

Sustainable / Green Tourism in British Columbia

**Frame-work and
Action Plan
for Moving Forward**

**Green Tourism Forum II
October 22, 2008**



Key work to-date:

- ▶ Province of BC Tourism Action Plan (MTSA)
- ▶ COTA *Foresight* project
- ▶ Green Tourism Forum I (and subsequent report)
- ▶ Strategic advice from Anna Pollock

Sustainable Tourism Working Group

- ▶ Ministry of Tourism, Sport and the Arts
- ▶ Tourism BC
- ▶ COTA
- ▶ BC Sustainable Tourism Collective
- ▶ Industry Canada
- ▶ BC Lodging & Campgrounds Assoc.
- ▶ BC Hotels Association
- ▶ BC Climate Action Secretariat
- ▶ Anna Pollock (on contract)



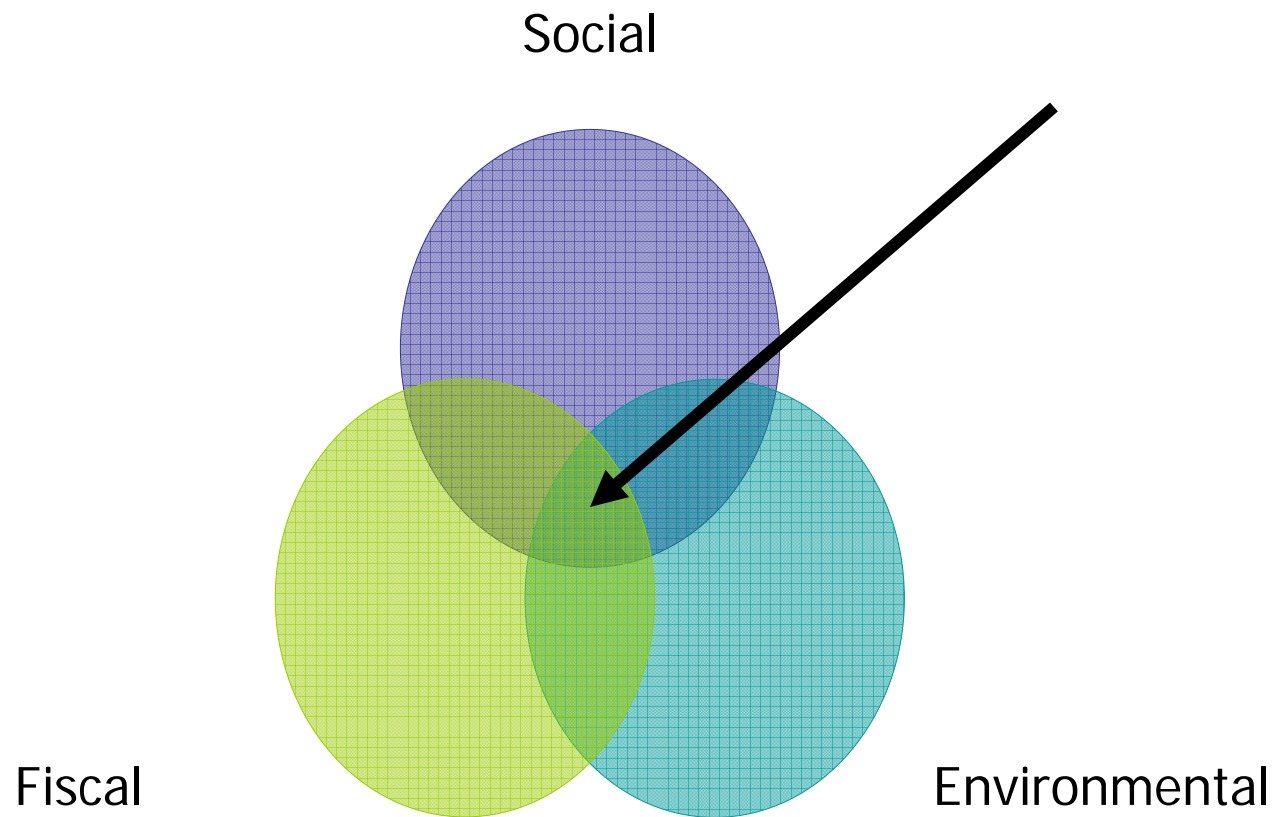
Describing success:

A sustainable, green tourism sector in BC is:

- *prepared for, and readily adapting to change*
- *addressing needs and aspirations of present and future generations*
- *promoting and encouraging ethical behaviour*
- *recognizing the connectivity of the entire planet*
- *promoting long-term health and well-being of visitors, suppliers, employees, host communities, and the natural and built environment*
- *promoting long-term socio-cultural and economic viability of the tourism system*
- *seen as a leader in Canada, across North America and in the rest of the world in the way in which it has tackled sustainability in a successful, collaborative and unified way.*

The Sustainable / Green Tourism

“Sweet Spot”



We need to:

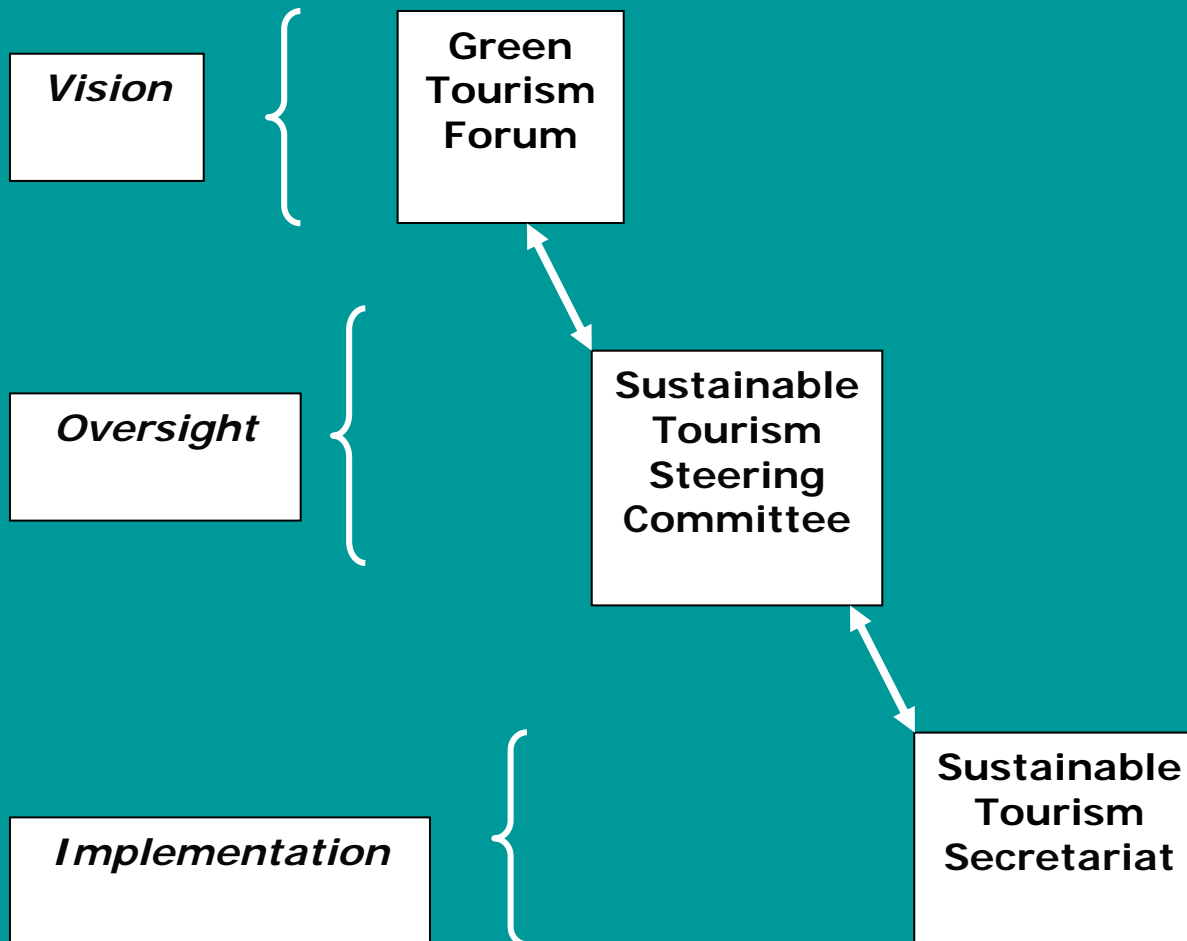
- ▶ **Envision** (imagine, predict, visualize)
- ▶ **Enable** (facilitate, remove barriers, provide structure)
- ▶ **Encourage** (support, persuade, promote)
- ▶ **Exemplify** (demonstrate, illustrate, show, epitomize, embody)



