REVIEW OF GLOBAL TOURISM AND OF CORPORATE SOCIAL RESPONSIBILITY STAKES

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**OMNES SEMINAR ON CORPORATE SOCIAL RESPONSABILITY, Amsterdam**
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SUMMARY

1- OVERVIEW OF INTERNATIONAL TOURISM

2- CURRENT STATUS OF INTERNATIONAL COOPERATION FOR SUSTAINABLE TOURISM DEVELOPMENT IN LDCS AND DEVELOPING COUNTRIES

3- SUSTAINABLE TOURISM ISSUES THAT HAVE BEEN OVERLOOKED IN LDCS AND DEVELOPING COUNTRIES

4- EXAMPLES OF CORPORATE SOCIAL RESPONSIBILITY IN TOURISM COOPERATION

ACTING FOR LIFE
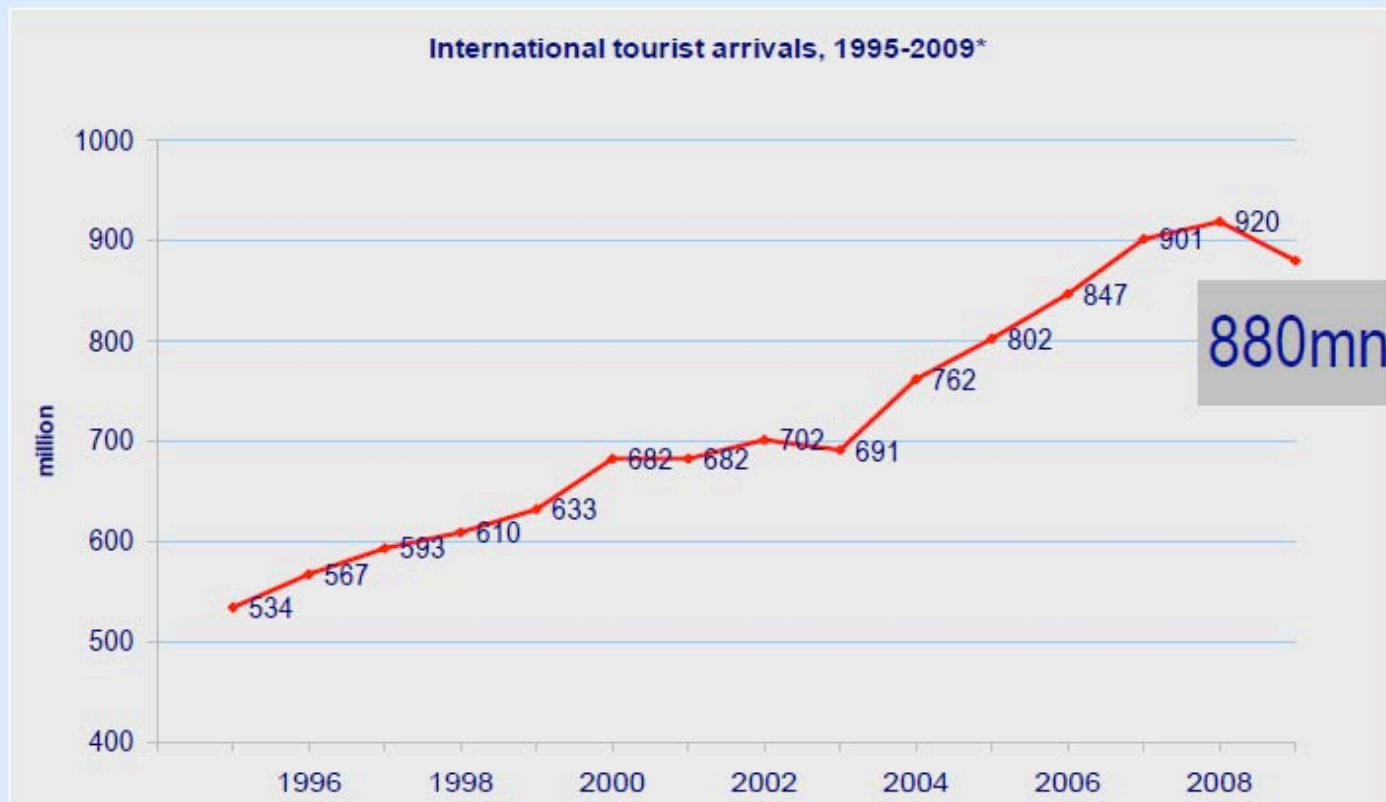
"Living, not just existing"
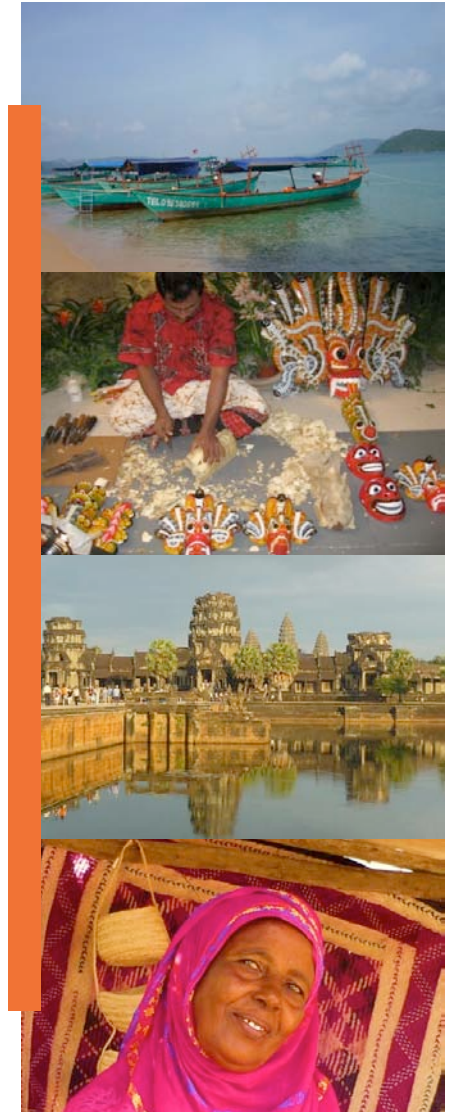
1- OVERVIEW OF INTERNATIONAL TOURISM
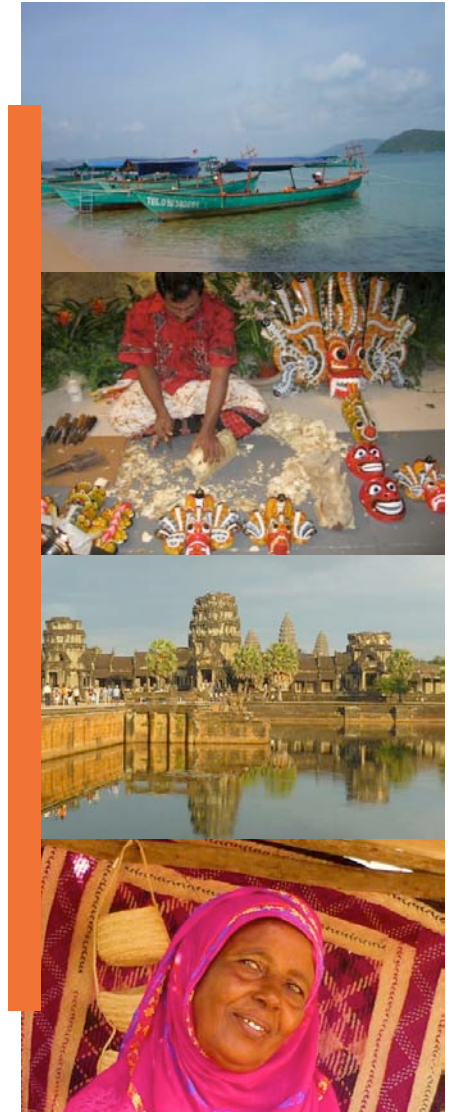
INTERNATIONAL TOURISM ARRIVALS
[1995-2009]

