3] Purvis, B., Mao, Y. and Robinson, D (2019), Three pillars of sustainability: in search of conceptual origins. _Sustainability Science_ volume 14, pp. 681–695; https://link.springer.com/article/10.1007/s11625-018-0627-5/figures/1

[4] https://www.unwto.org/EU-guidebook-on-sustainable-tourism-for-development

economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community.

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the economic, socio-cultural and environmental aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

1.1.b. Tourism and Sustainable Development Goals

In the framework of the 2030 Agenda for Sustainable Development and its Sustainable Development Goals (SDGs), it was accepted that tourism can play a significant role in delivering sustainable solutions[5]. The SDGs developed by the UN have evolved an 'integrated' approach underpinned by the three pillars, adopting 17 broad goals over a smaller number of categorisations[6] to promote sustainable tourism practices to mitigate negative impact of tourism. Tourism has the potential to contribute, directly or indirectly, to all 17 SDGs. In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

1.1.c. 'Triple bottom line'

In 1993, Professor John Elkington coined a term 'triple bottom line' (TBL), a sustainability framework that examines a company's social, environment, and economic impacts. He argued that success or failure on sustainability goals cannot be measured only in terms of economic profit and loss, but also in terms of the wellbeing of people and the health of our planet. Interestingly, 25 years later in the Harvard Business Review (June 2018), he called to rethink the TBL and 'step up' our efforts 'spurring the regeneration of our economies, societies, and biosphere'[7]. Three years later, in June 2021, the United Nations launched the UN Decade on Ecosystem Restoration[8] that 'calls for stepping up efforts to prevent, halt and reverse degradation of areas such as grasslands, forests, oceans and mountains' because 'business as usual is not an option'[9].

1.1.d. Sustainable and regenerative tourism

The growing recognition globally for 'stepping up' the efforts mentioned by Elkington to restore and regenerate our planet in many industries has a significant effect on the tourism industry. The concept of regenerative tourism that builds up on sustainable tourism but goes a step further has been getting more and more recognition worldwide since 2019[10]. Going a step further means that tourism leaves a place better than it was before ('regenerative tourism') rather that leaving it as it is and not making it worse ('sustainable tourism')[11]. Anna Pollock, one of the most respected global tourism thinkers, calls regenerative tourism '*the Natural Maturation of Sustainability*' that enabled destinations to thrive and flourish[12]. Another global thinker, prof Dianne Dredge, argues that regenerative tourism '*can't be unseen*' because 'it is a space where *many tourism and non-tourism professionals are working to*

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[5] UNWTO, 2018, Tourism for SDGs

[6] https://sdgs.un.org/goals

[7] https://hbr.org/2018/06/25-years-ago-i-coined-the-phrase-triple-bottom-line-heres-why-im-giving-up-on-it

[8] https://www.decadeonrestoration.org/

[9] https://news.un.org/en/story/2021/06/1093362

[10] https://hub.wtm.com/what-is-regenerative-tourism-and-how-should-we-deliver-it/

[11] https://rootedstorytelling.com/sustainable-development/regenerative-tourism/

[12] https://medium.com/activate-the-future/regenerative-tourism-the-natural-maturation-of-sustainability-26e6507d0fcb

deliver new kinds of opportunities, experiences, collaborations and innovations in pursuit of a regenerative future'[13].

There is an ongoing debate what sustainable and regenerative tourism mean for tourism destinations, businesses, local communities and tourists (how they can benefit them). In this debate, it is important to remember that: sustainable tourism is the foundation for regenerative tourism; they should not be seen as competing, and they are not mutually exclusive (focussing on one doesn't mean retracting from or diminishing the other)[14].

