Responsible Tourism
Consistent with Cultural Tourism

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Responsible Tourism creates better places for people to live and better places to visit.

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Responsible Tourism: an introduction

- Responsible Tourism (RT) is about making better places for people to live, better places for people to visit.
- All forms of tourism can be more responsible.
- The diversity of cultures, habitats, and species, the wealth of cultural and natural heritage encompass the values of RT
- RT is about the legacy and the consequences of tourism – for the environment, local people and local business
- **Responsible Tourism is NOT**
  - Another form of niche tourism
  - Does not take place only in protected natural environments

RT according to the 2002 Cape Town Declaration

- Control and minimise negative economic, environmental and social impacts.
- Generate greater economic benefits for local communities, enhancing the well being of host communities.
- Involve local people in decisions that affect their lives and their work environment.
- Contribute positively to the conservation of natural and cultural heritage.
- Provide more enjoyable experiences for tourists through more meaningful connections with local people.
- Engender respect between tourists and hosts.
- Build local pride and confidence.

The two piers of responsible tourism

Demand side

Train the tourist

Train the visitor

Educate them, inform them about YOUR effort

How?

Prompt them to be more responsible

Supply side

Responsible policies and practices amongst the tourism suppliers and furthermore

How?

Reduce energy and water consumption
Use environmental friendly products
Use local products and labour

EU charter on RT: background

- According to the Lisbon Treaty and the Europe 2020 strategy, EU is working towards a framework for action at European level.
- The aim of the EU policy is to stimulate competitiveness in the tourism sector, while being aware that long term competitiveness is linked with the "sustainable" way it is being developed.
- Taking the above into account, EU has produced a draft Charter on Responsible and Sustainable Tourism in late 2012.
- According to the report, **Responsible tourism** refers to the awareness, decisions and actions of all those involved in the planning, delivery and consumption of tourism, so that it is sustainable over time.

EU charter on RT: lines of action

- involve all stakeholders in the planning and management of tourism
- respect the rights of all citizens to safe and fulfilling holidays and travel
- ensure the competitiveness and viability of the tourism industry
- provide a wide range of well supported and satisfying jobs
- **mitigate and adapt to climate change**
- control and manage the use of natural, scarce or finite resources
- **celebrate and conserve natural and cultural heritage and diversity**
- ensure that tourism respects and benefits local communities
- monitor the impacts of tourism and seek continuous improvement
- **promote awareness and commitment to responsible tourism**

RT, culture and heritage

- Cultural and Heritage tourism encompass the values of RT as they responsibly interact with the local communities.
- Maintain and encourage local social diversity
  - The latter can be stressed by the role of the culture capital of Europe among CHARTS partners
- Preservation policies and practices for both built and natural heritage is a cornerstone in CHARTS project.

