

# Sustainable Tourism and Protected Areas



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Mombela Sustainable Tourism Conference  
Bundu Lodge, Nelspruit, Tuesday 16 November 2010

# Presentation outline

- A. Tourism and protected areas**
- B. IUCN WCPA Tourism and Protected Areas Specialist (TAPAS) Group**
- C. TAPAS WRTD event**
- D. How to get involved**



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## 7 IUCN PA categories:

Ia: Strict nature reserve

Ib: Wilderness area

II: National Park

III: Natural monument

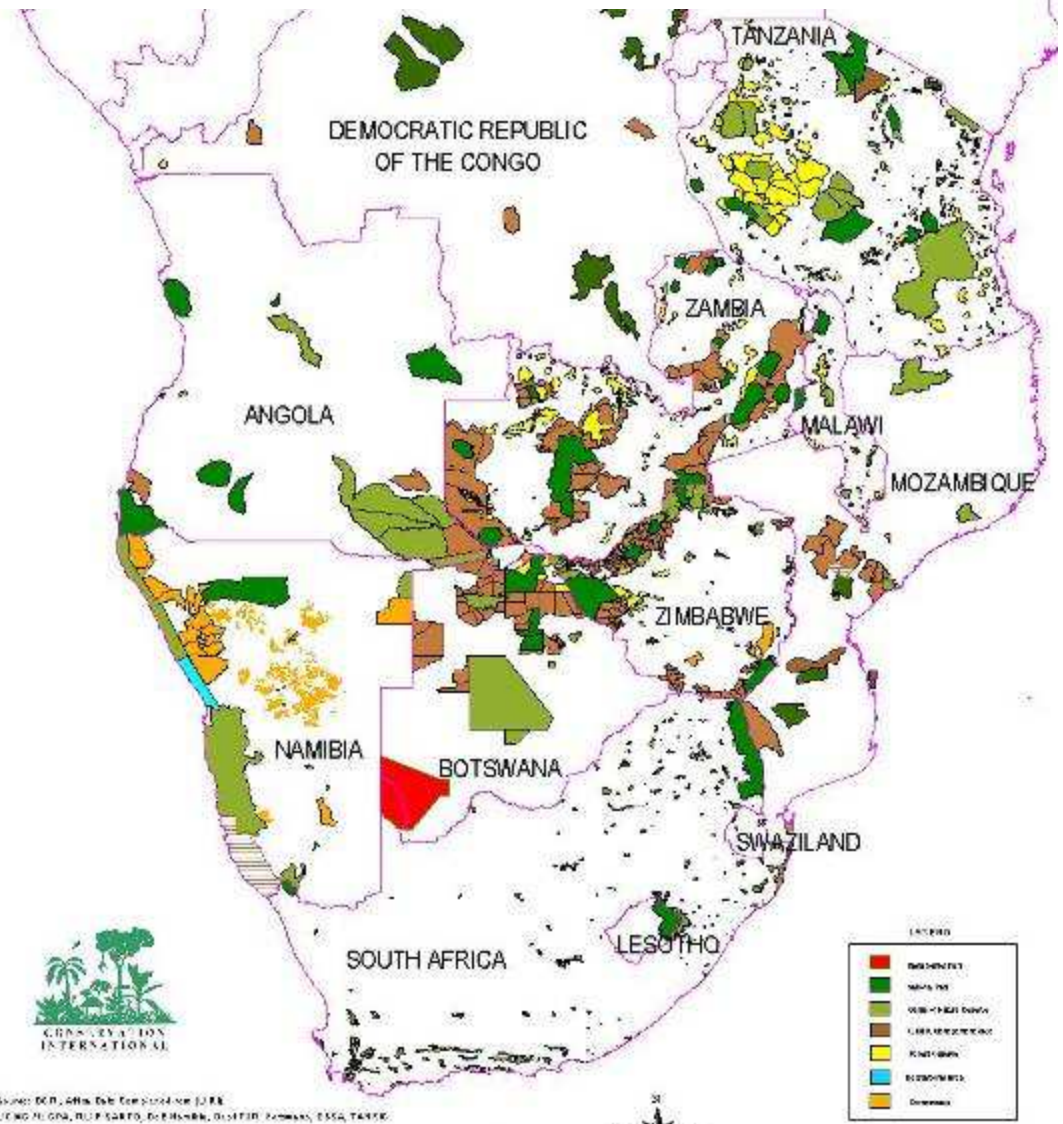
IV: Habitat/species  
management area

V: Protected  
landscape/Seascape

VI: Managed resource  
protected area

*www.unep-  
wcmc.org/protected\_areas/  
categories/index.html*

## A. Sustainable tourism and protected areas

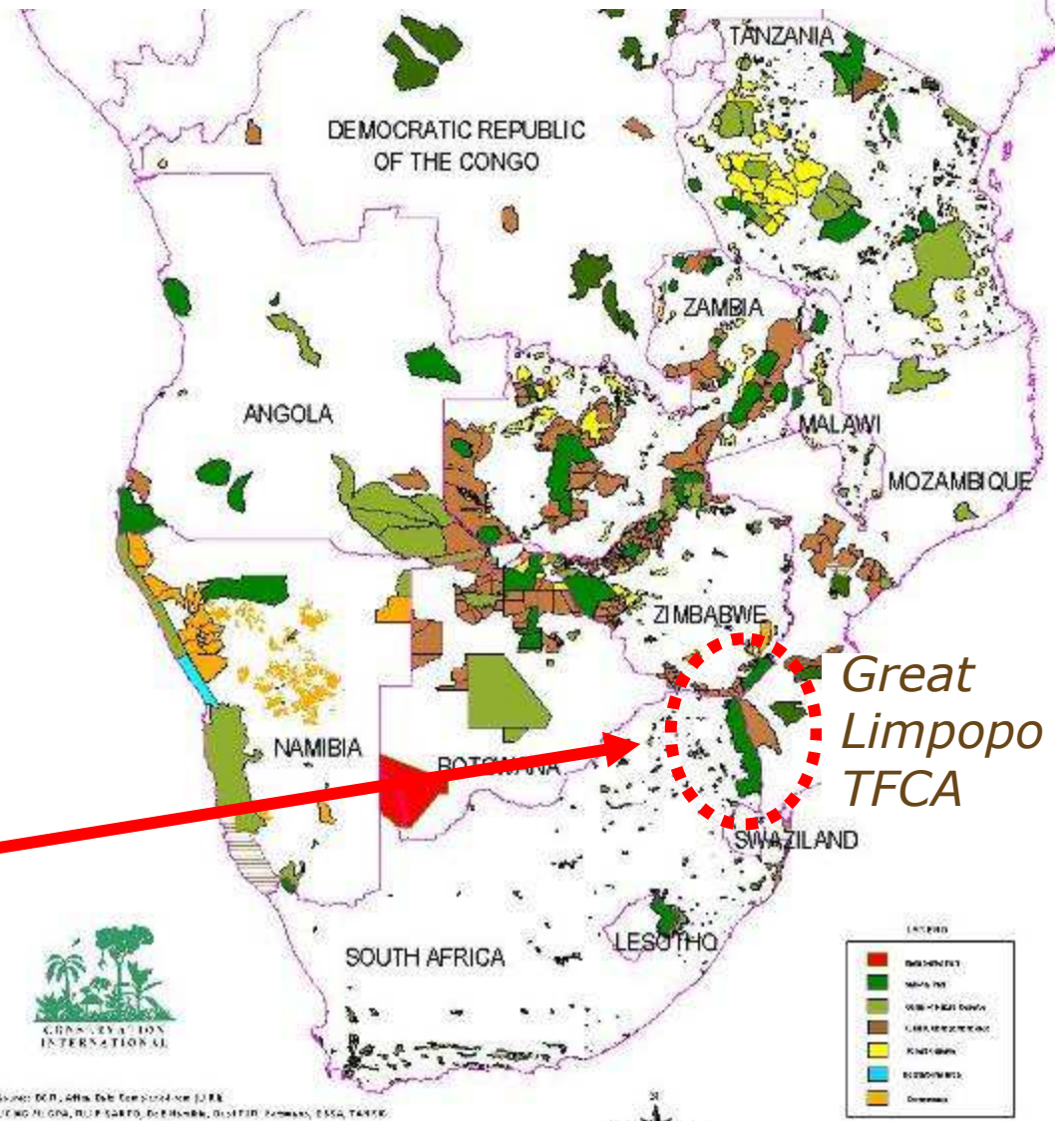


© Conservation International

But there are **other terms** also used for PAs:

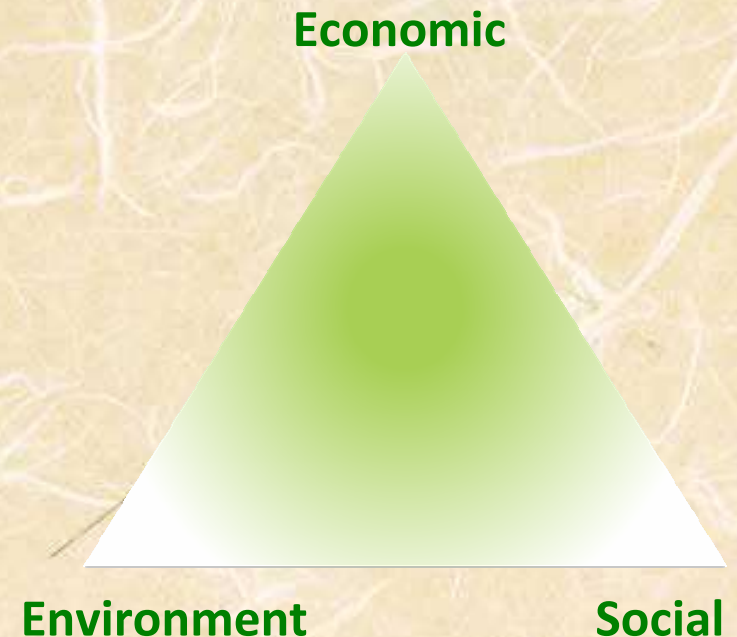
