

# Sustainable Tourism

Evelin Piirsalu



# Sustainable Tourism

- 09:00-09:30 Sissejuhatus
- 09:30-10:30 Definitions, aspects and real-life examples: Environmental Aspects , Socio-Cultural Aspects and real-life examples.
- 10:30-11:00 National and EU policy framework; Education and Training; Working on destinations
- 11:00-11:30 Break, Energizer
- 11:30-13:00 National and EU policy framework; Education and Training; Working on destinations
- 13:00-14:00 Lunch
- 14:00-16:00 Funding Opportunities; Host communities/Economic aspects;
- 16:00-17:30 Visit to best practice on sustainable tourism; Saaremaa Museum
- 18:00 Dinner at hotel Arensburg

# Tutvustus



**Isiklik info:** nimi, elukoht,  
haridus, huvid jne



**Minu saar:** kui turismi  
sihtkoht, mis teeb selle  
huvitavaks...



**Mina ja turismi sektor:** mis  
sind seob NEETina või kui  
turistina

# Sustainable Tourism

## Definitions, Aspects and real-life examples

### Environmental Aspects





Kuidas defineerida  
jätkusuutlikku  
turismi?

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Turism, mis võtab täielikult arvesse oma praeguseid ja tulevasi majanduslikke, sotsiaalseid ja keskkonnamõjusid ning arvestab küllastajate, tööstuse, keskkonna ja vastuvõtivate kogukondade vajadusi.

(Maailma turismi organisatsiooni definitsioon)

# Keskkonnaspektid ja -mõjud

- Millised turismi tegevused tekitavad keskkonnamõju?
- Kirjuta post-it paberitele üks aspekt/tegevus korraga
- Igaüks kirjutab kolm aspekti/tegevust
- Milliseid mõjusid nimetatud tegevused tekitavad?
- Kirjuta post-it paberitele üks mõju korraga
- Igaüks kirjutab kolm mõju

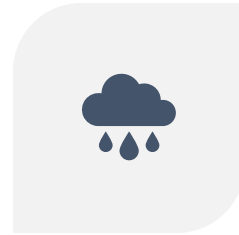
# Lahendusused



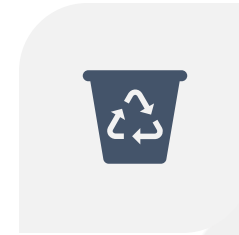
**ENERGY SUPPLY  
(RENEWABLES)**



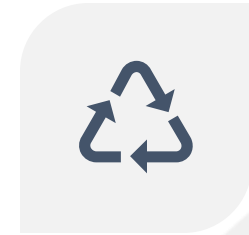
**ENERGY  
EFFICIENCY**



**WATER  
EFFICIENCY**



**WASTE  
REDUCTION**



**WASTE  
MANAGEMENT**

# Lahendused

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- Märgised
- Loodusturism Eestis
- Säastev liikuvus ja transport
- Keskkonnajuhtimissüsteemid



# Ökomärgised



<http://www.ecolabelindex.com/ecolabels/?st=category,tourism>

# Green Key

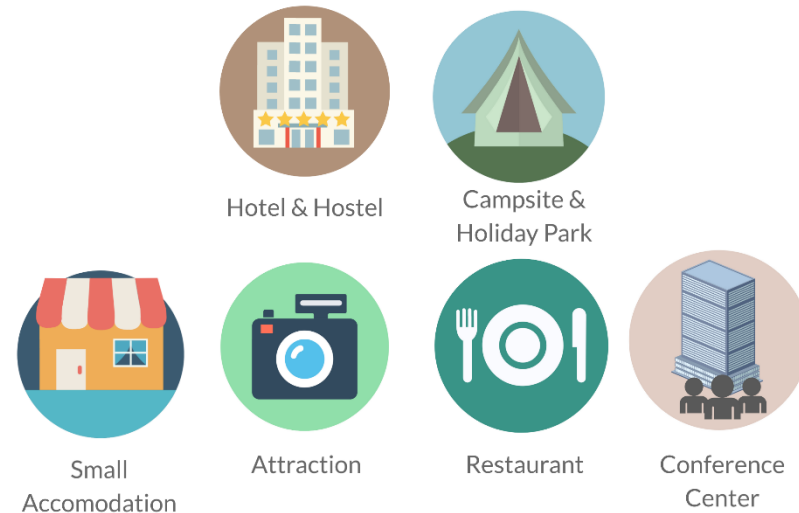
- Asutati Taanis 1994
- 66 riiki
- 3100 majutusasutust jm ettevõtet
- Eestis alates 2001.a
- Ca 21 majutusasutust Eestis (sh 3 pikendamise protsessis)
- Majutusasutused (hotellid, väikemajutus, kämpingud), atraktsioonid, konverentsikeskused, restoranid.
- <https://www.greenkey.global/>
- <https://www.puhkaeestis.ee/et/puhka-eestis/ava-uks-rohelise-votmega>



