

SMILO
SUSTAINABLE ISLANDS



Tourism Impact Management

Online Workshop – 13th January 2021



WOMEN ON ISLANDS
LEADERS OF SUSTAINABLE TOURISM

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We're a leading global charity with a vision of a world where **tourism provides the greatest benefits for destinations**, so that their communities and environments can thrive.





Why are we here?

1. To understand what we mean by tourism's impact
2. To understand why you should care about it
3. To explore how to identify, assess and manage tourism's impact

Workshop Agenda



What do we mean by tourism's impact?



Tourism's Impact

Exercise 1



**What are the impacts of tourism in your destination
(positive and negative)?**

e.g. Increased employment (positive)

Why does impact matter?



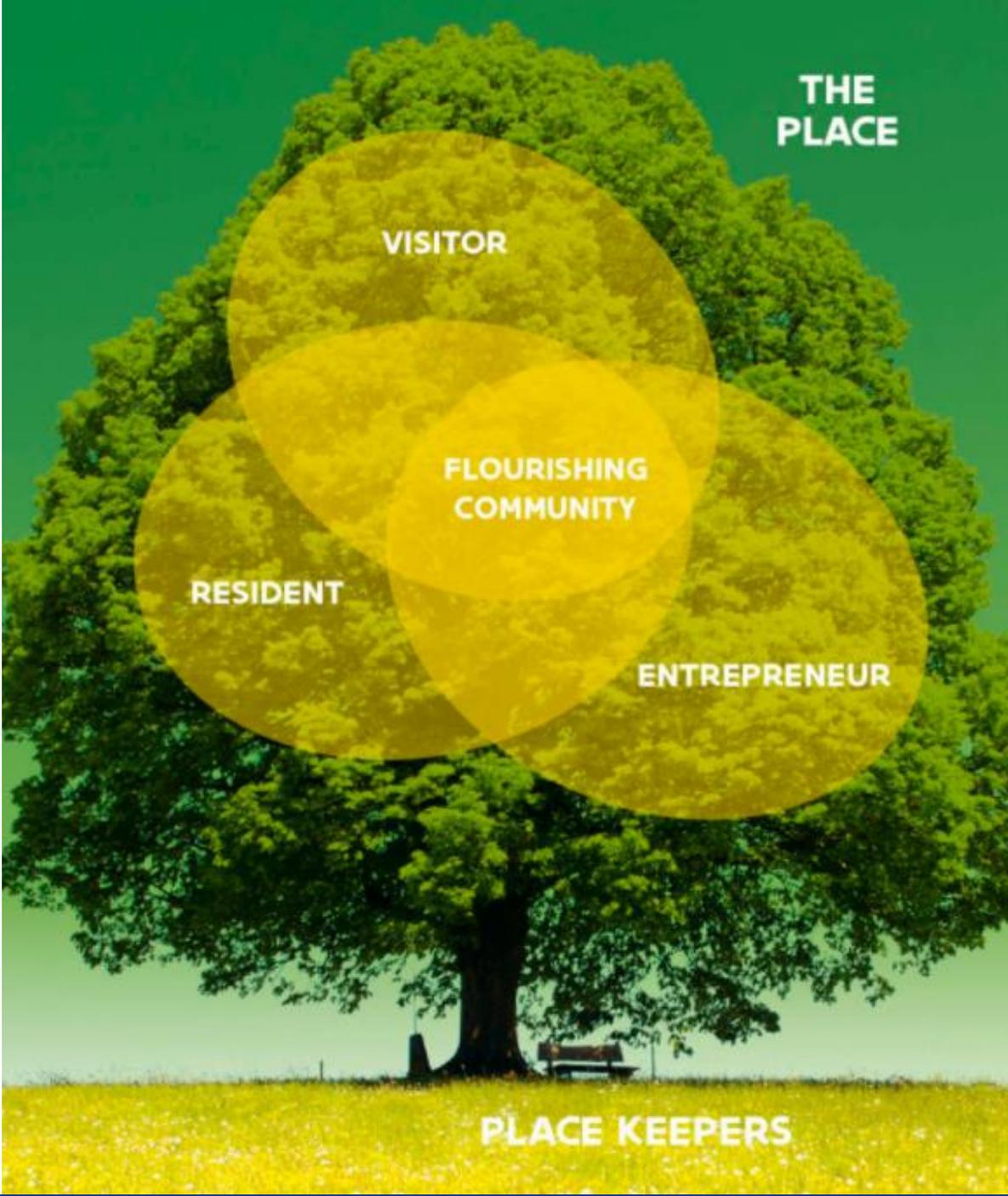
Why do
we want
tourism?

Tourism's purpose?

Exercise 2



Why do you want tourism? What's the purpose for your destination?



What are the changing market needs and potential future impacts?

Deloitte.

GLOBETRENDER

 City Nation Place

McKinsey
& Company

 EUROMONITOR
INTERNATIONAL

Skift.


IATA

Evolving market and consumer trends

- Shift to domestic/resident



- Last-minute bookings

- Reduction in discretionary leisure spend

- Avoiding high-density accommodation, preference for outdoor and nature-based activities



