

Planning, Developing and Managing Sustainable (Eco)Tourism Destinations Facing New or Emerging Challenges

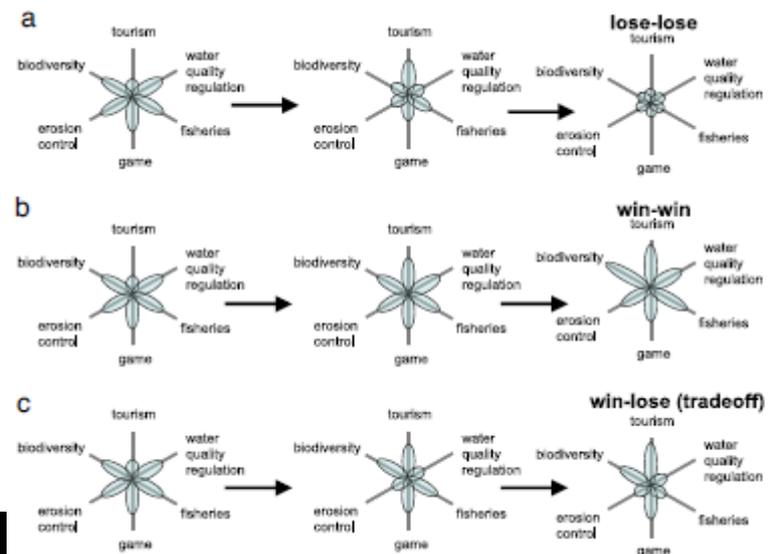
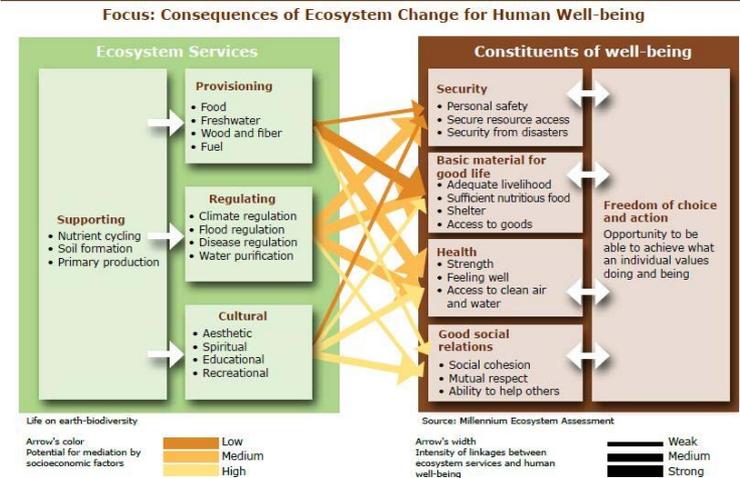
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New (or) Emerging Sustainable Ecotourism Challenges !!

1. Evaluate & Understand Tourism in Ecosystem Services & Poverty Alleviation
2. Need for a Comprehensive “Tourism” Revival Framework for SIDS/Destinations facing Natural & Environmental Disasters
3. Monitoring Tourism Growth: New Destinations, New Challenges, Local Solutions
4. “Tourism in the Green Economy” (Book by Reddy & Wilkes, 2014) – Emerging Issues & Challenges
5. Practical Mitigation & Adaptation Measures for Vulnerable Communities to tackle Climate Change
6. Capacity Building and Awareness Raising with User-friendly Methods for the Sustainable Future

1. Evaluate & Understand Tourism in Ecosystem Services & Poverty Alleviation:

- Millennium Ecosystem Assessment (MA) (2001-05)
- “There is a growing realisation that we are all in the same boat. On some of these issues – biodiversity, climate, environment” - Mr Macharia Kamau on SDGs
- “More” attention is needed by stakeholders to quantify and assess ecosystem services for Ecotourism destinations