Green Key

# Green Key – mis on teisiti?

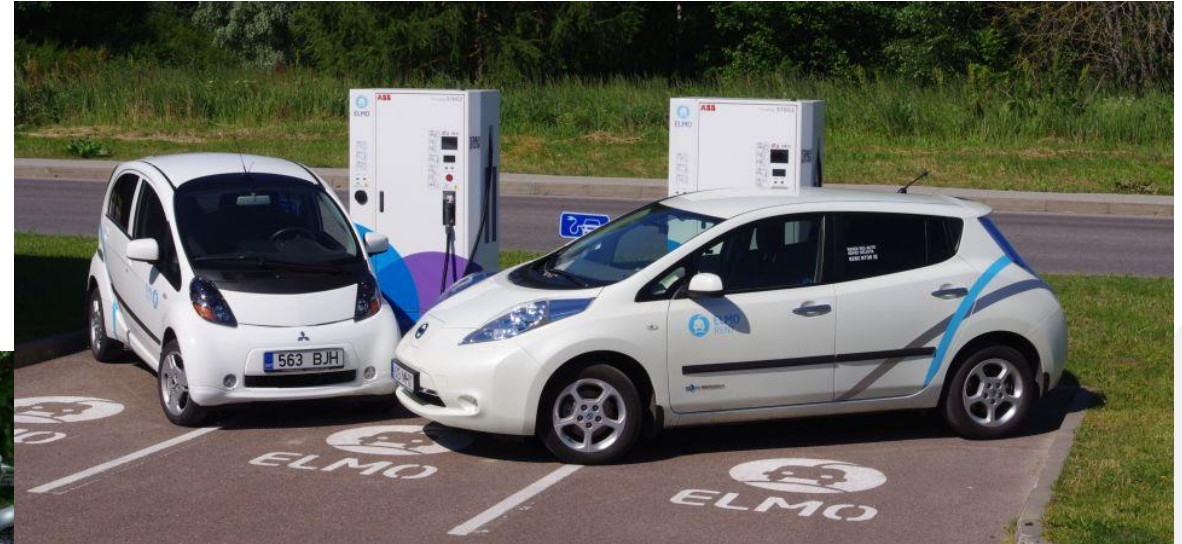
- Märgisega soovitakse saavutada kooskõla kvaliteedi, mugavuse ja keskkonnasõbraliku tegutsemise vahel. Siin on valik olulisematest külastajat mõjutavatest nõuetest, mida *Green Key* omanikud täidavad ning millele vastamist kontrollitakse järjepidevalt.
- **Veenõuded**
- **Puhastusnõuded**
- **Jäätmenõuded**
- **Energianõuded**
- **Toidunõuded**
- **Õuehooldus**
- **Ostud**



# Loodusturism Eestis

- Rahvuspargid <https://loodusegakoos.ee/kuhuminna/rahvuspargid>
- Puhkealad <https://loodusegakoos.ee/kuhuminna/puhkealad>
- Kaitsealad <https://loodusegakoos.ee/kuhuminna/kaitsealad>
- Matkateed <https://loodusegakoos.ee/kuhuminna/matkatee>
- Puhkaeestis .ee põnevad paigad  
<https://www.puhkaeestis.ee/et/ponevad-paigad/>

