

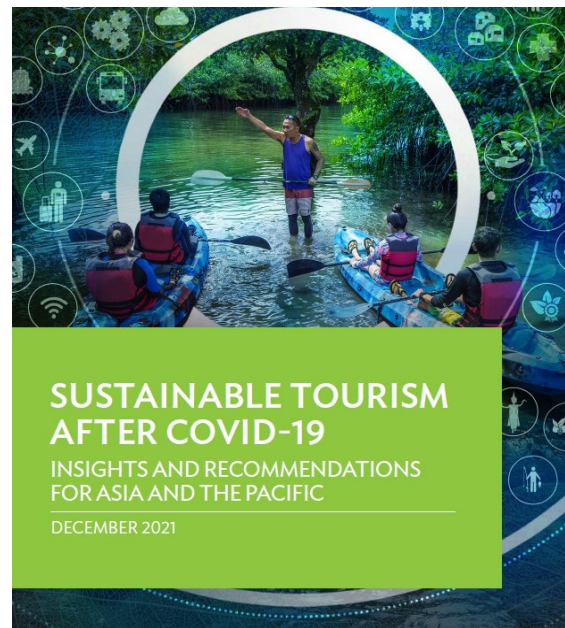
Sustainable Tourism

Learning from the crisis

Workshop on the Sustainable, Inclusive, and Resilient Tourism Recovery and Development in Asia and the Pacific

6-7 July 2023

Nanning, People's Republic of China



ASIAN DEVELOPMENT BANK



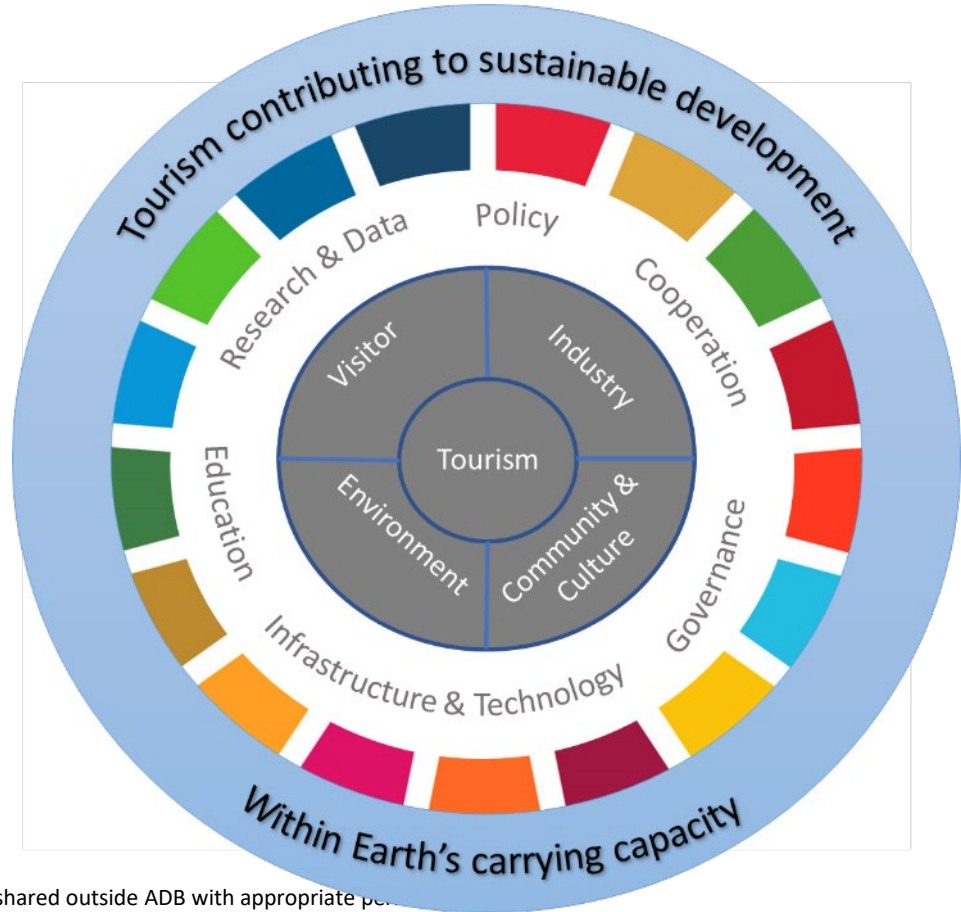
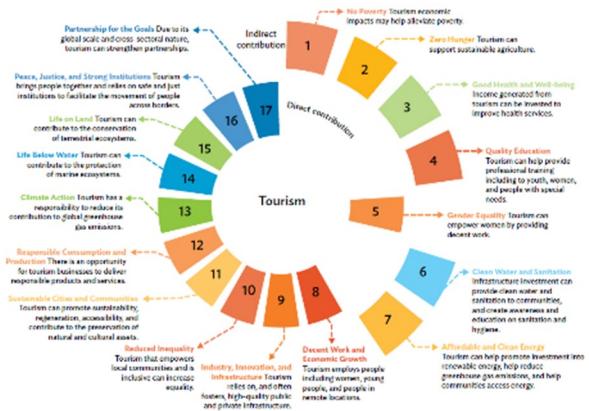
Prof Susanne Becken, Griffith University, Australia