wtm world responsible tourism day
7 Nov 2012
supported by UNWTO

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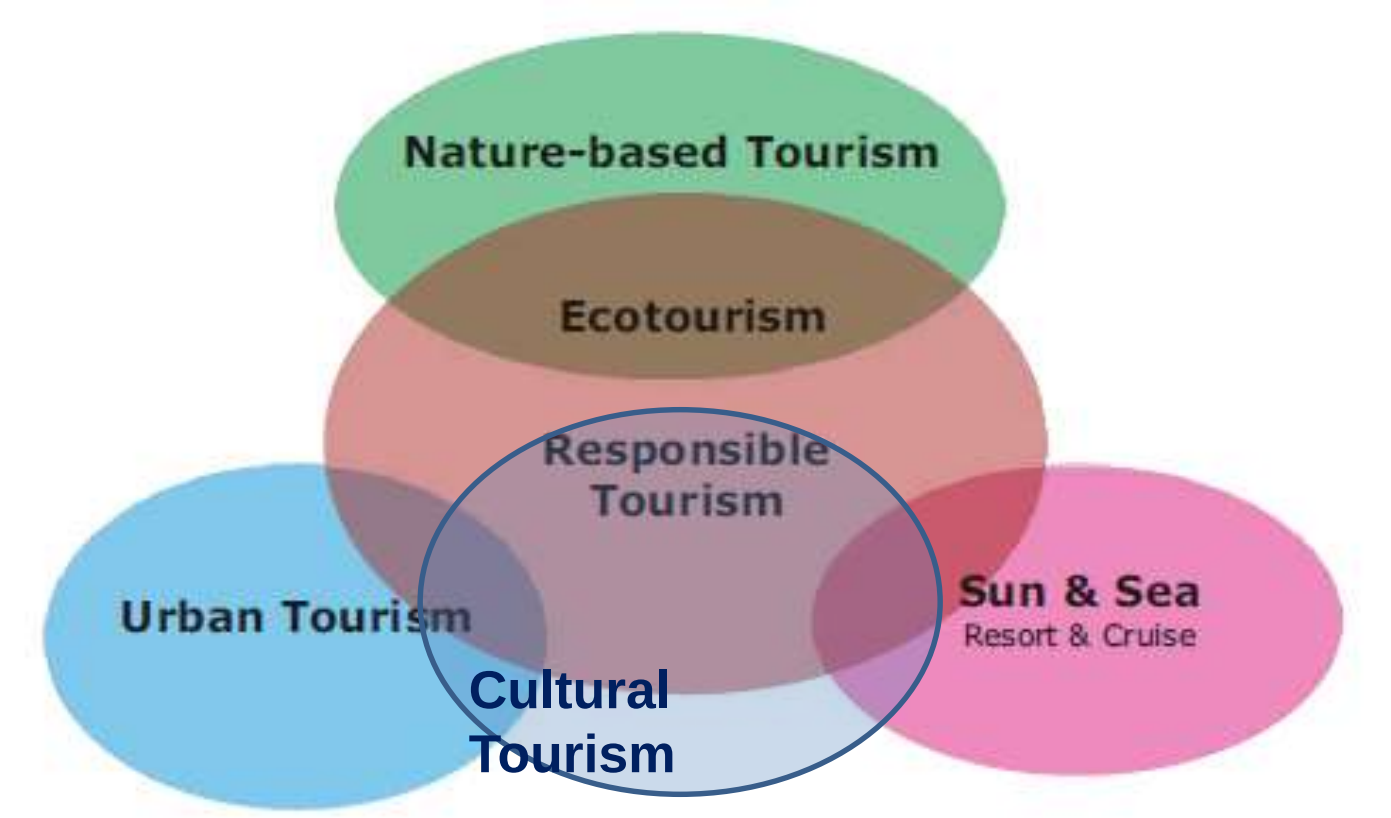
Types of Tourism in relation to RT



- Cultural Tourism by definition is consistent with the Responsible Tourism framework.

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Characteristics of the responsible traveller

- They tend to be experienced travelers, and, although they may have gone to a beach resort or on cruise holiday before, they are looking now for vacations that are "different and stimulating"

- They are "interactive travelers" who participate in planning their travels, are curious about other cultures and environments, and want to connect with others, make friends, and develop personal relationships while on holiday

- They are respectful of other cultures and demonstrate a willingness to adapt appropriate dress and behavior when traveling.

- They seek to learn about local traditions, politics, and religious beliefs, as well as the environment, natural history, and wildlife