1.1.e. Economic, socio-cultural and environmental impacts

Tourism causes economic, socio-cultural and environmental impacts. Some destinations experience more negative than positive impacts, and vice versa; this can also change over time and some impacts can grow or diminish. The continuous growth of tourism causes growing stress on biologically diverse habitats and on local and Indigenous cultures, which are often used to support mass tourism. The negative environmental impacts are particularly visible in natural and protected areas. For example, infrastructure (such as hiking trails, lookouts, signs, visitor centres, etc.) cause construction noise, waste generation, pollution, excessive use of natural resources. Human activities within a protected area can disturb the behaviour of animals. Increasing urbanization results in many nocturnal skies being no longer dark, disrupting wildlife's natural reproductive cycles, predation and migration behaviour. Also, noise pollution can cause changes in animal behaviour and spatial distributions. The accommodation sector contributes to carbon emissions through heating, air-conditioning and provision of guest facilities, and can alter the traditional landscape of the area. The water consumption of a tourist on holiday might exceed 10-100 times the water consumption of local inhabitants. Increased waste (including human waste) is another increasing and well recognized challenge[15].

Sustainable tourism is about minimizing the negative and maximizing the positive impacts through planned, inclusive (of all stakeholders) and long-term responsible destination management. This is well captured in the **12 Aims for Sustainable Tourism**, suggested in 2005 by the UNWTO and the UN Environment Programmme (UNEP)[16], highlighted below in bold.

Economic Sustainability and maximising the positive economic impacts of tourism means:

1. Ensuring Economic Viability and competitiveness of tourism destinations and businesses, so that they prosper long-term;
2. Maximising Local Prosperity from the contribution of tourism to the local economy, and minimising leakages;
3. Providing and strengthening Employment Quality of local jobs created and supported by tourism without discrimination by gender, race, disability or in other ways, and contributing to poverty alleviation.

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[13] https://www.thetourismcolab.com.au/post/regenerative-tourism-rising-and-why-it-can-t-be-unseen

[14] https://www.thetourismcolab.com.au/post/sustainable-tourism-and-or-regenerative-tourism-to-make-tourism-better-we-do-need-to-get-it

[15] https://sustainabletourismtraining.eu

[16] In 2005, the UNWTO and the UN Environment Programmme (UNEP) published the guide for policy-makers, "*Making Tourism More Sustainable*", including 12 Aims for Sustainable Tourism, which were later incorporated into the GSTC Criteria.

The socio-cultural Sustainability respects the socio-cultural authenticity of host communities, conserve their cultural heritage, and contributes to inter-cultural understanding and tolerance:

4. Community Wellbeing is paramount: improving their quality of life and avoiding any form of social degradation or exploitation.
5. The community history, authentic culture, traditions and distinctiveness need to be respected and enhanced (Cultural Richness).
6. Local Control – engaging and empowering local communities in planning and decision making about the management and future development of tourism in their area – is also crucial.
7. This needs to be done with Social Equity in mind – a widespread and fair distribution of benefits from tourism to the community, including improving opportunities, income and services available to the poor.
8. Social sustainability also looks after the tourists, by providing Visitor Fulfilment through safe and satisfying experience available to all without any discrimination.

Environmental Sustainability makes optimal use of environmental resources, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

9. It means maintaining and enhancing Physical Integrity of landscapes, and avoiding their physical and visual degradation;
10. Supporting Biological Diversity (conserving and minimizing the damage to natural areas, wildlife, and habitats such as forests, mountains, rivers and lakes);
11. Minimizing the use of scarce and non-renewable resources (Resource Efficiency); and
12. Reducing pollution of natural resources such as air, water and land, as well as reducing the generation of waste by tourism enterprises and visitors (Environmental Purity).

The sustainability of tourism cannot be achieved without tacking the industry's impact on climate. The tourism sector contributes to around 8% of global greenhouse gas (GHG) emissions[17], forecasted to increase at least by 25% by 2030[18]. Accelerating climate action in tourism to measure and reduce the emissions, embrace a low carbon pathway and cut emissions by 50% by 2030 *is therefore of utmost importance for the resilience of the sector and reducing its significant negative environmental impact* [19].

1.1.f. Achieving sustainability through responsible tourism
Tourists who promote sustainable tourism are sensitive to these dangers and seek to protect tourist destinations, and to protect tourism as an industry. Responsible tourists can reduce the impact of tourism in many ways:

▪ learning about and familiarising themselves with the culture, traditions, politics of the communities visited (before and during the visit)

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[17] https://www.carbonbrief.org/tourism-responsible-for-8-of-global-greenhouse-gas-emissions-study-finds
[18] https://www.unwto.org/sustainable-development/tourism-emissions-climate-change

[19] https://www.unwto.org/sustainable-development/climate-action

- ▪ anticipating and respecting local cultures, expectations, and assumptions to behave in a non-intrusive and respectable way
- ▪ supporting the integrity of local cultures by favoring businesses which conserve cultural heritage and traditional values
- ▪ supporting local economies by purchasing local goods and using the services of small, local businesses
- ▪ conserving resources by seeking out businesses that are environmentally conscious, and by using the least possible amount of non-renewable resources.

