



Rural-Urban Sustainable Tourism

Aleg Sivagrakau, PhD

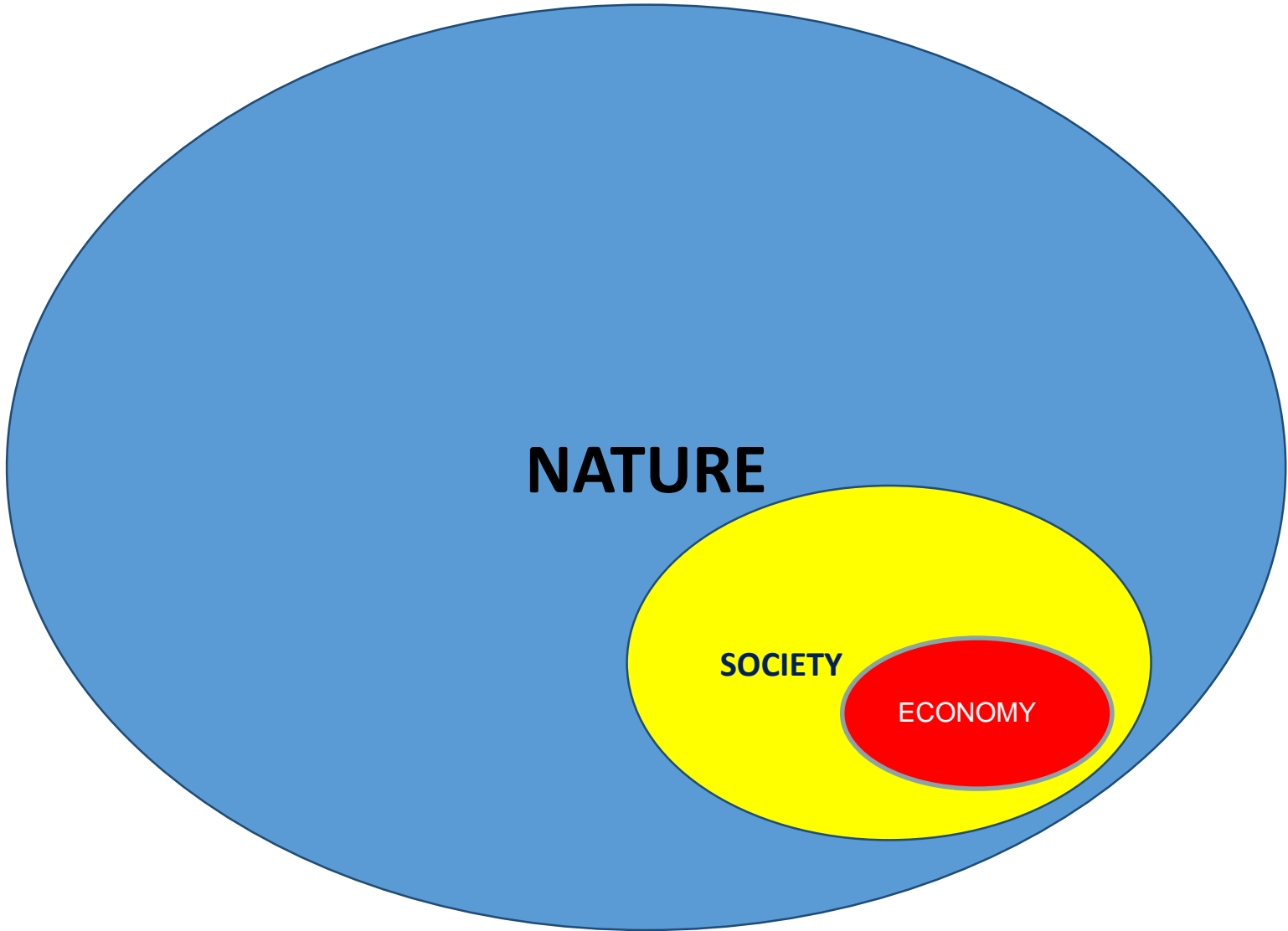
2023

According to the **World Tourism Organization**, sustainable tourism is "*tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities*"

Sustainable tourism:

it is tourism that is based on the principles of sustainable development

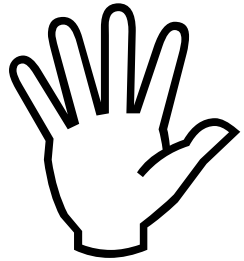




NATURE

SOCIETY

ECONOMY



Sustainability Principles



Orientation to Vision





Environmental Imperative

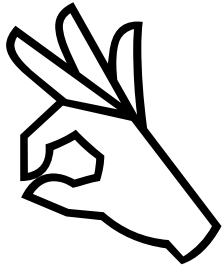




Use of Local Resources



with Orientation
to Innovations



Combination of Economic, Environmental and Social Approaches



Partnership



Some other (additional) principles

- **interdisciplinarity** in strategy development
- **process** (understanding the strategy of sustainable development as a process of active long-term actions, and not just the development of a document with such a name)
- **efficient** use (economy) of resources
- generational **equity** (improving the quality of human life for current and future generations)
- **openness** and transparency of plans and actions within the process of sustainable development
- use of sustainable development **indicators**.