- Preference for private accommodation rentals

Evolving market and consumer trends



- Active holidays

- Food, nutrition and holistic wellness



- Increased interest in environmental impacts of tourism



- Increased awareness of impact of tourism on local businesses

A (simplified!) destination model



Accommodation



Attractions



Bars and restaurants



Tour providers



Transport

+ Support services
and Creative industries



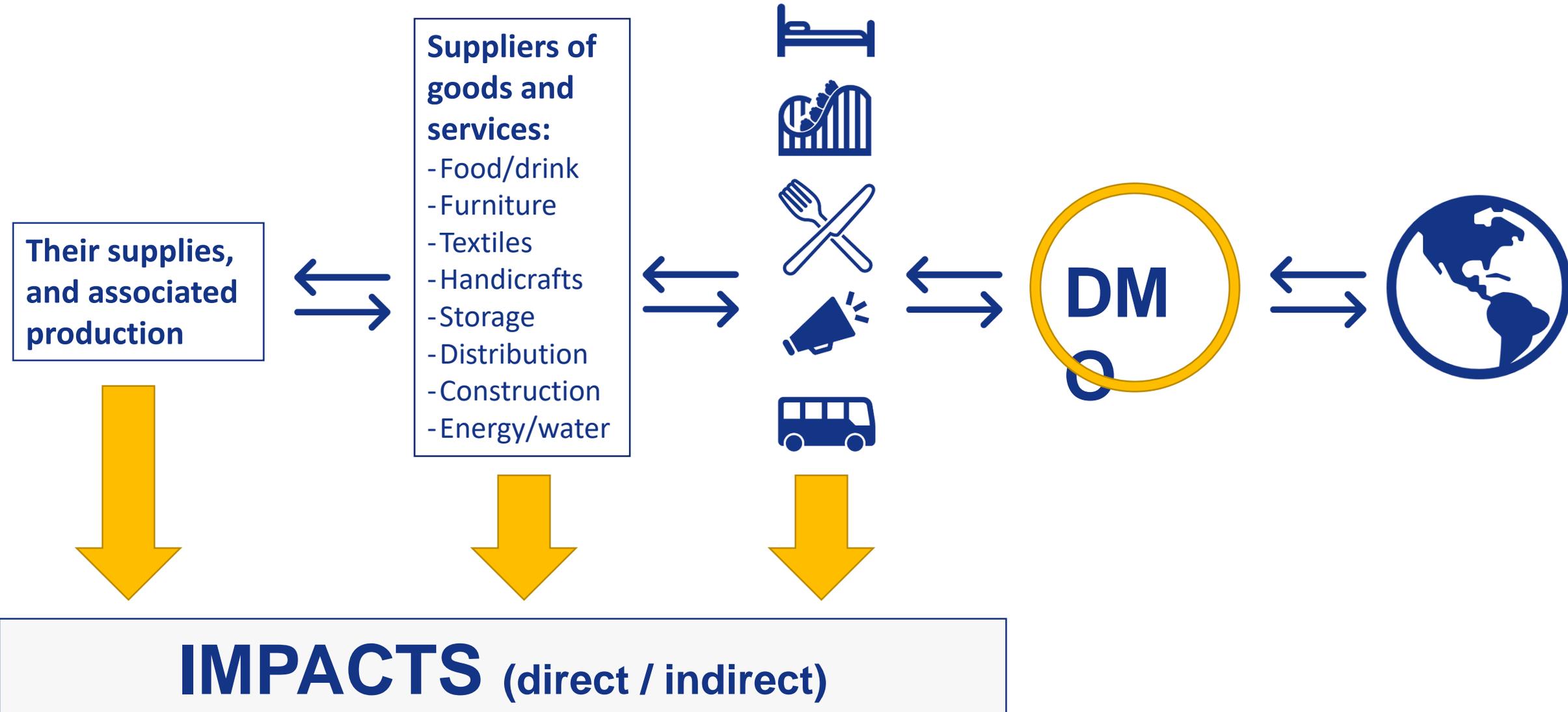
Outbound tour operators

Travel agents

Direct to consumer



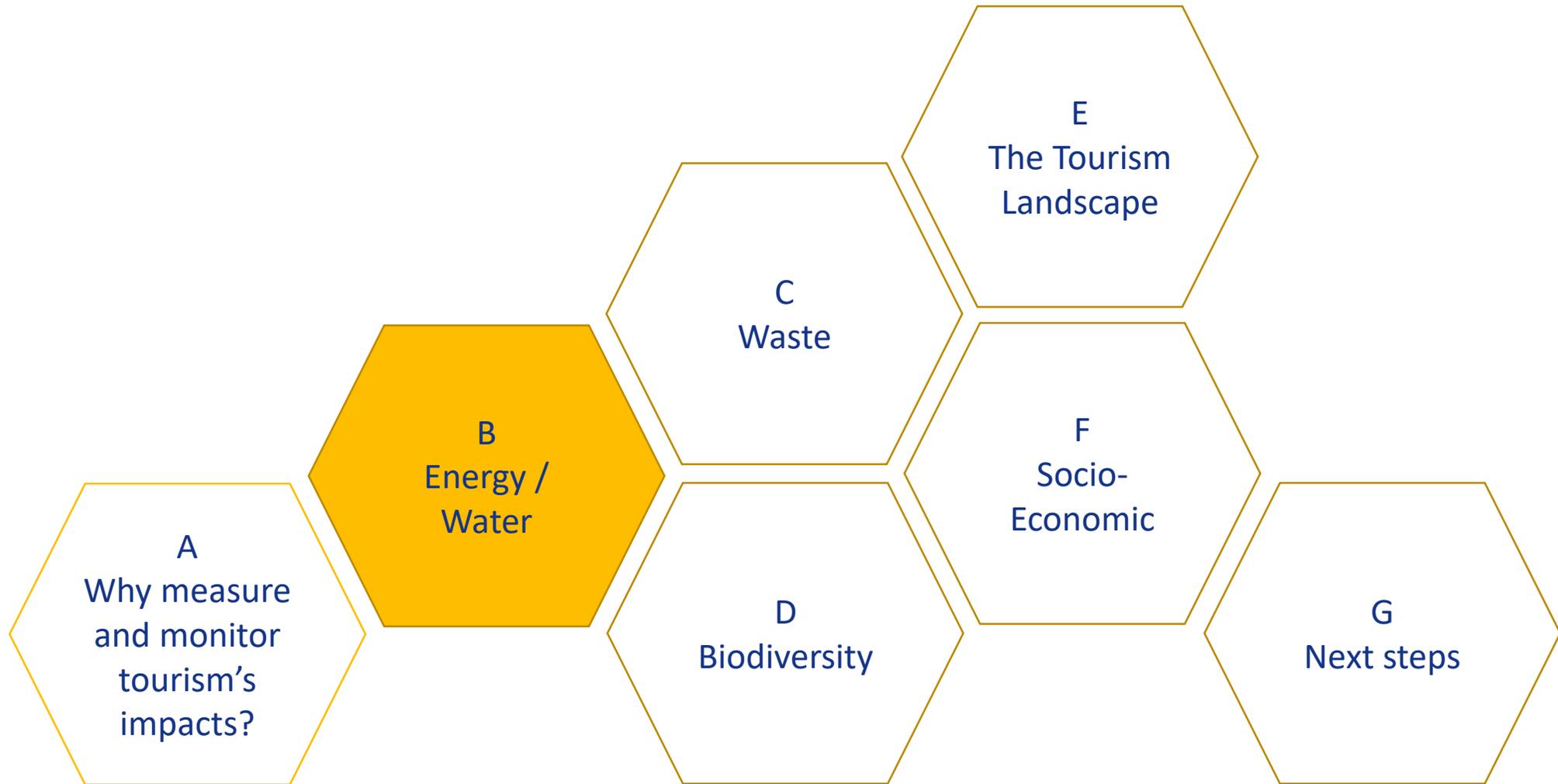
Impacts along the tourism value chain



Why is data important?

- What do you think you know?
- What do you actually know?





Impact Management Guidelines

Purpose: a practical tool to identify, measure and manage the impacts of tourism

Six impact areas: 1) Water; 2) Energy; 3) Waste; 4) Biodiversity; 5) Tourism Landscape; 6) Socio-Economic





Exercise 3

Is tourism's impact on water and/or energy availability likely to be an issue that is important for:

- a) the sustainability of your tourism product?
- b) the overall health of your destination?



1) Energy/Water: Identifying Impacts

(To what extent...)

1. Does the tourism sector's water/energy consumption directly impact on residents' access to freshwater/energy? Which sub-sectors consume the most?
2. Are planned tourism developments likely to impact directly on access to freshwater / energy for residents?
3. Does the tourism sector make an equitable financial contribution to water/energy management infrastructure and service costs?
4. Does the tourism sector promote resource efficiency in relation to water/energy consumption?