Destinations and tourism operators are endorsing and following 'responsible tourism' as a pathway towards sustainable tourism. The pillars of responsible tourism are therefore the same as those of sustainable tourism (environmental integrity, social justice, and economic development). The major difference is that, in responsible tourism, the whole tourism industry - individuals, organizations, and businesses - are encouraged to take responsibility for their actions and the impacts of their actions. The whole industry has to take responsibility for making tourism more sustainable and demonstrate their responsibility[20].

1.1.g. Sustainability certification: GSTC Criteria

The UN's 12 Aims for Sustainable Tourism were later incorporated into the 'GSTC Criteria'[21], the global baseline standards for sustainability in travel and tourism. The GSTC Criteria were created to provide a common understanding throughout the world of 'sustainable tourism', and are the minimum that any tourism business, governments, and destinations should aspire to reach economic, social, cultural and environmental sustainability. **Developed and regularly updated by the Global Sustainable Tourism Council -** the leading global authority for establishing and managing global standards for sustainable travel and tourism – the GSTC Criteria are used for education and awareness-raising, for policy making, measurement and evaluation, and as a basis for sustainability certification.

There are two sets of the Criteria: GSTC Industry Criteria (that relate to the sustainable management of private-sector travel industry, focusing currently on Hotels and Tour Operators) and GSCT Destination Criteria (relate to sustainable management of Tourism Destinations). GSTC Criteria **are structured around four key pillars (A, B, C, D) that address the management, social, cultural and environmental impacts:**

1. Sustainable management (the criteria refer to responsible destination management, stakeholder engagement, and climate change adaptation strategies)

For example, any Destination that aspire to be sustainable, should: have an effective, adequately-funded organization, department, group, or committee responsible for responsible tourism management based on principles of sustainability and transparency; have a long-term sustainability strategy and action plan; have adequate system for monitoring and reporting on to socio-economic, cultural and environmental issues and impacts arising from tourism; regularly engage with a range of tourism stakeholders in destination.

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[20] https://responsibletourismpartnership.org/what-is-responsible-tourism/
[21] https://www.gstcouncil.org/gstc-criteria/

2. Socio-economic impacts (including **measuring the economic contribution of tourism, decent work for local people, supporting local entrepreneurs, preventing exploitation and discrimination, social well-being, access to local resources for all)**

For example, any sustainable hotel should actively support initiatives for local infrastructure and social community development (in education, training, health and sanitation); ensure equal opportunities for employment for local residents and decent work conditions; have a policy against any other form of exploitation or harassment; and give priority to local and fair trade suppliers while purchasing goods.

3. Cultural impacts (including protection of tangible and intangible heritage, protection and preservation of intellectual property rights of communities and individuals, accurate interpretation)

For example, Destinations should have a policy and system to rehabilitate, protect and conserve cultural assets, historical and archaeological artefacts, intangible cultural heritage and various aspects of local identity and distinctiveness. They should protect local community access to natural and cultural sites, and have a visitor management in place with guidelines for visitor behaviour at sensitive sites and cultural events.

4. Environmental impacts (including consumption of resources, reducing pollution, and conserving biodiversity and landscapes)

For example, any sustainable tour operator should seek to reduce its consumption of water and energy; actively encourage the use of cleaner and more resource-efficient transport alternatives by customers; should measure, minimise and offset its greenhouse gases emissions; reduce waste and the use of harmful substances; and contribute to biodiversity conservation and minimise any disturbance to natural ecosystems in destination.

