PRESERVING FRAGILE ENVIRONMENTS FOR SUSTAINABLE TOURISM: BEST PRACTICE TOOLS FROM CANADA AND ICELAND

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OUTLINE

• Background

• Definitions

• Sustainable Mountain Tourism Experience Model

• Best Practice Case Studies

• Reflections
BACKGROUND

- **25 year work experience** in Arctic/sub-Arctic.

- Ph D. linked to UNESCO examining coping strategies in the North.

- Research has focused on tourism in peripheral regions with focus on tourism planning.

- Worked **10 years as tourism consultant** to numerous public and private organizations on six continents (UNCBD, UNWTO, UNEP)

- Participation in **4 Northern Periphery projects** in Europe representing Canada as an Associate Partner
DEFINITIONS

Fragile environments (Price 1996)

...those plant and animal communities which are particularly vulnerable to damage caused by human activity.

This includes alpine, desert, savannah, wetland ecosystems.

Today, earth is recognized more and more as a fragile environment.

Need to consider human communities.
DEFINITIONS

Sustainable Tourism (UNWTO 2016)

Tourism that takes full account of current and future economic, social and environmental impacts, addressing needs of visitors, the industry, the environment and host communities.

- **Optimal use** of environmental resources
- **Respect** socio-cultural authenticity of host communities
- **Ensure viable, long-term operations that are fairly distributed**
- **Informed participation and strong political leadership to ensure participation**
- **Constant monitoring** of impacts, introducing preventative and/or corrective measures where necessary.
- **High level of tourist satisfaction and meaningful experience.**
DEFINITIONS

Tourism Best Practice (GMIST 2016)

...a procedure that produces optimal results and that is established or proposed as a standard suitable for widespread adoption

...exposure will stimulate the generation of new product ideas, improved practices in customer service, innovative operational techniques, sound planning models and partnership opportunities.
SUSTAINABLE MOUNTAIN TOURISM EXPERIENCE MODEL (SMTE) (HULL AND RICHINS 2016)

Fig. 36.1. Sustainable Mountain Tourism Experience (SMTE) Model.
Fig. 36.2. Sustainable Mountain Tourism Experience Model used as a participatory tool for addressing major challenges in mountain tourism experiences.
SUSTAINABLE MOUNTAIN TOURISM EXPERIENCE MODEL (SMTE) (HULL AND RICHINS 2016)

Fig. 36.3. Sustainable Mountain Tourism Experience Model used to prioritize principles of sustainable mountain tourism development.
BEST PRACTICE CASE STUDIES FROM CANADA AND ICELAND
NORTHEAST ICELAND TOURISM PLAN
(HULL AND HUIJBENS 2011)
PAGIS
participatory approach using geographic information systems
(Hasse and Milne, 2005)

The principal idea of PAGIS is to integrate local knowledge, such as values, emotions and perceptions of a place that have been gathered in participatory mapping exercises, into GIS. This local knowledge includes the narratives of local people and reflects the diverse range of opinions of particular places in the community.
TEAM

CONSULTING

- John Hull, Strategic Tourism Planner, Project Director
- Edward Huijbens, Director, Icelandic Tourism Research Centre, Iceland
- Carol Patterson, Consultant, Kalahari Management, Canada
- Simon Milne, Director, New Zealand Tourism Research Institute, New Zealand

AGENCY

- Gunnar Johannesson, Economic Development Officer, Project Coordinator
- Ari Pall Palsson, Tourism Specialist
- Sif Johannesdottir, GEBRIS Coordinator
- Vilborg Gissurardottir, Workshop Coordinator

GIS - Daniel Borgthorsson, Map Specialist
5 STEPS OF TOURISM PLANNING

1. Launch Project
2. State of Affairs Document
3. Consult with Stakeholders
4. Analyze Information
5. Draft Strategic Plan
METHODOLOGY

**Primary Data**
- Inventory of natural/cultural heritage
- Public Input/Focus groups

**Secondary Data**
- Government reports
- Tourism reports and statistics
- Publicity
- Academic journals
- Web-based research
- Promotional material
NORTHEAST ICELAND
NATURAL HERITAGE

BIRD WATCHING
CULTURAL HERITAGE

LIGHTHOUSES
ACCOMMODATION & SUPPORT SERVICES
PRODUCT OPPORTUNITIES
PRODUCT OPPORTUNITIES
PRODUCT OPPORTUNITIES
PRODUCT OPPORTUNITIES

Birding trail
Northeast Iceland

Birding trail GUIDE.
Whether you plan to visit every site on the trail or just explore a specific region, this guide will help you along the way.

