

CACCI

Tourism Newsletter

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Message from the Chairman, CACCI Tourism Council



The CACCI Conference comes to Colombo this July and we have initiated a host of activities which will be of tremendous interest to all those actively involved in Tourism.

Mr Hiran Cooray, the newly elected Chief of PATA has been kind enough to send us a congratulatory message and his participation and address during the Tourism council sessions would be of special significance.

After achieving peace almost a year ago, Sri Lanka has experienced a great turnaround in Tourism. It is expected that Asia Pacific Region will grow and surpass

the growth forecast of all other regions.

I do hope you will find the articles published in this News Letter of great value and warmly welcome all CACCI Members to attend the Conference here in Colombo.

Prema Cooray

Message from PATA Chairman



I am indeed happy to hear that the next CACCI Annual Conference will be held in Colombo from the 5th to 7th July 2010, hosted by the two leading Chambers, FCCISL & CCC in Sri Lanka. This forum will form an integral part of the Sri Lanka Economic Summit which is the flagship event of the Ceylon Chamber of Commerce which organization I have worked with closely over the years.

After taking the helm of PATA (Pacific Area Travel Association) it is my desire to foster Tourism within this region and take it to greater heights as this part of the world in my view has the best potential for growth over the next decade. I am aware that CACCI has already initiated discussions to be affiliated in some form with PATA and I assure you that I will do my best to bring our two organizations together and work towards a unified goal in our vision for the region. I am delighted to participate in the Tourism Council sessions which will be most timely as Sri Lanka positions itself to bring its 05 Star value to the rest of the world. It is indeed my pleasure to be involved in your deliberations and take this opportunity to extend my best wishes for the success of this landmark event.

Hiran Cooray

Climate Debate - Putting Tourism in the Spotlight

The Copenhagen Summit didn't bring new rules for the tourism sector, but experts say public and regulatory pressure is not far off

It is bright, sunny day in London's financial district, and a plane approaches from the distance - the sound of its jet engines growing louder. As it draws closer, grey shapes being falling from the sky; spinning and falling as they speed towards earth. Heads and fur become visible as a virtual monsoon of polar bears descend from above, smacking into London's posh, glass buildings with a dull thud and releasing fountains of blood that pass splash on the pavement. After the camera pans over the gruesome scene, a message appears on the screen: "An average European flight produces over 400 kgs of greenhouse gasses for every passenger That's the weight of an adult polar bear".



The graphic clip is from a new and controversial YouTube video made by Plane Stupid, an environmental pressure group that aimed to highlight aviation's carbon impact for the December 2009 Copenhagen Summit. Although Plane Stupid has come under fire for the clip, the video's popularity testifies to a growing tide of public pressure on aviation and the tourism industry in general that emerged from the Copenhagen talks. The talks yielded little in the way of new regulation, but experts say tourism and aviation in particular could be subject to future taxes and stricter rules. The environmental and economic stakes are high. The United Nations Tourism Organisation (UNTWO) says that tourism accounts for 9.3% of global GDP, employing 210 million people, or 7.4% of total jobs. More than 922 million tourist's arrivals were recorded according to UNTWO figures, generating US\$944 million.

But tourism's environmental costs are also high, and even with recent steps to reduce its carbon footprint, the sector remains one of the world's most polluting industries. Experts say it contributes 9% to the global greenhouse emissions, with aviation as the leading polluter at between four and seven percent of the total - set to rise to 50% in 40 years. According to a top analyst at the London School of Economics and Political Science, aviation's impact could become a central issue in the climate change debate. "Aviation has been difficult to regulate, partly because it is not subject to one country, but that could start to change. The environmental impact of airlines, and therefore tourist in general, is undeniable, so it will be much more of a focus," said Tim Forsyth, a Professor at the Development Studies Institute. The summit ended without a firm agreement on climate change, and delegates agreed only to a non-binding deal to limit temperature rises to two degrees Celsius. However, experts say firm emissions rules could come in the future. "The immediate impact of these talks, I expect, will be next to nothing. What we may see though is something comes out of smaller summits that come after Copenhagen".

"What we could see is a tax on aviation, or some other form of regulation. I do expect that whatever happens, there will be a lot more NGOs focusing on aviation and trying to make people feel guilty for travelling".

