

4th *Groeneveld* Conference on Sustainable Tourism

Man and Environment in Tourism Destinations

May 25th, 2000, NHTV Breda

Report

***NHTV Netherlands Institute of Tourism and Transport Studies
Breda***

Report of the 4th *Groeneveld* conference on Sustainable Tourism

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About 160 participants were welcomed by Hans Uijterwijk, Chairman of the NHTV. He mentioned many actions taken by the *Chair for Sustainable Tourism Development*, among which the organization of the Conference. He was able to introduce a new sponsor to the Chair, in addition to the Ministry of LNV, NCDO, and Travel Unie International Netherlands: the Rabobank, representing the largest chain of travel agencies in the Netherlands.

Chairman of the Day was Ed van Thijn, Chairman of the Board of ANVR. His opening speech is included in this report.

The first contribution to the plenary session in the morning was dedicated to Bonaire as a successful sustainable destination. The speech of Elsmarie Beukenboom is included in this report.

The second keynote speaker was supposed to be Harrold Sijlbing from Surinam. For personal reasons he was not able to come to The Netherlands and was replaced by Rabin Boeddha of the Stichting Toerisme Suriname, but his printed contribution is included in this report.

Unfortunately, the representative of the Mallorcan Municipality of Calvià did not show up. Consequently, sustainable tourism development in this overexploited beach destination was not discussed.

The French Alps, another overexploited destination, were highlighted by Barbara Ehringhaus of the *Comité International des Associations pour la Protection du Mont Blanc*. Contrary to areas in the eastern Alps, the Mont Blanc region doesn't seem to be very much aware of environmental problems, due to the undecisive attitudes of the French, Italian and Swiss authorities. The *Compagnie des Alpes*, which manages almost all ski facilities in the French Alps, is not the first to start environmental measures. The National Parks are too much scattered to develop a consistent sustainable strategy and involve local communities in environmental protection.

Cooperation, however, is growing between several villages and organizations, speeded up by the accident in the Mont Blanc tunnel.

In the afternoon parallel workshops were programmed. First *tourism and biodiversity* and *community development* and after the tea break *culture preservation* and *environmental management*. The reports of these workshops, made by NHTV students, are included.

For reactions and further information please contact Ton van Egmond, NHTV, e-mail <Egmond.A@NHTV.NL>

Ladies and gentlemen,

Today, 25 May 2000, is a memorable day. Today is "election day" in Surinam. And Surinam is one of the destinations that will be presented here today, in the context of sustainable tourism. These elections in Surinam are of great importance to the development of tourism in that country, an up to now virtually untapped sector, that is truly waiting for political stability and security to develop, to develop hopefully in a sustainable direction.

There are two other destinations that will be held against the light of sustainability this morning: Bonaire and the Western Alps. Both destinations with a history, with a certain track record in sustainability terms.

Three holiday destinations will be presented to you in the context of sustainability this morning, as this Groeneveld 4 Conference focusses on "Destinations, man and the environment".

Again this Groeneveld Conference number 4 is not being held in Groeneveld Castle in Baarn, where the first Groeneveld Conference took place in 1994. That Castle has simply become too small for the number of people that is actively interested in sustainable tourism.

Because, we have come quite a way since 1994, we have managed to mobilize quite a number of people. The three groups that have convened today's conference, have worked hard to promote and implement sustainable tourism.

1. The ANVR Working Group on Sustainable Tourism brings together a group of active ANVR members from the tour operator-, transport- and travel agency sectors that jointly work on various sustainable tourism projects.

One of these projects is a Product Oriented Environmental Care System, that is presently being tested with a number of pilot tour operators, before becoming compulsory for all ANVR members in the course of next year. This so called PMZ (produktgerichte milieuzorg) program tries to minimize the negative environmental impacts from holidays in all its aspects.

Another field of activity of this ANVR working group, is informing the customer about the environmental impacts of his

holiday travel. At present the group is working on the preparation of an interactive tool that should enable holiday makers to choose the greenest means of transportation to get to their holiday destination.

The second convener of this conference is the Initiative Group for Outbound Tourism, Nature and Environment, a unique "polder model" platform, in which representatives from the government, environmental- and sustainable development NGO's and the tourism industry participate.

This platform has an very colorful portfolio of activities that take place under its umbrella , some of which are well described in the interesting Nature and Tourism publication of the Netherlands Committee for IUCN, that has been distributed to you this morning.

The third convener and host of this conference is the Chair for Sustainable Tourism Development, a relative newcomer in the sustainable tourism arena in the Netherlands with its basis here at the Netherlands Institute of Tourism and Transport Studies . Since its creation in December last year, the Chair plays an active role in educating future managers in the tourism industry about sustainable tourism.

Ladies and gentlemen, although we may have come quite a way towards sustainable tourism since 1994, we still have a long , long way to go;
and when I say we , I mean the tourists of the world , the holiday destinations and the tourism industry.