1) Energy/Water: Measuring

Identifying impacts (questions)	Measuring impacts (indicators)
<p>To what extent does the tourism sector's water/energy consumption directly impact on residents' access to freshwater/energy?</p>	<p>Total availability of freshwater/energy vs demand/consumption by tourism sector and by residents</p> <p>Statistics on frequency and significance of limits to freshwater/energy access for residents</p>
<p>To what extent are planned tourism developments likely to impact directly on access to freshwater / energy for residents?</p>	<p>Availability of freshwater/energy mapped against planned increase in demand/consumption</p>
<p>To what extent does the tourism sector make an equitable financial contribution to water/energy management infrastructure and service costs?</p>	<p>Costs of water/energy management infrastructure and services per volume / per kWh (current/future)</p> <p>Financial contribution of the tourism sector / resident population to water/energy management infrastructure and services relative to consumption</p>
<p>To what extent does the tourism sector promote resource efficiency in relation to water/energy consumption?</p>	<p>% of hotels and other tourism businesses with water/energy saving measures in place</p>



1) Energy/Water: Managing

Not enough supply of water/energy for residents

- Increase overall water/energy supply
- Reduce consumption of tourism sector:
 - minimum standards for efficiency
 - mandatory reporting
 - promote and incentivise equipment upgrades
 - prohibitive pricing and regulation
 - behaviour change campaigns for tourists and staff

Inequitable financial contribution of tourism sector

- Equitable pricing structures
- Tourism taxes / income
- Transparency and accountability

Lack of promotion of resource efficiency and renewable energy within tourism sector

- Renewable energy production targets
- Resource efficiency (consumption) targets
- Resource efficiency requirements integrated into building regulations and business practices

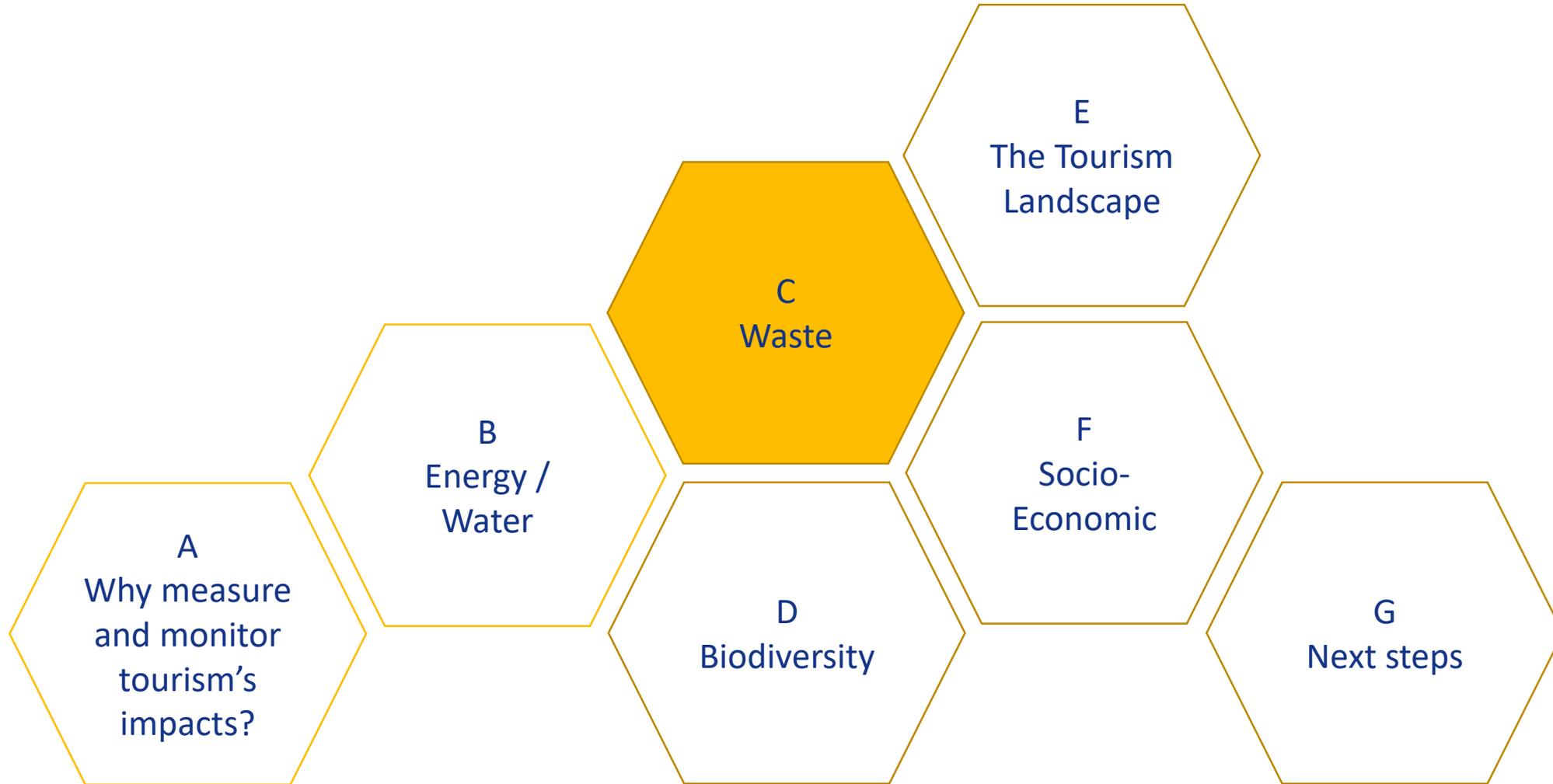
Water / Energy / Waste Data



Exercise 4

How many of you have data on:

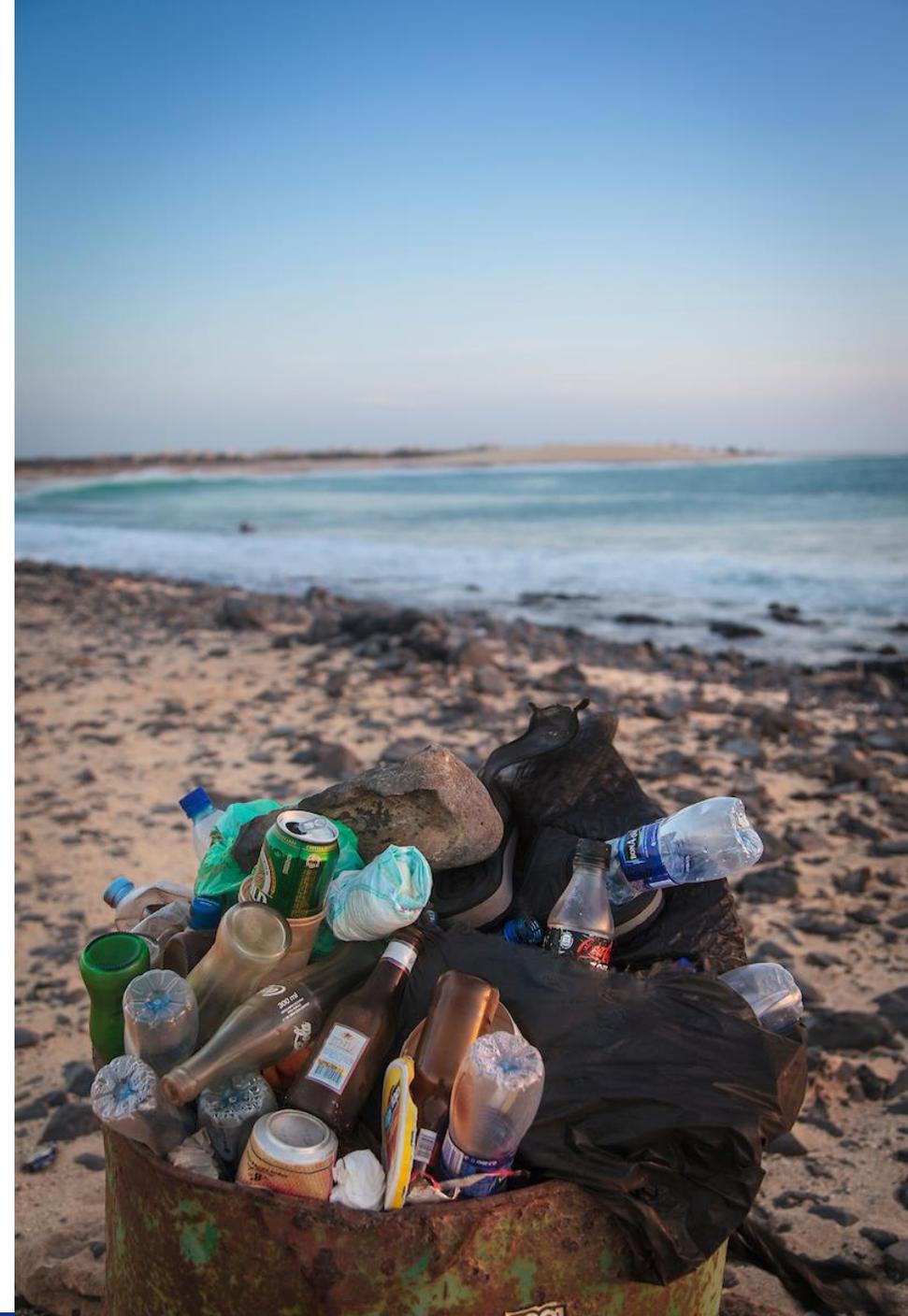
- Accommodation sector's consumption of energy?
- Accommodation sector's consumption of water?
- Accommodation sector's waste disposal?



