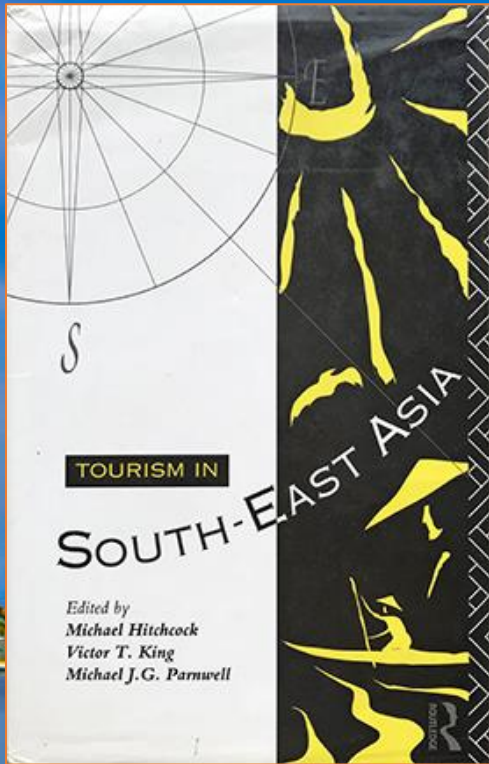
A scenic view of a tropical coastline under a bright blue sky with scattered white clouds. A vibrant rainbow arches across the sky from the left side. In the foreground, a small, light-colored wooden boat floats on the calm, blue water. To the right, a wooden pier or breakwater extends into the sea. In the background, a small town with colorful buildings and palm trees is visible along the shore.

# Sustainable Tourism Principles, Practice & Prospects

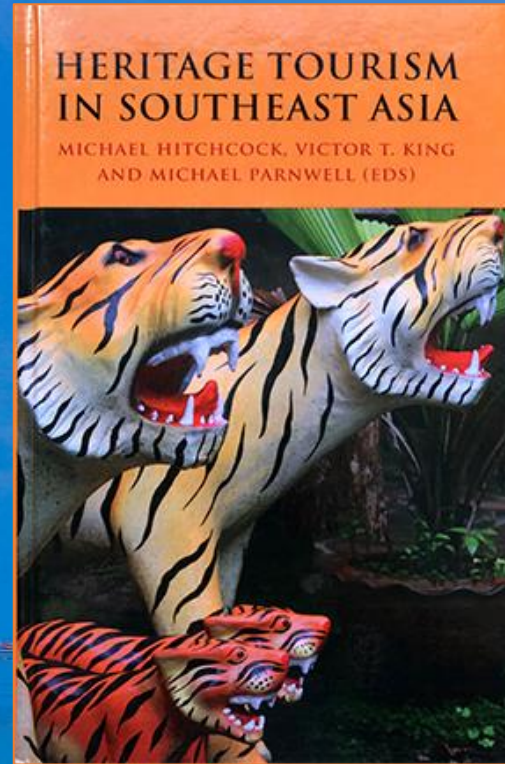
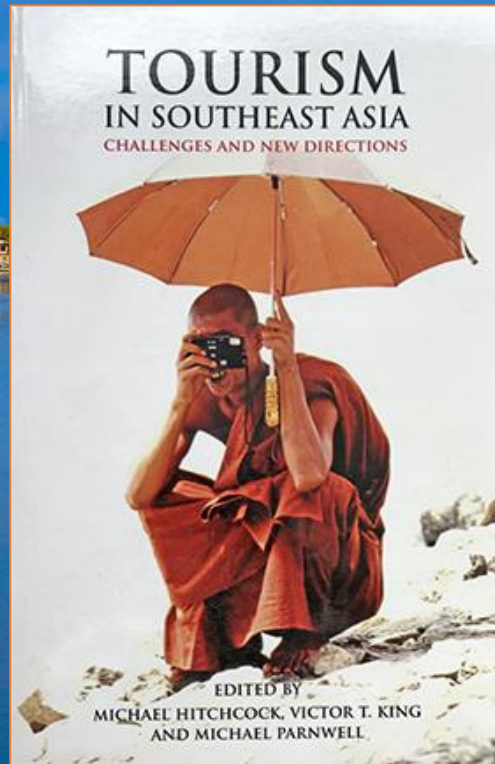
Michael Parnwell, Emeritus Professor, University of Leeds