And in this international business called tourism -active from Pole to Pole and from the height of the Alps to the depth of the Caribbean Sea- the only way forward is the international way ; therefor I am extremely happy with the internationalization of sustainable tourism that is presently taking shape in the framework of the International Federation of Tour Operators (IFTO) and in the form of the Tour operators Initiative for Sustainable Tourism Development with the support of the United Nations Environment Program (UNEP), UNESCO and the World Tourism Organization.

But as the sustainable development credo is: "think globally, act

locally", many of our present holiday destinations need our support towards their sustainable future, our support in our capacity as tourists. In that capacity we have a moral duty to assist destinations in their work towards sustainability.

On top of that "we" as the tourism industry even have a commercial motive to assist destinations, because as we all know that tour operators and travel agencies simply cannot sell holidays to polluted beaches, destroyed nature, disappeared cultures and socially disrupted societies.

But apart from these doom scenarios, tourism offers great possibilities for sustainable development.

To allow you to give an active input in all the activities that the three

convening bodies are undertaking this afternoon four working groups in two parallel sessions will be convened. I hope that by the end of the afternoon, the rapporteurs of these working groups will come up with a number of practical recommendations, that bring us forward on the way to sustainable tourism development.

Ladies and gentlemen, I am extremely happy with your presence here today and I count on your active input now and in the future, because tourism is growing at a speed that requires all our attention.

This tourism and its growth can destroy our world or it can contribute to a world in which there is a rightful balance between economic development, nature and human beings, their culture and their social infrastructure.

I opt for the second scenario and I count on you to assist in materializing sustainable tourism.

end

Ladies and gentlemen, I would like to introduce our first speaker of this morning:

Elsemarie Beukenboom

Name: Elsmarie Beukenboom

Born in Bonaire

Graduate of the Cornell University in Ithaca, New York with a Bachelor degree in Science

Current position held: Director of Tourism

President of Fundashon Tene Boneiru Limpi (Foundation to Keep Bonaire Clean)

Member of Aliansa Naturalesa Boneiru (Nature Alliance of Bonaire)

Member of Stinapa

Member of Coral Reef Alliance

BONAIRE, THE SUSTAINABLE TOURISM DESTINATION

I am honored and it humbles me that Bonaire was invited to be a part of this conference, yet it does not surprise me, since the buzzwords "sustainable growth", "environment" and phrases like the "impact of tourism" has been part of our lexicon for over 30 years.

It may help to put Bonaire in its place on the world map. We are just off the coast of Venezuela in the Caribbean Sea (Ocean) One of the ABC islands (Aruba, Bonaire, Curacao)

We welcomed our first tourists over 500 years ago when Amerigo Vespucci dropped anchor in the bay at Kralendijk. You can be assured; he would not be able to do that today. Anchoring is forbidden.

When the Spaniards first came to our shores, they took one look and dubbed us as "Isla Inutile", the "useless island". Lucky for us, they continued to think of Bonaire as a "weak sister", good for raising a few goats and sheep, farming a few small plots of land and exporting salt, dyewood and divi divi pods to Europe and the other islands. Another stroke of luck for us was that subsequent governments kept to that "useless island" opinion and that while Aruba and Curacao were good enough for a refinery, Bonaire was left out.

What Luck! The early inhabitants on Bonaire were the first grasp the concept of sustained growth. They were environmentally conscious right from the start because Bonaireans learned that they had to be careful of the management of their islands natural resources

They learned the value of the land that was passed down from generation to generation. When they harvested the aloe crop, they made sure they left the stalks that would re-grow. The men who made charcoal used to cut the wood so that vital parts of the tree remained, allowing for future harvests. In many ways, we were primed for sustainable growth right from the start

We remained a backwater until after World War II, when the island government built a ships pier and, a few years later, an airport which began to receive regular flights from our sister islands of Curacao and Aruba.

It was more than possible that the lack of attention entrepreneurs and businessmen paid to us became a blessing for our island. One of those entrepreneurs, native-born Boy Herrera, realized early on that our Nature was our greatest asset. In 1967, at his deathbed, he offered to sell a large portion of his land, plantation Washington, to the government for a token amount. He was afraid his heirs would sell the land for hotels and unchecked tourism development. The only stipulation was that it remains a natural area. In 1971,

Mr. J.H.R. Beaujon sold an adjoining property, plantation Slagbaai, to the government under the same conditions. It became the first National Park of the Netherlands Antilles, Washington/Slagbaai National Park. To date, with the acquisition of Klein Bonaire December 30th last, over 30% of our land area is protected from development.