Bird species TO SEE.
Our perceptions chart helps you see where you are most likely to find the birds you are looking for.

MAP of the area.
The map shows the location of all designated birding sites which are numbered for reference in our guide.

Let us GUIDE you.

More species TO SEE.

View full size MAP.

Birding trail
Northeast Iceland
ACCESS
OUTCOMES

• The map guide tool assisted clusters of local businesses with product development, marketing.

• Regional strategy in partnership with Icelandic Tourism Research Centre reinforced Inspired by Iceland campaign and national tourism strategy that resulted in improved access, wayfinding and new products.
BRITISH COLUMBIA, CANADA
TOURISM AND MARKETING STRATEGIES:
GAINING THE EDGE AND THE WILD WITHIN

• Leadership through partnership, coordination between government and industry

• focused marketing to visitors from key markets,

• building world class experiences

• enhancing competitiveness and sustainability by adopting policies that support needs of tourism businesses.

• Product and market priorities will be based on best research and market intelligence and adoption of innovative technologies to accommodate needs of consumer.
LAKE O‘HARA, YOHO NATIONAL PARK

(PARKS CANADA 2016)

Yoho National Park

Plan Your Trip

Lake O’Hara is a true gem - a unique collection of exquisite lakes and hanging valleys linked by a well-maintained network of connector trails and high alpine routes. Visitors can choose a single breathtaking destination or link two or more together for an unforgettable day.

The Lake O’Hara area is in Yoho National Park and borders Banff National Park. To protect this sensitive alpine area and provide a wilderness experience, a quota system is in place to limit the number of visitors using the public bus service into Lake O’Hara.
We share the stewardship of the area with the Lake O’Hara Trails Club, Alpine Club of Canada and Parks Canada and help each other out by sharing firewood, road maintenance and lending extra hands when needed. In 2013 we partnered with this group to construct the beautiful and welcoming Bus Kiosk at the bottom of the O’Hara road. **We are proud of our partnerships with the area stakeholders.** -- Lake O’Hara Lodge
• **The use of drones and 3D technology are innovative tools** that helps support needs of nature-based businesses in reaching key markets.

• **Competitiveness and sustainability is achieved through partnerships** between government and industry that reinforce Super Natural BC campaign, support adoption of policies that ensure economic viability, social equity and environmental sustainability.
NEWFOUNDLAND AND LABRADOR, CANADA TOURISM STRATEGY

UNCOMMON POTENTIAL
A Vision for Newfoundland and Labrador Tourism

1. STRATEGIC DIRECTION: Private Public Leadership
   A Partnership for Tourism Growth & Development

2. STRATEGIC DIRECTION: Sustainable Transportation Network
   A Transportation Strategy to Grow Our Industry

3. STRATEGIC DIRECTION: Market Intelligence & Research Strategy
   A Framework for Accessible & Timely Research

4. STRATEGIC DIRECTION: Experience Development
   Delivering Strategic & Sustainable Traveller Experiences

5. STRATEGIC DIRECTION: Tourism Technology
   Strengthening Our Information and Communications Technology

6. STRATEGIC DIRECTION: Marketing Our Brand
   Building on the Success of Our Creative Marketing Campaign

7. STRATEGIC DIRECTION: Empowering Our People
  Growing Our People for a Dynamic Industry
NEWFOUNDLAND AND LABRADOR TOURISM
Cape Spear Lighthouse National Historic Site of Canada