Key actions to achieve the vision:

- 
- ▶ Green Tourism Strategy for Sustainability
 - ▶ Develop and track key indicators
 - ▶ Tourism actions for climate change
 - ▶ Develop incentives program
 - └ Green/sustainable tourism certification program
 - └ Reward/recognition program
 - ▶ Communicate
 - ▶ Answer outstanding questions through research

Governance Framework



Participants in Green Tourism Forums (*providing vision...*)

▶ Senior leaders in government and tourism stakeholders

▶ You:

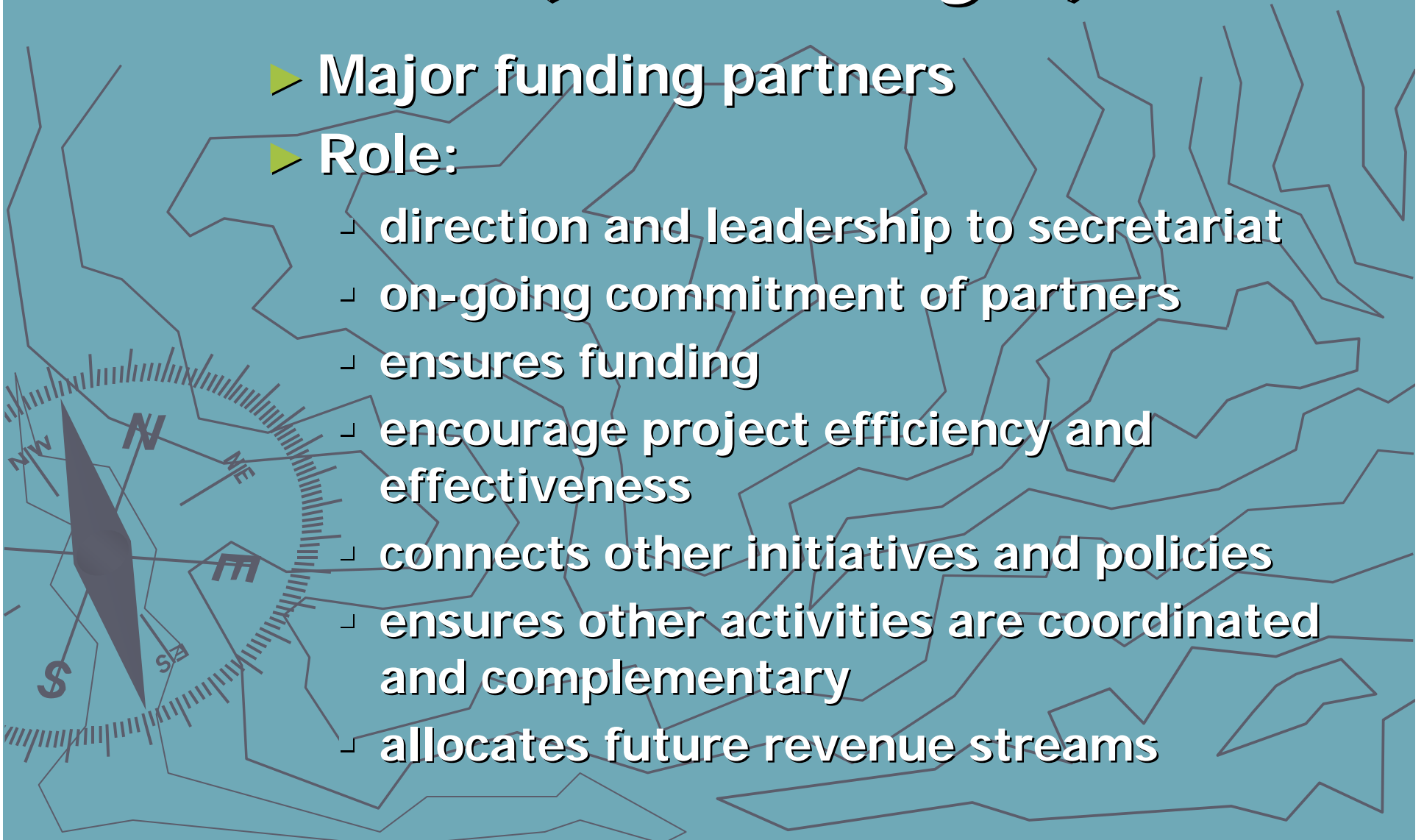
- ┌ Provide ideas, on-going guidance and feed-back
- ┌ Question assumptions
- ┌ Identify challenges and opportunities