# Säästev liikuvus ja transport

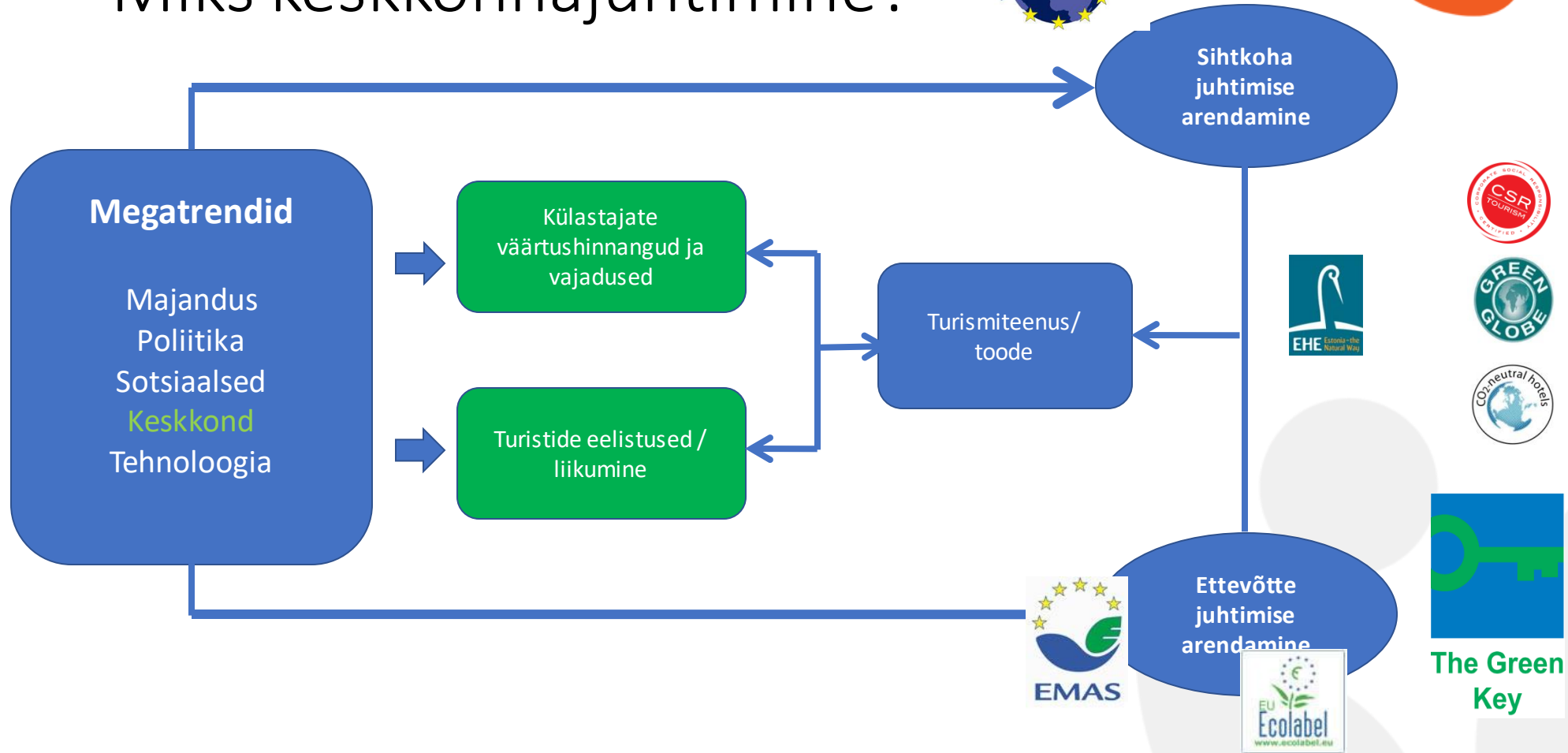


YENESIS benefits from a € 2.3 M grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants. The project aims at creating employment opportunities for NEETs in islands

# Keskkonnajuhtimisüsteemid



# Miks keskkonnajuhtimine?



# Sustainable Tourism

**Definitions, Aspects and real-life examples**

**Socio-Cultural Aspects**



# Socio-cultural aspects

Respect	The socio-cultural authenticity of host communities
Conserve	Built and living cultural heritage
Conserve	Traditional values
Contribute	To inter-cultural understanding and tolerance

# Sotsiaalsed mõjud

- Milliseid sotsiaalseid mõjusid tekitab turism
- Kirjuta post-it paberitele üks mõju korraga
- Igaüks kirjutab kolm mõju