Examples of Ecotourism projects that used ecosystem services

Project	Conservation	Development/poverty alleviation
Successes		
Quito's Water Fund	3.5 million trees planted Nine park guards added Hydrology monitoring program started	Alternative income, nine new jobs Education Clean water Conflict resolution training Technical capacity building
China's Sloping Lands Program	14.6 million hectares reforested (2010)	Alternative income Targeted ethnic minority groups Flood control
Kenya's Il'Ngwesi Ecodge	Increasing wildlife populations Poaching controlled	Alternative income Way of life Education (school funded) Security (poaching controlled)
Namibia's Conservancy Program	Increasing wildlife populations Overgrazing controlled Landscape connectivity Improved	Property rights Income Cultural equality Gender equality Way of life
South Africa's Cape Peninsula Biodiversity Project	Invasive plant eradication Antelope species reintroduction Increasing raptor populations Establishment of protected area	Improved infrastructure Income
Failures		
West African Wildlife Project	Poaching Livestock encroachment No monitoring	Insufficient legal power Insufficient communication infrastructure Civil unrest Insufficient capacity Governmental distrust
India's Shrimp Aquaculture Development Program	Habitat destruction Overharvest	Unsustainable jobs Unstable market
Azov-Black Sea Corridor Program	Unenforced protected areas Unsustainable agriculture Habitat destruction	Insufficient legal power Uninformed agricultural practices Dysfunctional environmental institutions
Kerinci Seblat Conservation and Development Project	Poaching and wildlife decline Agriculture encroachment Logging threat	Insecure land tenure Insufficient infrastructure Unsustainable agriculture and nontimber forest products harvest
	Habitat destruction and fragmentation	Weak and uncoordinated governance

(Tallis et al., 2008)

2. Need for a Disaster Management Framework for “Tourism” Revival:

Disasters and Tourism:

- Combs (1999); Fink (1986); Roberts (1994) – Typology
- Faulkner (2001); Ritchie (2004); Laws and Prideaux (2006); Santana (2003) – Nature & Impact of Disasters
- Evans and Elphick (2005) – Classification
- Blake and Sinclair (2003); Miller and Ritchie (2003); Goodrich (2002); Wall (2006) – Examples
- Hall (2002); Hitchcock and Putra (2005); Mansfeld and Pizam (2006); Pizam and Mansfeld (1996); Tarlow (2006); Wahab (1996); Wall (1996); WTO (2002 & 2006); Reddy (2006); Henderson (2007);



Vulnerability and resilience of SIDS:

- Apostolopoulos and Gayle, 2002; Baldacchino and Milne, 2000; Briguglio, 1996a and 1996b; Butler, 1993; Conlin and Baum, 1995; Crowards, 2002; Duval, 2004; Gössling, 2003; Harrison, 2004; Lockhart, Drakakis-Smith, and Schembri, 1993; McElroy, 2003; Royle, 2001; and Wilkinson, 1987, 1989 and 1994 – **SIDS and vulnerabilities**
- Crowards, 1999; Baldacchino, 2007, 2006; Baldacchino and Greenwood, 1998; Pelling and Uitto, 2001; Kaly, Briguglio, McLeod, Pratt, Schmall and Pal, 1999; and Boruff and Cutter, 2007 - **socio-economic and environmental vulnerabilities of SIDS**

Theory and Potential frameworks:

- ‘Much early management theory assumed relative stability in both internal and external environments of organizations and, therefore, did not provide a firm foundation for coping with change and crises’ (Faulkner, 2001)
- Chaos theory investigating the rapidly changing complex situations where multiple influences impact on non-equilibrium systems (Faulkner and Vikulov, 2001).
- Armstrong and Read, 2002; Crowards, 1999; Benson and Clay, 2003; and Briguglio, Cordina, Vella and Farrugia, 2006 - Developmental theory-based potential approaches and economic recovery models