Panel: The Economy of 'Old' Culture: Re-Working Heritage and Tourism in the 4<sup>th</sup> Industrial Age  
Creative Central Asia Leadership Conference, Astana, Kazakhstan, 16-17 November 2018



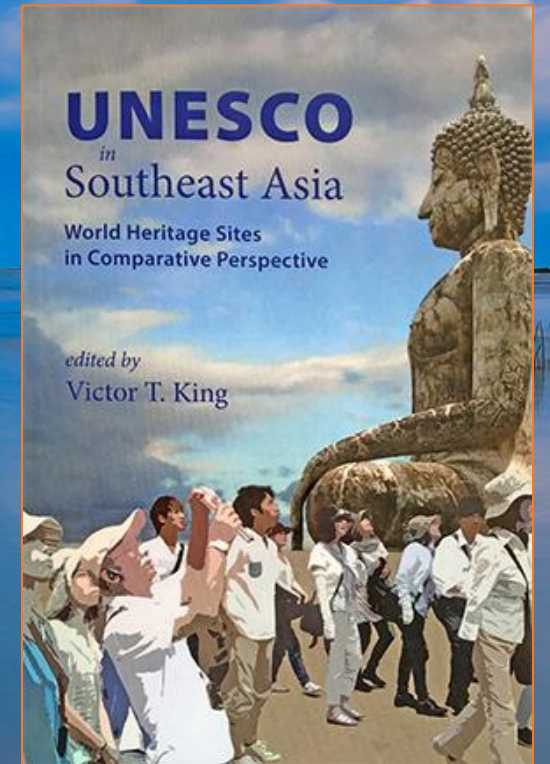
1993

2009



2010

2015



A Little Background

# Outline

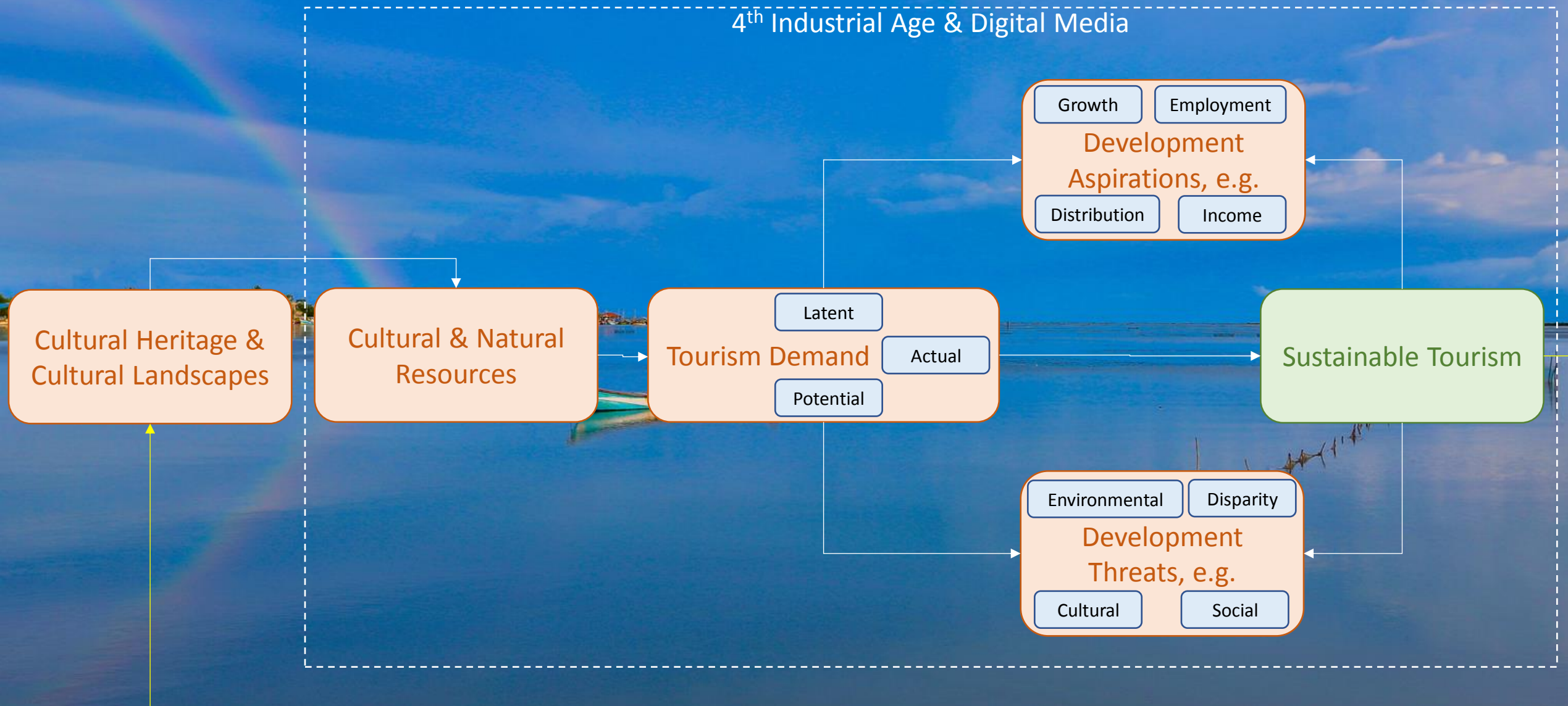
Highlight some of the key principles associated with the concept of 'sustainable tourism'

Identify some of the challenges faced when trying to turn principle into practice

Outline some of the institutional approaches which aim to support sustainable tourism in practice

Consider some of the prevailing factors which influence the prospects for sustainable cultural tourism development in emerging destinations such as Kazakhstan and the Great Silk Roads