Application of the GSTC Criteria will help a destination or a tourism business to contribute towards the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals. Against each of the criteria, one or more of the 17 SDGs is identified, to which it most closely relates[22]. It is important to remember that the criteria indicate what should be done, not how to do it or whether it has been achieved, to improve the sustainability practices. Based on these criteria, businesses and destinations can develop their own standards and performance indicators. Tourism destinations each have their own culture, environment, customs, and laws, and the Criteria are designed to be adapted to local conditions and supplemented by additional criteria for the specific location and activity.

1.2 Overview of tourism development trends: sustainable tourism growth

1.2.a. Sustainable tourism a challenge for the future of the sector

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[22] https://www.gstcouncil.org/wp-content/uploads/GSTC-Destination-Criteria-v2.0.pdf

Tourism is the world's largest socio-economic sector with wide-ranging impact on economic growth, employment, and social development. It accounts for 10% of global GDP. However, tourism simultaneously creates high pressures on the natural, cultural and social environment such as the degradation of natural ecosystems, the leakages of economic benefits, the dependency in tourism incomes as well as the increase of climate warming. Some of these impacts as well as the tourism industry contribution to climate change are explained further in unit 1.1.

The COVID-19 pandemic has severely impacted tourism. There is a globally growing awareness about the industry's impact on the greenhouse gas emissions and other social and environmental impacts, and, consequently, a shift towards more effective and sustainable patterns. In June 2020, as an early response to the global pandemic, the UNWTO has announced its 'new vision for global tourism– growing better, stronger, and balancing the needs of people, planet and prosperity' as an avenue to restart and rebuild tourism with the aim to **emerge stronger and more sustainable**[23].

This new era of 'Sustainability as the new normal: A vision for the future of tourism'[24] must have the engagement of a wide range of stakeholders from the public and private sector and must serve as a driver for changing behaviour through developing awareness and capacities, training and education. The progress towards a more sustainable tourism depends effectively on the coordinated efforts of a variety of actors: national and local governments, destination management bodies, private sector businesses, employees and labour unions, NGOs, education and training providers, local community and tourists, international agencies. However, there is a general lack of cooperation and common understanding among different actors. But it is an issue that can be addressed via **governance mechanisms** but also by reinforcing **educational capacities** and **awareness raising** (see 1.3.a.).

1.2.b. Understanding the limiting factors of tourism development

Attempting to reduce tourism impacts can be meaningless without understanding and assessing the tourism development limits that should be respected to guarantee the underlying principles of sustainability.

The identification and knowledge of the limiting factors of the tourism development, such as ecological resilience, resource capacity, community concerns, visitors' satisfaction or the maximum volume of tourist flow in a given destination, is the first step for proposing and implementing actions according to those limits. The importance of knowing the limits of tourism development and visitor flows as well as the design, implementation and analysis of indicators is a fundamental tool for greater accountability, raising awareness and ensuring territorial sustainable development.

It is therefore necessary to monitor and measure the impact of tourism on the following dimensions: ecological, social and cultural, economic, but also ethical and the governance to enable the implementation of tourism policies and strategies that ensure greater sustainability of the sector.

The UNWTO in partnership with the UN Statistics Division (UNSD) launched the Measuring Sustainable Tourism[25] (MST) initiative in 2015 to establish a statistical framework for the measurement of sustainable tourism. The aim is that "*a central feature of the statistical framework*

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[23] https://www.unwto.org/covid-19-oneplanet-responsible-recovery
[24] UNWTO, 2020, One Planet Sustainable Tourism Programme.
[25] https://www.unwto.org/es/Measuring-Sustainability-Tourism

will be the connections between the established accounting framework for tourism, tourism satellite accounts (TSA) and accounts from the System of Environmental-Economic Accounting (SEEA) framework. In using an accounting basis for the statistical framework, the initiative seeks to harness the general benefits that arise from the use of accounting approaches in ensuring internal coherence, the ability to understand data gaps and place different information in context, and the potential to derive indicators based on consistently defined economic and environmental information".

Other international organizations and bodies have also made some key contributions to the measurement of sustainability related to tourism; especially notable is the work of the Global Sustainable Tourism Council (GSTC) Criteria[26], the EUROSTAT[27,] the OECD[28] and the European Commission's initiative on a European Tourism Indicators System (ETIS) for sustainable destination management[29.] However, these European tourism statistics do not yet fully reflect the different dimension of the impacts by the sector, despite the fact that some indicators based on the EUROSTAT database (for example, tourism intensity, density, occupancy rates, related modes of transport) and their combinations helped to develop some proxies on potential environmental pressures.