However, it is hard to keep some secrets and a few hardy sailors and adventurous souls found our waters, reefs and pristine environment irresistible. Men like Captain Donal Stewart came here and found a paradise. At first they saw the potential for riches, but, after a while, they changed and saw the natural beauty of what lay before and under them. To quote Capt. Don "The fortune of Bonaire lies under the surface of the waters." Working to preserve the beauty became a cause. From the efforts of the early visionaries, Bonaire became an underwater marine park, where the reefs and its riches were protected from commercial exploitation. SCUBA diving became the sport of those early visitors. Captain Don made sure that no anchors would ever fall on the delicate reefs. A series of permanent boat moorings was installed and rules forbidding spear fishing and coral collecting were passed and enforced

Bonaire's success with sustainable tourism is no accident, to succeed, this kind of tourism needs a well thought out strategy and careful planning. As early as 1979, Bonaire made a conscious decision to develop its fledgling tourist industry. At least 5 studies were commissioned to determine that strategy that Bonaire should follow in developing the tourism sector. When all the reports were in it became evident that the islanders while in favor of development, were adamant that the preservation of the culture and environment was the key issue and that the Vision was for sustainable tourism growth that did not impair culture or nature.

One of the most celebrated of the studies was the Pourier Report, chaired by our present Prime Minister, Miguel Pourier, a native born Bonairean. The report outlined the government's plans for the island's growth. It further stated how the Bonairean Economy should be developed in harmony with the culture and environment of the people.

The report recommended the maximum desirable levies and infrastructure development issues that should be placed on the island so that we would be able to deliver a product that suited the economic development and the population's expectations. The Island Council unanimously accepted the recommendations in 1992,

The following points addressed development of the infrastructure and its economic impact on the nature and people of Bonaire. The Plan addressed a number of tourism relate issues and stated that

- Tourism is designated as the main economic activity for Bonaire, however it should never develop into mass tourism.

- Issues such as proper physical planning, educational programs and infrastructure as well as the impact of social issues such as the control of crime, environmental pollution, etc should be addressed.
- The hotel sector should level off at 1600 rooms and 100,000 visitors.

The other major thrust of the report dealt with the socio economic development combined with the government's financial policy and how it would benefit the greater overall autonomy of Bonaire the programs success relied heavily on the support of the entire community.

This report set the stage for our Tourism Strategic Master Plan, which was initiated in 1996 and financed by the European union.

The report measured the progress and the implications of what the success of tourism meant on the population and infrastructure of the island. It outlined the following shortcomings

- Accommodations capacity was running ahead of demand, leading to an ongoing low occupancy rate.
- Bonaire Marine Park was reaching its capacity to absorb more divers
- There was no zoning, the National Park poorly managed and the island had a weak administration especially on the planning side
- There was no sewage treatment and the negative impact was beginning to be seen on the reef.
- Most significantly, the rapid changes had caused a need for workers who were non-Bonairean which led to social problems including low incomes, rising prices and a disaffection of elements of Bonairean society, with a crime wave affecting both local residents and tourists.

This report was a wake up call for Bonaire.

- TCB instituted the "dive plus" marketing program
It was designed to relieve pressure on the reef and promote non-diving activities. To mention some; kayaking, windsurfing, nature rides and bird watching.
- TCB sponsored Tene Boneiru Limpi (Keep Bonaire Clean) and worked to educate the population as to the health and aesthetic value of keeping Bonaire Clean.
- The Bonaire Tourism Training program was instituted to address the issue of improving the level of service for employees directly and indirectly involved in the tourism sector.

- The Hello Tourist program was established. It is an ongoing project, which allows our elementary school children to role-play by acting as if they are a tourist.
- The marine park installed permanent moorings in the bay of Kralendijk, stopping the damage done by the yacht anchors. The also began enforce the no anchoring rule and to charge a daily fee to help pay for the marine park management.
- The municipal works department was professionalized and the island was now rezoned and construction rules revised.
- The road infrastructure and telecommunications, water and electric system were optimized.

I do not mean to stand here in front of you and pretend that Bonaire has solved all its problems, we are aware of the need for attention in many areas of our social, educational, environmental and political arenas.

The new technology of the electronic age continues to shrink our world in terms of information and the dissemination of news concerning events that are occurring around the world. Bonaire no longer sits on the fringes of the tourism sector. We are being thrust into it daily with the e mail traffic, web sites and newsgroups buzzing about our latest water temperatures, dive conditions, waves, petty crimes and airlift woes that have plagued our visitors

The impact is just being felt on our population, especially the youth, who are trying to find their place in the society. The strong cultural ties are being strained and values tested by the influence of cable TV, cell phones and the Internet. Rather than fight it, we have chosen to work with it. The Tourism Corporation Bonaire adapted the popular Hello Tourist Program used by our Caribbean Neighbors to educate our youth as to the role tourist's play in our economy. Each year, TCB works with Tene Boneiru Limpi, (Keep Bonaire Clean) and takes part, along with the island's population in Clean up the World's Annual Program. 25% of the islands population has taken part for the past seven years in the annual clean up.

Local entrepreneurs have also had a hand in providing the youth with a modern center where they can take part in after school activities ranging from sports to computer classes.