2) Waste: Identifying Impacts

(To what extent...)

1. Does the destination's solid waste management infrastructure have the capacity to manage the volume of solid waste produced by the tourism sector (and the projected volumes)?
2. Does the tourism sector pollute the destination's air, land and marine environment?
 - Direct pollution of the marine, air or land environment related to tourism activities
 - Indirect pollution associated with local energy or energy production and waste treatment in relation to tourism
3. Does the tourism sector make an equitable financial contribution to waste management infrastructure and service costs?
4. To what extent does tourism promote the segregation and recycling of waste and/or circular economy initiatives in the destination?



2) Waste: Measuring (1/2)

Identifying impacts (questions)

To what extent does the destination's solid waste management infrastructure have the capacity to manage the volume of solid waste produced by the tourism sector (and the projected volumes)?

To what extent does the tourism sector pollute the destination's air, land and marine environment?

- Direct pollution of the marine, air or land environment related to tourism activities
- Indirect pollution associated with local energy or energy production and waste treatment in relation to tourism

Measuring impacts (indicators)

Capacity of waste management facilities in relation to solid waste

Projected tourism growth

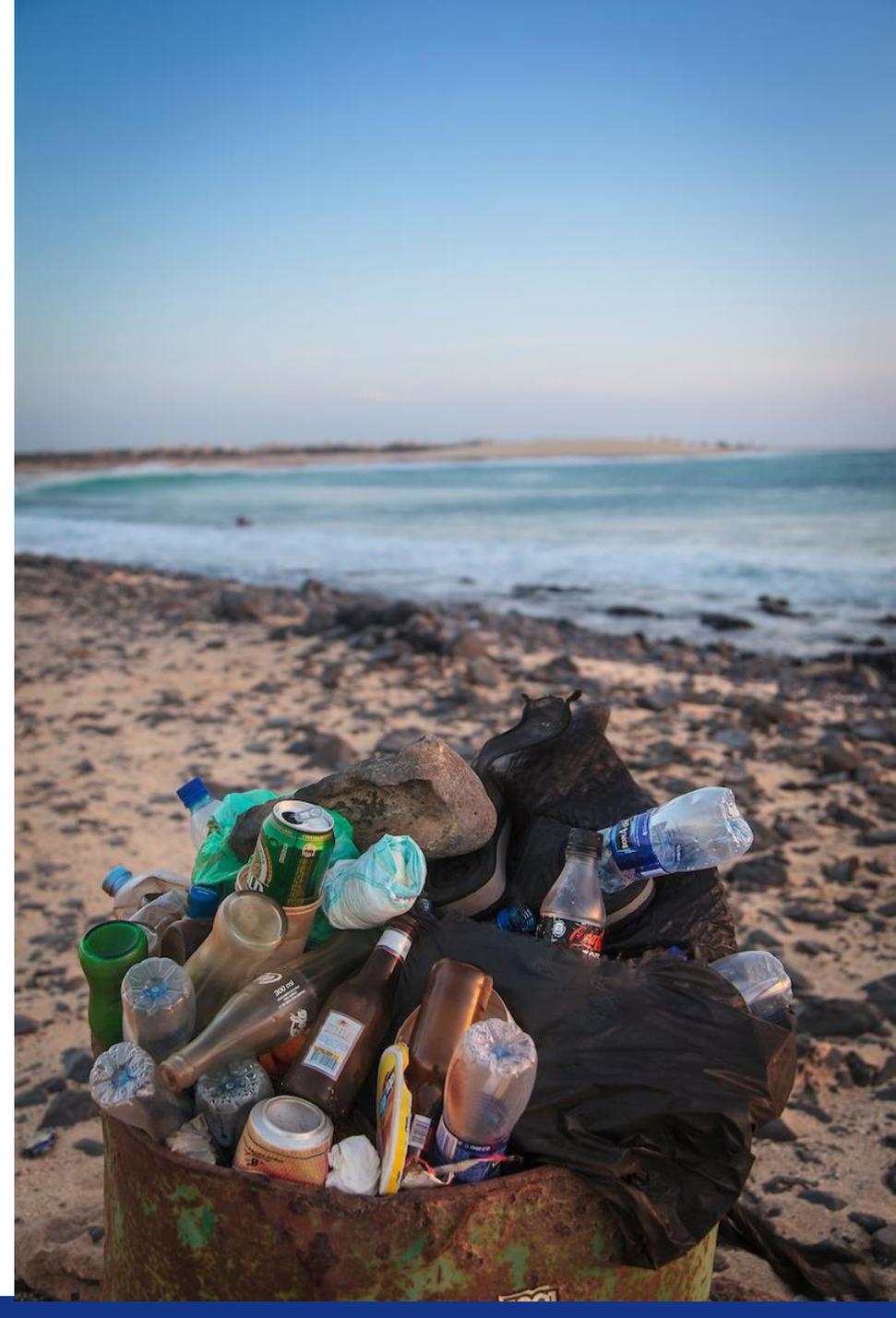
Volumes and types of solid waste produced by tourism sector going to landfill (per sub-sector) as a % of total waste produced

Water quality at key tourist sites vs. other areas of island

GHG emissions from tourism activities as a % of total emissions

Percentage of tourism sector treating and releasing sewage to a benchmark standard

% of motorised transport/activities available to rent – cars, boats, jet skis etc – vs. non-motorised – bicycles, windsurf etc.



2) Waste: Measuring (2/2)

Identifying impacts (questions)

To what extent does the tourism sector make an equitable financial contribution to waste management infrastructure and service costs?

