TOOLS AND RESOURCES FOR NATURE-BASED TOURISM

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Acknowledgements

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The importance of nature-based tourism & sustainable development

Prior to the pandemic (Balmford et al, 2015):
• 8 billion visits to protected areas p/a
• USD 600 bn direct in-country expenditure p/a
• USD 250 bn consumer surplus p/a
21.8 million jobs are supported by wildlife tourism

Global wildlife tourism generates 5 x more revenue than the illegal wildlife trade (WTTC, 2019)
Nature-based tourism and SDGS

Pafuri camp, South Africa
- Joint venture between community & Return Africa
- 52 permanent staff (94% from local Makuleke community)
- Salaries of USD98,000 wages + benefits annually
- Impact on poverty reduction

Bisate Lodge, Rwanda
- Extensive reforestation program around Volcanoes Nat. Park
- 15,000 indigenous trees planted
- 20 community members casual staff

Snyman & Spenceley, 2019
Globally, as of 7:02pm CEST, 23 July 2020, there have been **15,012,731 confirmed cases** of COVID-19, including **619,150 deaths**, reported to WHO.
TOOLS AND RESOURCES FOR
NATURE-BASED TOURISM
COVID-19 and nature-based tourism

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The study is implemented by the Eurata Consortium. The contents of this publication is the sole responsibility of Eurata Consortium and can in no way be taken to reflect the views of the European Union.
Impacts on business

Level of cancellations from March to June 2020

- 100% cancellations reported by 37.7%
- 82.8% more cancellations on average

n=674 responses
Operator’s most immediate concerns

- Financial consequences for staff: 94% (Important), 5% (Moderate), 1% (Not important)
- Cashflow: 92% (Important), 7% (Moderate), 1% (Not important)
- Resilience of the business: 92% (Important), 8% (Moderate), 1% (Not important)
- Health and safety of staff: 91% (Important), 8% (Moderate), 1% (Not important)
- Environmental crime: 80% (Important), 17% (Moderate), 2% (Not important)
- Food security of communities: 77% (Important), 21% (Moderate), 2% (Not important)
- Access to national support measures: 77% (Important), 20% (Moderate), 4% (Not important)
- Water security of communities: 62% (Important), 26% (Moderate), 12% (Not important)
- Crime in communities: 61% (Important), 33% (Moderate), 6% (Not important)

n=544 responses
Percentages are given as a proportion of responses to each option
Support needed

Support needed

<table>
<thead>
<tr>
<th>Support Needed</th>
<th>% of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment support for workers</td>
<td>84.9%</td>
</tr>
<tr>
<td>Financial support for recovery</td>
<td>84.5%</td>
</tr>
<tr>
<td>Financial support for cashflow</td>
<td>84.1%</td>
</tr>
<tr>
<td>Tax deductions or deferments</td>
<td>79.5%</td>
</tr>
<tr>
<td>Identification of new source markets</td>
<td>58.7%</td>
</tr>
<tr>
<td>Expert advice on business strategy and recovery</td>
<td>55.2%</td>
</tr>
<tr>
<td>Best practices shared from other businesses</td>
<td>51.6%</td>
</tr>
<tr>
<td>Research and forecasts for business planning</td>
<td>49.1%</td>
</tr>
<tr>
<td>Information about business and marketing options</td>
<td>48.9%</td>
</tr>
<tr>
<td>Commercial debt repayment support</td>
<td>48.0%</td>
</tr>
<tr>
<td>Identification of new services/products to offer</td>
<td>45.0%</td>
</tr>
<tr>
<td>Advice on health and safety precautions</td>
<td>44.6%</td>
</tr>
<tr>
<td>Virtual training for upskilling entrepreneurs and staff</td>
<td>42.0%</td>
</tr>
<tr>
<td>Advice on communicating with customers</td>
<td>35.5%</td>
</tr>
<tr>
<td>Revisiting supply chain processes</td>
<td>35.2%</td>
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</table>

TOOLS AND RESOURCES FOR NATURE-BASED TOURISM
**Information resources:**
- Books and e-books
- Technical reports
- Case studies
- Best practice guidance, guidelines, and codes of conduct
- International agreements

**Certification systems for protected areas and tourism service providers, including:**
- Standards and criteria
- Indices and ratings
- Indicators

**Toolkits and how-to tools, including:**
- Financial assessment and evaluation tools
- Research tools

**Training and capacity building resources, including:**
- Online courses
- Training materials and manuals
- Webinars

**Online platforms:**
- Online booking systems with sustainability ratings
- Databases and resource platforms
- Websites hosting relevant resources