All these programs are meant to help educate and inform the public that our tourism industry is vital to the economy, but that it must be balanced in terms of its impact on the environment.

Who are the guardians for sustainable tourism? For an island of less than 15,000 inhabitants, we have nine environmental groups looking over our

shoulders, checking every move in the private and public sectors. We have long been on the track to Sustainable Tourism Development. Sustainable tourism is a word on the tongue of many today. Even before its significance became a factor Bonaire was practicing sustainability. Today while others are struggling to convince all sectors in their destination that sustainable tourism is in fashion and that it is the trend to follow. Bonaire took the lead and left them all behind but. It is a very very thin line between success and failure.

Masha Masha Danki Dank u Wel, Thank You.
Now are there any questions?

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SURINAME
Sustainable Tourism Development

Confirming and applying
The unique cultural and natural potentials
In a right balance

by

Harrold A. Sijlbing

Managing Director of STINASU
Foundation for Nature Conservation in Suriname

Board Member of STS
The Suriname Tourism Foundation

Board Member of SJS
The JodenSavanna Foundation

May 2000
BREDA

Suriname offers a rich, distinctive and still untapped tourism product. Particularly in the combination of tropical rain forest and the authentic cultures of Maroon and Indigenous communities.

Government has recognized the importance of developing the tourism sector through the creation and implementation of the Suriname Tourism Foundation in 1996. With the year of tourism, including the hosting of the third CTO Sustainable Tourism Conference in 1999, and the recently organized "Charette"- initiated by Conservation International-, Government Agencies, Nature Conservation Organizations, Private Sector, NGO's and CBO's, have confirmed the uniqueness and potentials of the country in relationship with tourism development opportunities.

The nomination of the Central Suriname Nature Reserve (CSNR) as a World Natural Heritage Site (Nature's Hall-Of-Fame) and the positioning of Jodensavanna on the 2000-2001 World Monuments List of Most Endangered Sites, by the World Monument Watch, characterize the growing awareness, both nationally and internationally of Suriname's potentials.

In fact, Surinamers have long recognized the potential of their country as a tourism destination. In the late 1960's, Suriname was one of the first countries in the Americas to develop rain forest nature tourism (STINASU's founder Johan Schulz was one of the founders of the cliché "eco-tourism"). But after a number of years of significant political unrest in the 1980's, when their early market was lost, Suriname finds itself far behind, in a very competitive tourism market.

Suriname does not have the beach resources to make it mass-market destination like many of the Caribbean neighbors, but Suriname however has tremendous specialty tourism potential based on a number of world-class tourism resources, including the highest percentage of unspoiled rainforest cover on earth, vast tracts of wilderness, numerous large pristine river systems, extremely productive coastal ecosystems and unique cultural and historic attractions. The country's ecosystems provide habitat for a number of species that provide specialty tourism attractions, including the Cock-of-the-rock, the flagship species of the Guiana avifauna. Suriname contains some of the best sea turtle nesting beaches in the world and is one of the best places to view giant otters, black caiman, tapir and harpy eagles.

The country's unusual mix of African, Asian, European and indigenous Amerindian cultures, contribute to Suriname's enormous tourism potential.

These resources – the historic character and relative safety of the capital, Paramaribo, widely spoken English and close proximity to important nature and cultural tourism markets in North America and Europe- offer significant opportunities for Suriname to develop specialty markets of considerable value.

Sustainable Tourism provides the opportunity to conserve Suriname's natural and cultural resources while at the same time providing an important engine for economic growth and development. Tourism is the largest industry in the world and nature tourism is the fastest growing segment of the market.

The tourism industry is currently limited by Suriname's lack of image among international travelers, a rigid bureaucracy that discouraged airlines, international tour companies, and

travelers- and the resulting difficult and expensive air access; an immature inbound industry and a shortage of appropriate facilities and infrastructure.

Countries do not compete only on what they have, but on what they are capable of doing with it. This means that Suriname has to compete within a framework that points out the need for adequately trained human resources, up to date market intelligence related to the launching of innovative products and the improvement of the facilitative environment for tourism.

The next steps or conditions will be imperative to lay the foundations in order to develop a sustainable tourism industry that simultaneously nurtures the conservation of the natural and cultural patrimony:

- Design an Integral Sustainable Tourism Development Program
- Increase of Government (political) support
- Enhance the institutional and organizational structure of the private sector
- Conceptualize an adequate Legal and Institutional framework
- Establish a National Tourism Authority
- Identify, encourage and nourish Community Based initiatives
- Expand local involvement in the tourism sector
- Authorize an integrated product development strategy
- Develop a market intelligence framework
- Establish and strengthen Human Resource Development through training and education

The Suriname Tourism Development Plan, funded by the EU, was finalized in 1998 and provides an important foundation for the development of the tourism sector. A recently completed redesign of this plan should yield in the implementation of some necessary measures.