International tourist arrivals, 1995-2009*

534, 567, 593, 610, 633, 682, 682, 702, 691, 762, 802, 847, 901, 920

880mn

PERCENTAGE OF WORLD ARRIVALS AND RECEIPTS

(1975-2008)

REGION	PERCENTAGE OF WORLD TOURISM (%)			
	1975		2008	
	Arrivals	Receipts	Arrivals	Receipts
Africa	2,1	3,1	5,1	3,2
America	22,5	25,1	15,8	19,9
East Asia / Pacific	3,9	5,3	18,9	20,3
Europe	69,2	63,5	53,1	50,2
Middle East	1,6	2,1	6,0	4,8
South Asia	0,7	0,8	1,1	1,6

WORLD TOURISM CONCENTRATION (2008)

REGION / COUNTRIES	INTERNATIONAL ARRIVALS		INTERNATIONAL RECEIPTS	
	(Millions)	(% of total)	(US$ Bn)	(% of total)
Europe	489,4	53,1%	473,7	50,2%
North America	97,8	10,6%	138,5	14,7%
Total Europe / North America	**587,2**	**63,7%**	**612,2**	**64,9%**
Rest of the World	**334,8**	**36,3%**	**331,8**	**35,1%**

> Europe and North America **account for 63,7% of international tourist arrivals and 64,9% of receipts**

> **Africa, Latin America, the Caribbean, the Middle East, and Asia** account for only 36,2% of tourists arrivals and 35,1% of global tourism receipts

> **Current trends** show that tourist arrivals and tourism receipts flows are largely concentrated in the most developed regions

REGIONAL TOURISM CONCENTRATION
▶ ASIA (2008)

ASIA AND THE PACIFIC	INTERNATIONAL ARRIVALS	INTERNATIONAL RECEIPTS
	Millions	US$ Bn
Hong Kong	17,3	15,3
South Asia (Bangladesh, Bhutan, India, Iran, Maldives, Nepal, Pakistan, Sri Lanka)	10,1	14,7
Singapore	7,7	10,6
Indonesia	6,2	7,4

> Hong Kong receives more international tourist arrivals and tourist receipts than all the other South Asian countries

> Singapore receives more international tourist arrivals and tourist receipts than Indonesia

REGIONAL TOURISM CONCENTRATION
▶ AFRICA (2008)

AFRICA	INTERNATIONAL ARRIVALS		INTERNATIONAL RECEIPTS	
	Millions	Part (%)	US$ Bn	Part (%)
Morocco	7,9	16,9%	7,2	23,6%
Tunisia	7	15,1%	2,9	9,6%
South Africa	7,9	20,5%	7,6	24,9%
Sub-total Morocco, Tunisia and South Africa	22,8	52,5%	17,7	58,1%
Sub-Saharan Africa (Except South Africa)	19,9	47,5%	12,3	40,2%

> In Africa, 3 countries (Morocco, Tunisia and South Africa) account for more than 50% of total international tourist arrivals and receipts

Tourism, Ethics and Development

REGIONAL TOURISM CONCENTRATION
▶ EUROPE (2008)

EUROPE	INTERNATIONAL ARRIVALS		INTERNATIONAL RECEIPTS	
	Millions	Part (%)	US$ Bn	Part (%)
France	81,9	16,2%	55,6	11,7%
Spain	57,3	11,7%	61,6	13%
Italy	42,7	8,7%	45,7	9,7%
U.K.	30,2	6,2%	36	7,6%
Germany	24,9	5,1%	40	8,4%
Total Fce, Spain, Italy, UK, Germany	237	47,8%	238,9	50,4%
Rest of Europe	252,4	52,2%	234,8	49,6%

> In Europe, 5 countries (France, Spain, U.K, Germany and Italy) account for more than 40% of total international tourist arrivals and receipts

Tourism, Ethics and Development

EVOLUTION OF INTERNATIONAL TOURISM FLOWS

> **International tourism arrivals are increasing** faster in developing countries than in the rest of the world

> **Developing countries** are progressing faster in terms of receipts than arrivals

> **In terms of international tourism arrivals**, developing countries account for only 30 % of the world's total.