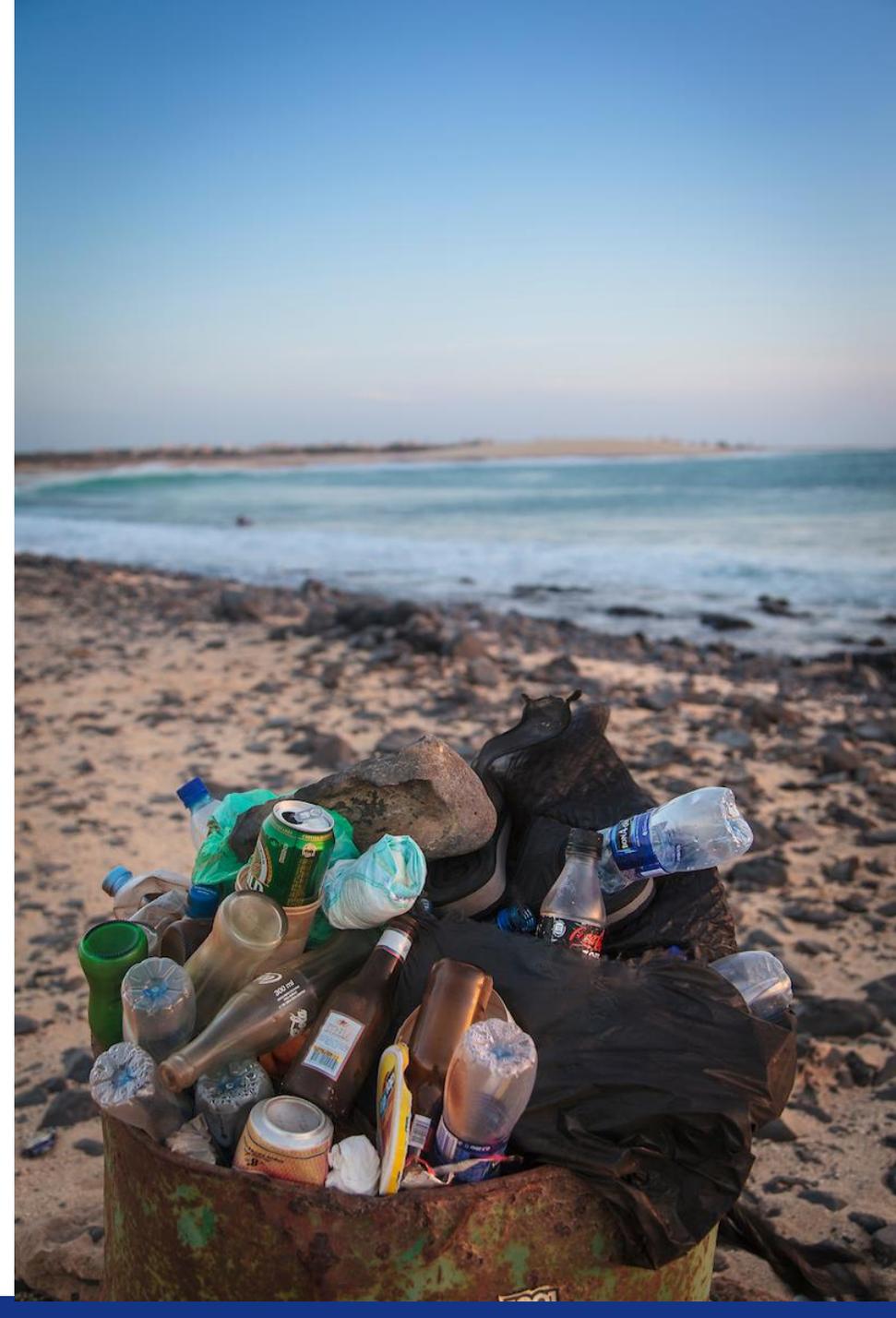
To what extent does tourism promote the segregation and recycling of waste and/or circular economy initiatives in the destination?

Measuring impacts (indicators)

Costs of waste management infrastructure and services per volume (current and projected)

Financial contribution of the tourism sector / resident population to waste management services

% of hotels and other tourism businesses with waste minimisation, separation/re-use/recycling practices in place





Exercise 5

What data sources are available to you to understand the impacts in relation to energy, water and waste on your island(s)?

2) Waste: Management

Too much solid waste produced by tourism sector

- Reduce waste production (reduction targets, incentives, awareness-raising, capacity building)
- Expand waste management infrastructure/ recycling

Too much pollution

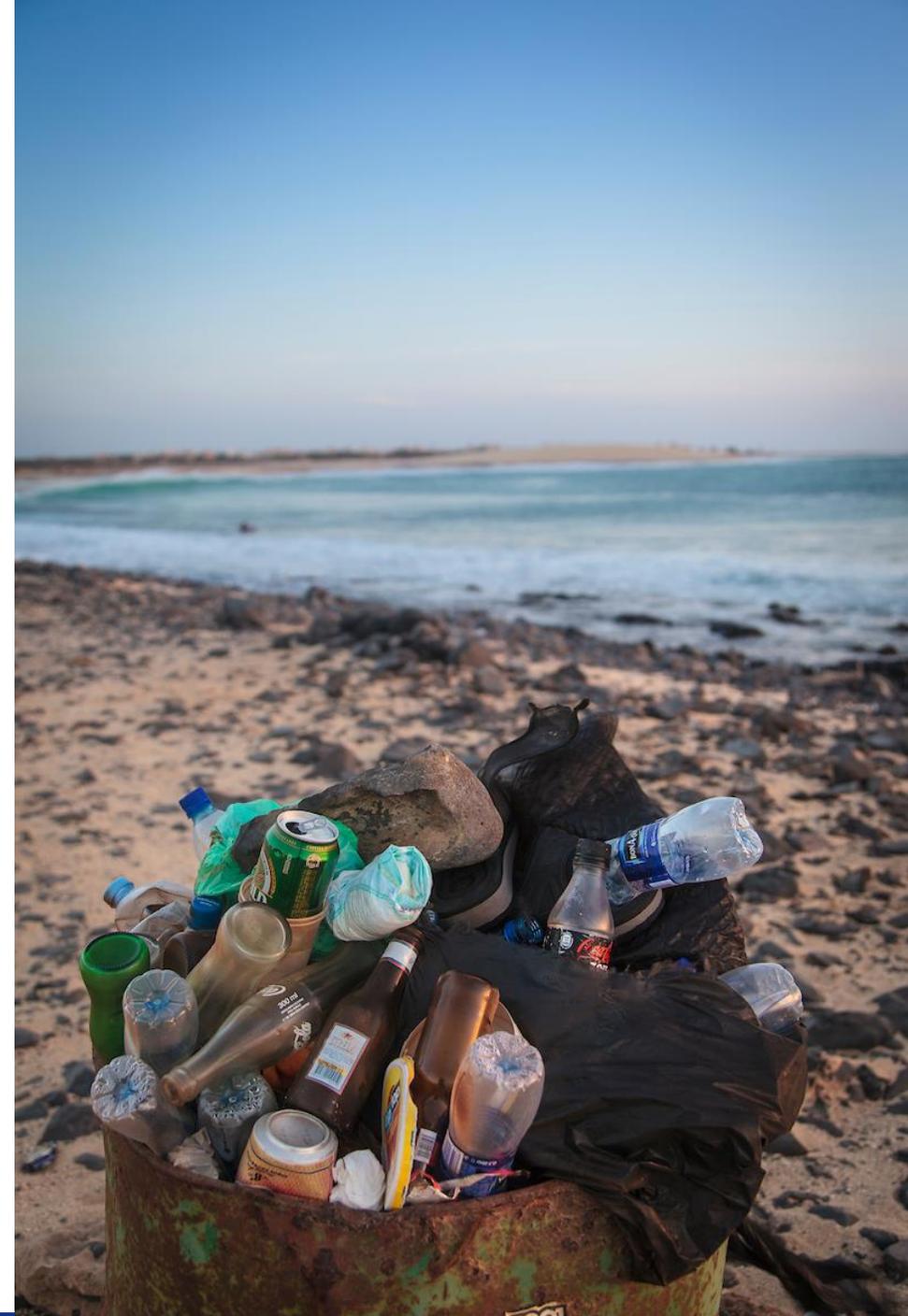
- Monitor and penalise pollution
- Proper treatment of tourism waste water and sewage Environmental impact assessment requirements for tourism development planning
- Good practice guidelines and training