# Lahendus



PRESERVE HERITAGE  
BUILDINGS AND  
MONUMENTS



EXPOSE AND  
PROMOTE LIVING  
CULTURE



LOCAL INVOLVEMENT  
IN PLANNING AND  
MANAGEMENT OF  
LOCAL RESOURCES



CONTACTS BETWEEN  
TOURISTS AND  
INHABITANTS



INTERACTION OF  
TOURISM  
STAKEHOLDERS AND  
INHABITANTS

# Avasta Setomaad



<https://www.visitsetomaa.ee/>

# Avasta Kihnu - aarete saar



<https://visitkihnu.ee/et/aarete-saar>

# Festivalid

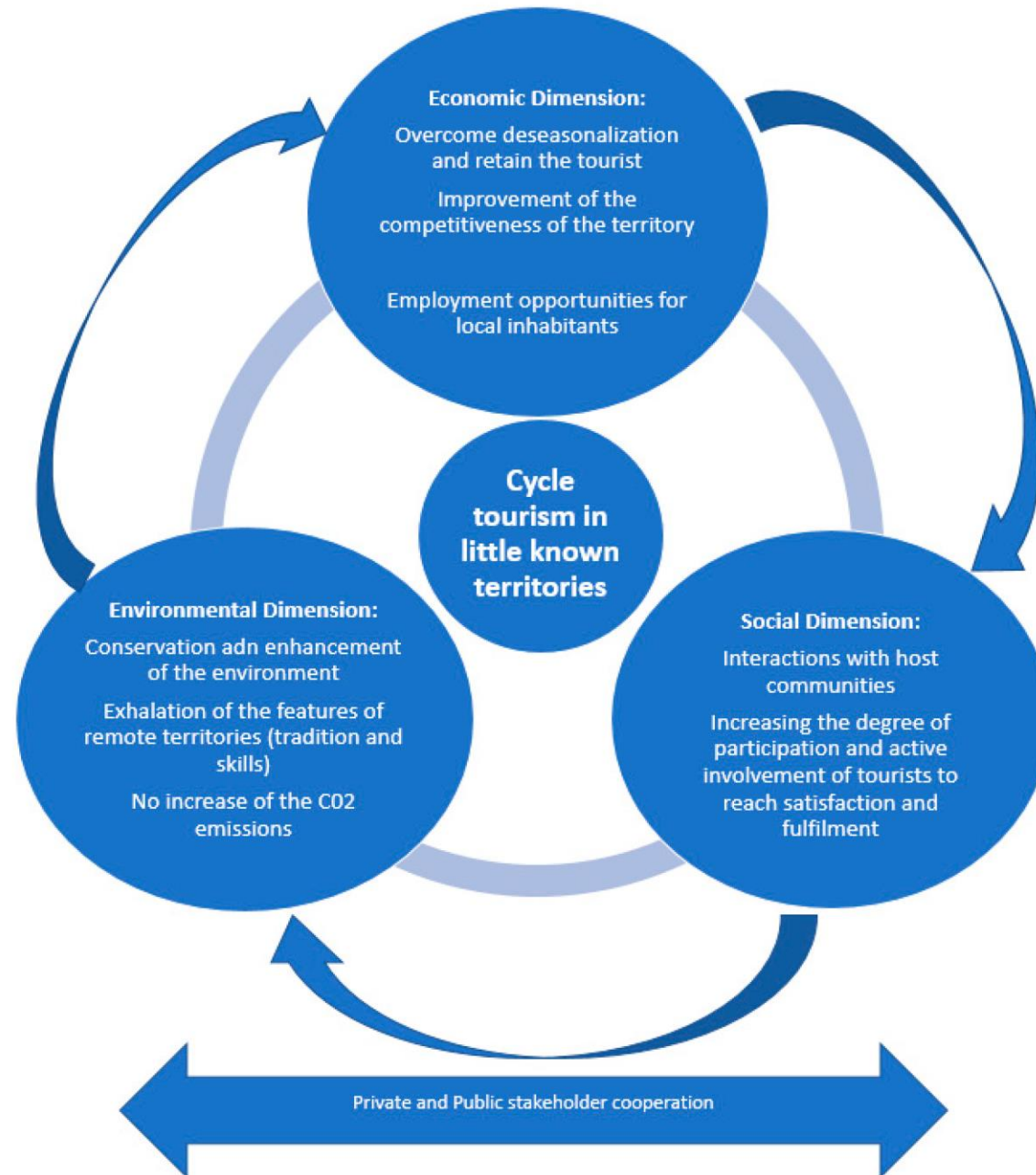
- Viljandi Folk
- Viru Folk
- Hiiu Folk
- Intsikurmu festival



# Kultuuripärand sinu saarel?

# Interaction of tourism stakeholders and inhabitants







Undertake continuous  
monitoring!

# Sustainable Tourism

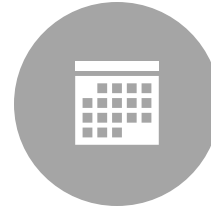
## National and EU policy framework



Agenda for a  
sustainable and  
competitive  
European  
tourism



TAKE A HOLISTIC AND  
INTEGRATED  
APPROACH



PLAN FOR THE LONG  
TERM



INVOLVE ALL  
STAKEHOLDERS



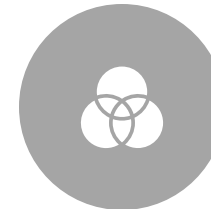
ACHIEVE AN  
APPROPRIATE PACE  
AND RHYTHM OF  
DEVELOPMENT