Given the appropriate support and essential cooperation between Government Agencies and Private Sector, Suriname could follow the lead of Costa Rica and Belize, as a country that plans for economic growth with sustainable tourism as a leading sector.

For Suriname, Sustainable Tourism provides the opportunity to create the right balance and to diversify the economy from its heavy reliance on bauxite; to replace other extractive industries(gold,timber) as a source of economic growth, and to serve as a strong incentive to conserve the countries natural and cultural heritage.

Tourism and biodiversity

Chair: Willem Ferwerda, Netherlands Committee for IUCN

Introduction: André Brassler, WWF Netherlands, and Niek Beunders, NHTV

W. Ferwerda,

Instead of calling this workshop 'tourism and biodiversity' it should be called 'biodiversity and tourism', since human life is depending on biodiversity. Tourism is just a form of pleasure.

The major threats of nature are:

1. Infrastructures
2. Mining
3. Oil
4. Industries
5. Overconsumption

How should biodiversity be maintained? Under the current conditions we are a threat to our own biodiversity.

The tourism industry has both positive and negative impacts on biodiversity. Compared with the other threats mentioned above, tourism is a small threat, but still its negative impacts need to be reduced.

Tourism can be an important means to preserve biodiversity, but the question is how to strengthen this relationship.

A. Brassler,

First, local populations have to be involved in tourism management, otherwise it won't function. Now there is a lack of interest for nature conservation among communities in nature areas. In the end they do not care.

National parks still see tourism as a threat, but WWF thinks there is an other way of looking at it. Tourism can be turned from an enemy into a friend.

We have to look at former experiences, for example at logging works with short-term management, which has a negative impact on nature. Logging with long-term management is called sustainable timbering. This has been achieved by the introduction of a trademark efficiency for the log market, which has a positive impact.

This can be applied for tourism; the WWF is working on the PAN Parks project, the protected area network, which can be a trademark for tourism. The aim is to create a sustainable relationship between nature conservation and tourism in protected areas throughout Europe.

There is a need to give National Parks in Europe a greater image, make them known, because to know is to love and to love is to care. Caring means protecting.

PAN has a logo that stands for high quality nature as well as accommodation, based on certifications.

In order to gain that logo a National Park must meet some criteria:

1. It has to be a protected area with high nature values
2. It needs nature management
3. And visitor management
4. A sustainable tourism development strategy
5. Tourism business partners
6. Sponsors

The parks should co-operate with their surrounding environment, in particular the local residents.

N. Beunders,

The vision of PAN Parks on sustainable tourism development consists of four principles;

1. There is a mutual dependency between the National Park and the communities and the region.
2. Cultural dependency
3. Socio-economic dependency
4. Ecological dependency

Sustainable development is responsible use of resources, there should be a synergy between nature conservation and community development.

Sustainability means that there is a balance between

Culture
Socio-economy
Ecology

If there is no balance, it is not sustainable.

The sustainable tourism development strategy is that the relevant partners in the protected region come to a synergy, develop a sustainable strategy, and take joint responsibility.

How to achieve that?

- See who the stakeholders are
- Unite them in one board
- Create a vision for a sustainable future
- Set goals
- Create a sustainable tourism development strategy

Ecological sustainability:

- make an inventory of the natural resources
- assess the ecological carrying capacity
- maximise the use of existing infrastructures and accommodations
- make an impact assessment
- seek for renewable resources
- seek for an environmental care monitor
- seek for sustainable transport

Socio-economic sustainability:

- make an inventory of socio-economic resources
- assess the tourism potential and the carrying capacity
- support the local traditions and modes of production
- integrate with other sectors
- maximise local employment
- make the new development compatible with the scale of the community

Cultural sustainability:

- make an inventory of cultural resources
- assess the social carrying capacity

- let the local community control their own way of life and traditions, because that is what is interesting for tourists to see.

Communities define their strategies based on their own resources and needs, while safeguarding sustainability.

R. Boeddha, Stichting toerisme Suriname

Sustainable tourism development is important for Suriname, since it contains the world's largest protected area.

To achieve sustainable tourism in Suriname two institutions are co-operating, namely Stichting Natuurbehoud Suriname and Conservation International.

All stakeholders were brought together in a meeting to see how they all could contribute to sustainable tourism development.

W. Ferwerda,

Important factors seem to be co-operation of all actors and financing.

Mr. P. Hoetjes thinks the balance between the three aspects is a good principle, but not realistic, since people dominate nature. In the history once there was a balance, but not anymore, the pressure now is too big.

Mr. N. Beunders: it is an option to give economic value to nature, but that is depending on the economy. If there is no food, people do not see the urge to conserve.

Mr. P. Hoetjes: the principle is good, but sometimes men have to force by means of rules and regulations.

Mr. A. Brassier: The local population should be educated that their environment is important and has to be preserved.