Sustainable Tourism is now in a focus of both academia and practice



In 2015, the SD Goals and SD Agenda 2030 were adopted at the UN SD Summit in New York





There are two international standards that map what sustainability should look like for destinations (the Global Sustainable Tourism Council and the EU Commission's European Tourism Indicator System). However only a very small number of countries (as distinct from regional or city destinations) are working within these frameworks. In 2015, there were more than 80 standards and certification schemes in Europe. Yet only 1% of operators in Europe were certified by them.



Top European Trends of Sustainable Tourism

Sustainable tourism happens when a broader sustainable framework exists

Strong independent national and local tourism organizations

Strategic approach, not just a policy

Sustainable tourism and national and local branding are promoted at the same time

Responsible choice of visitors, their pledges and participation

EU Commission's European Tourism Indicator System (for tourist destinations) – The ETIS toolkit (2016)

The ETIS was based on 27 core indicators and 40 optional indicators, subdivided into four categories:

1. destination management,
2. social and cultural impact,
3. economic value,
4. environmental impact.

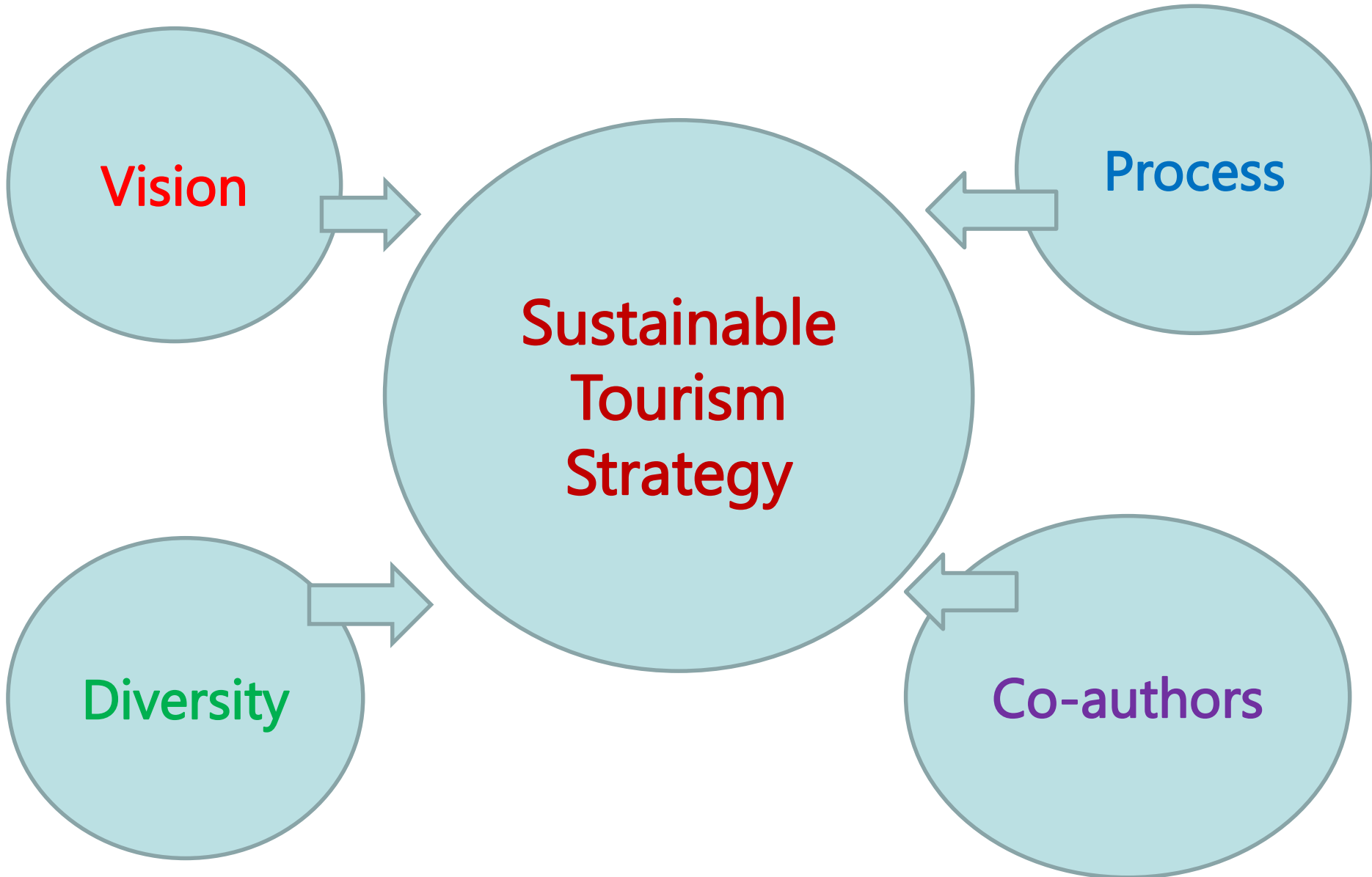


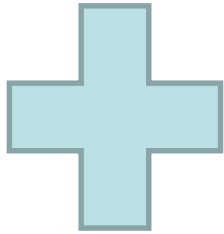
Think globally – act locally –
it is a slogan for the local
sustainable development strategies
and for
sustainable tourism

Example of the recent EU-funded project

The main objectives and values of the project:

1. Strategy: **environmental imperative; integrated, systemic development;**
2. Population and government potential: **investment in social and human capital;**
