

Sustainable Area Management Using Tourism

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- 1. Pathway to Solving Local Issues**
- 2. Key Points of Sustainable Area Management Using Tourism**
- 3. Case Study**

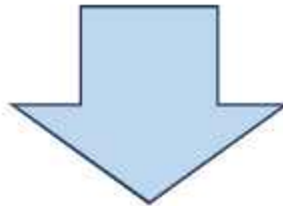
1. Pathways to Solving Local Issues

(1) What is sustainable area management?

Recent Issues

- ✓ Low birth rates and aging populations
- ✓ Threats to unique resources (natural environment, culture, traditional industries)
- ✓ Fiscal deterioration
- ✓ Need for carbon neutrality

Lack of people, goods, and money



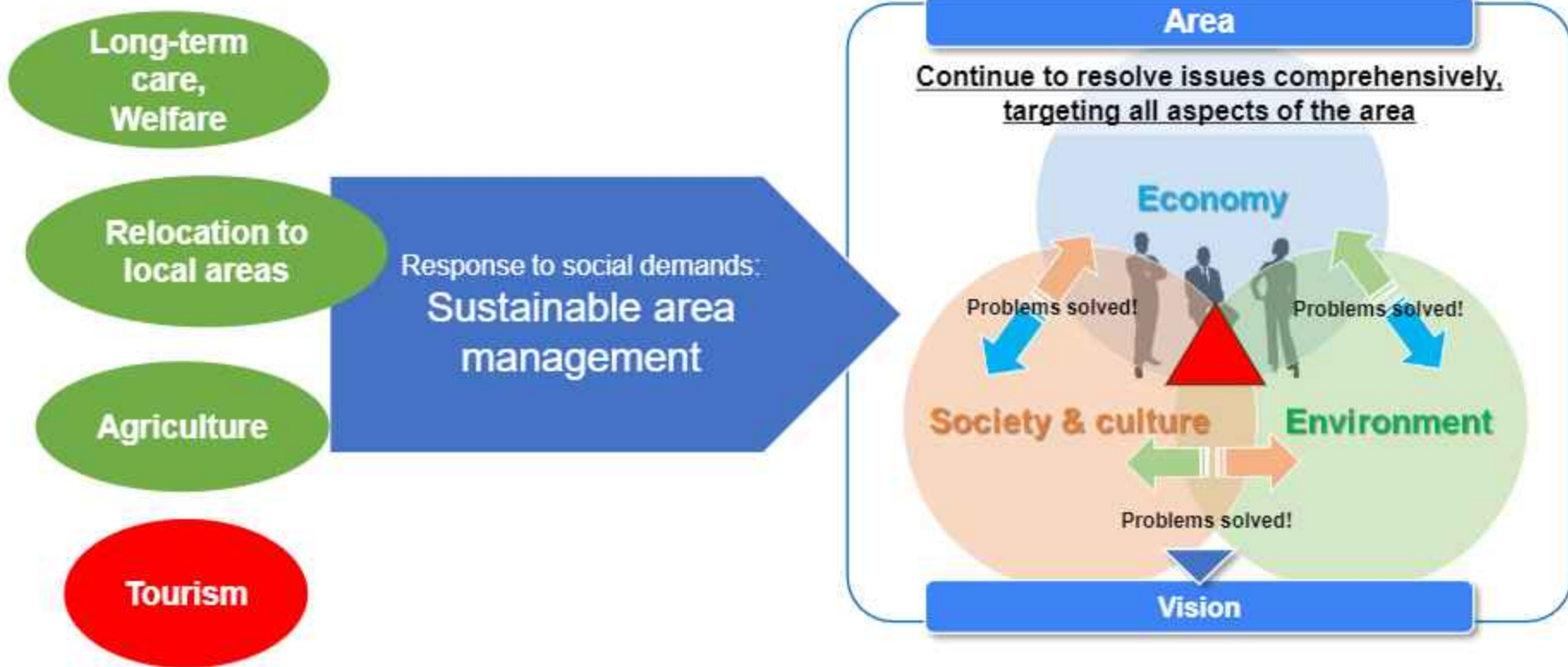
Coordination of interests among stakeholders

Sustainable area management

- A comprehensive approach to leveraging collective strength amid resource constraints

(1) What is sustainable area management?

- Sustainable area management aims to maintain and improve the living environment and residents' QOL for the future.
- The first step is to discuss and share a vision for the area's living environment 50 to 100 years ahead, considering current measures and potential issues.
- Based on this analysis, areas must re-examine their policies before moving to solutions.