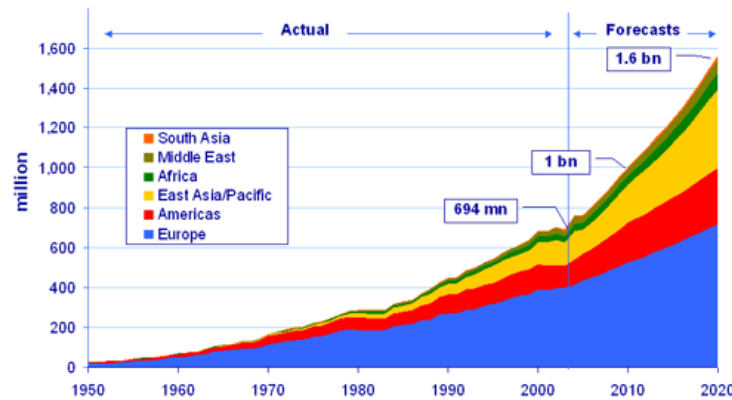


Source -PATA COMPASS January/February 2010

Tourism 2020 Vision

Tourism 2020 Vision is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the *Tourism 2020 Vision* is quantitative forecasts covering a 25 years period, with 1995 as the base year and forecasts for 2010 and 2020. Although the evolution of tourism in the last few years has been irregular, UNWTO maintains its long-term forecast for the moment. The underlying

structural trends of the forecast are believed not to have significantly changed. Experience shows that in the short term, periods of faster growth (1995, 1996, 2000) alternate with periods of slow growth (2001 to 2003). While the pace of growth till 2000 actually exceeded the *Tourism 2020 Vision* forecast, it is generally expected that the current slowdown will be compensated in the medium to long term.



UNWTO's *Tourism 2020 Vision* forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travelers. The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia. East Asia and the Pacific, Asia, the Middle East and Africa are forecasted to record growth at rates of over 5% year, compared to the world average of 4.1%.

The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020. Long-haul travel worldwide will grow faster, at 5.4 per cent per year over the period 1995-2020, than intraregional travel, at 3.8 per cent. Consequently the ratio between intraregional and long-haul travel will shift from around 82:18 in 1995 to close to 76:24 in 2020.

Source - UNWTO's *Tourism 2020 Vision*

	Base Year	Forecasts		Market share (%)		Average annual growth rate (%)
	1995	2010	2020	1995	2020	1995-2020
	(Million)					
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

Responsible Business -

More than just a marketing gimmick, a new guide from PATA reveals that well-integrated CSR Practices can give tourism organization a competitive edge.

Business philanthropy, ethical behavior, community projects and environmental management. All of these - and more - can fall under the corporate social responsibility (CSR) umbrella. Covering such a wide range of areas and lacking a single universal definition, CSR has become a subject of much debate.

Some claim it is a critical part of business with a direct impact on the bottom line, while others argue it is little more than superficial window dressing. Despite increasing numbers of companies embracing CSR practices, public opinion suggests there is still uncertainty about how genuine corporate motivation in this area really is. A recently study by Globe Scan, a leading provider of global public opinion and stakeholder research, found that the vast majority of respondents (from a wide selection of countries) believe that most companies use CSR as a way to improve their image, rather than because they actually want to contribute to society. But is this really the case?

Over the past few months PATA have been working in partnership with sustainable development experts SNV Netherlands Development Organisation and GTZ to collate and analyse a number of examples of CSR best practice amongst tourism organizations in the Asia Pacific region.

The aim: to produce a guide with practical case studies that will help increase understanding about how the tourism industry can, potentially collaborate and adopt similar CSR practices within their own respective companies and organizations.

For the purposes of the guide CSR is defined as a **'concept of responsible business whereby organizations voluntarily take responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment'**.

This can be broken down into three key areas: environment, community involvement and cultural conservation. The case studies selected cover the full spectrum of this definition and include organizations both large and small. What they uncover is that, when carefully thought out and properly integrated into an organisation's culture, CSR brings significant benefits. "In several of the cases you see that more tourists visit the hotel or resort, that occupancy rates are higher, that the brand value of the organization is higher and that employees are more satisfied with their work" explains Vasja Zalokar at SNV. He adds that tourism businesses in particular have much to gain. "CSR is a valuable tool for mitigating ecological and social risks that can harm the image of the company and the tourism destination".