The point is who has the rights (ownership) over the protected area?

The tourism industry needs to be more active in financing nature conservation. Tour operators make use of nature, but what do they give in return?

Mr. A. Brassier,

Parks have to pay for their PAN parks trademark.

In Africa parks are privatised and the tour operators pay to make use of the park. PAN parks offer improved management efficiency. It offers

- * economic development to regional governments
- * jobs to locals
- * product innovation to the private sector

Locals need access to the area and should help to conserve it. Tourism uses their resources.

Think globally, act locally!

Conclusions of this workshop:

1. Nature tourism is a growth market
2. Nature conservation and tourism industry are natural partners
3. There are new initiatives to put sustainability into practice
4. They are waiting for participation (Government, NGOs, business)

COMMUNITY DEVELOPMENT

Chair: Patricia Collette, NCDO
Introduction: Richard Tapper, EBDG
Frans de Man, Retour

Patricia Collette works for the NCDO and supports any kind of activities related to sustainable tourism development.

Richard Tapper works for the Environment Business & Development Group (UK) as an advisor on sustainable tourism. He stresses the 'hidden opportunities' tourism offers to small enterprises to make a profit. He showed two case studies from Jamaica to demonstrate this. In the all-inclusive resorts of Montego Bay small local entrepreneurs don't play a role. *Black River Safaris* in the south of Jamaica are an example of the opposite. Tourism is run by small local enterprises. Tourism-related crime like theft and robbery is much more frequent in Montego Bay than in the south.

Main issues are, according to Richard Tapper, lack of control over tourism by local communities, irrational expectations by locals concerning benefits from tourism, and the influence on tourism development of external actors like international companies.

Frans de Man works for Stichting Retour and investigates how tour operators can contribute to sustainable tourism in destinations. He stresses that local populations need more rights in participating in sustainable tourism in destination areas. That is why Retour and NCDO developed the *vakantiemeter*, an internet site that reflects local peoples' opinion about sustainable tourism at their destination.

Discussion about the *vakantiemeter*:

Is it not better to inform the locals first of all about the negative sides of tourism (because locals mostly do not know much about tourism) and then introduce sustainable tourism? Frans de Man answered that the *vakantiemeter* first wants to demonstrate what the locals want and think themselves and then confronts the locals with the negative effects and the consequences of tourism. The goal is: informed participation of local people.

Do locals see the difference between mass- and eco-/nature-tourism? It depends on the local people whether they see a difference. They do not mind how tourism is categorized, they just do not want negative consequences of tourism at their destination.

How can you measure the opinions of the locals if you don't even know their culture? Frans de Man assures that intermediaries are engaged who know the cultures and languages of the locals.

Shouldn't we respect local communities and do not prescribe do's and don'ts? Sure, it is the local's choice to decide for sustainable tourism, it helps people (the poor) who are not treated equally.

Are you actually implementing the *vakantiemeter* into the destinations? Yes, it is part of the project, there are different methods to implement sustainable tourism to the destination and to integrate the local population.

Some discussion concerned the danger of huge tour operators taking advantage of the destinations that outweigh projects like the *vakantiemeter* and the attempt of organisations to try to help the poor and introduce sustainable tourism.

Culture Preservation

Chair: Vincent Platenkamp, NHTV
Introduction: Frans Schouten, NHTV
David Boerma, NCIV

According to Frans Schouten tourism is about selling dreams. People want new experiences and start traveling in search of the unspoilt, the 'pure'. Tourists have specific images about culture at the destination. In reality this is often folklore. On the other hand, many do what they are familiar with: sitting on a terrace and talking to other tourists. Contact with local communities is limited.

Culture is everywhere. Almost everything people do is culture. An important aspect in any culture is people's awareness of their own origin and heritage. The culture of a group of people is changing permanently under the influence of several factors. The search for and preservation of 'unspoilt cultures' by western tourists is at least something questionable.

Indigenous peoples are, according to David Boerma, peoples that make up for the oldest inhabitants of an area but are now a minority inside their own country and are often marginalized. Globally some 300 millions of people belong to indigenous peoples. There are about 5000 indigenous peoples.

Many of them live in areas with a rich biodiversity and are often well-balanced with their natural and spiritual environment. Most of them have little control over their physical environment. Many tourists visit sacred places without approval of locals. Habits and folklore are often used by tour operators. For these tour operators it is important that local culture doesn't change, otherwise they will lose an interesting 'product'.

According to David Boerma tourists think that everything is for sale, as long as tourists supply the money. This attitude can be embarrassing or even insulting to local people. Tour managers have a great responsibility in educating tourists.

The discussion focussed on the role of tour managers. Many are not really interested in local culture. In general tour managers are poorly paid. Consequently, many of them are not highly qualified professionals.

Another focus of the discussion was the influence of tourism compared to media like television and internet.