(2) Reasons for using tourism for sustainable area management

Tourism can be used to fulfill sustainable area management requirements

Characteristics of tourism to be utilized

- (1) **Tourism affects all aspects of an area**, including social, cultural, environmental, and economic dimensions.
- (2) **Tourism impacts various industries and a wide array of people**, including residents, encouraging their interest and participation.
- (3) Leadership from top officials and interdepartmental **collaboration are necessary** for planning and implementation.
- (4) While tourism is quick to both overheat and cool, it is also a **source of employment and can underpin regional economy**

Sustainable area management requirements

- Addresses all aspects of an area
- Promotes stakeholder participation in issues
- Facilitates cross-departmental coordination
- Institutes safeguards against risk

(3) Benefits of sustainable area management

Economic benefits

- Tourism supports a wide range of industries, creating substantial employment opportunities
- Consumer preferences for responsible tourism enable added-value pricing
- Sustainable tourism enhances international marketability and branding

Social and cultural benefits

- To preserve the landscape, to improve with traffic congestion help to improve residents' QOL
- Cultural resources are rediscovered, maintained, and preserved

Environmental benefits

- Measures are taken to secure water sources and quality, preserve ecosystems, and reduce the environmental impact such as carbon neutrality

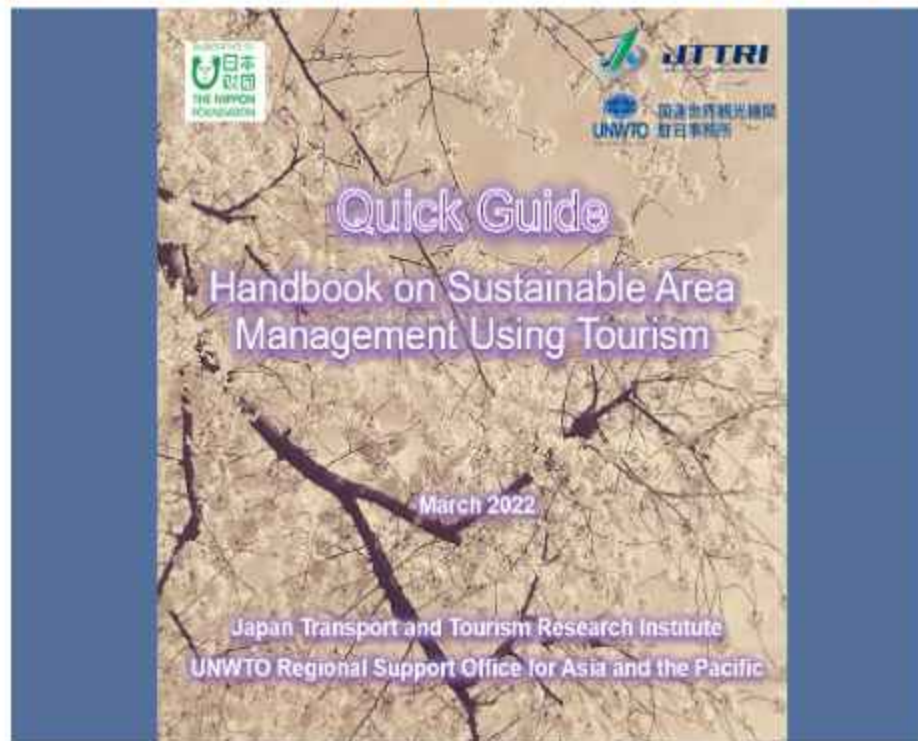
Other benefits

- Cohesion across an area facilitates consensus-building and stronger community ties
- Enhance interdepartmental collaboration through shared data and indicators

(4) The Handbook: Practical Guide on Sustainable Area Management Using Tourism

- The Handbook, developed by our Institute, the UNWTO Regional Support Office for Asia and the Pacific, and the Japan Tourism Agency, supports sustainable area management, drawing on the UN Tourism Guidebook and incorporating recent example
- It outlines the necessary steps in realizing sustainable area management, highlights innovative case studies.
- The Handbook promotes an evidence-based approach, enhancing residents' quality of life.

Take tourism as an entry point to resolve regional issues!



