

Culture and Heritage Added value to Regional policies for Tourism  
Sustainability

## Responsible Tourism Consistent with Host Communities

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**Pavlos Arvanitis**  
University of the Aegean

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

# CHARTS

## 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

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## 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.

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## 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



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## 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.

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## 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**

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## 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



**European Union**  
European Regional Development Fund

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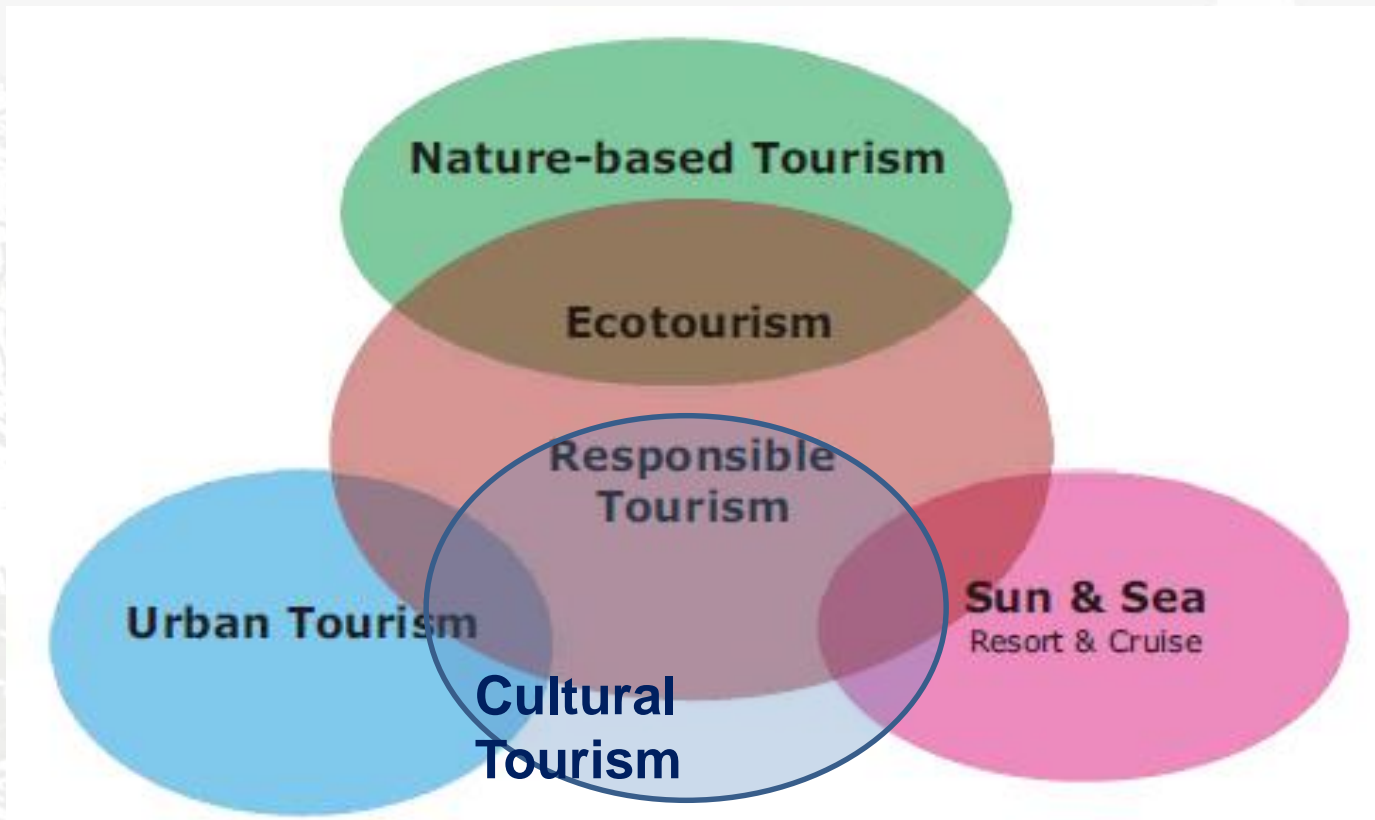
## Characteristics of the responsible traveller

