UNWTO Communication, Media & Tourism Training in Africa

TOURISM FOR NATURE, HERITAGE AND COMMUNITIES

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Introduction

What is tourism to you?
When do see yourself as a tourist?
Write an introduction on this photo?
定义：旅游业是社会、文化和经济现象，涉及人员在国家或地方以外的环境中的移动，目的是为了个人或商业/职业目的。

这些人们被称为游客：
- 游客或一日游者
- 居民或非居民
- 旅游业与他们的活动有关，其中一些涉及旅游业支出。

（UNWTO）

 Zimbabwe Tourism Act定义了游客为在津巴布韦度过至少一个晚上以各种目的的人。
Tourism has seen continued expansion over time, despite occasional shocks, underlining the sector’s strength and resilience.

International tourist arrivals and tourism receipts (% change)

Data as of November 2020.

**AMERICAS**
- 219 million (+2%)
- USD 342 billion (+9%)

**EUROPE**
- 744 million (+4%)
- USD 576 billion (+4%)

**ASIA AND THE PACIFIC**
- 362 million (+4%)
- USD 443 billion (+1%)

**AFRICA**
- 70 million (+2%)
- USD 36 billion (+1%)

**MIDDLE EAST**
- 65 million (+8%)
- USD 51 billion (+6%)

* Provisional data.
Purpose of Tourism & Why it Matters

- Economic Growth
- Inclusive Development
- Environmental Sustainability
- Education
- Empowerment
- Fun!
Tourism
The How of Responsible Tourism Reporting

- In-depth Research:
  - Study nature sites, cultural heritage, and local communities comprehensively.
  - Understand history, significance, and current issues.

- Building Relationships:
  - Establish connections with local experts, community leaders, and conservation organisations.
  - Gain valuable insights and personal stories for in-depth coverage.

- On-the-Ground Reporting:
  - Visit sites and communities for firsthand experiences and observations.
  - Verify information and avoid misconceptions or stereotypes.
Responsible Tourism Reporting…

- **Cultural Sensitivity:**
  - Approach reporting with cultural sensitivity and respect.
  - Represent diverse cultures accurately, avoiding misappropriation.

- **Human Interest Stories:**
  - Highlight personal experiences, challenges, and triumphs.
  - Create emotional connections for more impactful coverage.

- **Environmental and Social Impact:**
  - Investigate the impact of tourism on nature sites and communities.
  - Report both positive and negative consequences, promoting responsible practices.

- **Collaboration with Local Media:**
  - Partner with local media for comprehensive coverage.
  - Promote local voices and viewpoints.
Tourism for Nature

Definition:
• Tourism for nature, or ecotourism, focuses on experiencing and appreciating natural environments and ecosystems.

Activities:
• Wildlife and bird watching, nature walks, camping, adventure, environmental education, and sustainable accommodations.

Goal:
• Foster appreciation for the natural world, promote conservation, and support local communities.
Tourism for Heritage

- Journalism Perspective:
  - Covering stories related to travel destinations, cultural sites, historical landmarks, and events.

- Topics Covered:
  - Destination profiles, cultural and historical sites, travel experiences, sustainable tourism, and industry trends.

- Storytelling Techniques:
  - Interviews, visuals, human interest stories, investigative reporting and travel tips.
Tourism for Communities

- Research and Understand the Destination:
  - Learn about culture, language, history, and local communities.
  - Understand tourism's impact on the environment, economy, and social fabric.
- Identify Key Stakeholders:
  - Engage with local communities, tourism boards, government agencies, and non-profits.
- Engage with Local Communities:
  - Establish relationships based on trust and mutual respect.
  - Involve communities in decision-making processes.
Tourism for Communities…

- Assess the Impact of Tourism:
  - Evaluate positive and negative impacts on economic, social, cultural, and environmental factors.

- Report Responsibly:
  - Provide an objective and responsible portrayal of tourism and communities.
    - Highlight both positive aspects and challenges.

https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0282319
Tourism for Communities…
CONCLUSION

“You can’t give what you do not have”
Thank You