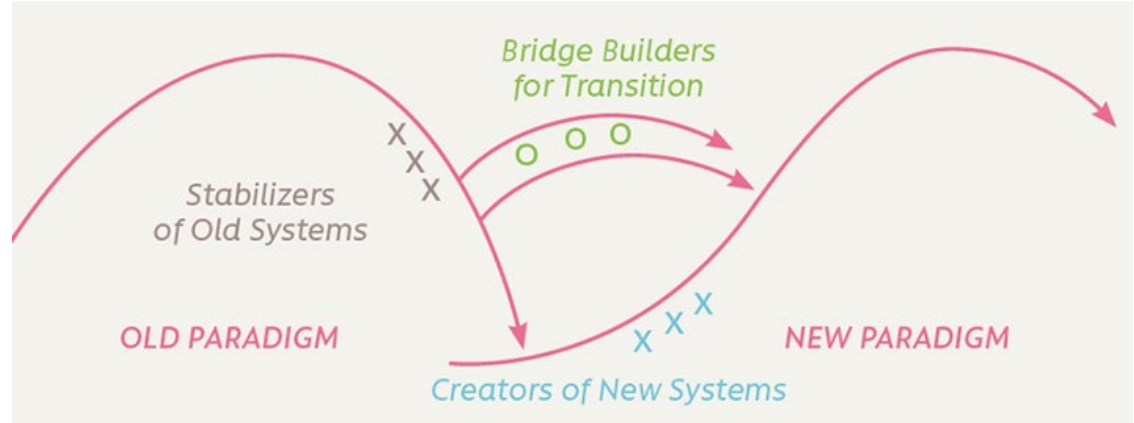
Queensland, Australia

Taking an outcome-focused approach

Tourism must contribute to all SDGs, whilst not exceeding the planetary carrying capacity, and in a way that is truly sustainable and regenerative for a long time to come.



Transformation – what have we learned from the pandemic?



Assessing (over)dependence on tourism and diversifying



<https://www.passengerterminaltoday.com/news/airport/covid-19-hits-asia-pacific-airports.html>



Scheyvens, R., Movono, A., & Auckram, J. (2023). Enhanced wellbeing of Pacific Island peoples during the pandemic? A qualitative analysis using the Advanced Frangipani Framework. *International Journal of Wellbeing*, 13(1), 59-78. <https://doi.org/10.5502/ijw.v13i1.2539>

ARTICLE

Enhanced wellbeing of Pacific Island peoples during the pandemic? A qualitative analysis using the Advanced Frangipani Framework

Regina Scheyvens · Apisalome Movono · Jessie Auckram

Abstract: COVID-19 isolated island states from international tourism, which is a primary provider of employment and driver of economic development for the Pacific region. Most governments lacked the finances to provide sustained assistance to tourism businesses and workers, thus one might assume that these people's wellbeing was very low during the pandemic: in fact, this research found the opposite. Utilising the Frangipani Framework of Wellbeing, a survey was utilised to investigate 6 dimensions of wellbeing in tourism-dependent communities in Samoa, Fiji, Vanuatu and Cook Islands during periods of border closures. Results found that while people faced financial struggles, their mental, social, physical, spiritual and environmental wellbeing had improved in many cases. Respondents indicated that they felt more connected to one another and their spiritual beliefs, were able to utilise communal resources to support their livelihoods, and that the pandemic provided a well-needed break for both themselves and the environment. This research demonstrates that people can successfully adapt and show resilience in the face of significant shocks and financial challenges if they have access to a range of cultural knowledge and systems, strong social connections and natural resources.