2. Key Points of Sustainable Area Management Using Tourism

Steps for sustainable area management using tourism

Preparing to Start

- ✓ Defining the reasons, aims, and purpose of sustainable area management using tourism
- ✓ Identifying and organizing related plans, measures, issues, indicators, and data
- ✓ Facilitating the participation of other departments and related business entities

Clarify issues and vision for the area's future

Phase A

Step 1: Define the destination

Step 2: Identify and involve stakeholders

Step 3: Identify tourism assets and current risks

Step 4: Clarify issues and vision for the area's future

Identify priority issues, craft initiatives, and design indicators

Phase B

Step 5: Identify priority issues, build consensus among stakeholders

Step 6: Consider and share initiatives to resolve priority issues

Step 7: Consider indicators based on priority issues and initiatives

Step 8: Select indicators and design measurement process

Measure, analyze, share, and improve

Phase C

Step 9: Collect data and measure indicators

Step 10: Analyze, report, and share on movement of indicators

Step 11: Improve by adjusting indicators and management

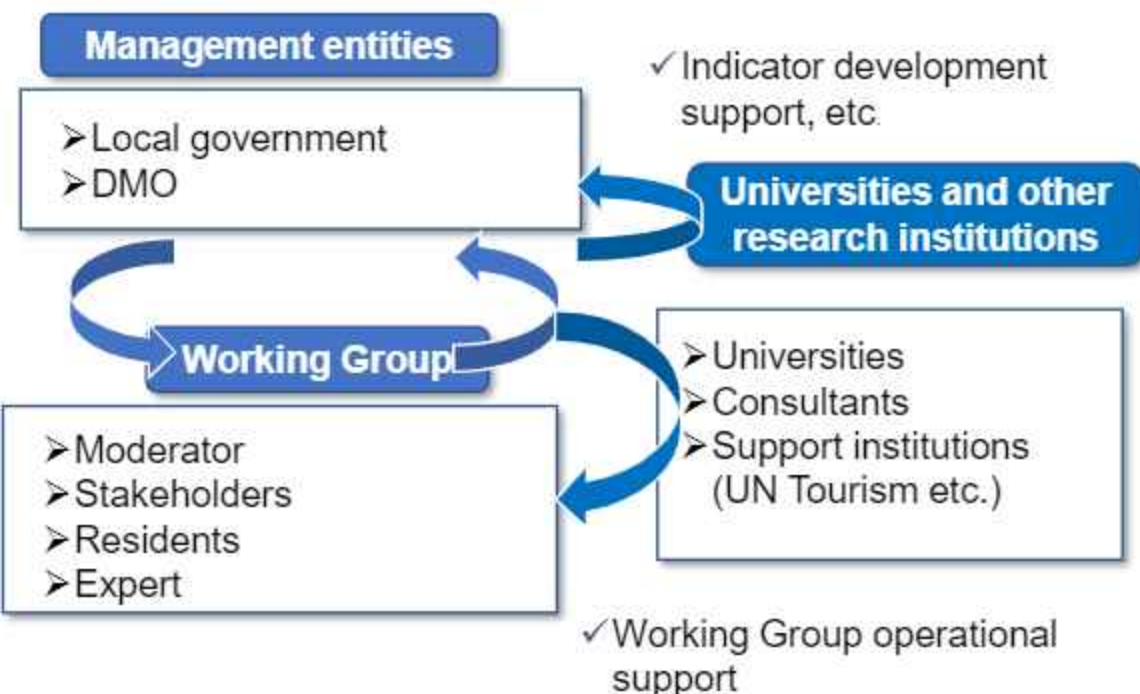
Support for sustainable area management using tourism

The Handbook includes

- Examples of the management structure
- Formats and worksheets to support each step
- Lists of indicators that address major challenges
- Introduction of initiatives implemented by the UN Tourism that regions can participate in (ex. International Network of Sustainable Tourism Observatories)

2. Support tools and formats for each step

1. Management Structure



	A	B	C	
1				March 30, 2020 Version
2				Management Support Tools
3				Preparing to Start
4				Form 1 Tackling tourism-based sustainable regional management
5				Form 2 Organising relevant existing plans, measures, issues/indicators, and data
6				Form 3 Listing stakeholders and conducting a preliminary questionnaire
7				Step 1: Define the destination
8				Step 2: Identify and involve stakeholders
9				Step 3: Identify tourism assets and current risks
10				Step 4: Clarify issues and vision for the area's future
11				Form 4 Target region, vision, and management setup
12				Form 5 List of tourism resources and issues (current and future)
13				Step 5: Identify priority issues, build consensus among stakeholders
14				Step 6: Consider and share initiatives to resolve priority issues
15				Form 6 Priority issues and action plan
16				Step 7: Consider indicators based on priority issues and initiatives
17				Form 7 Logic tree through to selection of priority issues
18				Step 8: Select indicators and design measurement process
19				Step 9: Collect data and measure indicators
20				Form 8 Potential indicators, data sources, measurement methods, measurement results
21				Step 10: Analyse, report, and share on movement of indicators
22				Step 11: Improve by adjusting indicators and management
23				Form 9 Sustainable area management using tourism report