> **Among developing countries, LDCs** account for a very small part and **represent only 1,5 %** of world tourism arrivals and receipts (in 2008)

ACTING FOR LIFE

"Living, not just existing"
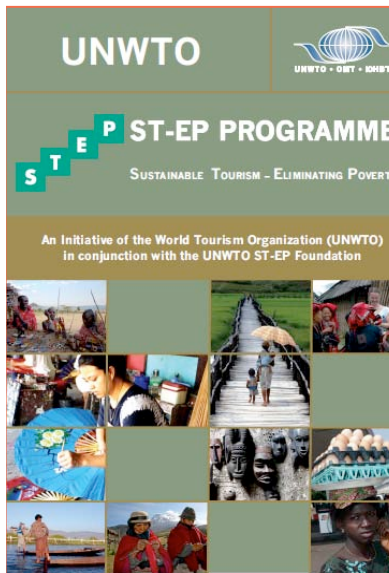
2- CURRENT STATUS OF INTERNATIONAL COOPERATION FOR SUSTAINABLE TOURISM DEVELOPMENT IN LDCS AND DEVELOPING COUNTRIES

WORLD TOURISM ORGANISATION

> **STEP Program [Sustainable Tourism - Eliminating Poverty]**

The STEP Program focuses on enhancing UNWTO's longstanding work to encourage sustainable tourism – social, economic and environmental – with activities that specifically alleviate poverty, delivering development and jobs to people living on less than a dollar a day

*Through the STEP identification missions, more than 150 STEP projects have been _identified for implementation around the world_*

WORLD TOURISM ORGANISATION

ST-EP PROJECTS WORLDWIDE

EUROPE
Albania

AMERICA
Bolivia, Colombia, Ecuador, Guatemala, Honduras, Nicaragua, Peru

ASIA
Bhutan, Cambodia, China, Lao PDR, Nepal, Viet Nam

AFRICA
Cameroon, Ethiopia, Ghana, Guinea, Kenya, Madagascar, Mali, Mozambique, Rwanda, Senegal, South Africa, United Republic of Tanzania, Zambia

Regional Project
Marketing Support for Community-based Tourism in Southern Africa (RETOSA Network)

Angola, Botswana, Democratic Republic of Congo, Lesotho, Malawi, Madagascar, Mauritius, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia, Zimbabwe

Regional Project
Multidestination Marketing Programme

Benin, Burkina Faso, Ghana, Mali, Niger, Senegal, Togo

Regional Project
Network of Cross Border National Parks and Protected Areas

Benin, Gambia, Guinea, Guinea-Bissau, Mali, Mauritania, Niger, Senegal, Sierra Leone

UNWTO

ST-EP PROGRAMME
SUSTAINABLE TOURISM – ELIMINATING POVERTY

An Initiative of the World Tourism Organization (UNWTO) in conjunction with the UNWTO ST-EP Foundation

WORLD BANK

> **SEA Program [Strategic Environmental Assessment]**

Strategic Environmental Assessment (SEA) is an analytical and participatory approach for up-streaming and mainstreaming environmental and social issues into the decision-making process. SEA is particularly useful for evaluating the environmental and socio-economic impacts of plans, policies or strategies that have cross-sectoral implications, **such as tourism development.**

SEA includes Physical Environment Impacts, Socio-Economic Impacts and Cultural Heritage Impacts

Strategic Environmental
Assessment Study

Tourism Development in the Province of Guizhou, China

March 2007
www.erm.com

Delivering sustainable solutions in a more competitive world

ERM

UNESCO

> **World Heritage [Sustainable Tourism Program]**

The World Heritage Tourism Program encourages sustainable tourism actions at World Heritage sites. The Program :