USE BEST AVAILABLE  
KNOWLEDGE



MINIMIZE AND  
MANAGE RISK



SET AND RESPECT  
LIMITS, WHERE  
APPROPRIATE



REFLECT IMPACTS IN  
COSTS

# Eesti riiklik turismiarenduskava 2014-2020

- <https://www.riigiteataja.ee/aktiisa/3191/1201/3015/lisa.pdf#>
- Peamine eesmärk on tagada Eesti konkurentsivõime ja rahvusvaheline atraktiivsus turismisihtkohana. Sihtrühmadeks on potentsiaalsed turistid, turismiettevõtjad ja turismiga seotud huvigrupid.
- Alaeesmärk 1: Eesti on reisisihina tuntud, hästi ligipääsetav ning Eesti turismitooted ja -teenused on rahvusvaheliselt konkurentsivõimelised
- Alaeesmärk 2: Eesti turismiatraktsioonid ja Eestis toimuvad sündmused on rahvusvaheliselt huvipakkuvad ja reisimotivatsiooni loovad
- Alaeesmärk 3: Eesti turismisihtkohad ja neile omased turismitooted on rahvusvaheliselt konkurentsivõimelised

# Special Framework for Spatial Planning and Sustainable Development for Tourism

- Objectives:
- To promote the sustainable and balanced development of tourism in the country, in accordance with the physical, cultural, economic and social specificities of each region.
- The transition from mass, undifferentiated and one-off tourism to quality, diversified and multi-disciplinary tourism
- The development and organization of the national space for the tourism sector taking account of what is foreseen for other sectors of productive activities.

# Special Framework for Spatial Planning and Sustainable Development for Tourism

**A1 - Developed tourism areas:** This category includes developed areas, that are planned to upgrade, improve and diversify their tourism product.

**A2 - Developing tourism area:** This category covers areas which have developed or are gradually experiencing significant tourism development dynamics and are intended as a priority over other touristic areas for integrated and organized tourism interventions with a developmental character.

**B- Areas suitable for the development of special - alternative tourism forms**

**Each trainee tries to categorize their island.**

A dark blue, irregularly shaped graphic with a splatter effect, containing white text. The graphic is centered on a white background and has a rough, hand-painted appearance with various shades of blue and white splatters around its edges.

Be a planner for  
your island!

# Sustainable Tourism

## Education and Training



# Kõrgharidus

Tartu Ülikool Pärnu kolledž  
Rakenduskõrgharidusõpe

- Turismi- ja hotelliettevõtlus

Sessioonõpe (kaugõpe)

- Turismi- ja hotelliettevõtlus

Magistriõpe

- Heaolu- ja spaateenuste disain ja juhtimine  
(inglise keelne õppekava)



TalTechi Kuressaare kolledž  
Rakenduskõrgharidusõpe

- Ettevõtlus ja elamusmajandus

# Kutseharidus

## Haapsalu Kutseharidukeskus:

- Toitlustuskorraldus
- Majutusettevõtte juhtimine
- Majutusteenuste korraldus
- Loodusturismi korraldus
- Maaturismi ettevõtlus
- Hotelliteenindaja
- Majutusteenindus
- Toitlustusteenindus

## Tartu kutsehariduskeskus

- Aktiivtegevuste instruktor
- Giid
- Majutuskorraldus
- Reisikonsultant
- Turismiettevõtte teenindaja
- Turismisihtkoha arendaja ja turundaja
- Vastuvõtu ja majapidamistöõde korraldus
- **E-kursus: Turismimajanduse alused**

# Kutseharidus

## **Narva Kutseõppekeskus (vene keeles)**

- Majutusteenindus
- Turismikorraldus
- Hotelliteenindaja

## **Luu metsanduskool**

- Matkajuht

## **Tallinna Teeninduskool**

- Majutusteenindaja
- Hotelliteenindaja
- Spaateenindaja
- Majutusettevõtte juhtimine

# Kutseharidus

## **Kuressaare ametikool**

- Giid
- Majutusteenindus
- Spaateenindaja

## **Olustvere Teenindus ja Maamajanduskool**

- Maaturism
- Turismikorraldaja

## **Võrumaa kutsehariduskeskus**

- Pärandturismi korraldus
- Majutuskorraldus

# Adult Education Centers



# Sustainable Tourism

## Working on destinations



# Turismisihtkoht

Turismisihtkoht on geograafiline piirkond, mida külastajad mõistavad kui ühtset tervikut ning mida turismi planeerimise ja turundamise seisukohast toetab poliitiline ja õiguslik tugiraamistik.

Sihtkoha kultuurilised, füüsilised, sotsiaalsed tegurid kokku moodustavad sihtkoha indentiteedi ning külastajate meeltes moodustub sellest tervik.