There are scattered initiatives in some European countries as well as under the umbrella of EU co-funding programmes that have developed different monitoring and decision-making systems which measure specific aspects such as the vulnerability of certain destinations to climate change (SICCDE project[30]) and the accessibility for natural and rural tourist areas (Access-IT project[31)].

There are other methods and approaches for measuring tourism sustainability in terms of tourism destination, product, model and actors involved like:

- the Carrying Capacity concept
- the Limit of Acceptable Change
- the Ecological footprint

All these methods enable to establish thresholds above which natural or cultural features might not sustain additional amounts of visitors and activities. They are particularly important to managing visitors in protected areas. However, the determination of this threshold is always difficult and constantly subject to change.

1.2.c. Planning and management practices for sustainable tourism

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[26] https://www.gstcouncil.org/gstc-criteria/

[27] "Methodological work on measuring the sustainable development of tourism", available at:
http://ec.europa.eu/eurostat/web/tourism/methodology/projects-and-studies

[28] Workshop on sustainable development strategies and tourism
http://www.oecd.org/cfe/tourism/workshoponsustainabledevelopmentstrategiesandtourism.htm

[29] http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en.

[30] https://www.ecounion.eu/en/portfolio/siccde/

[31] http://accessitpro.eu/

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Applying sustainability principles to the development of tourism strategies and planning is central to reduce tourism pressures and to increase economic, social and territorial cohesion. These sustainable tourism strategies must be thought out and applied according to the characteristics and specificities of each tourist destination. But more importantly, a more flexible, bottom-up approach is deemed crucial taking economic, cultural, social and environmental factors into consideration and engaging all tourism stakeholders. This would ensure longer-term sustainable solutions and build on common aspirations and understandings among the relevant stakeholders. There are several actions to be considered when planning and manage tourism sustainably:

▪ Ensuring legally-binding instruments for tourism areas by using planning approaches such as the Integrated Coastal Zone Management (ICZM) Protocol, Maritime Spatial Planning (MSP), Ecosystem-Based Management (EBM) principles, which respect the determined acceptable threshold.

▪ Sharing good practices as part of a general capacity building process, in order to improve spatial planning regulations that integrate social, cultural and environmental impacts assessments of tourism facilitating their transferability and scaling up.

▪ Applying certification systems for ensuring that an activity or product meets certain standards that may be set by government or agreed within an industry sector. In tourism, certification is used primarily to check on the activities and standards of tourism enterprises, such as accommodation operators, to ensure consumer safety and satisfaction (i.e. quality or "stars" systems). However, it may also be extended to cover sustainability issues. Certification systems for sustainable tourism serve as important tools for distinguishing genuinely responsible companies, products, or services from those that are merely using "eco" or "sustainable" as a marketing tool to attract consumers and increase the credibility of certified organisations, and, consequently improve their image and reputation. Most of the certification schemes in the tourism industry are related to quality (ISO 9000) or environmental performance (ecolabels and environmental management systems, such as ISO 14000). Social and economic aspects of sustainability have not been developed in the same way so far, although there is a standard for social responsibility (ISO 26000), and every time more systems are incorporating those aspects, especially the ecolabels.

1.3 Shifts in customer demand for more sustainable tourism products and services: implications for the design and delivery of tourism offers

1.3.a. Reinforcing behaviour's changes: governance mechanisms and developing awareness

Developing tourism more sustainably is an urgent necessity to benefit local communities economically and socially, and to improve environmental protection and preservation.
Tourism benefits and adverse impacts affect all stakeholders: tourism economic actors (public and private) of the geographical destination; local communities and end-users (tourists) of the civil society; institutional practitioners and policy makers in tourism, environmental, cultural, economic or social domains. Those stakeholders are hence the target groups for both communication activities

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(awareness raising) and engagement strategy. As previously mentioned, governance mechanisms and reinforcing educational capacities are key to outreach changes towards tourism sustainability.

Governance mechanisms in the context of sustainable tourism should be based on multi-level participatory process involving collaboration between tourism stakeholders and characterised by dialogue, flexibility, inclusivity, innovation and openness.

