World Tourism

• Big business!
• Since 1950 tourism has grown virtually uninterruptedly
• 2014 1.1 billion arrivals
• Predicted to grow to 1.8 billion by 2030
Continued Growth

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030

- International Tourist Arrivals received (million)
  - Africa
  - Middle East
  - Americas
  - Asia and the Pacific
  - Europe

- Actual trend
  - 1950: 940 mn
  - 2010: 1.4 bn

- Forecast trend
  - 2020: 1.8 bn
  - 2030:
Tourism is important

- 9% of GDP (Direct, indirect and induced)
- 1/11 jobs
- US$1.3 trillion in exports
- 30% of world’s services exports
- 6% exports of least developed countries

**WHY TOURISM MATTERS**
Big time investors

- Global hotel investment to exceed US$ 54.5 billion
- Tourism investments as a driver
  - Progress
  - Jobs
  - Businesses
  - Infra
- 1.3 million additional rooms in 2015
New Trends

- Big players
- No physical assets or destination connection

($62 billion)  ($13 billion)  ($12 billion)  ($10 billion)
Unsustainable Growth?
Community Development

Hey I love this country... it's so basic and unspoilt... and everything's so cheap.

Yeah... let's hope it stays poor, eh?

'THE BEACH'

Polyp.org.uk
Empowering individuals and communities at all levels through tourism can be a fundamental step towards achieving sustainable development around the world.
Community tourism

- Brings investments to rural areas
- Addresses factors that drive rural – urban migration

**Push Factors**
- few services
- lack of job opportunities
- unhappy life
- poor transport links
- natural disasters
- wars
- shortage of food

**Pull Factors**
- access to services
- better job opportunities
- more entertainment facilities
- better transport links
- improved living conditions
- hope for a better way of life
- family links
Brings opportunities to women

- Women participate in the workforce
- They are able to work at home
- They have greater control over household finances
• 7 mechanisms directly tied to the UN Millennium Development Goals (MDGs),

• Include the goal of halving extreme poverty by 2015.

• Implemented around the world and provide invaluable assistance to developing countries.
Tourism is a people-based economic activity built on social interaction, and as such can only prosper if it engages the local population by contributing to social values such as participation, education and enhanced local governance.
The development of sustainable tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.
Sustainable Tourism:

- Makes optimal use of environmental resources
- Respects the authenticity of host communities
- Ensures viable, long-term economic operations
- Maintains a high level of tourist satisfaction
Realistic Expectations

"I know the recession is expected to boost English tourism, but I still think you're being optimistic."
Guidelines? Take your pick
How do we go from here.....

Guidelines

National Policy

Local Tourism Plans

District Implementation

...to here?
Many agencies and stakeholders
"How come we're getting less tourists, when we've done so much to make getting here more convenient?"
Private Sector Partners

- Long-term players with commitment
- Knowledge of products and markets
- Create employment – bring investment
- Provide the market reach and connection
Challenges

- Ensuring that benefits reach the community
- Channeling benefits towards preservation / protection
- Preventing leakages
- Acknowledging and observing carrying capacities
- Measuring success – including quality of life
- Weathering the ‘storms’
Banyan Tree, Phuket Thailand
Sustainability From The Start

- 1985 – purchased vast expanse of coastal land in Phuket, Thailand - lagoons of the most intense cobalt blue.

- However, the blue came from pollution by the previous tenant, a tin mine.

- Rather than walk, they dedicated themselves to cleansing the acid-laden soil by planting more than 7,000 trees.

- Transforming a wasteland into the environmentally sensitive first Banyan Tree resort in 1994.
‘Stay for Good'

- Encompasses sustainability efforts and encourages guests to get involved through a number of new initiatives.

- Sustainability not only in terms of the environment, but also in terms of the benefit to the communities.
Green Imperative Fund

- Part of the Stay For Good programme, which crowd sources micro-contributions from guests during their stay.
- Every dollar is matched by Banyan Tree.
- Since 2001, the Fund has raised more than US$7 million and disbursed over US$4.1 million for social and environmental efforts.
- The primary beneficiary is external to Banyan Tree.
Key Success factors

- Part of the Company DNA
- The Banyan views themselves as part of the community
- Local employees, services and products
Anna Rais

- A Bidayuh community close to Kuching
- Retains original architecture and construction
Anna Rais - tourism

- Day visits
- Tourism entry fee
- Employed local woman to manage / guide
- Funds go to salary and to longhouse maintenance
- Some sales of local products – handicrafts, fruit, wine
Anna Rais - expansion

- Longer stays
- Homestays
- Jungle and river treks
- Hot Springs
Anna Rais - Success

- Retained character of longhouse
- Living community (people still live there)
- Proximity to major source market
- Community does not rely on tourism
- Benefits are spread through the community
Nanga Sumpa - Sarawak

What community-based tourism can achieve
Partnership with local communities

Iban communities located in the upriver areas of Batang Ai
Simple Beginnings

• Tourism started by Borneo Adventure (BA) in 1987
• Initial focus was one River & one Longhouse community
• Community had the option to say ‘no’
• Proposed earnings through transport provision, guiding, support staff and handicraft sales
• Don’t give up your day job - farming
Starting small

- A small, basic lodge was built
- Community involvement & partnership from start
- Community tourism committee
- Non disruptive
- Small numbers, gradual gains
- Sustainable growth, building local capabilities
Today

- Award winning products & global recognition
- Offer tours to all river systems in the Batang Ai region
- Facilities includes lodges, jungle camps, trail network, longhouse stays
- Over 6 Longhouse communities now involved
- BA is not only a tourism partner but a trusted voice to communicate community concerns
- 2,000+ visitors per year
Tourism provides substantial economic benefits for local people.
WHY TOURISTS COME
And why Ulu Ai is such a special place
Clean Rivers
Pristine Rainforest
Iconic Wildlife
Activities & Experiences
NICHE, NOT MASS

“Small is beautiful”. And sustainable
Benefits to the community

- Employment in situ
- Soft loans
- Education funds
- Support for government programmes
- Conservation support
- US$300/ family / month (side income)
- Farming still the main income
Challenges…

- Working with local community leadership
- Preventing “self-exploitation”
- Youth have no need to go out of the community
- No savings
- Too easy – money comes to them
Successes

- Established a new Conservation area (14,000 ha)
- Everybody employed
- Women are employed
- The local livelihoods maintained
- Conservation is at the core
Keys to success

- Clear roles
  - Government – policy & natural asset management
  - Community – partner & diversify economy
  - Private sector – business (long-term)
  - NGO’s – advocacy / technical input

- Strong partnerships between community and private sector

- Critical appraisal
  - What is the attraction
  - Can it make money
  - How does the community participate
  - How many jobs can be created
Involvement of community in conservation
Where suitable, tourism can bring about economic opportunities and employment

However, expectations need to be realistic

Private sector has an important role but needs to be guided by good policy

The long-term business view and profit orientation is a strength

The social environment needs nurturing to manage change
Conclusions

- Sustainability is the aim of both community development and tourism.
- Environmental concerns can only be addressed once community economic needs are solved.
- Tangible benefits with dignity.
OH COME ON... I'M NOT PAYING TOURIST PRICES!

FINE. SO WORK OUT THE MINIMUM WAGE FOR TWELVE HOURS WORK IN YOUR COUNTRY AND PAY ME THAT.
Good luck & Thank you

Robert Basiuk