3. Local brand + Festival "Cranes and cranberries of the Miory region": **environmental focus and economic engine;**
4. Social and "green" infrastructure: **quality of joint life of nature and community;**
5. Local initiatives: **a push for self-development based on the principles of sustainable development.**





**Youth
involvement**

Basic social tools could be:

- **Public Council for Development and Implementation of the Sustainable Tourism Strategy**
- **Thematic working groups**
- **Local NGOs and initiatives**
- **Youth Parliament**
- **Social media**

Branding



МІЁРСКІ КРАЙ

Проект «Разан для грамады і прыроды: узмацненне працэсу развіцця ў Мёрскім раёне праз супрацоўніцтва мясцовай улады і грамадскай супольнасці»

Алєк СІВАГРАКАЎ
Крэатыў праекты

вул. Карыбутчына, 52
21087, Мёрскі раён
Вялікая вуліца, 10а, Мінск
тэл. +375 29 626 46 86
e-mail: sivagrk@yandex.com



ІНСТРУКЦЫЯ ПА ВЫКАРЫСТАННІ ФІРМЕННАГА СТЫЛЮ



МІЁРСКІ КРАЙ

ЗДЗІЎЛЕННЕ ПОБАЧ



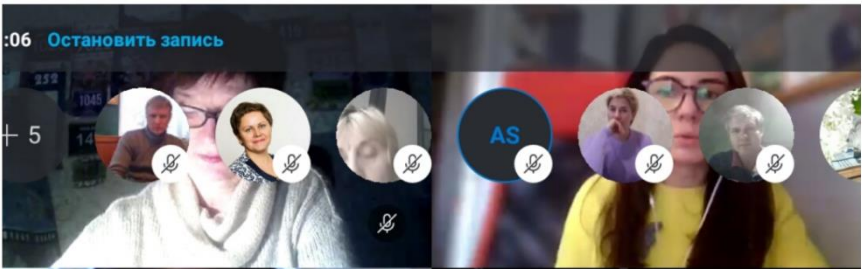
Проект «Разан для грамады і прыроды: узмацненне працэсу развіцця ў Мёрскім раёне праз супрацоўніцтва мясцовай улады і грамадскай супольнасці»



Support of Eco Festivals “Cranes and Cranberries of the Miory County” and local celebrations



Development of potential of population and authorities



Social and "green" infrastructure



Support of local initiatives



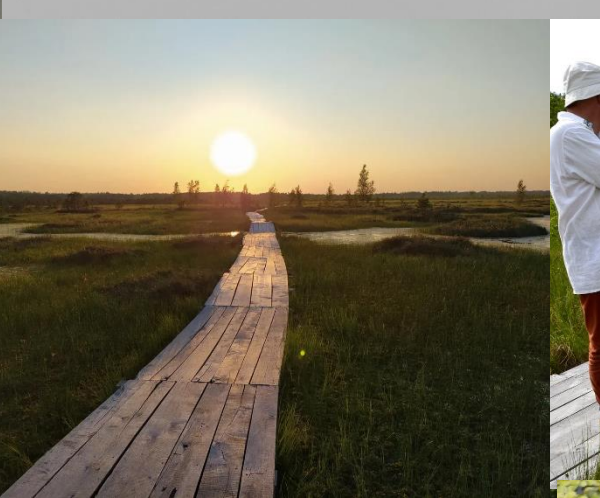
Opportunities and chances for everyone

- **Self-realization** is good for oneself, for the community, and for nature
- Participate in finding and supporting new "**growth points**" (based on the potential of the territory)
- Use **uniqueness** - as a potential (there is in every town, village, school, yard!)
- ...



A broad view
to values
and
resources





Thanks!

E-mail: sivagrak@yahoo.com

Tel. +375 29 6264686