Effective governance is important to ensure more sustainable forms of tourism by[32] :

- Including a wide range of concerned individuals / groups as active participants.
- Ensuring that all stakeholder voices are heard in decision-making, including resident, end user and private sector perspectives.
- Building commitment and trust to underpin collaborative working.
- Defining common sustainable tourism principles for all stakeholders within specific local / regional contexts.
- Sharing knowledge and information

Communicating about tourism threats and opportunities to stakeholders is key to reducing tourism pressures, to raise awareness and boost change behaviour. It could be done through:

- Raising awareness of natural and cultural heritage as assets amongst private and institutional actors, tourist and resident populations, communicating the business case opportunities via information campaigns, curricula in higher education, economic cluster groups. Effective communication contributes to stakeholders' empowerment and facilitates the reduction of resources consumption.
- Building capacity of those same target groups and the civil society via professional and academic training, workshops, knowledge sharing platforms and cooperation partnerships to improve skills.
- Applying economic instruments and incentives. Behaviour change is influenced by "sticks" as well as "carrots". In order to encourage the reduction of water, energy, terrestrial and maritime space pollution and consumption and the deterioration of touristic areas, economic instruments can play a powerful and effective role.

1.3.b Diversification of the tourism industry: alternative tourism models

There is a general marked seasonality in tourism, grounded on factors that are physical (e.g. weather, local climate, sporting seasons), social (school or religious holidays, social trends and fashion) and economic (business models based on concentration principles - mass tourism, most

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[32] Interreg MED project BleuTourMed_C3 (2020) Policy Factsheet #4: Governance as a tool for sustainable and responsible tourism in the Mediterranean region
https://sustainable-tourism.interreg-med.eu/fileadmin/user_upload/Sites/Sustainable_Tourism/horizontal_project/BTM_Documents/Policy_Factsheets/BTM_PolicyFactsheets_4_EN.pdf

pronounced in countries with coastal areas). This has direct implications for the local economy and environment, leading to a concentration of activity, increased use of infrastructures and higher numbers of people over a shorter period of time.

Managing seasonality means putting more emphasis on both the spatial dimension and the relationship between coastal lines, hinterland areas and mountain lanes on the one hand, and on the seasonal dimension and the relationship between employment, economic returns, use of infrastructure and natural resources.

The diversification of tourism products due to its associated impacts, like cruise and coastal holidays is essential. Alternative tourism models offer less negative - or often more positive - environmental, cultural and social impacts. The reality of both the demand and supply shows that tourist hinterland destinations are emerging more and more. Local actors reactive to these new demands develop new relationships to make their territories and local products more attractive.

Reducing tourism pressures lays on the creation, development and promotion of alternative tourism models such as: Cultural tourism, rural, natural and ecotourism, or corporate travelling for meetings, conferences and events.

The consumer interests in more sustainable tourism products have already begun influencing existing models towards more respectful and fair trends/approaches by:
▪ Promoting alternative off-season offers
▪ Promoting alternative hinterland destinations
▪ Promoting alternative tourism models (ecotourism, slow tourism, natural and rural tourism, mountain…).

Useful links	http://sdt.unwto.org Sustainable development of tourism section of United Nations World Tourism Organisation, with different resources and links to sustainable tourism related topics.
	https://www.oneplanetnetwork.org/sustainable-tourism The One Planet Sustainable Tourism Programme developed by a multi stakeholder partnership for sustainable development, supports the transition towards a circular economy as a pathway for the sustainable development of tourisms.
	https://www.unwto.org/es/Measuring-Sustainability-Tourism

Measuring the Sustainability of Tourism (MST) is an initiative launched by UNWTO to develop an international statistical framework for measuring tourism's role in sustainable development.
http://www.thetourismcolab.com.au/blog The Tourism CoLab: a useful resource on regenerative tourism: trends, issues, articles, blogs, courses, events
http://www.gstcouncil.org/gstc-criteria/ GSCT Sustainability Criteria for Destinations, for Hotels and Tour Operators, in English and several other translations
https://sdgs.un.org/goals UN Sustainable Development Goals and progress in their implementation
https://hub.wtm.com/wtm-blog/ The World Travel Market blog provides insights about trends, challenges and innovation across various tourism sectors from our industry leaders, on a regular basis.
https://www.travindy.com A useful collection of news, events and articles on sustainable tourism.