- develops policies and processes for site management

- implements actions to preserve sites for future generations and contributes to sustainable development and intercultural dialogue
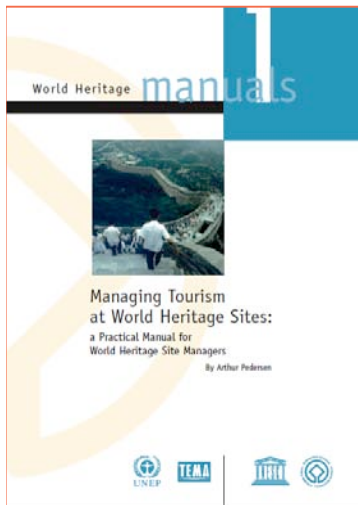
UNESCO

> **World Heritage [UNESCO Chairs and UNITWIN Networks]**

UNESCO Chairs and UNITWIN Networks undertake training, research, information sharing and outreach activities in UNESCO major programs areas, including cultural tourism

They develop a real partnership with UNESCO with active participation and cooperation in evaluating their program and activities

INTERNATIONAL TRADE CENTER

> **TPRP [Tourism-led Poverty Reduction Program]**

The Tourism-Led Poverty Reduction Program is an innovative trade promotion initiative that aims at linking local communities to promising tourism value chains, harnessing their entrepreneurial capacities and generating income and employment for the poorest

UNCTAD

TOURISM and ROLE OF ICT's : Best Practices, New Products, New Market and Competitivness
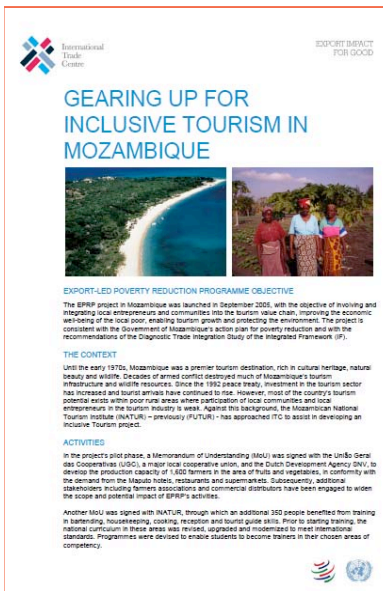
Meeting on Trade and Development Implications of Tourism Services for Developing Countries
Prof. François VELLAS
Université de Toulouse I

> **Sustainable tourism for development**

In 2003, the UNCTAD secretariat established a task force to coordinate, guide and expand the work of the organization on tourism as a tool for development, particularly for the least developed, landlocked and island developing countries

ACTING FOR LIFE

"Living, not just existing"

3- THE SUSTAINABLE TOURISM ISSUES THAT HAVE BEEN OVERLOOKED IN LDC's AND DEVELOPING COUNTRIES

1- SUSTAINABLE TOURISM

WEAK APPLICATION OF SUSTAINABLE TOURISM PRINCIPLES BY SME'S AND VERY SMALL ENTERPRISES

► The concept of sustainable tourism is generally included in in the formulation of tourism plans, in particular those in sensitive zones (coastal, mountains….)

► However the concept of sustainable tourism is seldom applied in small tourist development projects, generally those involving small and medium-sized enterprises.

LACK OF METHODOLOGY AND GOOD PRACTICES

▶ **Lack of methodology in current international cooperation programs for poverty alleviation:**

-To determine relevant pro-poor tourism projects in LDCs and Developing Countries, **in order to spread and duplicate good practices**

-To evaluate the direct and indirect impacts of pro-poor tourism projects on poverty alleviation by using relevant indicators

3- TECHNOLOGY TRANSFERS

FEW TECHNOLOGY TRANSFER MECHANISMS

▶ **Acknowledgment of the importance** of technology transfers in the tourism sector, especially for LDCs and developing countries

▶ **Assessment** of technology transfers **using relevant indicators**

▶ **Innovation in technology transfers** (South-South cooperation programs)