**NBT-related institutions and networks**
Nature-based tourism and ecotourism

A briefing document on NBT issues and an overview of relevant WBG projects can be found in Ramping up nature-based tourism to protect biodiversity and boost livelihoods (2017). From the CBD and the United Nations Environment Programme (UNEP) comes A good practice guide: Tourism for nature and development (2009), which aims to provide stakeholders with the tools to make the tourism sector more biodiversity-friendly and more socially equitable. It introduces public decision-makers to the available toolbox of techniques, technologies, and procedures that optimize the social and environmental contributions of tourism and minimize its negative impact. The guide covers policy and strategy tools, legal and normative tools, monitoring and evaluation, market-based instruments, capacity building, and marketing and promotion.

The Compendium of best practices in sustainable tourism (2014) also shares best practice case studies in sustainable ecotourism, gathered from 17 countries, that have potential for replication elsewhere. These best practices include destination management organizations, tour operators, accommodation, NGOs, and airlines. A report overview of ecotourism issues, concepts and challenges, behavior and visitor experiences, and practices, such as chapters relating to the planning and certification of ecotourism. Ecotourism: Principles and practices (2008) is a broad-based textbook that provides a basis for studies on NBT, with topics such as policy and planning, business, products, marketing, guiding and interpretation, and impacts on conservation, communities, and the economy. Ecotourism: Transitioning to the 22nd century (2018) is another broad-based textbook on the topic that addresses sustainability, the enabling environment, natural resource management, professionalization of the sector, interpretation, communities, marketing, and education. Ecotourism: Principles, practices and policies for sustainability (2002) explains the components for successful ecotourism, illustrated with a series of practical case studies.

Protected areas

The International Union for Conservation of Nature's (IUCN) Best Practice Guidelines Series publication on Tourism and visitation in protected areas: Guidelines for sustainability (2018) recognizes that managing PA tourism is a complex technical task requiring high levels of skill and knowledge. These comprehensive guidelines
Tools and Resources

- Enabling policy environment
- Governance and institutional arrangements
- Concessioning and partnership models
- Destination management
- Infrastructure and facilities
- Visitor management
- Nature-based enterprise development
- Impacts of nature-based tourism
- Risk management and climate change
- Monitoring and evaluation
Tools and Resources

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POLICY ON TOURISM AND WILDLIFE CONCESSIONS ON STATE LAND

2007
Financial and economic impacts

Directly Affected Sectors
- Transportation
- Campers
- Gas
- Groceries
- Restaurants
- Hotels
- Recreation industries

$20.2 billion in visitor spending

Contribution to the National Economy
- 2012: $14.7 billion
- 2013: $14.6 billion
- 2014: $15.7 billion
- 2015: $16.9 billion
- 2016: $18.4 billion
- 2017: $18.2 billion
- 2018: $20.2 billion

### Tourism related threats in protected areas

**Tourist Behavior**
- Quiet natural experience: Noise pollution (e.g., from motor vehicles)
- Wilderness experience: Trailside littering
- Plant communities/habitat: Soil erosion from trampling
- Coral reefs: Inappropriate diving and snorkeling
- Wildlife viewing: Inappropriate wildlife viewing practices (e.g., visitors are too close, too many, too loud)

**Tourism Infrastructure and Policies**
- Freshwater systems: Excessive wastewater and water pollution
- Clean beaches: Solid waste disposal and sewage
- Coral reefs: Anchoring practices of boats
- Viewscapes: Air pollution (e.g., from motorized vehicles)
- Wilderness experience: Inappropriately sited buildings, roads, and other infrastructure
- Wilderness experience: Inappropriately sited buildings, roads, and other infrastructure

**Conservation Objective**
- Bird habitat: Excessive fuel wood consumption
- Vegetation: Trampling in sensitive ecosystems
- Coral reefs: Inappropriate diving and snorkeling
- Bird nesting: Inappropriate wildlife viewing practices (e.g., visitors are too close, too many, too loud)
- Target species: Inappropriate feeding of wildlife, creating problem individuals
- Natural systems: Introducing invasive alien species through horses, hiking shoes, boats

- Freshwater biodiversity: Overuse of freshwater resources
- Coral reefs: Excessive wastewater and water pollution
- Migratory birds: Destruction of important habitat (e.g., mangroves) for tourism infrastructure
- Sensitive areas: Inappropriately sited buildings, roads, and other infrastructure
- Native fish: Fish stocking practices