# Schema



# Sustainable Tourism: Semantics

Tourism Development

Sustaining Tourism

Sustainable Tourism

Sustainable Tourism Development

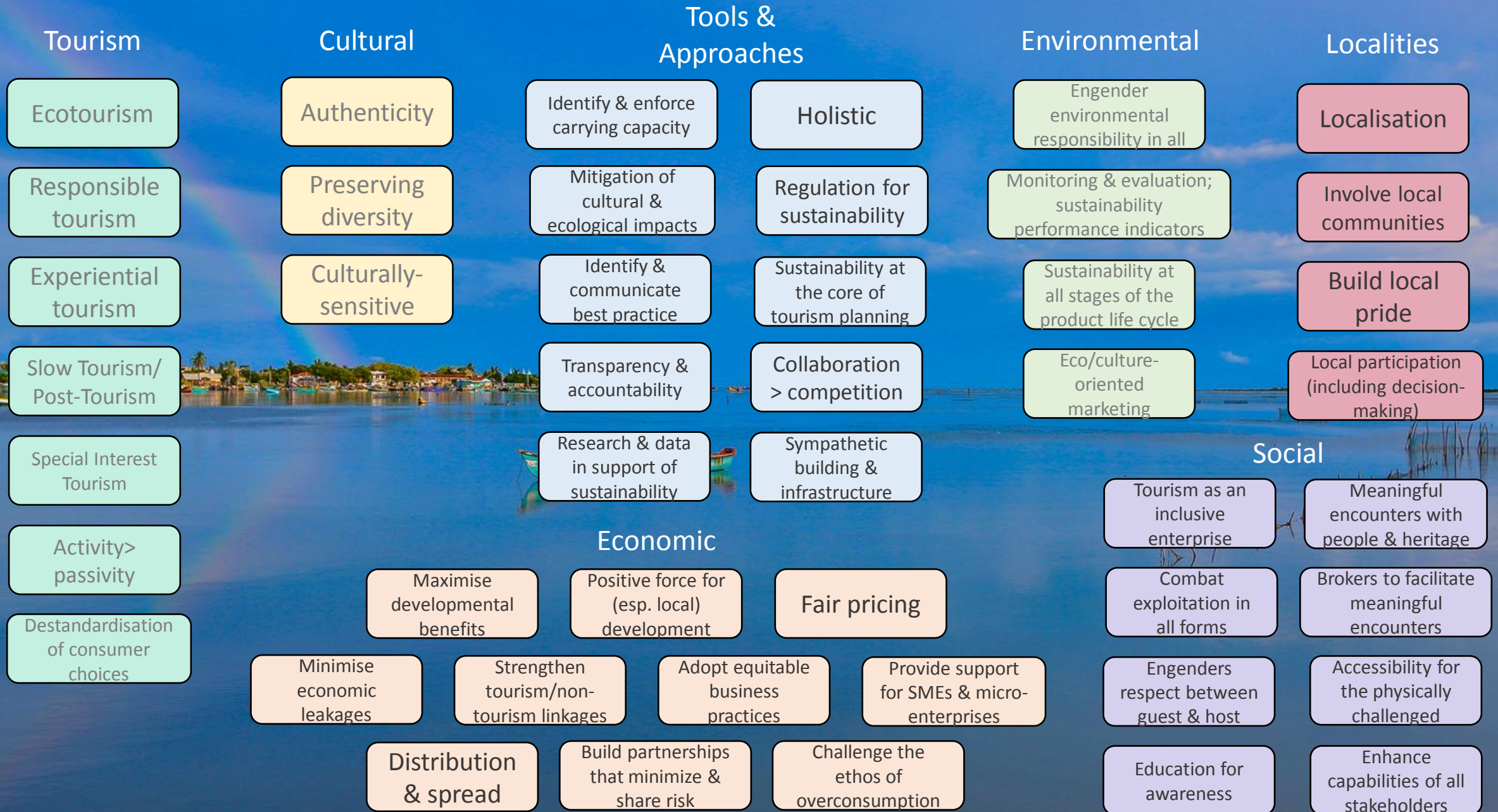
Sustainable Tourism for Development

Sustainable Tourism as an Ethical Philosophy

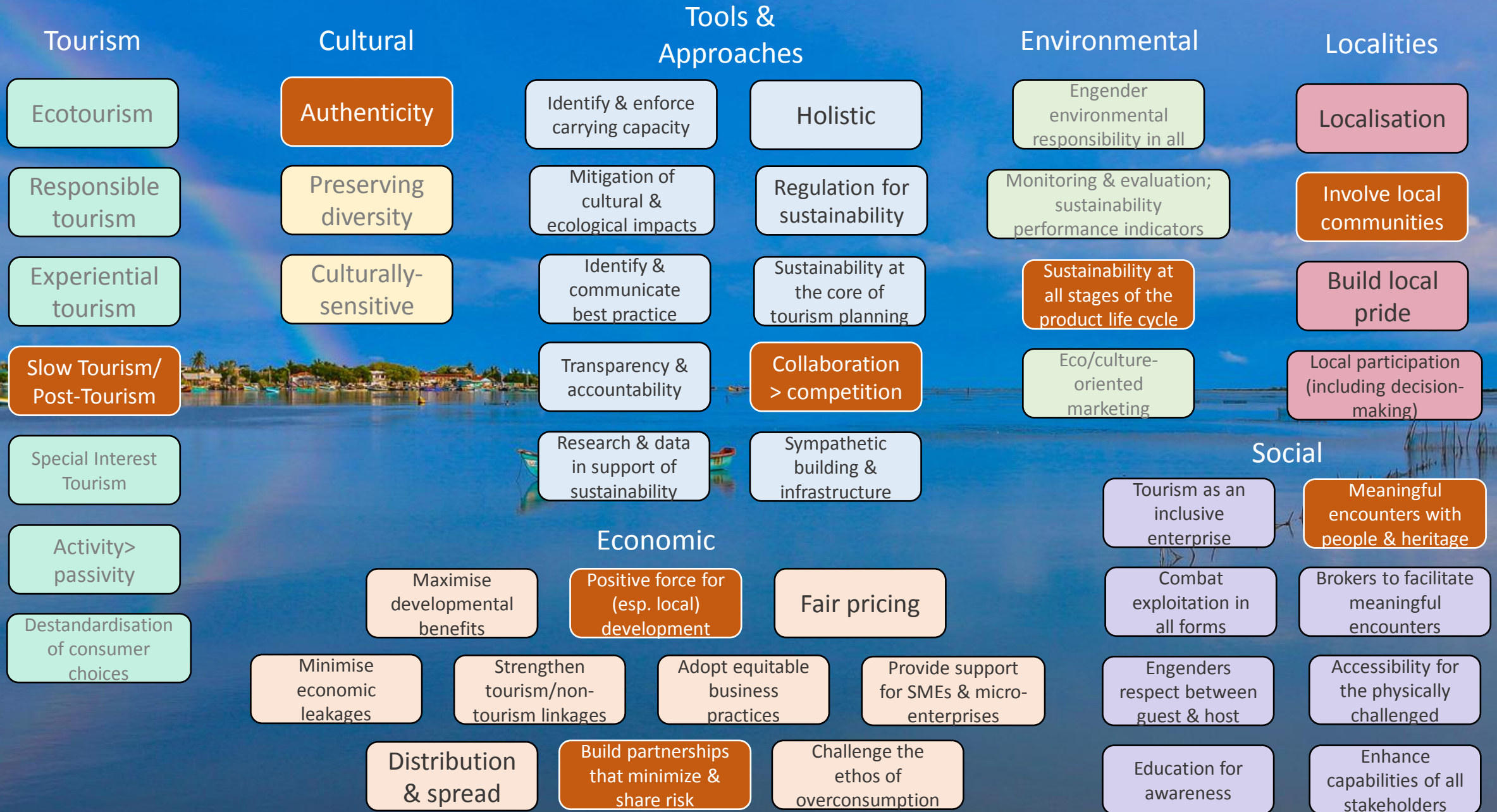
“Making better places for people to live in and better places for people to visit”

Mobilise>Don't Harm>Protect>Restore>Enhance

# Sustainable Tourism: Principles



# Sustainable Tourism: Principles



# Turning Principle into Practice: Challenges & Requirements

Easier said than done

Must-see-ism, e.g. heritage (WHS)

Differentials & distribution of power

Fair tourism in an unfair context

We may assume too much about local capacities & capabilities

Culture Vultures: champions or consumers

Preaching to the converted

Loving heritage to death

Prevailing political landscape: local democracy?

Collaboration in a competitive market?

Lack of tools for meaningful host-guest encounters

Domestic or foreign tourists: who holds the key?

So many conventions, so little progress

Contested histories; (self-)representation

Top-down vs bottom-up

Slow tourism philosophy, fast tourism motivations

Unequal encounters

Must contextualise best-practice

Tourism as competitive status-seeking

'Experts know best' mentality

Short-termism

Spread: a double-edged sword

Lip-service & greenwashing

Care-free ethos of tourism

Sustainability: demand- or supply-driven?

Massification of the alternatives to mass tourism

Path dependency: hard to change direction

Pursuit of differentness, bringing sameness

Differential dawning of the principles of sustainability

Nature tourism is not ecotourism

Different actors have different motivations: synergy?

Is the shift to sustainability fast/profound enough?

Important to disaggregate 'tourism'

Newcomers: advantage or disadvantage?

Social media: bane or saviour



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# Sustainable Tourism: Practice (e.g.)