4- EXAMPLES OF CORPORATE SOCIAL RESPONSIBILITY IN TOURISM COOPERATION

STAKES OF CORPORATE SOCIAL RESPONSIBILITY

▶ **Because International cooperation institutions are failing at the SME level, firms have the opportunity to implement sustainable tourism principles in 3 areas :**
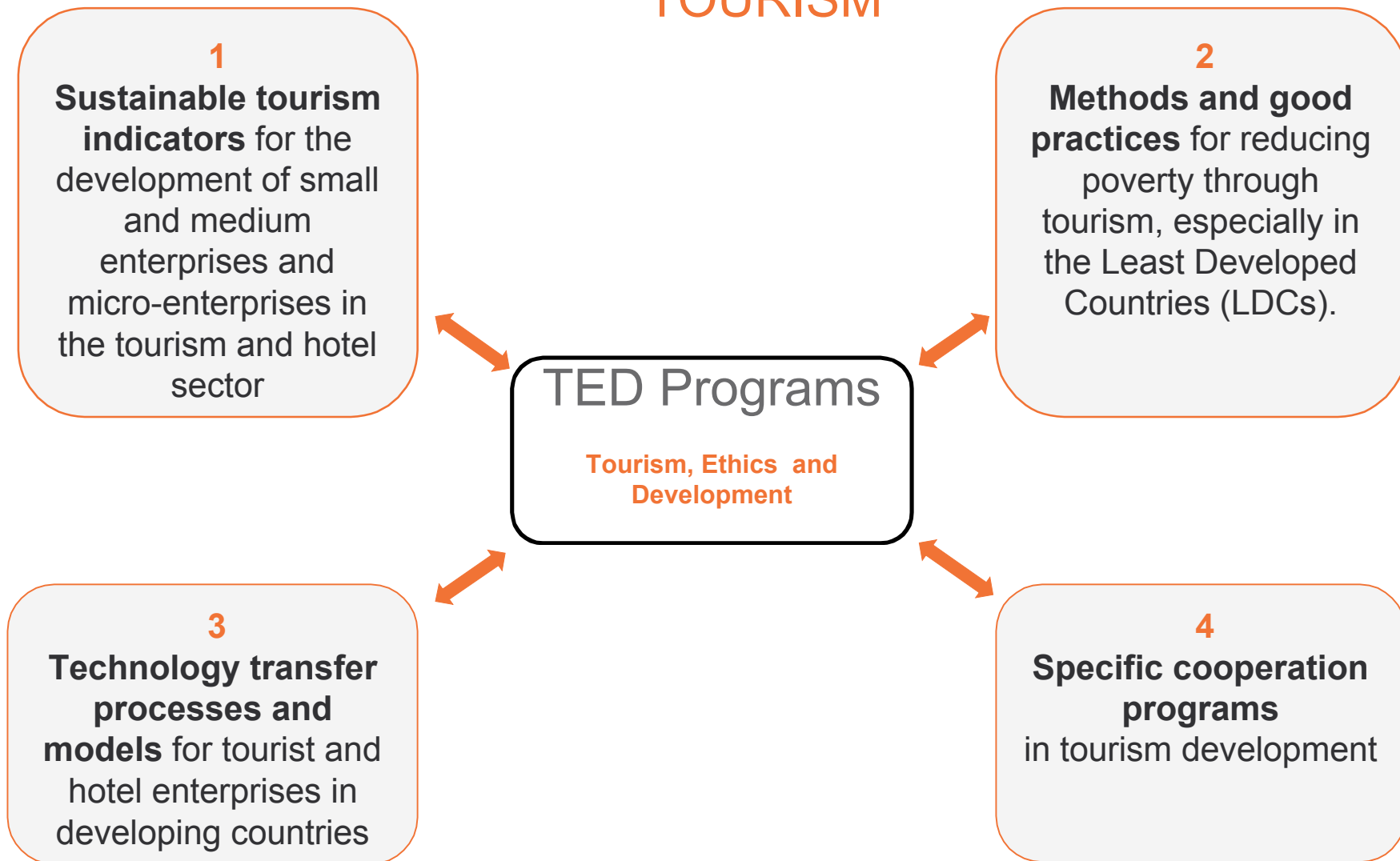
> 1st area: Poverty reduction through new methodologies and good practices that can be duplicated