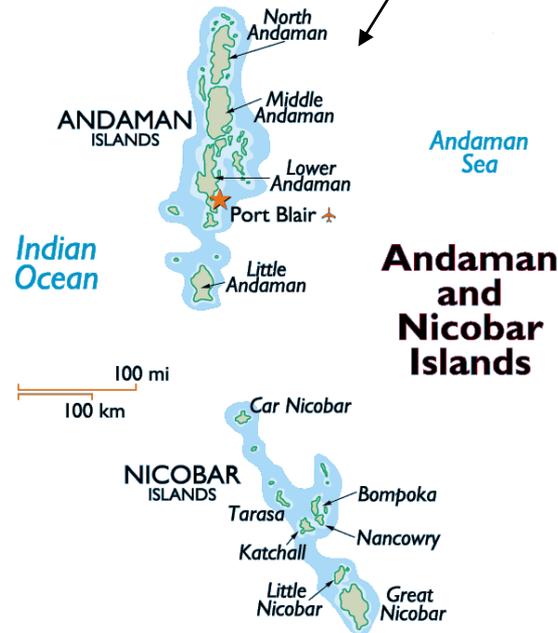
Research Approaches:

- Cohen (2007) - Comparison of 2004 tsunami and 2005 flash-flood disasters in Thailand
- Parker and Me´heux (2006) - Stakeholder perceptions of natural hazards with an indicative sample size
- Ritchie (2009) - ‘*case study approaches are needed*’
- Pelling (2007) – ‘*learning from others*’ approach

Role of International organisations – UNWTO, UNEP, UNDP, UNITAR

NO USEFUL “TOURISM” REVIVAL FRAMEWORKS AVAILABLE YET

Impact of the 2004 Asian Tsunami



United Nations
Educational, Scientific and
Cultural Organization



Man and
the Biosphere
Programme

Andaman Nicobar Islands



TIME MAGAZINE
BEST OF ASIA - Nov 22, 2004
The insider's guide to the very finest Asia has to offer

HEAVEN WHERE YOU LEAST EXPECT IT: BEST FOR YOUR SOUL

BEST BEACHES YOU CAN GET TO
Beaches No. 5 and No. 7, Havelock Island
ANDAMAN SEA, INDIA
By Alex Perry

Posted Monday, November 15, 2004; 21:00 HKT
Along with the Iles du Desappointement near Tahiti, Beaches No. 5 and No. 7, Havelock Island, the Andamans, boast two of the least alluring names of any shoreline on the planet. Nor are they easy to reach. Starting from Calcutta or Madras, you have to take a two-hour flight (or two-day ferry) east to Port Blair in the Andaman Sea, then a boat ride to Havelock, and finally a half-hour drive in a jeep. But once you're there, look at the map and rejoice at your good fortune. By latitude, you're a little south of Vietnam's China Beach, a little north of Phuket, and about level with the Philippines—a position that helps explain the stunning combination of white sand and gin-clear sea before you. A quick snorkel confirms the impression that these waters are among the most pristine on earth. That's because in 1998, when the sea-swarmling, coral-bleaching phenomenon known as El Niño swept the oceans, devastating coral formations such as the Great Barrier Reef, the Andaman Sea was largely spared.

Havelock Island is largely untouched by humankind too—visited by a mere 10,000 tourists a year (compared with the millions swarming Phuket across the water). That means plenty of room on the beach for everyone. Beach No. 7 is the prettiest (sand flies aside), but there's Ayurvedic massage and the island's best restaurant on No. 5. Either way, with a coconut-shell sundowner in hand, you'll realize that nondescript names don't mean a thing. Because Beaches No. 5 and No. 7, like the perfumes by Chanel, are heady, lingering and utterly timeless.



Status of Tourism in these Islands

- Tourist Arrivals – before 2004 tsunami – 110,000
- Presence of Indian Military / Naval Commands
- Restrictions on Foreign Researchers / Institutions
- Lack (of Freedom) of Information & Poor Data Collection
- Limited Accommodation and other Infrastructure
- Growing Small Scale Industries
- Increasing Negative Socio-cultural & Environmental Impacts
- Future of Tourism: a pre-Tsunami perspective

Impact of the 2004 Asian Tsunami





Interviews with the Residents & SMEs

Murugan & Family:



The high tides on the Tsunami day devastated Murugan's Hotel and House.