Source - PATA Compass - January/February 2009

The 31 Places to Go in 2010

Sri Lanka

For a quarter century, Sri Lanka seems to have been plagued by misfortune, including a brutal civil war between the Sinhalese-dominated government and a separatist Tamil group. But the conflict finally ended last May, ushering in a more peaceful era for this teardrop-shaped island off India's coast, rich in natural beauty and cultural splendors.

The island, with a population of just 20 million, feels like one big tropical zoo: elephants roam freely, water buffaloes idle in paddy fields and monkeys swing from trees. And then there's the pristine coastline. The miles of sugary white sand flanked by bamboo groves that were off-limits to most visitors until recently are a happy, if unintended byproduct of the war.

Among the most scenic, if difficult stretches to reach, is Nilaveli Beach in the Tamil north. While a few military checkpoints remain, vacationers can lounge on poolside hammocks under palm trees or snorkel in its crystal-clear waters. Or they can order cocktails at the Nilaveli Beach Hotel (www.tangerinehotels.com/nilavelibeach), a collection of recently renovated bungalows with private terraces.

An international airport in Matara, on the island's southern shore, is under



construction, which will make the gorgeous beaches near the seaside village of Galle easier to get to. Decimated by the tsunami in 2004, the surrounding coastline is now teeming with stylish guesthouses and boutique hotels.

Unawatuna, a crescent-shaped beach a few miles south of Galle, may be furthest along. Higher-end hotels there include Thambapanni Retreat (www.thambapanni.biz), which features four-poster beds, yoga and an ayurvedic spa.

The Sun House (www.thesunhouse.com), in Galle, looks like a place where the Queen of England might stay, with its mango courtyard and colonial décor. One stylish place tucked within Galle's city walls is the Galle Fort Hotel (www.galleforhotel.com), a refurbished gem merchant's house run by a couple of Aussies.

— Lionel Beehner - January 10, 2010



Towards a “Green” Hotel

How do hotels impact on biodiversity?

Each individual has a different impact on the environment. The level of this impact will depend on personal choices and many will be scattered around the globe: food may be imported from other continents, water piped from rivers and reservoirs some distance away, and waste may be disposed miles away from its source. The same is true for a hotel.



A hotel impacts biodiversity at each stage of its life cycle, from planning through to closure:

1. **At the planning stage**, the most important issue in determining the level of impact that a hotel will have relates to choices about its siting and design. Even the most sustainably operated hotel will have major impacts if it is built in a biodiversity - sensitive area. Choices about the materials that will be used to construct the hotel, where those materials will come from and the total physical footprint of the hotel will also influence how significant its impacts will be in the operational stage.
2. **At the construction stage**, impact is determined by the size and location of the area cleared for development and where construction activities are taking place, the choice of construction methods, the sources and amount and type of materials, water and energy used to build the hotel, the location of temporary camps for construction workers, inadequate storage facilities for construction materials, the amount of construction waste that has to be disposed of, and other types of damage such as surface soil erosion or compaction caused by construction activities or disruption of natural water flows and drainage patterns.
3. **In the operational stage**, a hotel's impact comes mainly from the energy, water, food and other resources that are consumed in running the hotel, by the solid and liquid waste it produces, by the way its grounds are managed, and by the direct impacts of its guests. In addition, regular renovation and replacement of furniture, appliances and facilities can cause impacts through purchasing choices and increased waste generation. Using energy and water more efficiently, using organic and sustainably produced food, reducing, treating and disposing of waste appropriately, making sustainable purchasing decisions and managing gardens with natural-style plantings can all help a hotel to reduce its adverse impacts on biodiversity. Similarly, a hotel's relationship with host communities not only affects the sustainable operations of the hotel but also the use of environmental resource by communities themselves.
4. **At the closure stage**, a hotel's impacts come from the disposal of materials removed from the hotel to refurbish it, convert it for other uses, or demolish it, and from the work involved in these activities. It may be possible to reuse and recycle some materials, but there may also be some toxic materials, particularly from older buildings, which will require careful handling and management. A responsible hotel operator should also foresee supporting activities of ecological restoration as required.

*Source - IUCN Biodiversity : My Hotel in Action
A Guide to Sustainable Use of Biological Resource*