Aivar Ruukel 2011

# European Destinations of Excellence

- Cultural Tourism
- Tourism and local gastronomy
- Accessible tourism
- Tourism and regeneration of physical sites
- Tourism and protected areas
- Tourism and local intangible heritage
- Aquatic tourism
- Best emerging European rural destination of excellence



# European Destinations of Excellence

## Hiiumaa

Winner 2015



## Haapsalu

Winner 2013



## Lahemaa National Park Manors

Winner 2011



## Lake Võrtsjärv

Winner 2010



## Somaa National Park

Winner 2009



## Viljandi

Winner 2008



# Sustainable Tourism development strategies

## Involve:

- all local level stakeholders
- all associate programs for preserving the environment, local culture and traditions

## Integrate:

- independent services into a complete travel experience
- the potential of the destination's natural, cultural and economic assets

## Improve:

- sustainability of destination



# Sustainable Tourism

Working on destinations

Group work

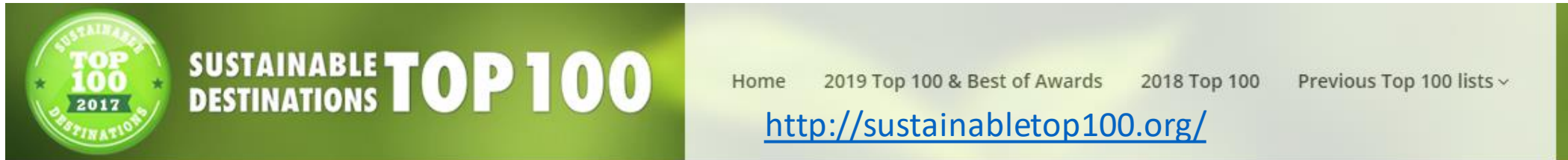


“Our goal is to change how people travel. Staying longer in destinations, experiencing the local culture and its environment, and gaining a deeper knowledge and appreciation of World Heritage values”



<https://visitworldheritage.com/en/home>

“The competition is organised by twelve organisations with the aim to showcase success stories and good practices of both emerging and established destinations.”



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# The European Tourism Indicator system

TOOLKIT  
For Sustainable Destinations  
February 2013



Enterprise and  
Industry

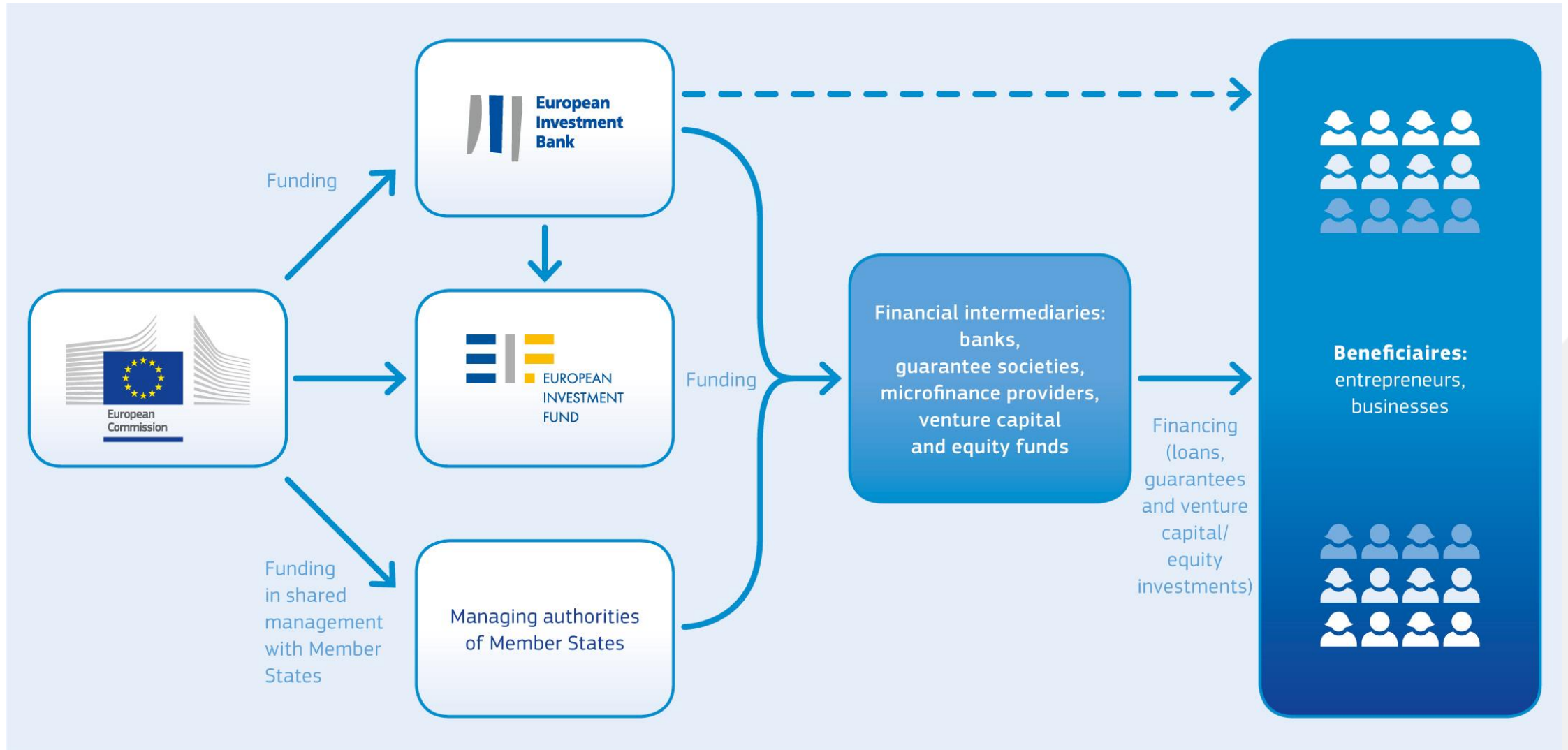
# The core and supplementary indicators Group work