Their earnings remained drastically reduced

Murugan's mother said that 'only the revival of tourism could save their living any longer – and that not even God could...'

Interviews with the SMEs



Sagarika sales (in INR) for the first 3 months of the 3 consecutive years:

Month / Year	2003	2004	2005
January	1,208,493	1,166,666	310,808
February	1,214,520	1,214,520	431,562
March	1,407,825	1,550,025	527,163

Source: Sagarika Sales Records, 2005.

The informant mentioned that the sales for April and May 2005 were far less than Jan-Mar 2005.

Interviews with the Environmentalists

Mr. Harry V. Andrews,
Andaman and Nicobar Environmental Team (ANET).



- Need to survey and assess the reefs around the Islands and as of now we are unaware of their extent and diversity.
- Further land surveys are required with the aid of GPS for ground truthing and GIS to derive the actual extent of beach and reef flat loss.
- Monitoring of the natural mangrove regeneration and the inland wetland habitats are required, at least, to conclude status and permanent changes that take place.

Findings from 2004 Tsunami

- Not many tourists died in Andaman
- Tourism business loss was 90-95%
- Strong promotion campaign suggested
- Controversial strategies: New locations, LTC travel, No-frill Airlines.
- Urgent need for the authorities to overcome power share disagreements and failures
- NO involvement of the local community in tourism planning
- Lack of Comprehensive tourism revival plan