Keywords: wellbeing; resilience; livelihoods; measurement; COVID-19; island

Valuing people and rethinking tourism careers



HOSPITALITY INDUSTRY

4 min read

COVID-19: Impact on the hospitality workforce



WRITTEN BY
Sukrit Dogra

What impacts we measure?

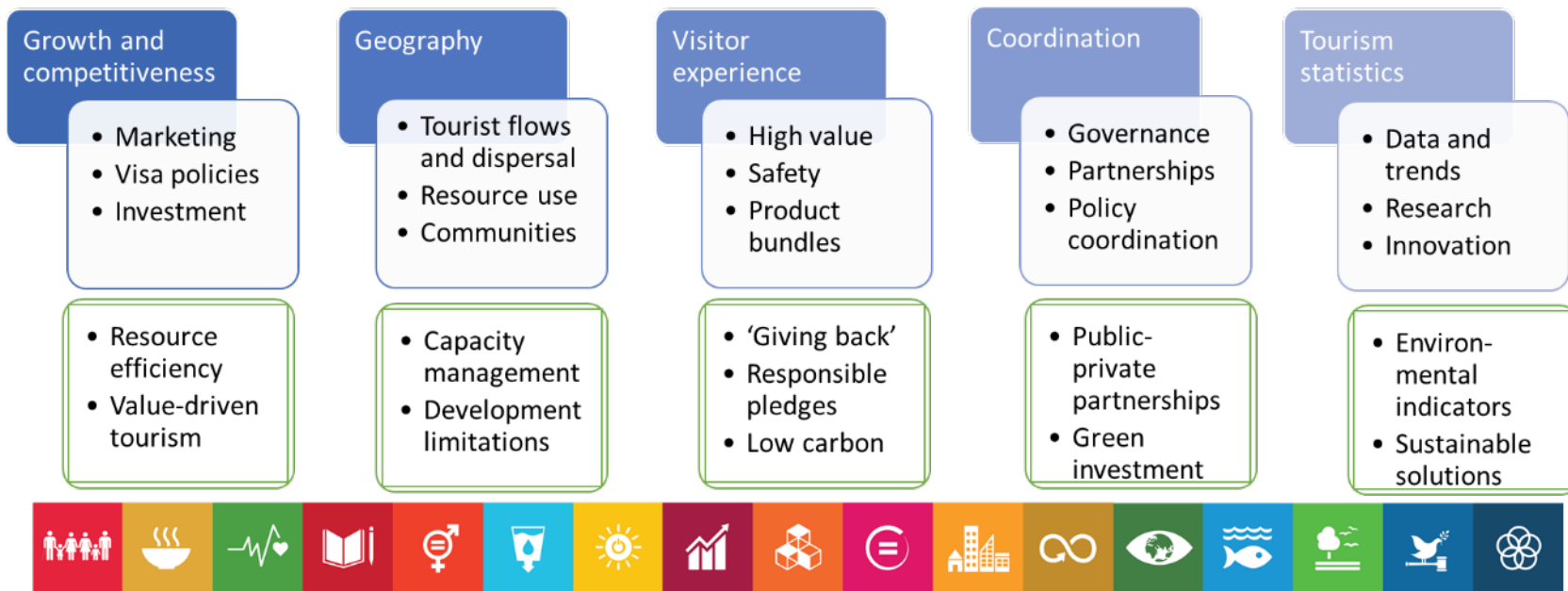


<https://www.thegef.org/newsroom/blog/post-covid-environmental-changes-aim>



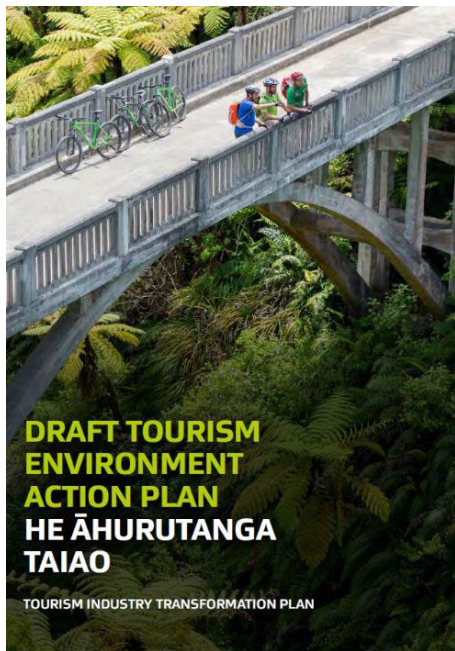
<https://www.nationthailand.com/thailand/general/40027977>

Extending traditional approaches to tourism policy to better integrate sustainability



Seven pathways for change

Example Aotearoa New Zealand



The Draft Environment Action Plan is part of the second phase of the **Tourism Industry Transformation Plan (ITP)**.

The ITP aims to transform tourism in Aotearoa New Zealand to a regenerative model – one that gives back more than it takes from the environment, people and communities.

WHY THE ENVIRONMENT?

- The health of the natural environment is integral to our tourism offering.
- A truly regenerative tourism system will increase the mauri – life force – of our land, climate and people; and in doing so, support abundance for Aotearoa New Zealand's diverse communities, the visitors we host, and our economy.
- Tourism connects people to each other and to the natural world.
- Tourism can raise visitors' awareness of environmental challenges like climate change and biodiversity loss. This can then influence their beliefs and actions – a ripple effect.

Leaders from the Tourism industry, Māori, unions, and government worked together, as part of the Environment Leadership Group, to develop this draft action plan.

It is intended to be both practical and transformational.

The Leadership Group focused on **three pillars**...



* Understanding and adapting tourism to the impacts of climate change

Transforming Aotearoa New Zealand's visitor economy to a low carbon emissions industry

Restoring our biodiversity and ecosystems through tourism

*The adaptation pillar has been addressed by the Aotearoa Circle's **Tourism Adaptation Roadmap**. Our draft Tourism Environment Action Plan focusses on the remaining two pillars.



Tiwaiwaka Principles

In developing the Environment Action Plan, the Leadership Group has drawn on the Tiwaiwaka Principles, developed by Rob McGowan (known to many as Pā Ropata).