- Biosphere reserves
- World Heritage Sites
- Private protected areas
- Conservancies
- Community Conservation Areas
- Nature reserves
- Transfrontier Conservation Areas
- ... and others

## A. Sustainable tourism and protected areas



## A. Sustainable tourism and protected areas

- **Economic:** viable business, \$ for conservation, value chains linkages, poverty reduction
- **Environment:** biodiversity, resource use (energy, water), waste, infrastructure footprint, behaviour changes wildlife
- **Social:** inhabitants/local communities, linkages, culture, education, public support, tourists



Convention on Biological Diversity, CoP, Nagoya, Japan - [www.cbd.int](http://www.cbd.int)

- Target increase terrestrial PAs to 17% & marine PAs to 10% by

## A. Sustainable tourism and protected areas

- Types of tourism in protected areas include:
  - *Terrestrial*: photographic, hunting, hiking, climbing, mountain biking, horse riding, veterinary, cultural sites/activities
  - *Marine*: Fishing, scuba diving, snorkelling, canoeing



## A. Sustainable tourism and protected areas

Some useful tools and initiatives:

- **UNWTO** ‘Indicators of Sustainable Development for Tourism Destinations’ (2004)
  - [pub.unwto.org](http://pub.unwto.org)
- **PAN Parks** 3rd-party certification system under WCPA Framework for Management Effectiveness in Europe
  - [www.panparks.org](http://www.panparks.org)
- **Global Sustainable Tourism Council (GSTC)**
  - Global Sustainable Tourism Criteria & development of destination criteria (in progress)
  - [www.gstcouncil.org](http://www.gstcouncil.org)

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## B. IUCN and tourism

- IUCN is a democratic union with + 1,000 member organizations

**Strategy on tourism:** *“For the tourism sector to recognize the value of the planet’s natural assets and internalize this value into their products”*

Five strategic directions:

1. Provide a platform for **innovative thinking**
2. Develop and promote the wide application of **standards & guidance**
3. Promote a **landscape level approach** to sustainable tourism
4. Support existing **conservation-based enterprises:** livelihoods, biodiversity
5. Establish **strategic partnerships** with high-level organizations



Contact:

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MariaAna.Borges@iucn.org

## B. IUCN and tourism

### Tourism and Protected Areas Specialist (TAPAS) Group

- **Strategic advice** on sustainable tourism in protected areas
- Strengthen **capacity and effectiveness** of protected area managers, policy makers and others
- **Develop and disseminate knowledge** on tourism and protected areas
- Provide an interactive **forum** for people working on protected areas and tourism



Online membership form will become available during November 2010 12  
Contact: [AnnaSpenceley@gmail.com](mailto:AnnaSpenceley@gmail.com) / [Elizabeth.Halpenney@ualberta.ca](mailto:Elizabeth.Halpenney@ualberta.ca)



## B. IUCN and tourism

IUCN Program on Protected Areas



World Commission on Protected Areas



### Tourism and Protected Areas Specialist Group (TAPAS)

Chair & Executive  
Committee

WCPA  
members

Associate  
members

#### Working Groups

Membership

Communications

IUCN conferences  
(WCC 2012 &  
WPC 2014)

Develop &  
disseminate  
knowledge

Strengthen  
capacity  
& effectiveness

## B. IUCN and tourism

### TAPAS activities in 2010

#### 1. Market research:

- Online survey of TAPAS members and WCPA members
- Example questions asked: insert from doodle poll
- 105 responses & database of over 350 people

#### 2. Development of strategy and action plan (2010-14):

- Knowledge development, research and dissemination
- Development of training programs
- Enhance networking (managers, private sector, academia, government, conservationists, livelihood specialists etc)

#### 3. Events:

- Knowledge events at World Travel Market World Responsible Tourism Day and Mombela Sustainable Tourism Conference

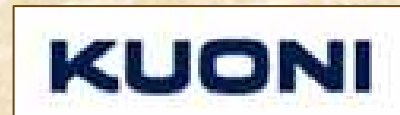
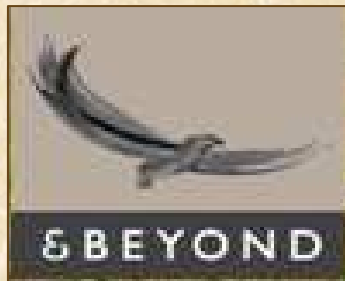
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## C. TAPAS event: World Responsible Tourism Day at World Travel Market, London

What contribution can tourism make to  
biodiversity conservation?



1. What your company has done to support habitat and species conservation and what you have achieved?
2. What are the challenges you have faced, and how you have addressed them?
3. Why does biodiversity conservation make good business sense?

### 1. Achievements in biodiversity conservation through tourism

- Financially **influencing** the conservation:
  - 400,000 hectares conserved & 48,000 ha rehabilitated (&Beyond)
  - 2.8 million hectares conserved (Wilderness Safaris)
  - Over **USD 4 million** annually to conservation agencies in **park fees and leases** (&Beyond)
- **Endangered species protected:**
  - 6% of the global **Black Rhino** population (Wilderness Safaris)
  - 3% of the global **African Wild Dog** population (Wilderness Safaris)
  - 1.5% of the global **African Lion** population (Wilderness Safaris)
  - Black and white **rhino** range expansion (&Beyond)
  - Pioneering **elephant** contraception and sterilisation (&Beyond)

### 2. Challenges in biodiversity conservation through tourism

- **Finances:**
  - **Access to funds** especially challenging during economic downturn.
  - **Capital intensive** process
  - Achieving sufficient **financial returns** for communities to ensure continued support for conservation as a land use.
  - Achieving **sufficiently competitive returns** in ecotourism to make other less sustainable industries less attractive
- **Focus on the savannah:** where viable business is easiest.
- **Regulatory and political challenges**
- **Patience** and commitment: in destinations and with communities
- **Complexity** of issues relating to biodiversity
- **Communication** between scientists & private sector: common language