Tourism sector contribution doesn't cover costs

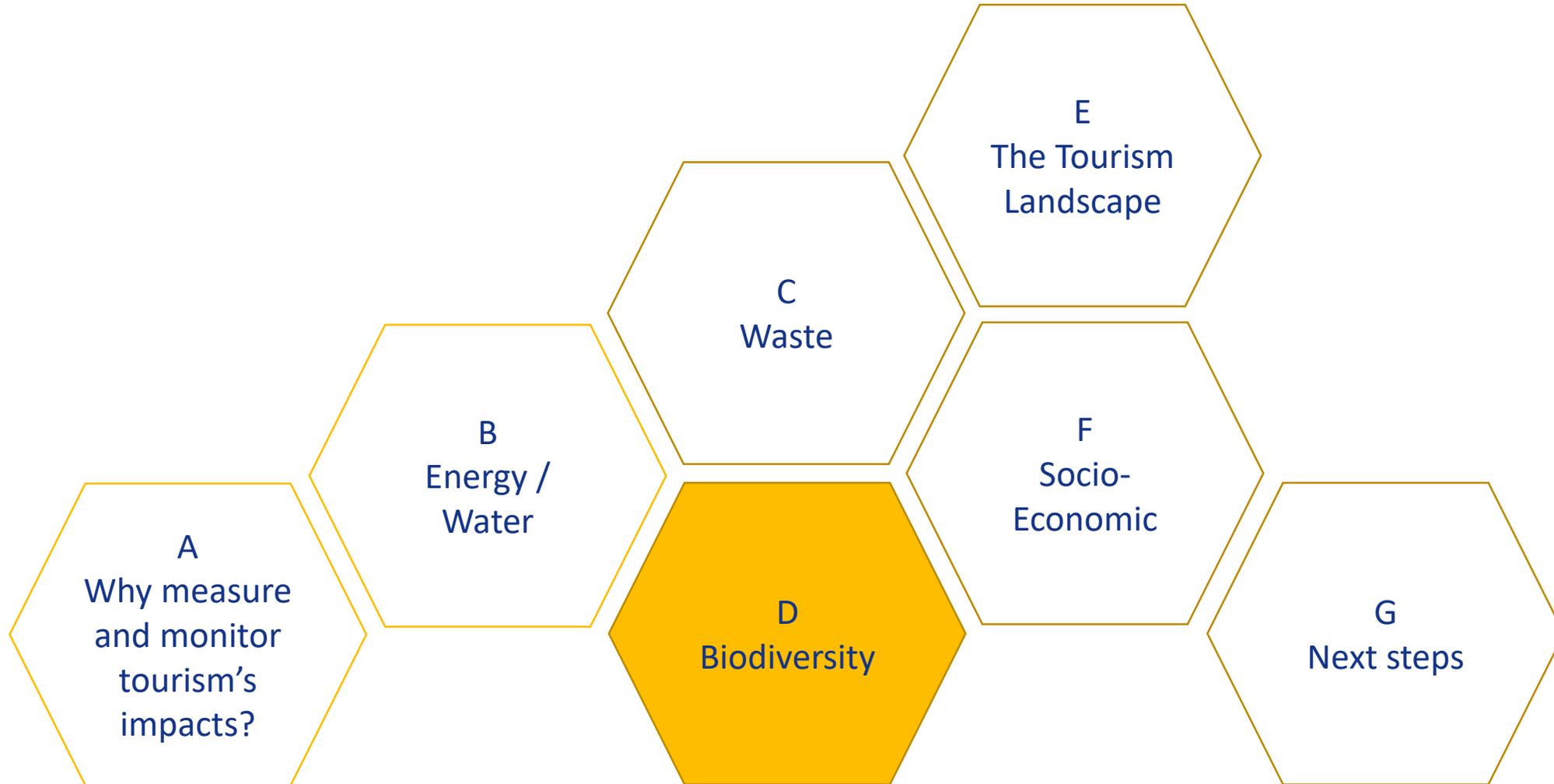
- Equitable pricing structures for waste management

Lack of waste segregation, recycling and circular economy

- Promote circular economy and sustainable procurement initiatives









3) Biodiversity: Identifying Impacts

(To what extent...)

1. Do different tourism activities and behaviours negatively impact on biodiversity in the destination?
2. Are changes in land use due to tourism developments impacting negatively on biodiversity?
3. Does the tourism sector make an equitable financial contribution to the cost of maintaining the marine and land environments it uses?
4. Does tourism promote environmental conservation?

3) Biodiversity: **Exercise**



Exercise 6

What are your experiences of managing biodiversity impacts?

How are you measuring them?

What management strategies have you implemented?



3) Biodiversity: Measuring (1/2)



Identifying impacts (questions)	Measuring impacts (indicators)
To what extent do different tourism activities and behaviours negatively impact on biodiversity in the destination?	Cost to maintain natural environments used by tourists vs. revenue generated – directly through user fees or indirectly through taxation
To what extent are changes in land use due to tourism developments impacting negatively on biodiversity?	Value of donation mechanisms and funds raised by tourism for conservation – e.g. % of user fees/excursion price donated to conservation charities Evidence of consumer-facing conservation messages in destination marketing and communications Tourism surveys on satisfaction with conservation of natural environment and its importance in motivation to visit

3) Biodiversity: Measuring (2/2)



Identifying impacts (questions)	Measuring impacts (indicators)
To what extent does the tourism sector make an equitable financial contribution to the cost of maintaining the marine and land environments it uses.	Data on negative impacts relating to biodiversity e.g. protected species' population numbers, behaviour and habitats at key tourist sites % of tourism businesses operating in natural environments that have good practice guidelines/codes of conduct in place
To what extent does tourism promote environmental conservation?	Increase/decrease in % of land classified as 'protected' or 'natural spaces' mapped against volume of tourism stays- e.g. over 5/10 years % of coastline developed for tourism Decrease in agriculture or other rural economic activities mapped against tourism growth



3) Biodiversity: **Managing**

Managing visitors and operators:

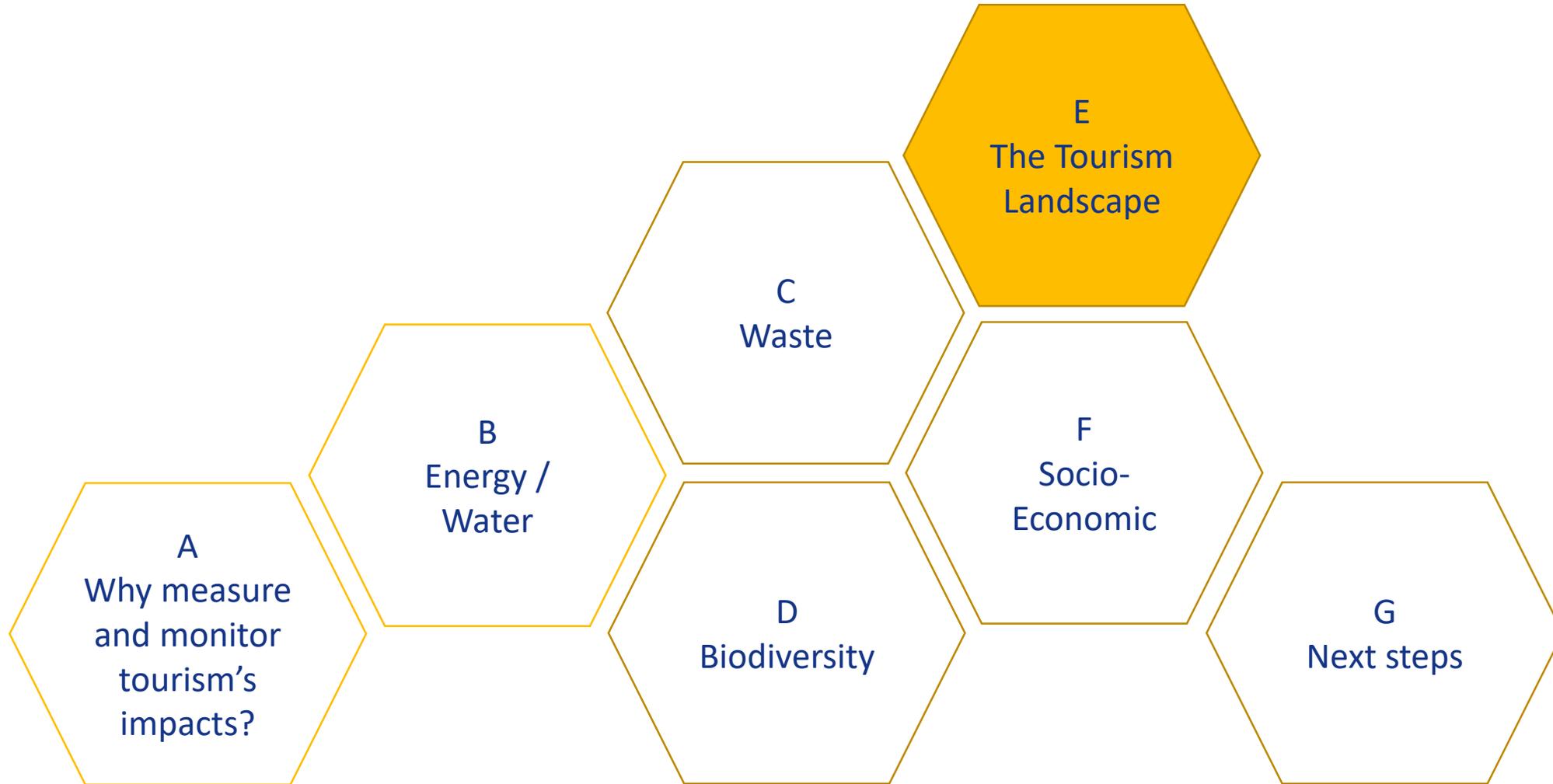
- Visitor management strategies
- Establishing carrying capacity of protected areas
- Codes of conduct, good practice guidelines/training for tourism operators/guides operating in sensitive areas
- Awareness-raising communications for tourists

Managing land use:

- Regulations/policies for construction and tourism development
- Land use planning/zoning
- Agri-tourism market linkages

Covering costs and promoting conservation:

- Price/user fee increases or taxes to cover costs
- Donation mechanisms in collaboration with private sector



4) Tourism Landscape: **Identifying Impacts**

(To what extent...)

- 1. Does the tourism offer meet tourist demand?** Are tourists satisfied with different elements of the tourism product?
- 2. Are residents satisfied with the impact of tourism on their culture and wellbeing?**
- 3. Does tourism change, revive or damage local cultural heritage:**
 - Intangible cultural assets
 - Tangible or built cultural assets



4) Tourism Landscape: Exercise



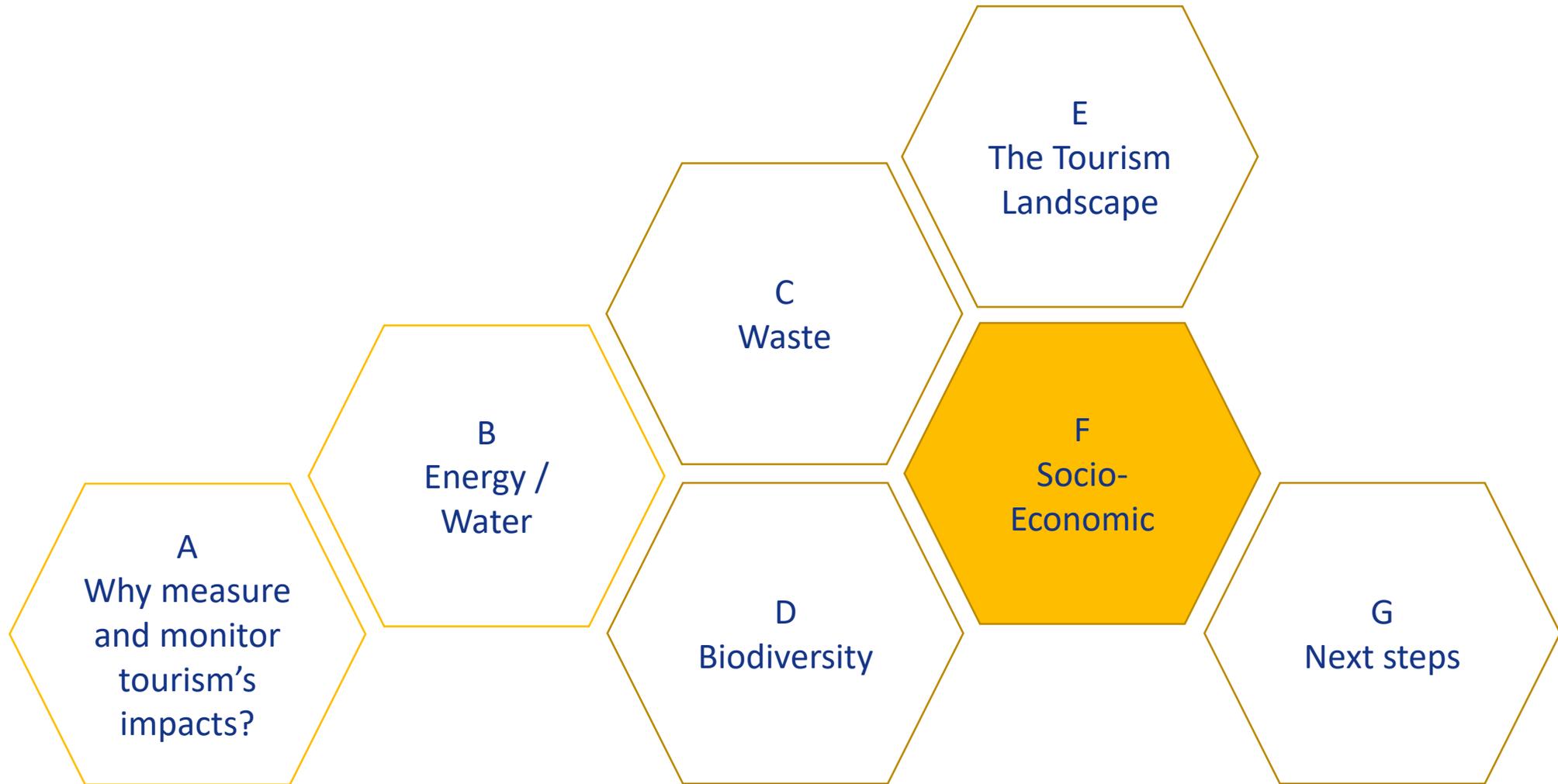
Exercise 7

What indicators might we use to obtain answers to these questions?

