Sustainable Tourism & Environmental Education

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Sri Lanka
Tourism as a Global Phenomenon

- Under developed countries promote Tourism as a means of economic activity.
- Generating foreign exchange
- Creating employment opportunities
- Attracting development capitals

World’s Top 20 Tourism Spenders

- Germany
- Belgium
- Singapore
- UK
- Taiwan
- Russia
- Japan
- Switzerland
- USA
- France
- South Korea
- Poland
- Italy
- Sweden
- Australia
- China
- Netherlands
- Spain
- Canada
- Denmark
Tourism Industry Size & Structure

- Tourism Industry is the largest single industry.
- It is highly fragmented and diverse.
- Composed of several different stakeholders.
- Global Tourism will double by 2010.
- Market has been growing by 5% annually.
- Globalization and development of communication revolutionize the industry.
- Many South East Asian countries developed policies & strategies to develop Tourism.

Where are we Now?

- 549,308 tourists (in 2005)
- Fourth largest foreign Exchange earner (US$ 416mn)
- 10.2 average duration of stay
- Av. Daily spend per tourist US$ 70.1
- US $ 350-450 million in earnings
- 52,085 directly employed, over 72,991 indirect employment
Purpose of Visit - 2005

- Pleasure: 69.9%
- Business: 16.9%
- VFR: 0.8%
- Religious & Cultural: 1%
- Others: 2%

Employment

- Direct: 52,085
- Indirect: 72,991

Every 4 tourist arrivals makes one job.
Resulting Problems & Issues

• The phenomenon and growth of mass tourism has led to a range of problems, which have become increasingly evident and well publicized over recent years.

• They include environmental, social and cultural degradation, unequal distribution of financial benefits, mass displacement of communities and even the spread of disease.

• It pollutes the environment and destroys the ecosystem.

• It bastardizes the culture and robs people of their traditional values and the way of life.

• And subjugates women and children in the object slavery of prostitution. Etc.

Sustainability as a Measure of Redress

• It is often define sustainable development which meets the need of the present compromising the ability of future generation to meet their own needs.
Criteria for sustainability in Tourism

1. Is any product Sustainable?
   - Environmentally
   - Socially
   - Culturally
   - Economically

2. Educational?
3. Local participatory?
4. Carrying Capacities?
   - Physical carrying Capacities
   - Real Carrying Capacities
   - Effective or Permissible Carrying Capacities

Under the Environmental Sustainability and Conservation;

- Ecological Sustainability
- Social Sustainability
- Cultural and natural sites’ Sustainability
Tools of sustainability

1. Area Protection
   - National Park
   - Wildlife refuges/reserves
   - Biosphere reserves
   - Country Park
   - Biological Reserves
   - Areas of outstanding natural beauty
   - Sites of Special Scientific interest

2. Industry Regulations
   - Government Legislation
   - Professional Association regulation
   - International Regulation
   - Voluntary self regulation

3. Visitor Management Techniques
   - Zoning
   - Honey spots
   - Visitor dispersion
   - Channeled visitor flow
   - Restricted entry
   - Vehicle Restriction
   - Differential Pricing Structure

4. Environmental impact assessment (EIA)
   - Overlays
   - Matrices
   - Mathematical Model
   - Cost Benefit analysis
   - The Material Balance model
   - Planning Balance sheet
   - Rapid Rural Appraisal
   - GIS
   - Environmental Auditing
Tools of sustainability

5. Carrying Capacity calculation
- Physical carrying Capacity
- Ecological carrying capacity
- Social Carrying Capacity
- Environmental Carrying Capacity
- Real Carrying Capacity
- Effective or Permissible Carrying capacity
- Limits of Acceptable Changes

6. Consultation Participation Techniques
- Meeting
- Public Attitude Surveys
- Stated Preference surveys
- Contingent Valuation Method
- The Delphi Techniques

Tools of sustainability

7. Code of Conduct
- For the Tourist
- For the Industry
- For the Hosts
- Host Government
- Host Communities

8. Sustainability Indicator
- Resource Use
- Waste
- Pollution
- Local Production
- Access to basic human needs
- Access to facilities
- Freedom from decision making process
- Diversity of Natural and Cultural life
12 Critical Objectives of Sustainable Tourism

- Economic Validity
- Local Prosperity
- Employment Quality
- Social Equity
- Visitor fulfillment/Utility
- Local Control

Tourism Benefits should be targeted at above aspects.

Conti…

- Community Well-being
- Cultural Richness
- Physical integrity
- Biological Diversity
- Resource efficiency
- Environmental Purity

Tourism Benefits should be targeted at above aspects.
The Sustainable Tourism 

Should be:

1. Make optimal use of environmental resources that constitutes a key element in tourist development, maintaining essential progress and helping to conserve natural heritage and bio-diversity.

2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values and contribute to inter-cultural understanding and tolerance.

3. 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.

1. Socio Economic benefits to all stakeholders

2. High level of Tourist Satisfaction

3. Constant monitoring of impacts (Negative and positive)

4. Participation of all Stakeholders.

According to UN WTO 2004

Sustainable Tourism Goals in Small and Large Scale (mass TM) Tourism developments

Conti…
Sustainable Tourism Goals in Small and Large Scale (Mass TM) Tourism developments

Positive Impacts

Negative Impacts

Positive Impacts

Tourism
It Should stimulate the sustainable Tourism Growth to the other sectors

- Handicraft
- Gems
- Batik
- Jewellery
- Agriculture
- Fisheries

NEW TRENDS IN TOURISM

- World Ecotourism 97- US$ 2 billion a Year, 20% of international tourists
- Conflicts between identity and Modernity-tourism will help to Preserve cultural identity
- Industrial heritage, historical themes, Particular environments
- 9 million cruise tourists in 2000
- Oceans, Mountains, Space
Development of Sustainable Tourism Through:

I. Planning for Development & Land – Use at sub National Level.
II. Environmental Impact Assessment (EIA)
III. Planning Measures
IV. Legislative Framework
V. Environmental Standards
VI. Local Level Approach

To conserve the environment, maintain the quality of the Visitor Experience, and provide benefits for local communities.
II. Environmental Impact Assessment (EIA)

To anticipate environmental impacts by undertaking comprehensive EIAs for all tourism development Programmes

III. Planning Measures

To ensure that Tourism Development remains within national and Local plans for all types of activity, by implementing effective carrying capacity programmes planning controls and management.
IV. Legislative Framework

To establish standards for Land use in Tourism development, Tourism facilities management and investment in tourism

V. Environmental Standards

To improve Environmental Quality, to set targets for reducing pollutions from all sectors and to prevent development in inappropriate areas
What Sri Lanka Tourism is doing at present?

- Creating Tourism Zones
- Adopting cleaner production & Sustainable TM techniques.
- Encouraging Alternative Tourism
- Recognizing Community as a main stakeholder
- Conducting Awareness programme on Environmental & Natural Resource Conservation
- Conducting Skill Development Programme for the Community to expand the livelihood
- Implementing Existing Rules and Regulations
- Adopting Coordinated approach with other agencies
Thank you