Sustainable Tourism Steering Committee (*overseeing...*)

▶ Major funding partners

▶ Role:

- ┆ direction and leadership to secretariat
- ┆ on-going commitment of partners
- ┆ ensures funding
- ┆ encourage project efficiency and effectiveness
- ┆ connects other initiatives and policies
- ┆ ensures other activities are coordinated and complementary
- ┆ allocates future revenue streams

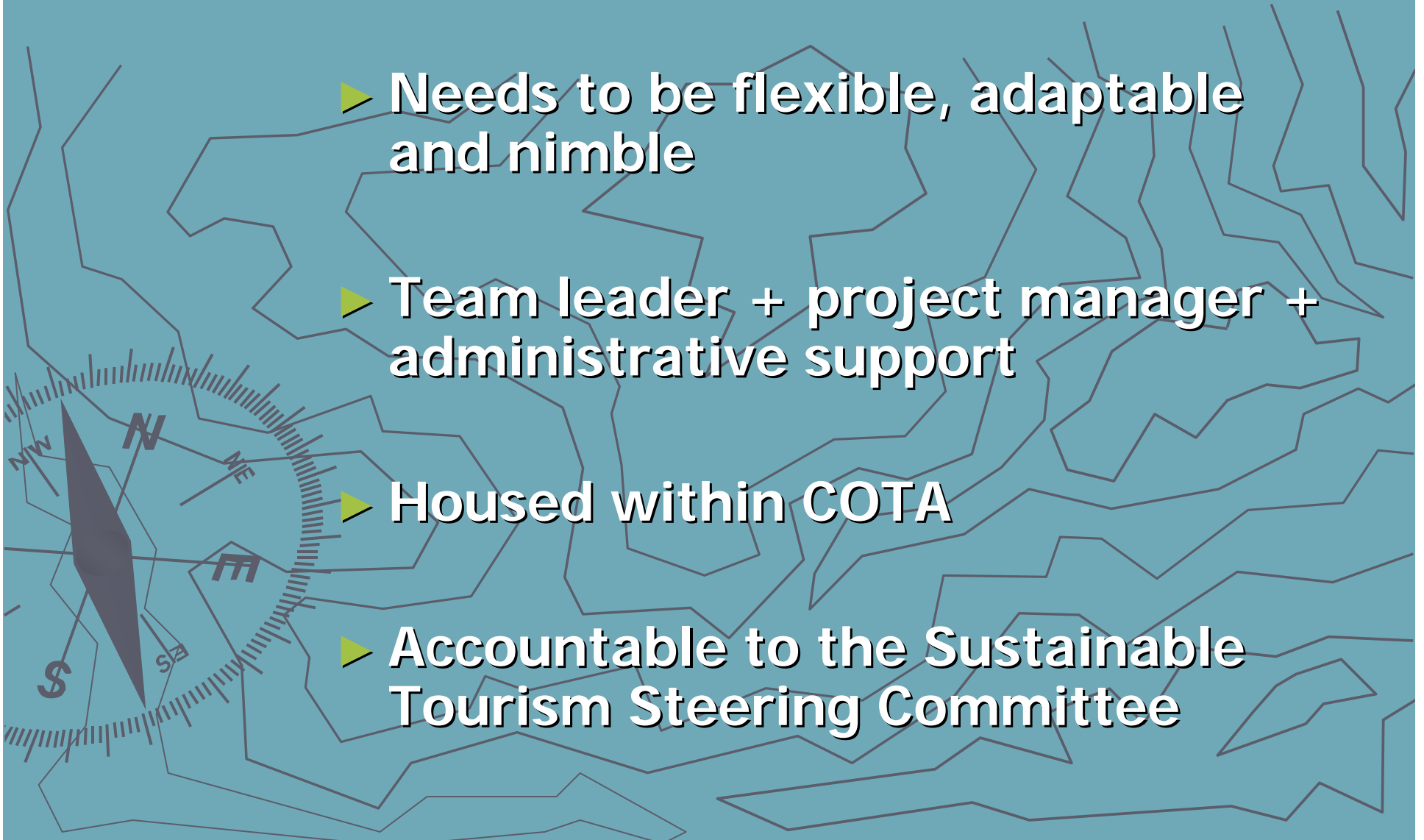


BC Sustainable Tourism Secretariat (*delivering...*)