Environmental management

Chair: Nico Visser, NHTV

Introduction: Rob uit de Bosch, Boschvaart Milieu Advies b.v. and Paul Hoetjes, VOMIL/MINA Netherlands Antilles

Rob uit de Bosch,

The aim of the Environmental project, which is an initiative of RECRON, is to:
Reduce costs by investing in the environment (with the help of some subsidies)
Increase profit by communicating the environmental awareness of the company to the guests.
Is done by means of an Environmental Barometer (*Milieubarometer*), which is:

- A communication tool to guests and government
- A reward for doing more than environmental legislation requires
- A certificate to distinguish oneself from colleagues

It is a tool for camp sites, bungalow parks and group accommodations in order to show the public their environmental concern. It has three levels, bronze, silver and gold. The golden level is Milieukeur. The barometers' foundation to manage is the determination of the demands, implementation of the inspections and promotion of the barometer.

Whether the barometer is being used as a marketing tool is up to the organisations. The level and requirements to meet change all the time, because it is a continuous improvement process. It is constantly changing because it is a young phenomenon.

(See copies of Rob uit de Bosch' powerpoint presentation.)

P.Hoetjes,

The Antilles are developing islands and the population is not as environmentally concerned as the Dutch.

The Dutch government started a Antilles Sustainable project, in cooperation with ANWB. Dutch tourists are being informed about the natural environment of the destination in the Antilles and how they can help to protect that environment. The tourists are more environmentally aware than the local population, which leads to a communication problem: why should tourists care when the local population does not? There is a great difference in mentality and the project serves as a kind of catalyst. The mentality of the tourists is being explained to the local population. The environmental awareness in western countries is higher, so for the local providers it can be a marketing tool in attracting tourists. It is an added value for tourists.

The American tourists are not that environmentally aware, except for the divers. The American tourists should be confronted with tourism impacts. They have to be made aware and hope that they will do something with it. Americans do not do anything themselves, they expect things to be done for them.

For achieving sustainability and awareness of the local population, criteria are needed. These do not exist on a local level, but on international level.

The Bonaire Marine Park is an international example of sustainable tourism and its criteria are being spread all over the world. Dive operators accept these criteria, because they directly enjoy nature. Land tour operators are a different industry and need other criteria.

They have to be asked what they think they should do and what they think others should do.

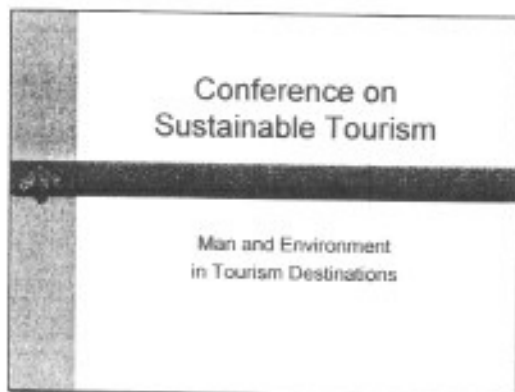
This project shows how a project to inform Dutch tourists can have an impact on the destination itself. It functions as a catalyst.

Tour operators can play an active role by co-operating with local suppliers that meet various criteria.

The tourists' opinion is the best way of monitoring. They can hand out environmental awards to local suppliers and then these get more room in a brochure. (for example)

The impulse to start this came from ANWB, it can serve as a marketing tool.

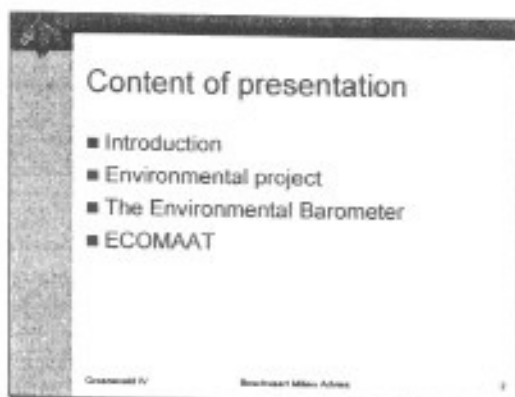
Dia 1



Conference on
Sustainable Tourism

Man and Environment
in Tourism Destinations

Dia 2

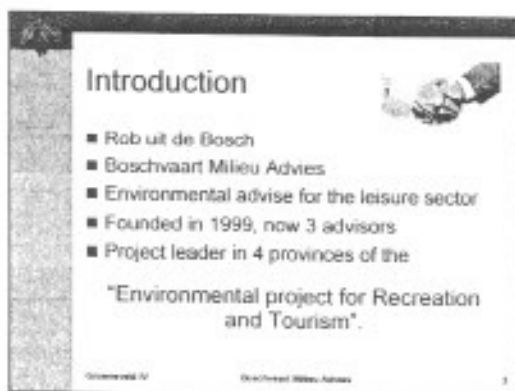


Content of presentation


- Introduction
- Environmental project
- The Environmental Barometer
- ECOMAAT

Overijssel IV Boschvaart Milieu Advies

Dia 3



Introduction



- Rob uit de Bosch
- Boschvaart Milieu Advies
- Environmental advise for the leisure sector
- Founded in 1999, now 3 advisors
- Project leader in 4 provinces of the "Environmental project for Recreation and Tourism".