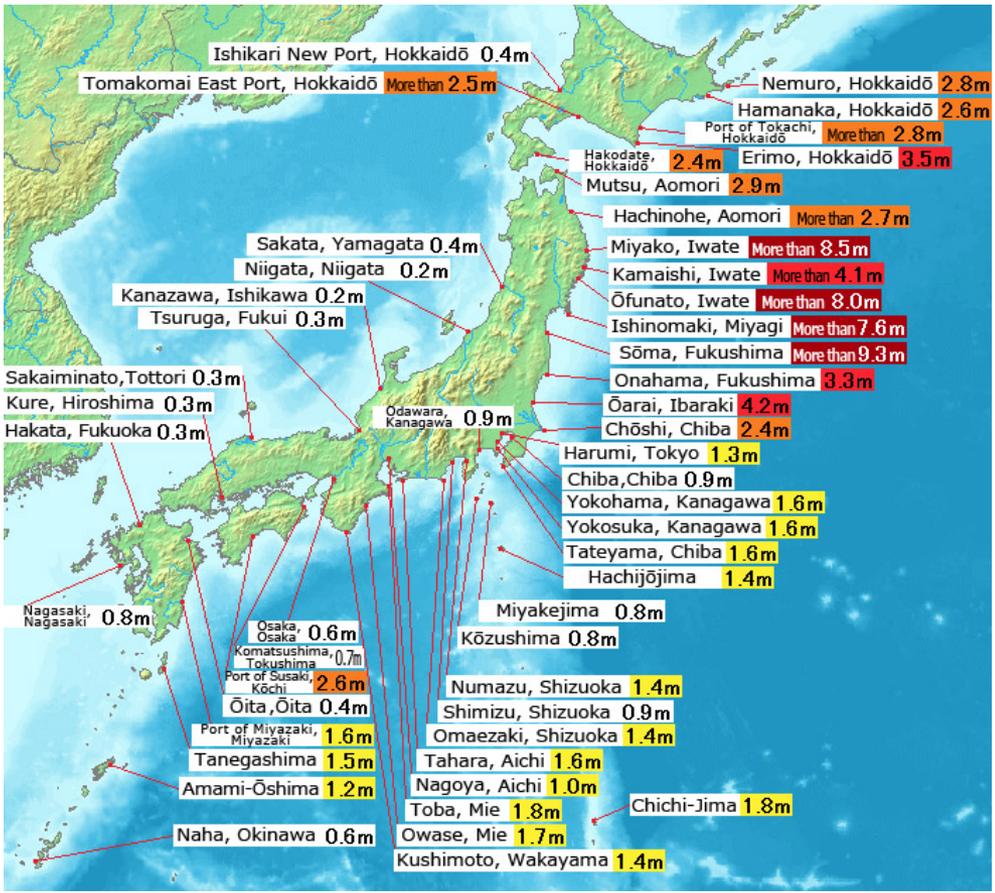


Impact of 2011 Tohoku Pacific Tsunami

- Earthquake (8.9 magnitude) and the tsunami on 11 March 2011
- Catastrophic impact on Japan creating economic, nuclear and humanitarian crises
- Tohoku Tsunami Research – Lessons & Identification of Research Priorities (The Great Britain Sasakawa Foundation's funding to Reddy in 2012)



Worst Affected Areas: After 2 years



Tohoku Region and Industries

TOHOKU REGION





Bournemouth University

Aomori Prefecture – Misery



Summary of Tohoku Findings

- Disasters are not new for Japan BUT..
- Most of the ‘hardware’ reinstated – but not ‘software’
- Majority of the respondents disappointed with recovery & support
- Tourism businesses have left & rest are leaving



On-going Measures & Challenges:

- National Preparedness
- Good Regional Disaster Response Plans
- JNTO Tourism campaign
- Arrivals mostly recovered except Tohoku region
- Fragmented Tourism Strategies
- Fukushima Nuclear Issue
- **No 'Comprehensive' 'Tourism' Recovery Model**



The Need for a Comprehensive “Tourism” Revival Framework!!

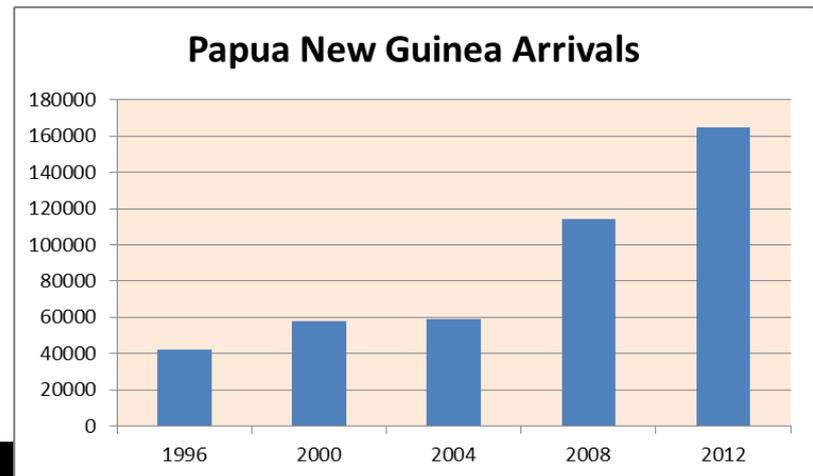
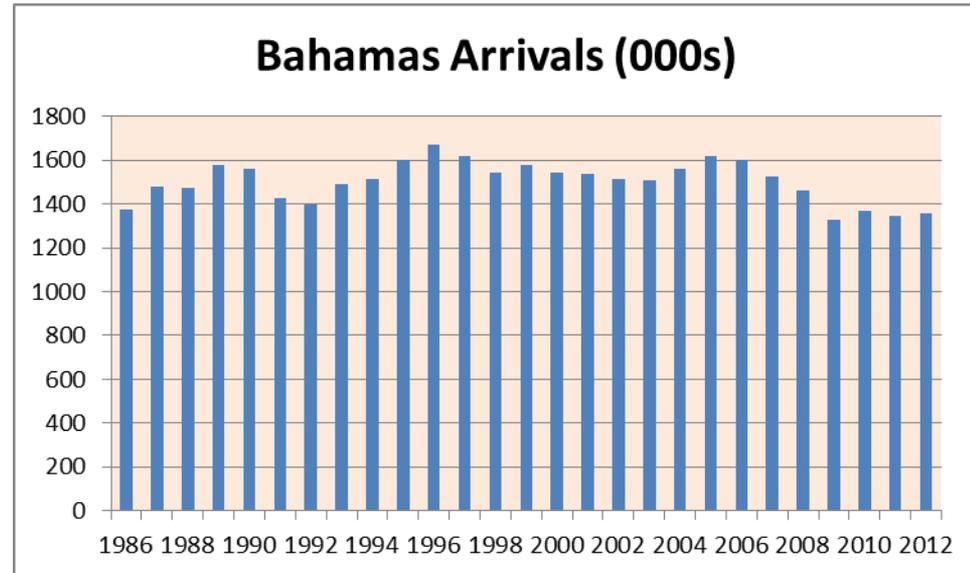
- MSI claimed that “tourism...sector is open to many exogenous shocks”
- Yokohama Strategy and Hyogo Framework
- Three staged **Andaman-Samoa-Grenada model** by Reddy et al
- Why ASG?
- Evaluation of the similarities and differences of strategies
- Assessment of the successes and failures
- Investigate the attitudes of tourists to perceived risks & identify “**resilient**” markets
- Develop a set of guiding principles to construct a framework