4) Tourism Landscape: Measuring

Identifying impacts (questions)	Measuring impacts (indicators)
Does the tourism offer meet tourist demand?	Tourist satisfaction surveys, % of repeat visitors, # of tourist complaints / reported crimes
Are residents satisfied with the impact of tourism on their culture and wellbeing?	Resident satisfaction surveys Restrictions in local resident access to assets such as housing
Does tourism change, revive or damage local cultural heritage:	Cost of maintaining cultural assets vs. revenue generated through tourism (including taxes)
- <u>Intangible</u> cultural assets	Decline/physical damage to cultural heritage
- <u>Tangible</u> or built cultural assets	Residents' survey (cultural revitalization vs. erosion/threats) % of tourism attractions/activities with cultural heritage as a focal point vs. 'homogenized' ones % of tourism businesses that promote cultural heritage % of festivals/events focusing on celebration of local/traditional culture and assets





5) Socio-Economic: **Identifying Impacts**



Exercise 8

What sorts of questions do you think should be asked to identify socio-economic impacts?

5) Socio-Economic Impacts

Identifying impacts (questions)	Measuring impacts (indicators)	Managing impacts (strategies)
<p>To what extent does tourism provide benefits to the local economy and local businesses?</p>	<p>Value and spread of average tourist spend across different types of businesses (per guest night)</p> <p>% value of goods and services procured locally by tourism sector vs importation</p>	<p>Facilitate and enable local business to supply the tourism industry (market linkages) and sell to tourists (market access)</p> <p>Capacity building to develop skills and create long-term livelihood opportunities</p> <p>Facilitate access to finance (including loans and grants) and incentives (such as tax exemptions) for local SMMEs</p>
<p>To what extent does tourism provide employment opportunities for residents?</p>	<p>% of residents employed directly by tourism sector vs non-residents (at different levels of seniority)</p> <p># tourism businesses with employment policies relating to equality/diversity/'fair wages', contracting etc.</p> <p># tourism businesses offering training and development opportunities for residents (e.g. internships)</p> <p>Resident satisfaction with tourism employment</p>	<p>Regulation of employment e.g. work permits/visas</p> <p>Facilitate internships and training for local residents in collaboration with private sector</p> <p>Promote inclusion of employment policies across tourism sector</p>
<p>To what extent does tourism create dependency?</p>	<p>Tourism as a % of island's GDP</p> <p>% of businesses relying on tourism for more than 50% of revenue</p>	<p>Build the resilience of businesses through diversification</p>

Future-proofing : assessing vulnerabilities



Narrow
product
portfolio

Tour
operator
dependency

Source
market
dependency

Seasonality

Future proofing: Addressing vulnerabilities

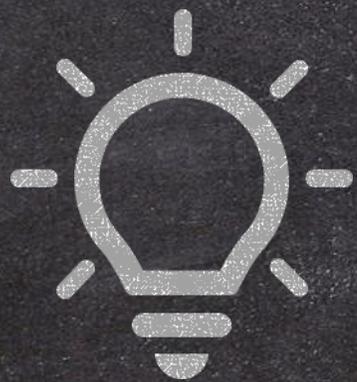


6 ways to build resilience:

1. Destination vulnerability assessment
2. Inventory of destination 'assets'
3. Review existing marketing & promotional strategies
4. Review existing key markets and market segments
5. Investment in digital platform
6. SME capacity-building

Be collaborative!

Where do I start?

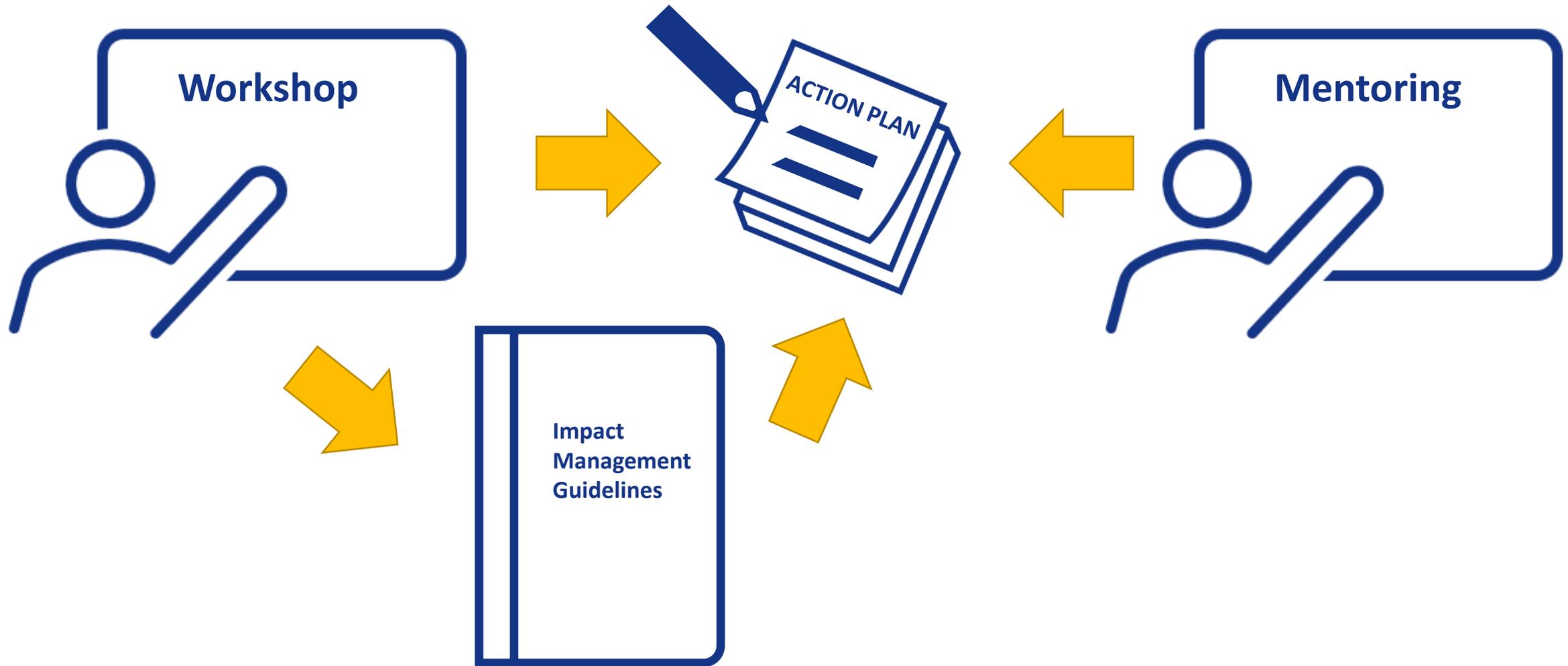


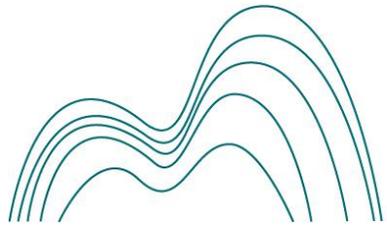
WHAT'S
NEXT



- Prioritise based on what's important for
- the sustainability of your tourism product
 - the health of your destination

Next steps





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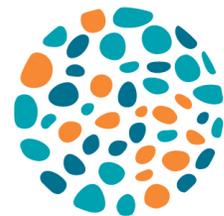
Thank you! Merci!



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