Built in 1836 - Cape Spear Lighthouse consists of a stone light tower surrounded by the lighthousekeeper's residence. Isolation and light keeping go together and so it was at Cape Spear. But home at the Cape was not a sad place. Children grew up happy here in the heart of the warm winterly summer breezes. Leisurely strolls along the cliffs enjoying the beautiful views of the Atlantic Ocean. Children daydreaming of adventure and romance. It is said that the lighthouse is haunted by the voices of those who have come and gone over the years.
Experience THE UNEXPECTED

Responsible Travel

We use technology to quickly update the travel guide, swapping people and places in and out of the book as we discover new areas to explore and new people to meet. This dilutes the overall traveller's footprint and spreads out the economic benefit in rural areas.
Many luxury properties have a charitable foundation. Our charitable foundation has a luxury Inn.

A shorefast is the line and mooring used to attach a traditional cod trap to the shore. It is a strong symbol of Fogo Island’s cod fishing heritage and the Foundation chose this name because it symbolizes a belief in the importance of holding on to community and culture and in the power of authentic connections between individuals, their communities, culture, and place.

Fogo Island Inn is Shorefast’s largest undertaking to date. Other projects include Fogo Island Arts, a micro-lending fund for small businesses on Fogo Island and Change Islands, various academic residency programs, heritage building preservation initiatives, the New Ocean Ethic, and a retail furniture business: Fogo Island Shop.
NATIONAL GEOGRAPHIC CENTRE FOR SUSTAINABLE TOURISM DESTINATIONS
28 MILLION CONSUMERS
PRINCIPLES OF GEOTOURISM

• Integrity of place
• International codes
• Market selectivity
• Market diversity
• Tourist satisfaction
• Community involvement
• Community benefit

• Protection and enhancement of destination appeal.
• Land use
• Conservation of resources
• Planning
• Interactive interpretation
• Evaluation
OUTCOMES

• Participatory tourism strategy process led to creation of public-private tourism partnership managing tourism in province.

• Online tourism strategy for industry to raise awareness and build support.

• Industry training opportunities through sustainable tourism institute.

• Reinforcement of Uncommon Potential brand through links to key markets through National Geographic map guide program in eastern sector of province.

• Businesses using new technologies, partnerships and innovative policies to improve economic viability, social equity and environmental sustainability in remote regions.
REFLECTIONS

- **Economic impact** points to growth in visitation and growth in revenues.

- **Social impact** points to increasing awareness and understanding of local cultures.

- **Environmental impact** points to opportunities to educate visitors about their responsibility to protect fragile environments and to support sustainable tourism by managing visitor flows.

- **Entrepreneurs** benefit from gaining new tools for product development, packaging and promotion that result in outcomes that are non-traditional, outside the box, and that offer sustainable business development for destination.

- **Universities** offer opportunities for new industry networks that provide access to training resources, strategic planning support, mapping, financing, and business development through faculty and student participation.

- **Destinations** have a clearly defined brand that is successful in the marketplace. Marketing strategies have been recognized and rewarded for their innovative efforts. This has led to visitor interest and local pride in community and culture.

- **Marketing** points to the creation of new way finding tools to assist local DMOs, government agencies and businesses in increasing length of stay at destination.

- **Mapguide** program increases potential for local partnership and creation of tourism clusters focused on specific target markets.

- **Consumers** have opportunity for new experiences linked to customised, self-guided trip planning.

- **Policies** for sustainable tourism that place restrictions on visitation but that still offer equitable access to key markets.
1. Identify partners. Identify project priorities together.
2. Determine budget/raise funds.
3. Inventory resources. Create a database for planning/promotion using maps.
4. Determine goals and objectives from inventory. Consider creation of tourism product clusters.
5. Adopt principles of sustainable, community-based tourism.
6. Integrate use of technologies into strategic planning, small business development, online way finding, travel planning and promotion for visitors.
7. Work with public/private partners, to build support, vision, and capacity.
8. Update, monitor and evaluate progress over time.
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REFERENCES