Bournemouth University

3. Monitoring Tourism Growth: New Destinations & New Challenges

- One Billion Tourists!
- T&T – 9.1% World’s GDP
- Tourist’s ‘fascination of new islands’
- ‘MI-R-A-B’ to ‘TOUR-A-B’
- Lonely Planet: “Travelling in PNG can be challenging...can feel like you’re stepping into the great unknown. But this is exactly why travellers find this country so compelling...and every experience is authentic!”
- Diversified Impacts - Evaluation & Monitoring



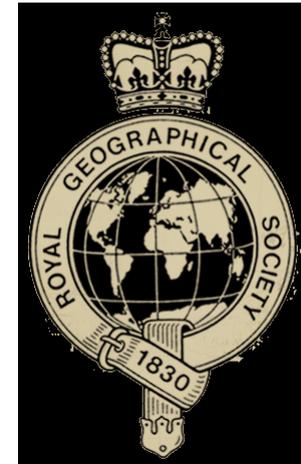
'Bottom-up' Rapid Indicators for Sustainable Tourism in Small Islands: Andaman & Nicobar Islands

Categories:

1. Environmental Indicators
2. Economic Indicators
3. Demographic Indicators
4. Socio-Cultural Indicators

Indicator Development Stages:

1. Identifying Stage
2. Referring Stage
3. Cross-checking Stage
4. Justification Stage
5. Testing Stage
6. Assessment Stage



Around 20 Frameworks Assessed; Over 320 Indicators considered!

<u>Organisation / Author/ Research Project Details</u>	Suggested Indicators and the driving forces	1. Loss of habitats	2. Species extinction	3. Loss of protected area	4. Water	5. Air	6. Human induced land degradation	7. Deforestation rate
European Commission (2001) (C) & (T) in EU.			✓	✓	✓	✓		✓
DCMS (2002) (S) for UK tourism.		✓	✓	✓	✓	✓	✓	
Pastille (2002) (T) in EU.					✓	✓		
Meaurio and Murray (2001). (T). Balearic Islands.					✓		✓	
Twining-Ward.L and Butler.L (2002). (T). Samoa Islands.				✓	✓		✓	✓
Trzyna. T. 1995. (S).		✓	✓	✓	✓	✓	✓	
OECD. (2002 & 2005). (T).					✓	✓		
Smith et al, (1995). (S).			✓	✓	✓			
Mowforth and Munt. (1998) & (2003). (S).					✓	✓		
James (2001); Allin et al (2001) (S).								
US Interagency Working Group on SD. (2001) (T) & (C).		✓	✓	✓	✓	✓		
WTO. (1995) & (2004). (C).			✓		✓			
UNEP/UNSTAT. (1991). (C).		✓	✓	✓	✓	✓	✓	
UN Commission on Sustainable Development. (1996) & (2004). (C) & (T) in various locations.			✓	✓	✓			
World Bank (1995) & (2003). (C).		✓	✓	✓	✓	✓	✓	✓