Drumm, A., McCool, and Rieger (2011)
Training materials

ST7. Tourism and Conservation - Sustainable Models And Strategies

by Joseph Rados — last modified Jan 10, 2013 08:02 AM

This manual is from a set of nine courses on Sustainable Tourism that have been developed by George Washington University as a result of compiling the lessons and best practices from the USAID Global Sustainable Tourism Alliance (GSTA) program, and other tourism development experiences. The courses train students, practitioners, donor agency representatives, and others working in related fields to understand and develop tourism and its role in international development. All the course materials are public access and also can be found inside the USAID NRM&D Learning Management Center. Your registration in these courses will allow you to actively participate in discussions of the material, and to take quizzes to check yourself for understanding at the end of each course. Each of the nine courses are offered free on a non-academic credit basis and offer a Certificate of Completion from USAID. Participants may take these courses to build your own knowledge of the field of tourism and development. The target audience for this manual, Tourism and Conservation - Sustainable Models And Strategies, includes professionals working on tourism-related projects in developing countries, including staff from donor and government agencies, non-governmental organizations, consulting firms, universities, businesses, and other entities.

Author(s): Matt Humke (Solimar International), Roberta Hilbruner (USAID), Donald E. Hawkins (George Washington University)

Publication Date: 2011

Download File from Portal: 
ConservationWorkbook_7.pdf — PDF document, 10,871 kB (11,132,742 bytes)
Networks and institutions

Global Ecotourism Network (GEN)

GEN is a global group of ecotourism pioneers and practitioners that previously formed the Advisory Board of the International Ecotourism Society (TIES). Through their website and social media, they share the latest information and initiatives related to ecotourism.

Global Sustainable Tourism Alliance (GSTA)

GSTA is a partnership of leading organizations in the sustainable tourism field working together with USAID missions to apply a holistic and market-driven approach to sustainable tourism development. The alliance has a series of online training resources on sustainable tourism.

Global Sustainable Tourism Council (GSTC)

The GSTC establishes and manages global sustainable standards, known as the GSTC Criteria. There are two sets: Destination criteria for public policy makers and destination managers, and Industry criteria for hotels and tour operators. The criteria are guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation. Their criteria have been used by a number of certification bodies to certify NRT enterprises and destinations (including PAs) across the world. GSTC provides members with access to training programs and events.

Griffith Institute for Tourism

Based at Griffith University in Australia, this institute's strategic research areas include sustainable tourism and visitor experience design and evaluation. Its website shares research reports, such as Tourism planning in natural World Heritage Sites (2017).
Nature-Based Tourism Tools and Resources

This e-book is an ongoing collection of nature-based tourism (NBT) tools and resources to help NBT practitioners throughout the project cycle. It has been developed by the Global Wildlife Program’s Nature-Based Tourism Community of Practice. You can search by keywords or use the filters below to narrow your search. Please contribute to this e-book by sending new resources and your questions and comments to gwp-info@worldbank.org.

Nature-Based Tourism Issues

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Type of Resource

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Filter by Keywords (geographical location, activity, etc.)
Tourism and visitor management in protected areas

Complete Title: Tourism and visitor management in protected areas: guidelines for sustainability

IUCN Publication

Author(s): Leung, Yu-Fai | Spenceley, Anna | Hvenegaard, Glen | Buckley, Ralf | Groves, Craig

Organization(s): IUCN, Global Protected Areas Programme | IUCN World Commission on Protected Areas (WCPA) | IUCN World Commission on Protected Areas (WCPA), Tourism and Protected Areas Specialist Group (TAPAS Group)

Abstract:
Protected areas are a key component of any global conservation strategy. Tourism provides a crucial and unique way of fostering visitors’ connection with protected area values, making it a potentially positive force for conservation. Protected area tourism’s economic benefits—which depend on beautiful natural areas, healthy wildlife and nature, and authentic cultures—can also be a powerful argument for conservation. Tourism in protected areas is a major part of the global tourism industry—an industry whose scale and impacts are enormous. Such a high volume of visitors implies certain needs for fundamental infrastructure and requirements for employment and human services, all of which have ramifications for the economy, society, culture and the environment. These Guidelines provide guidance on key issues to help managers achieve sustainable tourism in protected areas.

Monographic Series: Best Practice Protected Area Guidelines Series
COVID-19 and sustainable tourism: Information resources and links

+ 600 resources
resilience & recovery - market intelligence – impacts – virtual tours