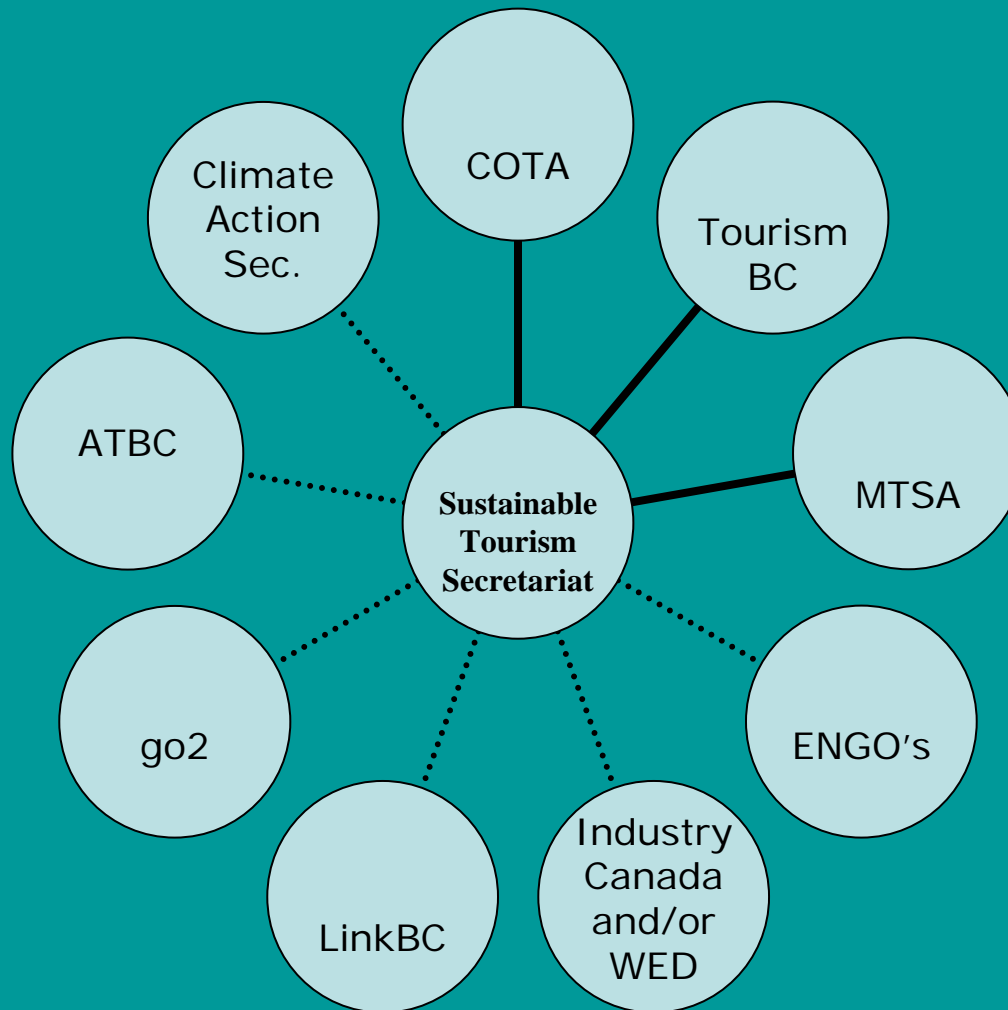
- ▶ Primary level of project implementation and delivery
- ▶ Small team focused on results – leading, driving, delivering and being accountable
- ▶ Credible with value to participants
- ▶ Constant improvement

Resources and structure - BC Sustainable Tourism Secretariat

- ▶ Needs to be flexible, adaptable and nimble
- ▶ Team leader + project manager + administrative support
- ▶ Housed within COTA
- ▶ Accountable to the Sustainable Tourism Steering Committee



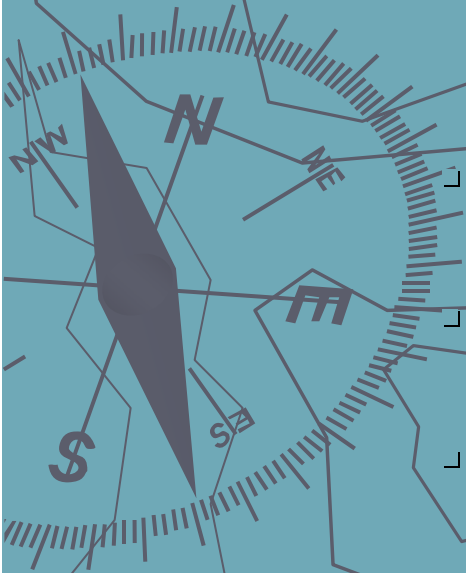
Linking it together...



Next steps and time-lines

Actions to establish secretariat:

- ┌ Terms of reference, job descriptions and work plan
- ┌ Finalize budget and funding/support commitments
- ┌ Identify and recruit secretariat members
- ┌ Create secretariat and initiate work
- ┌ One-year review, determine commitment to two or more subsequent years



Next steps and time-lines

Examples of specific secretariat actions:

- ┆ Develop web resource center
- ┆ Identify and engage sub-committees
- ┆ Develop research agenda
- ┆ Develop tourism strategy and actions to address climate change
- ┆ Communications / outreach agenda
- ┆ Develop green/sustainable tourism certification program





Final thoughts:

**Tourism and sustainability
are a fit**

**Significant opportunity for
tourism in BC**

**Key partners are committed
to making this happen**

We need additional partners

We need to get started!