Tourism to benefit local communities

Albert Salman, President, Green Destinations

Nijmegen, 27 September 2018
About Green Destinations

- Non-profit, global expert network
- Leiden, The Netherlands
- We support destination managers
- 200 destinations
G.R.E.E.N. Destinations:

- Genuine and authentic
- Respectful and Responsible
- Economy - local community
- Environment & climate friendly
- Nature, scenery and animal friendly

... Destination management
Why GREEN values?

- “GREEN values basis of quality offer”
- “Green travellers spend more and treat you better”
- “The green travel market is increasing”
- “Cheap mass tourism undermines its own socio-economic basis (overtourism)”
Genuine ? Responsible ?
Economy ? Environment ?

How much revenue remains in town?*)

Local restaurants: 69%  Food outlet chains: 30%

*) https://localfirst.org/think-local/utah-study-series
Do you want to be the cheapest?
12 Cheapest Holiday Destinations To Buy A Beer!

69p

£1.19

Calling all beer lovers!
Latvia

Mayor of Riga latest to hit out at behaviour of Brits abroad

Tourists urinating on Riga monument are the latest to cause disgust across Europe

Esther Addley

Wednesday 5 August 2009 20.22 BST

Genuine?
Respectful?
Airbnb is driving up the rent in your urban neighborhood

Alexander Zaitchik

Elizabeth Warren is right. Unless this trend reverses, our cities will become cheap places to stay for tourists - and unaffordable for the rest of us.

‘Debate over the subject is intense, bordering on blood sport.’ Photograph: Shannon Stapleton / Reuters/Reuters
Barcelona marches to curb negative effects of tourism boom

Community groups join forces to protest over soaring level of rents fuelled by a big rise in visitor numbers
TOURISM KILLS THE CITY
TOURIST GO HOME
YOU ARE NOT WELCOME
Only governments can stem the tide of tourism sweeping the globe

Tourism, like all globalised trends, can be a force for good, but can also wreak immense localised damage.
What can destinations do?

- Adopt Green Destinations Standard
  *(GSTC Recognised and Accredited)*

- Destination Management Coordinator > Organisation (DMO)

- Connect Marketing unit with Sustainability unit
## GREEN Destinations Standard

<table>
<thead>
<tr>
<th>Old School destinations</th>
<th>GREEN Destinations (Top 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socially intrusive</td>
<td>Socially inclusive, adaptive</td>
</tr>
<tr>
<td>Abuse, debauchery</td>
<td>Respect to humans and animals</td>
</tr>
<tr>
<td>Global chains take-over</td>
<td>Local enterprises</td>
</tr>
<tr>
<td>Low-paid jobs</td>
<td>High-paid local jobs</td>
</tr>
<tr>
<td>Low local profits, unstable</td>
<td>Locally profitable</td>
</tr>
<tr>
<td>Climate change</td>
<td>Climate friendly, green energy</td>
</tr>
<tr>
<td>National infrastructure</td>
<td>Local infrastructure</td>
</tr>
<tr>
<td>Priority for cars</td>
<td>Priority for soft mobility</td>
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<tr>
<td>Traffic congestion</td>
<td>Space for people</td>
</tr>
<tr>
<td>Litter, Noise, Pollution</td>
<td>Clean environment</td>
</tr>
<tr>
<td>Ecological disruption</td>
<td>Attractive nature &amp; scenery</td>
</tr>
<tr>
<td>Health concerns</td>
<td>Health improvement</td>
</tr>
<tr>
<td>Hard-core globalization</td>
<td>Local development</td>
</tr>
<tr>
<td>Loss of local support</td>
<td>Local community support</td>
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</tbody>
</table>
How we monitor and boost GREEN performance?

- Performance Indicators
- Trends
- GREEN policy adherence
GREEN performance is recognized by:

- Green Destinations Awards
- Certification
Top100 Sustainable Destinations

[Map of the world with sustainability markers]
Adopting GREEN worked well:

- For all the Top 100 destinations presenting their good practices today (Valkhofzaal)
Adopting GREEN worked well:

- for Schouwen-Duiveland (Zeeland) to become the most sustainable destination in Europe
Adopting GREEN worked well:

- for Slovenia to become most sustainable country destination in the world
Adopting GREEN worked well:

- for Azores and West-Portugal to become the world’s most sustainable tourism regions
Adopting GREEN worked well:

- for Nijmegen to become the first Green Destinations Gold Award city, today
Global Leaders Network

founded 25 Sept. by a.o.:

- Slovenia, Portugal, Guyana, Kamaishi (Japan), Ecotourism Australia, ...
- Gelderland, Zuid-Limburg, Schouwen-Duiveland (Netherlands), and more
Global Leaders Network

- Networking and exchange of experience
- Global Recognition of Sustainability
- Spreading and extending tourism in space and time
- The Carbon & Climate challenge
- Common promotion & marketing
Global Leaders Network

More info:

- 14:55 in Session W18
- “The Global Leaders Network: opportunities for participation”
Thank you

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GreenDestinations.org