Summary of key points

- The principles of sustainability, often referred as 'the three pillars' – economic, social and environmental - are the interconnected foundations of what the concept represents: the economy, society, and the environment. These principles are also informally used as profit, people and planet.
- 'Sustainable tourism' is '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'.
- Tourism has the potential to contribute, directly or indirectly, to all 17 SDGs. In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.
- The concept of regenerative tourism that builds up on sustainable tourism but goes a step further has been getting more and more recognition worldwide since 2019 and cannot be ignored. Sustainable tourism is the foundation for regenerative tourism; they should not be seen as competing, and they are not mutually exclusive (focussing on one doesn't mean retracting from or diminishing the other).
- Achieving and maintaining the balance between the three pillars of sustainability helps to reduce the negative impacts of tourism on the local communities and the natural environment in destinations, and has to be done through long-term, planned and participatory responsible destination management that involves all tourism stakeholders.
- The GSTC Criteria as a guidance and the minimum that any tourism business, governments, and destinations should aspire to to reach economic, social, cultural and environmental sustainability.

- Governance mechanisms in the context of sustainable tourism should be based on multi-level participatory process involving collaboration between tourism stakeholders and characterised by dialogue, flexibility, inclusivity, innovation, and openness.
- Effective communications about tourism threats and opportunities to stakeholders is key to reducing tourism pressures, to raise awareness and boost change behaviour that contributes to stakeholders' empowerment and facilitates the reduction of resources consumption. It has to be done through raising awareness, capacity building and education as well as applying economic instruments and incentives to instigate behavioural change.
- The consumer interests in more sustainable tourism products have already begun influencing existing models towards more respectful and fair trends/approaches by promoting alternative off-season offers, promoting alternative hinterland destinations and promoting alternative tourism models (ecotourism, slow tourism, natural and rural tourism)

Self-assessment questions There can be more than one correct answer.

Question 1: The socio-cultural Sustainability…

Answer 1	respects the socio-cultural authenticity of host communities
Answer 2	conserves local communities' cultural heritage
Answer 3	contributes to inter-cultural understanding and tolerance
Answer 4	engages and empowers local communities in planning and decision making about the management and future development of tourism in their area
Answer 5	All of the above
Correct answer(s)	5

Question 2: How do sustainable and regenerative tourism related to each other?

Answer 1	They are completely different trends in tourism that are unrelated to each other
Answer 2	Sustainable tourism is the foundation of regenerative tourism
Answer 3	Regenerative tourism is a natural maturation of sustainability that enables destinations to thrive and flourish
Answer 4	They are not mutually exclusive (focussing on one doesn't mean retracting from or diminishing the other)
Answer 5	All of the above
Correct answer(s)	2, 3, 4

Question 3: What are the pillars GSTC Criteria are based on?

Content of question	
Answer 1	Sustainable management
Answer 2	Socio-economic impacts
Answer 3	Cultural impacts
Answer 4	Environmental impacts
Answer 5	All of the above
Correct answer(s)	5

Question 4: What is the 'carrying capacity' method used for?

Answer 1	It is a methodology to identify and estimate the limits of tourism destinations.
Answer 2	It enables to establish thresholds above which natural or cultural features might not sustain additional amounts of visitors and activities.
Answer 3	The thresholds determined by this method are easily calculated.
Answer 4	It enables visitors to measure how much luggage they can carry into a tourism attraction.
Answer 5	All of the above
Correct answer(s)	1 and 3

Question 5: What are the mechanisms to increase stakeholder awareness and reduce negative impacts of tourism?

Content of question	
Answer 1	Ensuring that all stakeholder voices are heard in decision-making, including resident, end user and private sector perspectives.
Answer 2	Building commitment and trust to underpin collaborative working.
Answer 3	Communicating about tourism threats and opportunities to all stakeholders.
Answer 4	Applying economic instruments and incentives to change behaviour into more responsible.
Answer 5	All of the above
Correct answer(s)	5

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