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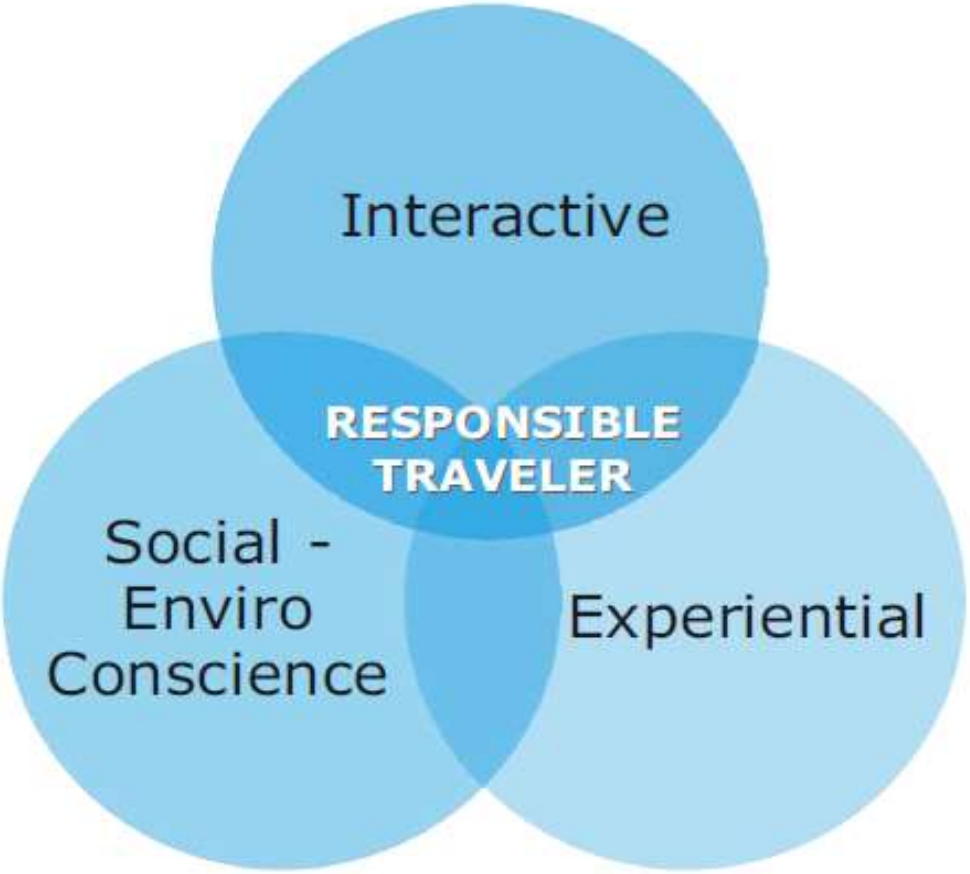
Summary of the Key Elements of the Responsible Traveller



Responsible Tourism at Heritage Sites

- Heritage Sites can be considered pilot studies to apply the principles of Responsible Tourism
- It is easier to adapt tourism policies linking Heritage and Tourism at renowned Heritage Sites.
- Barriers from tourists shall be lowered as they understand the importance of responsibility at these Sites.
- Findings from these experiences can be implemented to other areas, even exchanging good practices.

Attracting Domestic and regional markets first, adjusts the final product

- Collect data on the motivations, characteristics, and visitor preferences of domestic and regional travelers. Gather data on questions such as:
- Why are people coming?
- What activities do they enjoy?
- Do the current products and services meet the needs and demands of the visitors?
- They are "interactive travelers" who participate in planning their travels, are curious about other cultures and environments, and want to connect with others, make friends, and develop personal relationships while on holiday
- They seek to challenge themselves – physically, emotionally, and / or mentally - while on holiday.

Local communities shall be involved in and benefit from tourism 1

- Work closely with local communities, small, medium and micro-enterprises and emerging entrepreneurs to develop new products that provide complementary products for formal sector tourism enterprises.
- Develop partnerships and joint ventures in which communities have a significant stake, a substantial role in management.
- Consider guaranteeing loans for promising projects in communities or with emerging entrepreneurs, and providing marketing, training and managerial support.
- Foster the development of community-based tourism products by providing marketing and mentoring support.

Local communities shall be involved in and benefit from tourism 2

- Encourage visitors to spend more money in the local economy, by visiting local bars and restaurants, participating in tours to local areas, bringing business to local communities.
- Sell craft and local food products through the mainstream enterprise.
- Encourage tour operators to be more innovative in their itineraries, local museums, arts and craft shops, local ethnic restaurants, encouraging visitor spend.
- Consider using local entrepreneurs (particularly emerging and historically disadvantaged entrepreneurs), experienced consultants and non-governmental organisations in developing community initiatives.

Concluding remarks

- RT is not another form of tourism. Its attributes and characteristics can be applied at almost any existing type of tourism.
- RT travellers are experienced and interested in interacting with the local people, culture, business.
- Host communities should work closely with the visitors to finely tune their offered product.
- CHARTS promotes the actions suggested by the EU on Responsible Tourism.
- Cultural Tourism is fully consistent with the Responsible Tourism concept.

Thank you

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