# Sustainable Tourism

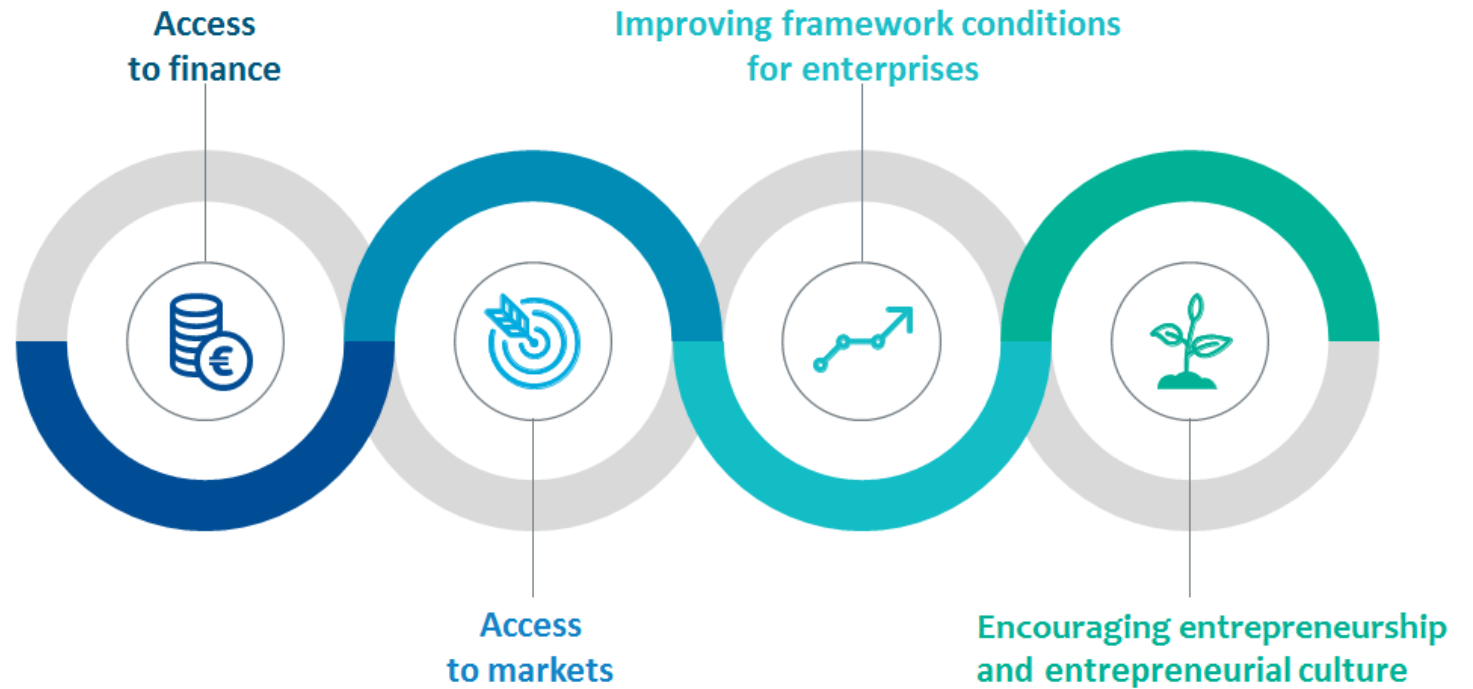
## Funding Opportunities





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COSME -  
Program for the  
Competitiveness  
of Enterprises  
and SMEs



## European Structural and Investment Funds (ESIF)

The five ESI Funds are:

- the European Regional Development Fund (ERDF);
- the European Social Fund (ESF);
- the Cohesion Fund;
- the European Agricultural Fund for Rural Development (EAFRD);
- the European Maritime and Fisheries Fund (EMFF).