> 2nd area: Sustainable tools to upgrade the competitiveness of SME's

> 3rd area: Practical ways to set out technological transfers in LDCs

EXAMPLES FROM ACTING FOR LIFE TOURISM

1
Sustainable tourism indicators for the development of small and medium enterprises and micro-enterprises in the tourism and hotel sector

2
Methods and good practices for reducing poverty through tourism, especially in the Least Developed Countries (LDCs).

TED Programs

Tourism, Ethics and Development

3
Technology transfer processes and models for tourist and hotel enterprises in developing countries

4
Specific cooperation programs in tourism development

TOURISM, ETHICS AND DEVELOPMENT PROJECTS

ACTING FOR LIFE

TOGO

DJIBOUTI

CONGO

SENEGAL

LAOS

THAILAND

BENIN

PHILIPPINES

BRAZIL

CAMBODIA

INDONESIA

SRI LANKA

MAURITIUS
RODRIGUES

MOZAMBIQUE

MADAGASCAR

TED
PROJECTS

Tourism, Ethics & Development

1- SUSTAINABLE TOURISM INDICATORS

WHAT ?

Developing operational tools to implement sustainable tourism, especially in LDCs and Developing Countries

TO WHO ?

SMEs and VSEs: small and medium and very small enterprises in the tourism industry (hotels, restaurants, TO)

HOW?

Administering operational tools by applied research cooperation programs with researchers, international organisation. tourism and air transport sector stakeholders
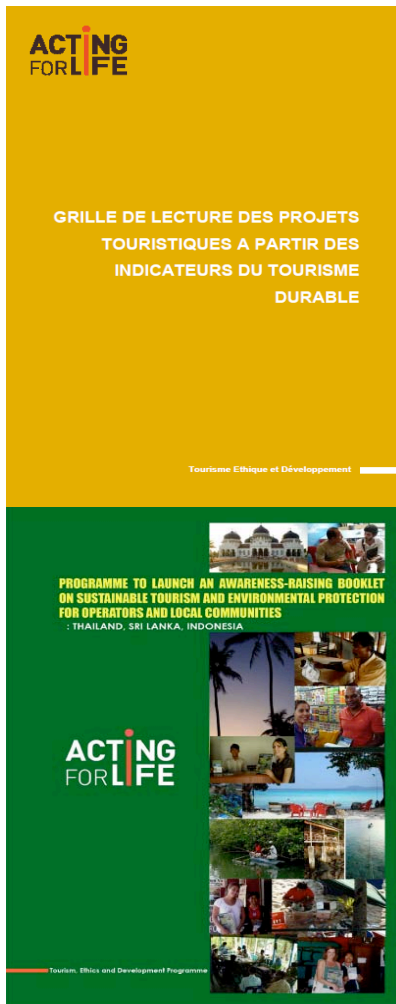
2- METHODS AND GOOD PRACTICES FOR REDUCING POVERTY THROUGH TOURISM

WHAT ?

>Response to an urgent need :
the lack of a methodology to identify relevant pro-poor tourism projects in LDCs

> Select and disseminate good practices and prioritize those that can be easily duplicated

TO WHOM ?

To the most disadvantaged and vulnerable groups in LDC and Developing Countries, by working with national and local authorities as well as local communities in the poorest tourism area

HOW?