Overijssel IV Boschvaart Milieu Advies

Dia 4

Environmental project

- The aim of the projects is to:
 - Reduce costs by investing in the environment (with the help of some subsidies)
 - Increase profit by communicating the environmental awareness of the company to the guests

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Dia 5

Issues:

- Reducing costs:
 - Knowing what the present situation is
 - Knowing how to reduce costs
 - Shortening the pay-back period
 - Monitoring of results
- Increasing profit
 - Communication to guests

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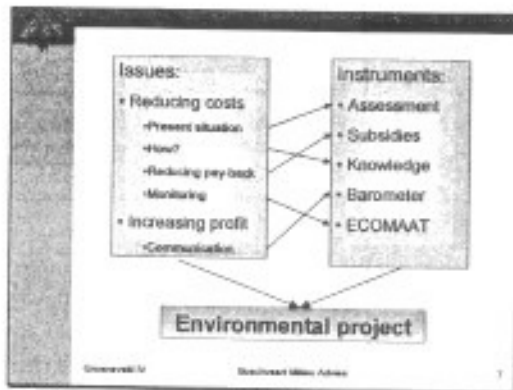
Dia 6

Instruments:

1. Environmental assessment
2. Subsidies for environmental improvements (max. 25%)
3. Transfer of knowledge
4. The Environmental Barometer
5. Registration through ECOMAAT

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Dia 7




Dia 8

Environmental projects (cont.)

- In 11 of the 12 prov. of The Netherlands
- First project in Overijssel (1996)
- Differences in financial structures and management of the projects
- The instruments are the same
- Participants are camp sites, bungalow parks and group accommodations

Dia 9

Environmental projects (cont.)

- The 7 project leaders meet 5 times/year at RECRON (the Dutch Association of camp site owners) to exchange experiences 
- The projects are (in some cases heavily) sponsored by the provinces
- The participants pay for every part of the project a small contribution

Dia 10



Dia 11

The Environment Barometer

- Communication tool to guests and government
- Reward for doing more than (environmental) legislation requires
- Certificate to distinguish yourself from your colleagues

Geconstrueerd door Boschvaart Milieu Advies


Dia 12


The Barometer (cont.)

| | Common demands | Obligatory demands | Optional demands |
|----------------|----------------|--------------------|------------------|
| Camp sites | 6 | 10 | 5-8-11 of 16 |
| Bungalow parks | 6 | 10 | 4-6-8 of 14 |
| Group accom. | 6 | 9 | 5-7-9 of 13 |

Geconstrueerd door Boschvaart Milieu Advies


Dia 13

The Barometer (cont.) 

- Three levels (bronze, silver and gold)
- The gold level = Milieukeur 
- Foundation to manage the Barometer
 - Determination of the demands
 - Implementation of the inspections
 - Promotion of the Barometer

Overzicht III Boschvaart Milieu Advies 13


Dia 14

The Barometer (cont.) 

- Common demands
 - Fulfilment of environmental legislation
 - Environmental policy statement
 - Environmental program
 - Document control
 - Environmental assessment
 - Environmental coordinator

Overzicht IV Boschvaart Milieu Advies 14

Dia 15


The Barometer (cont.) 

- Obligatory demands (some examples)
 - Water saving measures (5 l/m)
 - Energy saving (lighting and use of gas)
 - Cleaning fluids and method
 - Waste separation in 4 fractions
 - Traffic
 - Personnel
 - Involvement of the guests
 - Activities

Overzicht IV Boschvaart Milieu Advies 15

Dia 16

The Barometer (cont.)




- Optional demands (some examples)
 - Green energy
 - Use of rain water and sustainable energy
 - Separation of green waste
 - Individual treatment of waste water
 - Use of "good" paint and construction materials
 - Company nature plan
 - Use of recycle paper
 - Sewage system at all lots of the camp site

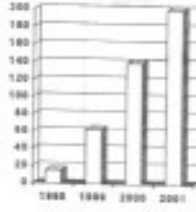
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Dia 17

The Barometer (cont.)



- The Barometer is a success
- In 2 years time 140 companies
- In the future:
 - Hotels
 - Restaurants
 - Swimming Pools




| Year | Count |
|------|-------|
| 1998 | ~10 |
| 1999 | ~40 |
| 2000 | ~100 |
| 2001 | ~140 |

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Dia 18

ECOMAAT



- The registration system for:
 - Monitoring environmental performance of the company itself
 - Comparison with other companies
 - Registration of the use of water and energy per building, bungalow or place
 - Presentation of results
 - Help file and background information

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