- 1 Te Whenua, Papatūānuku, is the source of all life. She is the Mother.
- 2 We are not the centre of the Universe but we are part of it.
- 3 The mauri is the web of connections that sustains life.
- 4 Te tangata, people, are not the masters of the mauri; we are part of the mauri and embraced by it.
- 5 No individual person is more important than any other.
- 6 We give special care to the tiniest living creatures.

<https://www.tiwaiwaka.nz/>

THE FUTURE WE ASPIRE TO CREATE

Our mission is to empower the tourism industry to help to restore the mauri of our climate and environment by swiftly achieving carbon zero targets and embracing a regenerative approach. This Plan aims to pave the way for a future where...

- We have risen to the challenge of restoring our climate and the challenge of preserving biodiversity.
- We have worked with communities to create a picture of what healthy visitation looks like.
- Communities are engaging in regeneration projects that will deliver tangible benefits to locals and visitors alike.
- We have done what it takes to become truly regenerative so the impact visitors and hosts have is overwhelmingly positive.
- Tourism is championing our economy-wide transformation to a regenerative way of living.
- Aotearoa New Zealand is charting the course for others to follow to positive global environmental outcomes.

We are part of te taiao, not apart from it



Example Global Himalayan Expedition (GHE)

- Supports development ('bringing Clean Electricity')
- Reduces CO2 emissions
- Provides training and livelihoods
- Empowers communities
- Diversifies tourism
- Educates visitors
- Catalyses transformation



Summary points



- Tourism can be an important contributor to SDGs
- COVID-19 presents an opportunity to change the tourism model – consider the outcomes/benefits for local people and environment
- Change the way we value and measure aspects of tourism, especially with a thought of the long-term
- Governments have a key role to play as they enable change through policy, investment, and leadership
- We need to think in more integrated ways to understand tourism and use it effectively
- Ensuring tourism connects to other ‘momentum’ (e.g. green finance, nature restoration, circular economy)