3 main tools:
> **Good Practice Guide** for poverty reduction through the development of tourism projects
> **Training the trainer handbook for** poverty reduction through the development of tourism projects
> "**Binder Methodology and Practices, Tourism & Poverty**"

3- TECHNOLOGY TRANSFER PROCESSES IN THE TOURISM INDUSTRY
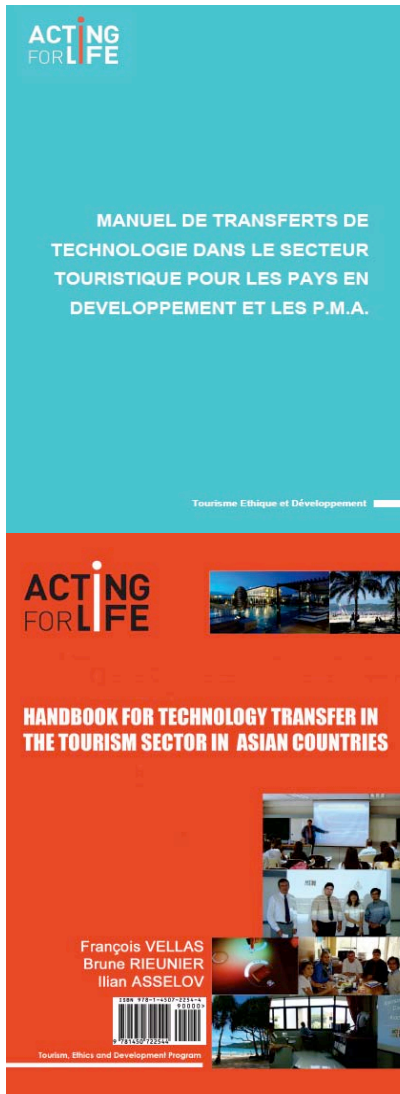
WHAT ?

Help to determine the mechanisms facilitating technology transfers based on the selection of ten indicators applicable to the private, associations and public tourism structures, especially in LDCs and Developing Countries

TO WHO ?

For the employees of tourist and hotel businesses, including those Managing SMEs and very small enterprises, specially in LDCs and Developing Countries

HOW?

Apply the methodological tools and good practices included in the guidelines presented in the:
"Handbook for technology transfer in the tourism sector in LDCs and Developing Countries"

4- SPECIFIC COOPERATION PROGRAMS IN TOURISM DEVELOPMENT PROJECTS

ACTING FOR LIFE

PRO-POOR TOURISM OBSERVATORIES NETWORK IN CAMBODIA

Program Tourism, Ethics and Development

ACTING FOR LIFE

CONCOURS CLEANCITY

CAMBODGE

AVRIL 2010

Professeur François VELLAS - Directeur du pôle Tourisme, Ethique et Développement
Boris VIALLET - Chargé de programme

WHAT ?

Response to special needs from all the partner countries of the TED Programs in LDCs and Developing Countries

TO WHO ?

Public and private operators in the Tourism and Air Transport sectors, particularly in LDCs and Developing Countries

HOW?

TED Tourism Team takes place punctually as its can develop new tools in Tourism development field.

2 examples :
> Pro-poor Tourism observatories network in Cambodia
> Clean City contest in Cambodia

A BOOKLET FOR **LOCAL** OPERATORS AND **LOCAL** COMMUNITIES

English

Chinese

Khmer

Laotian

Sri Lankan

Indonesian

Thai

Portuguese

AN INNOVATIVE METHOD OF DISTRIBUTION: A SEQUENTIAL APPROACH
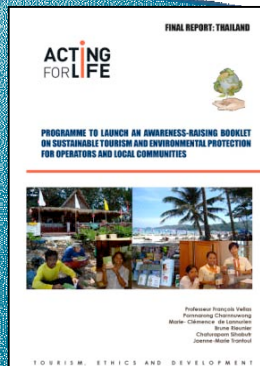
Observing entrepreneurs and local authorities

STEP 1

Explaining the brochure

STEP 2

Writing up results

STEP 5

Interviewing Operators and local authorities

STEP 3

Organizing the workshop

STEP 4

CONCLUSION

▶ **3 words to summarize corporate social responsibility in the tourism field :**

> Co-implication (*Partnership*)

> Awareness

> Realization