Final List of Indicators:

Critical Evaluation of the STRIs:

S.No	Name of the STRI	Data Result	LNRAC		OFFICIALS		BOCL		Personal Evaluation			Result
			Use	Need	Use	Need	Use	Need	Use	Need	Rapidity	
1	Gender Difference in Tourism Employment	✓	✓✓	✓✓	✓✓	✓✓	⊗	⊗	✓✓	✓✓	✓✓✓	➔
2	Impact of Tourism in Traditional, Moral, and Religious Values	✓	✓✓	⊗	✓✓	⊗	✓✓	⊗	✓✓	⊗	✓✓✓	➔
3	Community Approach Towards Tourists	✓	✓✓	⊗	✓✓	⊗	✓✓	⊗	✓✓	✓✓	✓✓✓	➔
4	Community Consultation in Tourism	✓	✓✓	✓✓	✓✓	⊗	✓✓	✓✓	✓✓	✓✓	✓✓✓	➔
5	Index of Safety and Security	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓✓	➔
6	Tourist-Resident Pressure in Sharing Facilities, and Resources	✓	✓✓	✓✓	✓✓	⊗	⊗	⊗	✓✓	✓✓	✓✓✓	➔
7	Demand and Supply of Local Services	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓✓	➔
8	Accommodation Capacity	⊕	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	⊕←	#
9	Private Wages Evaluation	✓	✓✓	✓✓	✓✓	✓✓	⊗	⊗	✓✓	✓✓	✓✓✓	#➔
10	Tourism Employment Index	✓	✓✓	✓✓	✓✓	✓✓	✓✓	⊗	✓✓	✓✓	⊕✓✓✓	#➔
11	Empowerment of Small-Scale Industries, and Local Skills	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓✓	➔
12	Quality of Accommodation	✓	✓✓	✓✓	✓✓	✓✓	✓✓	⊗	✓✓	✓✓	✓✓✓	➔
13	Ownership of Tourism Firms	✓	✓✓	⊗	✓✓	✓✓	⊗	✓✓	✓✓	⊗	✓✓✓	➔
14	Tourists' Expenditure Pattern	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓✓	➔
15	Index of Foreign Exchange Revenue	⊕	✓✓	✓✓	✓✓	⊗	⊗	⊗	⊗	✓✓	⊕←	⊗
16	Index of Tourism Induced Loss of Protected Area	✓	✓✓	✓✓	⊗	⊗	⊗	⊗	✓✓	✓✓	✓✓✓	➔
17	Index of Tourism Induced Water Quality	✓	✓✓	✓✓	✓✓	⊗	✓✓	✓✓	✓✓	✓✓	✓✓✓	➔
18	Index of Tourism Induced Land Degradation	✓	✓✓	✓✓	⊗	⊗	✓✓	✓✓	✓✓	✓✓	✓✓✓	➔
19	Government Conservation Measures, and Environmental Awareness	✓	✓✓	✓✓	✓✓	⊗	✓✓	✓✓	✓✓	✓✓	✓✓✓	➔

Keys for Table: ✓ - Refers STRI that has produced effective results in the statistical assessment; ⊕ - Refers the STRI that need more data for assessment; ✓✓ - Refers STRI that extremely needed or considered very significant, as at this point in time; ⊗ - Refers the STRI that is not extremely needed or not considered very significant, as at this point in time; ✓✓✓ - Refers STRI that can be considered as rapid (indicator which are cost effective, and time effective, and can produce sophisticated results); ⊕ - Refers STRI that has failed in the final personal evaluation for 'rapidity'; ➔ - Refers STRI that has passed the critical examination of 'rapidity' (based on assessment results and key informants' double review, and personal evaluation) and can be carried on to the next stage of final list of STRIs; # - Refers the STRI that needs more data, & can be considered in the future years after fine tuning; ⊗ - Refers to STRIs that has failed in the critical evaluation.