### 3. Why it makes good business sense

- Conservation and maintenance of business **assets**
- **Validation** as ethical and forward thinking companies
- Increases **brand exposure** and development in key markets
- **Competitive differentiation** within the industry
- Helps position company as **sustainability leader** in the industry attracting & retaining talented individuals
- Opens doors for building **new relationships** with government officials, nonprofit organizations and potential customers
- Builds **return visits** and referral guests (& increased occupancies over time)
- **Longevity of businesses** (e.g. +20 years for &Beyond and Wilderness Safaris)

# In which areas should we focus on? – Preserving habitats, resources and ensuring fair working conditions



Multi response in %

Holiday companies should be committed to ...

TOTAL

N = 3,887



n = 507



n = 502



n = 501



n = 503



n = 501



n = 501



n = 369



n = 502



n = 502

Area of Commitment	TOTAL	UK	Germany	France	Italy	Belgium	Netherlands	Sweden	Russia	USA
... preserving nature and natural habitats at the holiday destinations.	70	64	65	69	70	69	62	85	72	
... saving energy, water and other natural resources	55	54	58	64	57	53	48	40	66	
... fair working conditions at the destination and the hotels it does business with.	55	59	56	52	58	61	63	40	53	
... environmental friendly and socially responsible economic development in the holiday destinations.	55	55			51		59	71	51	
... protecting endangered animal and plant species							36	49	42	
... tackling climate change							32	15	16	

**Tourists believe that holiday companies should conserve nature**

Legend:    10% or less below total       10% or more above total

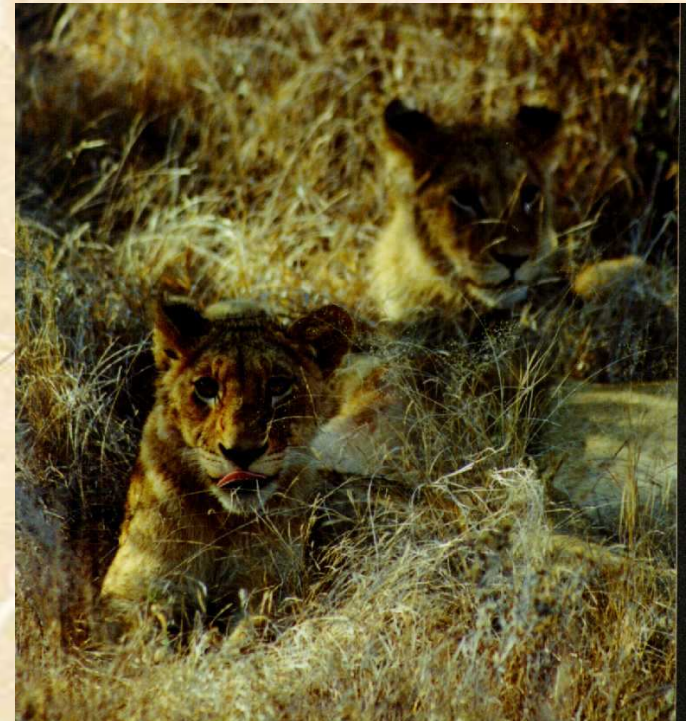
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## D. How you can get involved

- **Apply to join the Tourism and Protected Areas Specialist Group (TAPAS group)**
- Discuss with Anna Spenceley & Steve McCool
- Make contact for online membership form :  
[annaspenceley@gmail.com](mailto:annaspenceley@gmail.com) /  
[elizabeth.halpenny@ualberta.ca](mailto:elizabeth.halpenny@ualberta.ca)
- Join a working group, and actively contribute!
- For more information:  
[www.iucn.org/about/union/commissions/wcpa/wcpa\\_what/wcpa\\_capacity/wcpa\\_tourismtf/](http://www.iucn.org/about/union/commissions/wcpa/wcpa_what/wcpa_capacity/wcpa_tourismtf/)





Thank you!

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