3. Case Study

(Case 1) Gifu Prefecture, JAPAN:

Using tourism to create new core regional industries

Regional issues:

- The shortage of human resources and successors in the tourism industry is becoming serious.
- The need for core industries unaffected by external factors like economic fluctuations under population decline



Nagara River *Ukai* cormorant fishing



Ji-kabuki

ACTION

Clarify issues and vision for the area's future Phase A

- With the local government at the center, invited local residents to identify and clarify the region's unique tourism resources and related challenges
- Appointed an executive responsible for promoting the SDGs within the prefecture, established the collaboration system involving all sectors of the prefecture.



Identify priority issues, craft initiatives, and design indicators Phase B

- Worked on the Japan Sustainable Tourism Standard for Destinations (JSTSD), received the Green Destination Award, and strengthened branding
- Developed tours where tourists can experience traditional crafts



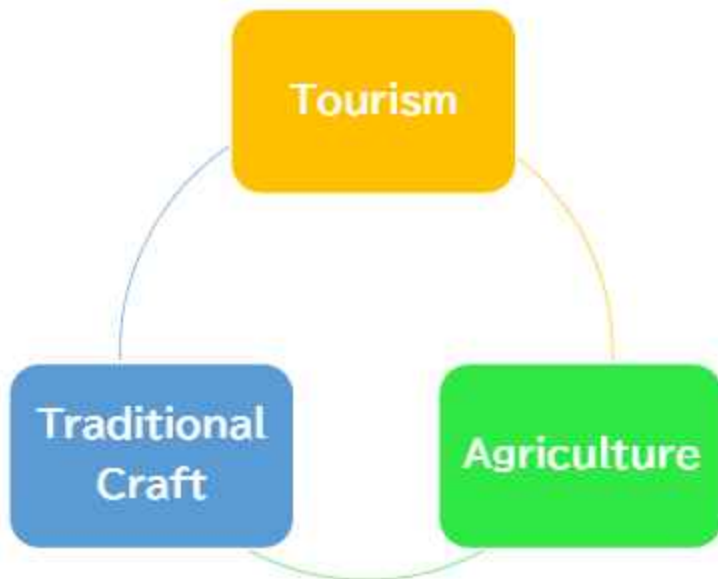
Measure, analyze, share, and improve Phase C

- Set 114 indicators to address the challenges, based on the JSTSD, and conducting monitoring.
- Joined the UN Tourism's International Sustainable Tourism Observatory, increasing our international visibility

RESULTS

- **Develop tourism as a new pillar in the area's industry by identifying and communicating on various new resources**
- **Fostered civic pride and understanding of the importance of local traditional culture**
- **Promoted overnight, multi-destination tourism by having areas rich in tourism resources collaborate with those strong in local industries, boosting tourism consumption and developing core industries**

【Integrated Promotion】



Green Destination, Sustainable Destination Top 100 (2021)



[Home - Best Tourism Villages \(unwto.org\)](https://www.unwto.org)

(Case 2) Thompson Okanagan, Canada:

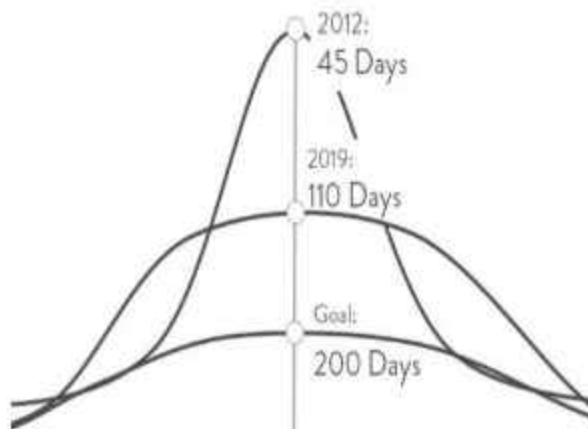
Developing tourism products that leverage indigenous culture to reduce seasonality

Regional issues:

- Levelling out seasonal peaks in tourism to stabilize regional revenue and employment
- Assisting indigenous peoples in protecting and passing on indigenous culture



【Seasonality Patterns】



Source: Destination Stewardship Center website <https://destinationcenter.org/2019/06/doing-it-better-thompson-okanagan-b-c/> (accessed Nov. 28, 2021)

ACTION

Clarify issues and vision for the area's future Phase A

-With the DMO at the center, they held multiple workshops to identify issues and formulate a tourism strategy.