- Charter for Sustainable Tourism (1995), World Conference on Sustainable Tourism. Also, Charter for Sustainable Tourism +20 (2015)
- European Charter for Sustainable Tourism in Protected Areas, EUROPARC (1995)
- World Tourism Organisation: Global Code of Ethics for Tourism (1999)
- International Work Programme on Sustainable Tourism Development, under the UN Commission on Sustainable Development (1999)
- International Council on Monuments and Sites, International Cultural Tourism Charter (1999)
- Cape Town Declaration on Responsible Tourism, linked to the Earth Summit (2002)
- Sustainable Travel International (non-profit organisation), harnessing the power of travel and tourism as a force for good (2002)
- The Travel Foundation (UK-based charity funded by the UK travel industry), facilitating sustainable tourism shifts 'for those yet to come' (2003)
- Global Sustainable Tourism Alliance, USAID (2006)
- Global Sustainable Tourism Council, Partnership for Global Sustainable Tourism Criteria, involving the UNEP, UNWTO, United Nations Foundation, Rainforest Alliance: accreditation body for sustainability in travel and tourism (2007)
- Travelife, web-based certification for tourism sustainability, run by UK trade association ABTA (2007)
- LEED – Leadership in Energy and Environmental Design: US Green Building Council, including the travel industry (since 1993)
- Hotel Carbon Measurement Initiative, International Tourism Partnership, World Travel and Tourism Council & KPMG (2011)
- TripAdvisor Green Leaders (2013)
- UNESCO World Heritage & Sustainable Tourism Programme (Action Plan 2013-2015)
- Thessalia Charter for Sustainable Cultural Tourism, European Cultural Tourism Network (2014)
- International Year for Sustainable Tourism for Development (UN General Assembly) (2017)
- 2018: European Year of Cultural Heritage (2018)

# Culture and Heritage Added-Value to Regional Policies for Tourism Sustainability (CHARTS), EU Regional Development Fund

- Cultural tourism destinations impacts risk assessment
- **Climate change adaptation, mitigation & protection**
- 'Greening' of the visitor experience
- **Sustainable travel choices/sustainable mobility**
- Improving intellectual, physical & financial accessibility to heritage; interpretation & signing of cultural assets; promoting virtual, perceptual & tangible access
- **Building effective partnerships at destinations between the cultural & tourism sectors, & relevant local authorities**
- Encourage visitors to stay longer & engage with local culture & heritage
- **Involve all stakeholders (public, private & voluntary sectors, tourism-related providers) in sustainability**
- Interregional/transnational cooperation & networking
- **Engage with host communities of tourism destinations**
- Foster civic pride & awareness
- **Maximise local benefits, minimize negative local impacts**
- Ensure mutual respect between tourists & residents
- **Preservation & promotion of traditional skills & trades**
- Promote a commitment to responsible tourism, with ethical concerns, equality, long-term vision, certification and award schemes
- **Develop quality criteria to measure performance to enhance tourism sustainability – European Tourism Quality Label, European Tourism Indicator System, European Heritage Labels**
- Create 'emotional maps' of visitors' journeys through a destination, from planning to the recording of emotional experiences
- **Enhanced visitor information; ICT applications, video documentaries, multimedia productions; new media tools, virtual reality, animation; innovations through social media, networking, web applications**
- Place Marketing Innovative Strategies, based on cultural heritage, local distinctiveness & regional identity
- **Marketing actions for year-round sustainable cultural tourism development**
- Cultural routes; transnational tourism products. Intangible cultural heritage
- **Promotion of eno-gastronomy & regional identity**