4. "Tourism in the Green Economy" - Emerging Issues - "Behavioural Challenges"

- Green Economy – Enormous potential for Tourism Sector
- Tourism – an outcome of Industrial Revolution
- Current Practices
- Environmental Ethics?
- Sustainable Consumption?
- EU study & ABTA trends
- Industry measures & Awareness (Andrew Holden, 2014)



CONSUMERS' HOLIDAY BOOKING ESSENTIALS

	2013	%	2012	%
1.	Safe and secure accommodation	86	Safe and secure accommodation	83
2.	Financial protection	79	Financial protection	77
3.	ATOL protection	77	ATOL protection	71
4.	ABTA membership	71	Value for money (but not necessarily the lowest price)	70
5.	Value for money (but not necessarily the lowest price)	70	ABTA membership	68
6.	Knowledgeable staff	67	Knowledgeable staff	68
7.	Ease of transport connections to the airport	62	Ease of transport connections to the airport	60
8.	Range of holidays on offer	58	Lowest prices	60
9.	Lowest prices	57	Range of holidays on offer	58
10.	Flexibility in arrangements	49	A well-known name in the industry	50

Tourism in the Green Economy – Emerging Issues - “Bioregional”

- Emphasis on tourism at the local scale
- “Bioregional” Approach of Tourism: Creating stronger linkages with local economy & embedding within local natural and cultural heritage (Adrian Newton, 2014)
- Implications for the Tourism Sector
- Tourism Radical Changes (e.g. Slow Tourism)

New Challenges: Socio-political Action needed!!

- Different Perspectives (Hall, 2014)
- Sufficiency Approach: Limit consumption to 'Biophysical' constraints
- More research on 'Rebound' Effects
- Impact (I) = PAT (Hall, 2014)
- Shack-up Needed (Reddy and Wilkes, 2014)



5. Practical Mitigation & Adaptation Measures for Vulnerable Communities to Tackle Climate Change:

- Island developing economies and Less Developed Countries are more exposed to natural hazards
- Green House Emission & Global Warming; Sea Level Rise – 0.9mm / year; Air / Sea Surface Temp: up to 1.8°C to 4.0°C
- El Niño phenomenon - Climatic Variations
- CC → Sudden Events → Consequences for Communities
- Knowledge Sharing is very important !!



ClimateSouthWest

(Please click the logo for Video)

CC and Tourism: Mitigation and Adaptation measures

- Tourism contributes largely to CC, from 5% to 14%
- The Caribbean, Small Island Developing States, Southeast Asia and Africa are the tourism regions thought to be most at risk from climate change (UNWTO, 2010)
- Energy Efficiency, Energy Recovery (CHP systems), Smart Technology, Sustainable Design, and Access to Funds
- Regulations & Focus on 'Green Economy'



6. Capacity Building & Awareness Raising:

- National & International Cooperation; Research initiatives; Mobilising funds; Effective implementation to meet these challenges
- Education & Training to all (local, national, regional, international) stakeholders (Schools to CPDs)
- Scientific Information → Simplified message → Practical implementation with stakeholder involvement

Climate & Sustainability Science: User-friendly Information

- Swiss - Alpine Tourism
- Situation of SIDS & LDCs
- Local Knowledge & 'Bottom-up' Approach
- User-friendly Methods for Sustainable Practices (Reddy and Wilkes, 2014)
- Strengthening Datasets



References & Photo Credits:

- Various websites including: World Bank, ABTA, SWCCIP, UNWTO-UNEP-WMO Report; Plus Author
- Sources including: Tallis et al 2008; Reddy 2006; Reddy & Wilkes (2012) book '**Tourism, Climate Change and Sustainability**'
- Forthcoming book '**Tourism in the Green Economy**' by Reddy & Wilkes (2014, forthcoming) features Chapters by Hall 2014; Holden 2014; Newton 2014.
- To receive the List of References, please email: mvreddy@bournemouth.ac.uk

Thank You!!