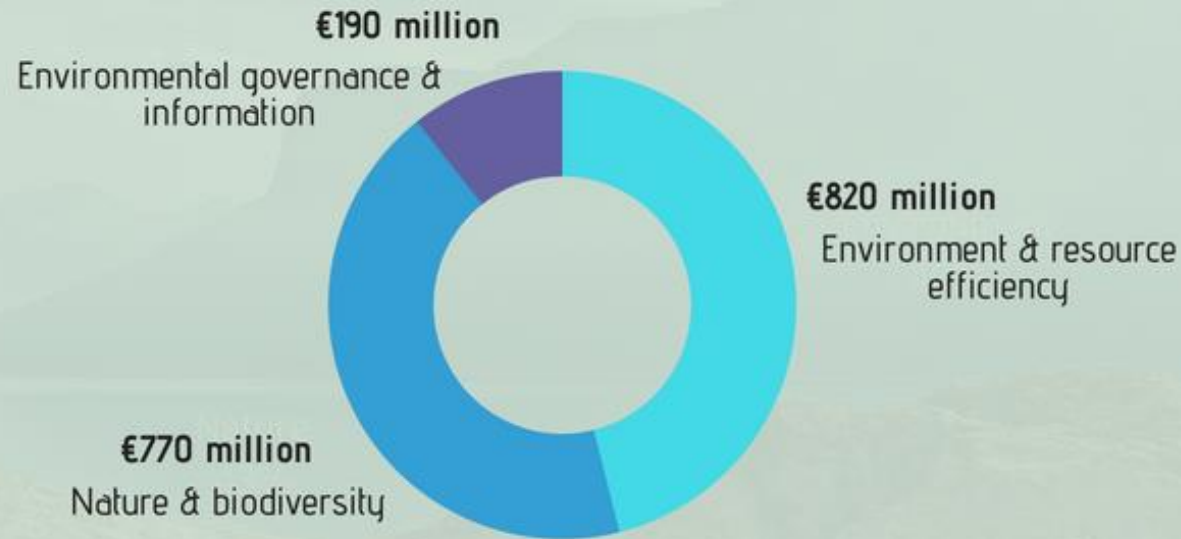


- Competitiveness of SMEs
- Shift to a low-carbon economy
- Environmental protection and resource efficiency

# Life program

## Applicants request €1.8 billion for new LIFE environmental projects

EU contribution requested in 2018 from LIFE environment sub-programme for traditional projects





# Sustainable Tourism

## Host communities/Economic aspects





# DESTINATION HUMAN CAPITAL

Human capital

- Abundant
- Highly qualified
- Highly motivated
- Able to gain the economic benefits from tourism

# Why is Human Capital important for Tourism?

- Economic development
- Poverty alleviation
- Sustainability





# The Travel Cycle



# Smart Tourism Destination

- Technology
- Innovation
- Accessibility
- Sustainability



## Travelers' digital footprint

- Mobile apps
- Geolocalisation to tourism routes
- QR codes
- Free Wi-Fi
- Virtual reality
- Sensorization



# Accessibility





And finally, a smart tourism destination is sustainable when it meets the present needs of locals and tourists by preserving and improving opportunities for the future.

# Sustainable Tourism

## Workshop





## Planning a sustainable:

- Hotel (or any type of built accommodations)
- Tour Operator (a provider, operator, and/or seller of travel products)
- Using the Global Sustainable Tourism Council (GSTC) Criteria



GSTC  
Industry  
Criteria



# Sustainable Tourism

## Tips for travelling





# Before travelling...

- Find out as much as possible
- Learn a few words in the local language
- Pack light
- Lodging choices
- Explore transportation options

## While travelling...

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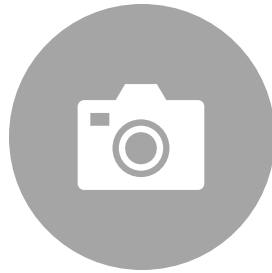
- Engage in local culture
- Buy local products and services
- Refrain from aggressive bargaining
- Hire local guides
- Tread lightly
- Respect the natural environment



# After travelling...



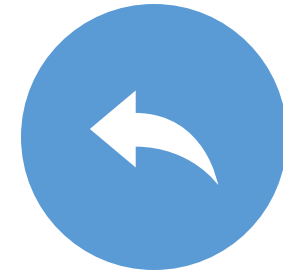
DISTRIBUTE  
YOUR  
RESPONSIBLE  
TRAVEL TIPS



SHARE YOUR  
PHOTOS



EXPLORE MORE



GIVE BACK

# Thank you!