Identify priority issues, craft initiatives, and design indicators Phase B

-For challenge of dispersing tourists, stakeholders participated in discussions on products development, working with indigenous people
-Set indicators and conduct monitoring for six key issues: accessibility, indigenous peoples, global warming, transportation, natural disasters, and the distribution of tourists.



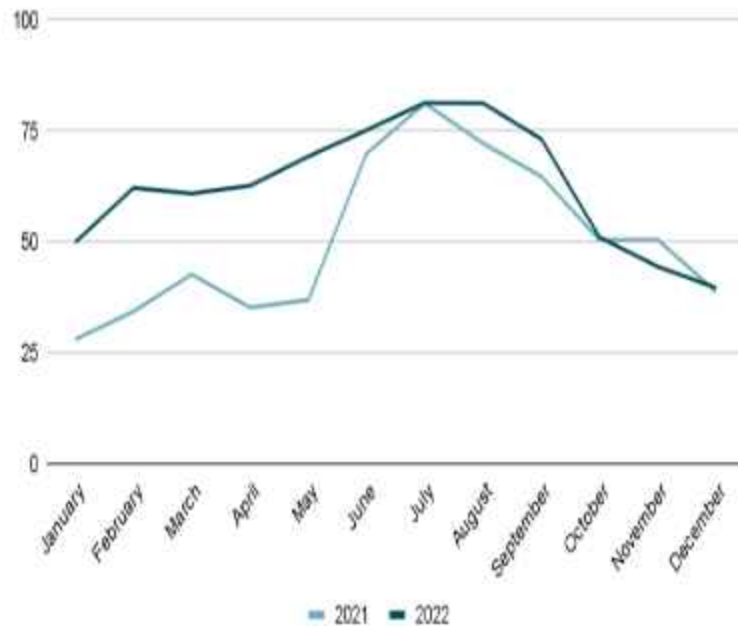
Measure, analyze, share, and improve Phase C

-While DMO staff providing consulting services to local businesses, DMO collect various data from local businesses.

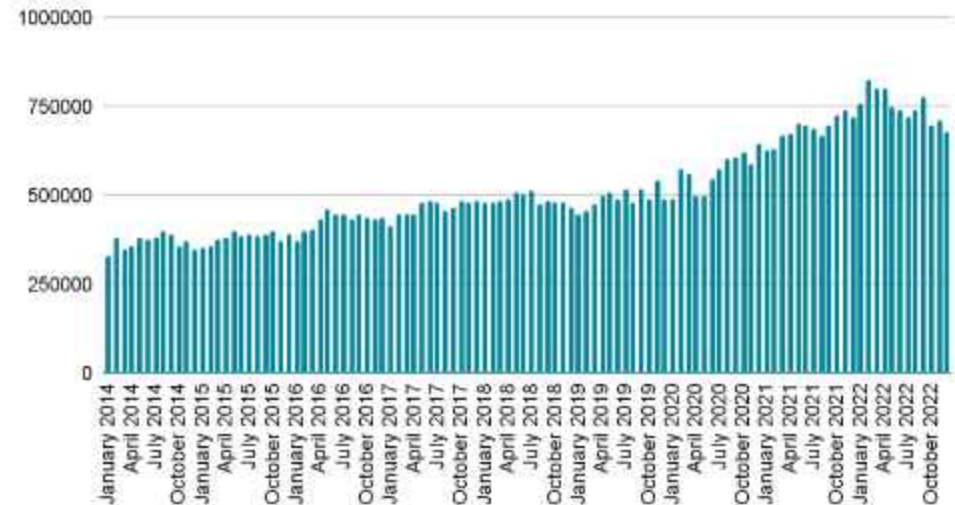
RESULTS

- Stabilize regional income and employment through diversified content
- Ensure income for indigenous people, preserving, and pass on their culture

【Hotel Occupancy Rates】



【Residential Average Price】



Thank you for listening!

Should you have any questions, please feel free to reach out.