# Prospects: Challenges for Sustainable Tourism in Kazakhstan

- 'Sustainable Tourism' is not a widely used & understood concept in the CIS states. Ecotourism is more frequently used, but more in the context of tourism to ecological sites than the philosophical meaning of Ecotourism. NGOs introduced 15 ecosites in 2003. 'Wild tourism' continues to supersede genuine ecotourism
- Lack of integrated or holistic planning & action for tourism development, & limited legal & regulatory frameworks which could support sustainable tourism development. 2006 Tourism Industry Development Concept for the Republic of Kazakhstan to 2020 contains some provision for ecotourism, but not in a coordinated manner which could promote sustainable tourism
- The management body for natural areas (nature reserves, national parks, wildlife reserves) is the Committee on Forestry and Hunting, Ministry of Agriculture
- Heritage assets are in need of substantial investment if they are to provide a resource for sustainable tourism development. Authenticity challenges of mobilization & restoration
- Need to increase public awareness of conservation & protection of the environment, in Kazakhstan & CIS tourist source countries, to make sustainable tourism a realistic prospect. 89% of in-bound tourism was from CIS countries in 2012.

# Prospects: Challenges for Sustainable Tourism in Kazakhstan

- Kazakhstan engaged the fashionable concept of the 'green economy' in 2012, but largely as an independent sector rather than being integrated within the economy as a whole. Ecotourism is seen by the government as troublesome & costly, so has a low priority. Ecotourism sites lack green technologies. Construction spoils amenity value.
- **Tourism challenges: low country marketing; low international (and domestic – more Kazakhs travel abroad than within the country itself) attractiveness of tourism objects; poor state of repair of historical assets & challenges for authentic renovation; huge distances between sites, together with infrastructure deficiencies; a lagging service sector; and high prices for services & accommodation. Lack of a tourism supply chain, poor logistical facilities. All are impediments for tourism development and sustainability**
- Locals benefit more from mass tourism than ecotourism, so where is the incentive to prioritise sustainable tourism?
- **Tourism Industry Development Plan 2020 focuses on 5 regional clusters, along with an investment of US\$4 billion to support tourism development & mitigate impacts. Clustering may be an efficient way to support sustainability if it is given sufficient prominence, but it could also concentrate negative tourism impacts.**

# UNESCO Silk Roads Project: Silver Lining for Sustainability?

- UNESCO Silk Roads Project: 1988-1997 “Integral Study of the Silk Roads: Roads of Dialogue”; International Symposium on the Silk Roads, 2002; Themes: included festivals and creative industries, world cultural heritage, museums, etc.
- UNESCO: comprehensive & sustainable Silk Roads Heritage Corridors Tourism Strategy, focused on 2 corridors crossing 5 countries, including Kazakhstan, which forms part of the Chang’an-Tianshan Corridor (given World Heritage Status in 2014: ‘The Routes Network of the Chang’an-Tianshan Corridor’). The Strategy Road Map emphasises: sustainable growth, community development, heritage management & conservation, and maximum stakeholder engagement. Aims to balance site promotion & site conservation.
- Workshop on “Sustainable Tourism Development along the Silk Road”, October 2017, Khiva, Uzbekistan; coinciding with the International Tourism Fair for the Silk Road.
- 21 September 2018: “Promoting Sustainable Development in Kazakhstan Through UNESCO-Designated Sites” (Almaty, Kazakhstan): aimed at promoting heritage-based tourism (cultural & ecotourism) at sites on the UNESCO World Heritage List, Man & Biosphere Programme and Global Geoparks Network.
- UNWTO: Silk Road Action Plan, 2010-2011. 4<sup>th</sup> Action Plan 2016-2018. A series of comprehensive plans developed to drive collaborative, sustainable tourism growth along the Silk Road.

**A sign that international co-operation & collaboration may help Kazakhstan to accelerate efforts to achieve sustainable tourism development which may be more difficult based on its own resources & resourcefulness?**

Thank You For Your Attention!

Рақмет сізге



A vibrant tropical seascape under a clear blue sky with a rainbow on the left. A small wooden boat floats in the calm water in the center. In the background, a coastal town with palm trees and buildings is visible. On the right, a wooden pier extends into the water.

Thank You For Your Attention!

Рақмет сізге

And Thank You For Inviting Me!