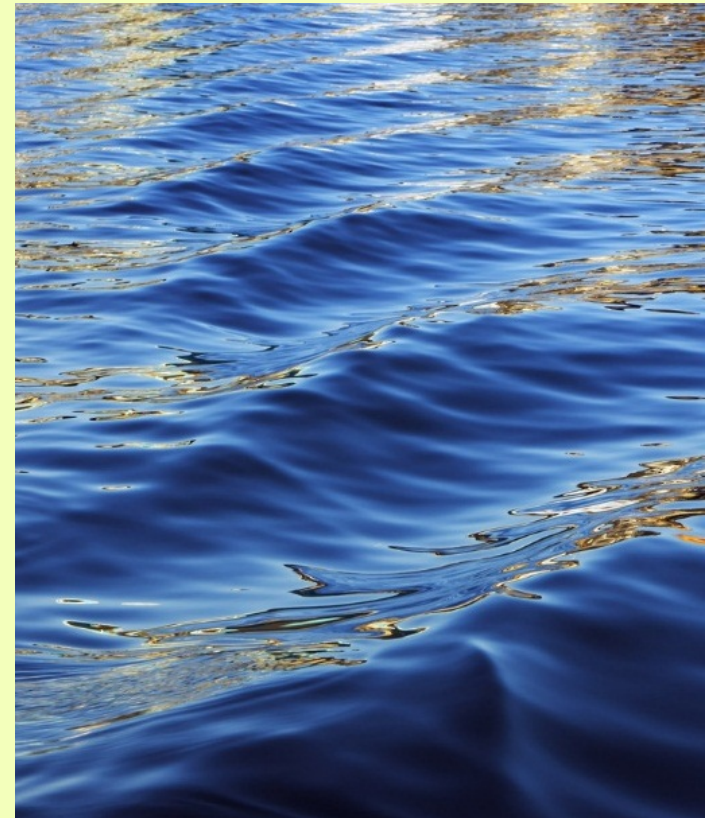


Lesson 6 Sustainable Tourism

Ajarn Pan



Challenges to Sustainable Tourism Strategies Implementation

Prioritization of economic goals by governments and DMOs and focusing on short-term objectives are the main challenges

- Lack of awareness
- Prioritization of economic objectives over environmental and social issues
- Inadequate coordination and incorporation into wider policy on the different governmental levels
- Weak stakeholder involvement and support
- Insufficient resources committed to sustainability strategies implementation
- The lack of coordination between the various departments and different levels of government



Tourism Destination Management

Product Marketing & Development

Marketing:
-Research
-Development of a marketing strategy
-Development of a promotion strategy

Product Development:
-Product design
-Site planning
-Route planning
-Conservation strategies
-EMS for facilities
-Financing
-Interpretation

Training of public & private sector staff

Destination Planning

Destination analysis

Policy development

Transportation planning

Land use & physical planning

Urban environmental management strategies

Determination of carrying capacity

Impact assessment

Training of public & private sector staff

Organizational & Management Structures

Development of leadership & management capacities

Management of stakeholder participation

Design of organizational structures

Creation of partnerships

Training of public & private sector staff

Destination & Site Operations

Environmental Management:
-Waste
-Water
-Sewage
Air Quality

Disaster Planning:
-Natural disasters
-Fire

Heritage resource conservation

Site/Attraction management

Security

Training of public & private sector staff

- **Some ideas on responsibility...**

- o Research the culture of the area before arriving.
- o Stay in accommodation establishments invest in the local community.
- o Learn some of the local languages.
- o Respect the dignity and privacy of others.
- o Make an effort to donate or volunteer to a local organization.
- o Purchase souvenirs directly from community markets.
- o Experience local and regional cuisine.
- o Be vigilant about protecting children from exploitation and prostitution.
- o Pay a price that is fair for the seller.
- o Use water and electricity as efficiently as possible.

Thank you 😊