- 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



# CHARTS

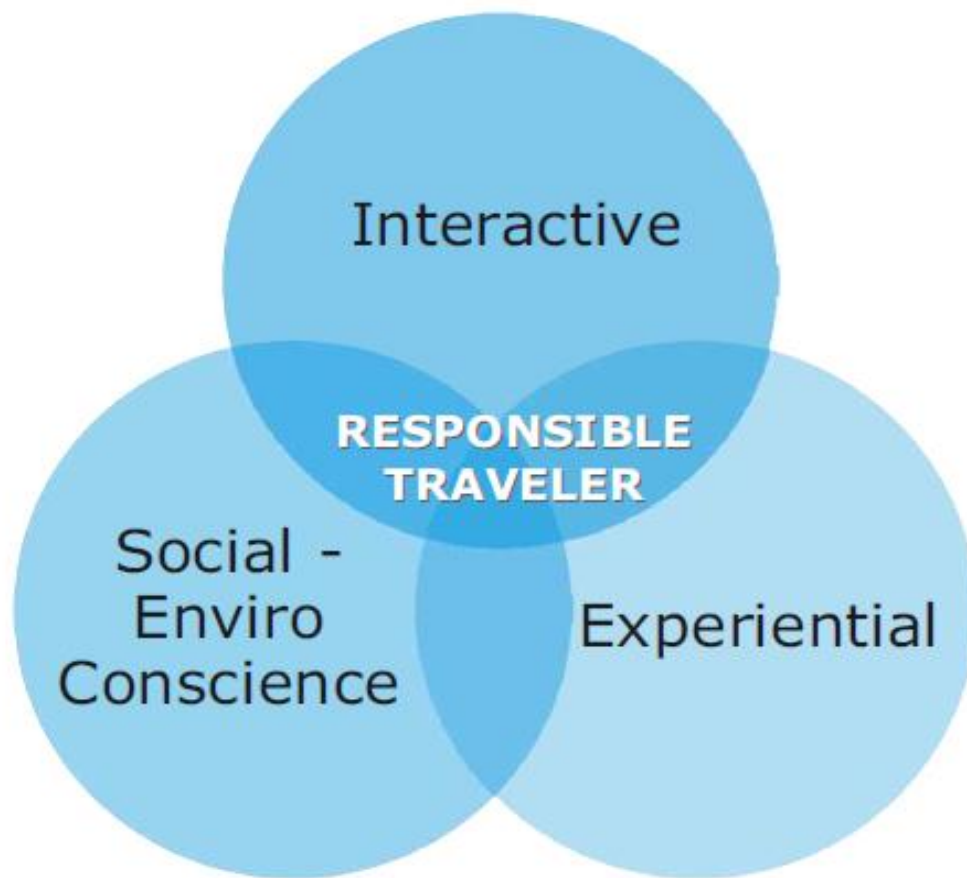
## Types of Tourism in relation to RT



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

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## Summary of the Key Elements of the Responsible Traveller



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## Responsible Tourism in WTD 2014



When we travel,

- use local transport at a destination
- buy products from a local market
- we contribute to a long value chain that creates jobs, provides livelihoods, empowers local communities,
- Potential tourism has to promote new socio-economic opportunities and better livelihoods for communities around the world
- Highlights the critical role that community engagement has in advancing sustainable development.
- Tourism is a people-based economic activity built on social interaction,
- It engages the local population by contributing to social values such as participation, education and enhanced local governance.
- No real tourism development if such development damages in any way the values and the culture of host communities

WTD 2014 is being held under the theme **Tourism and Community Development** - focusing on the ability of tourism to empower people and provide them with skills to achieve change in their local communities

## Responsible Tourism in 2014

- As stated in the UNWTO Global Code of Ethics for Tourism, “local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate”.
- This year’s World Tourism Day represents an opportunity to further advance tourism’s contribution to economic, social and environmental sustainability. Empowering individuals and communities around the world at all levels through tourism can be a fundamental step towards these goals.
- On the occasion of World Tourism Day 2014, I would like to invite all tourism stakeholders and host communities to come together and celebrate this day as a symbol of our common efforts in making tourism a true pillar of community development and community development the basis of a more sustainable tourism sector.



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## 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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# ETEM



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LABORATORY FOR TOURISM RESEARCH AND STUDIES

**Pavlos Arvanitis**  
University of the Aegean