

# Sustainable Tourism Package

The building blocks of Sustainable Tourism



South Australian Tourism Commission

This booklet provides a brief description of South Australia's Sustainable Tourism Package (STP).

This Package – the DNA of Sustainable Tourism – comprises a series of aligned initiatives and projects designed to ensure the sustainable development of tourism consistent with South Australia's tourism vision.

The South Australian Tourism Commission would like to acknowledge the contribution of its key partners in facilitating this exciting move in the continuing development of sustainable tourism in this State. These partners include:

- The Department for Environment and Heritage
- The Local Government Association
- Planning SA

Implementation of this package will position South Australia as a fresh, competitive and successful tourism destination not only for the present, but for future generations to come.



## Our Vision



### South Australia's tourism vision is to be an inspirational leader in innovative and sustainable tourism.

Our vision will change the way people think about tourism. It will inspire all regions to compete vigorously by being innovative, collaborative, sustainable and by always building on their inherent strengths.

It will help differentiate and position South Australia as an inspirational place of learning, ideas, innovation and commercial opportunities in ecologically sustainable development.

Through collaboration with other stakeholders, tourism will help build a compelling and distinctive 'clean and green' specialty Brand SA image that will change the way South Australia does business and the way people see South Australia.

South Australian Tourism Plan - Inspiring partnerships for sustainable tourism - 2003-2008



## Our Goals



### Enhance and grow the state's authentic experiences

- |                    |                         |
|--------------------|-------------------------|
| Wine & food        | Nature                  |
| Coastal            | Events & festivals      |
| The Outback        | The Murray River        |
| Arts & culture     | History & heritage      |
| Aboriginal tourism | Tracks & trails         |
| Sense of place     | Sporting infrastructure |
| Niche markets      |                         |



### Be productive in marketing the state

- |                        |                           |
|------------------------|---------------------------|
| Domestic prospects     | The drive experience      |
| International markets  | Backpacker destination    |
| Events                 | Conventions & exhibitions |
| Industry collaboration |                           |



### Strategic tourism policy, investment & development

- |                      |                        |
|----------------------|------------------------|
| Policy alignment     | Develop accommodation  |
| Strategic investment | Infrastructure support |
| Improve access       | Monitor outcomes       |



### Develop a strong, professional & profitable industry

- |                               |                              |
|-------------------------------|------------------------------|
| Improve decisions             | Use of new technology        |
| Sustainable business ventures | Support business development |
| Accreditation programs        | Continuous improvement       |
| Manage risks                  |                              |

South Australian Tourism Plan - Inspiring partnerships for sustainable tourism - 2003-2008



## What is Sustainable Tourism?

Sustainable tourism is "tourism which meets the needs of present visitors and host regions while protecting and enhancing opportunity for the future". (World Tourism Organisation)

Sustainable tourism within the context of the triple bottom line philosophy embraces economic, social and environmental outcomes and is at the heart of South Australia's tourism strategy.

### Key characteristics of Sustainable Tourism

Sustainable tourism strives to make every tourism business economically viable and ecologically and culturally sensitive. The key to successful, sustainable tourism is achieving a clear sense of difference from other competing destinations. This sense of difference will be based on:

#### Authenticity

The attractions most likely to be successful and have the greatest enduring appeal are those that are genuinely relevant to the history, culture, natural resources and industry of a destination or region. Authenticity in this context means achieving a 'sense of continuity' between the past, present and future.

#### Reflecting Community Values

The most effective way to ensure authenticity is to understand, conserve and enhance the values of a community. This means representing the past, present and future aspirations of that community in a living and dynamic way and achieving a 'sense of belonging'.

#### Achieving Conservation Outcomes

In the past, conservation and tourism aims were often seen as conflicting and emphasis was placed on achieving 'a balance'. However, with today's focus on sustainability, a mutually beneficial alliance will be achieved between the economics of tourism and conservation. In other words, through understanding and enjoyment will come a greater appreciation and empathy for a resource and through this appreciation will come greater caring, advocacy and protection.

## Key Initiatives



### SA Tourism Plan

The *South Australian Tourism Plan 2003-2008* is a high level joint government/industry strategic plan. This plan is a direct response to the significant challenges and opportunities facing the tourism industry and provides a shared vision, clear direction and a sound platform for sustainable tourism growth.



### Government Policy Alignment

The South Australian Tourism Commission (SATC) is working to ensure this vision and sustainable tourism policies are integrated into mainstream government policy such as the State Strategic Plan, the Planning Strategy, Food SA Plan, Integrated Natural Resource Management Plans and Marine Protected Area Plans.



### Minister's Tourism Round Table

The Tourism Round Table is a forum convened by the Minister for Tourism to closely involve the state's key tourism stakeholders in tourism planning and implementation. The Round Table ensures that the Tourism Plan remains dynamic and relevant by providing up-to-the-minute feedback on emergent issues and new strategies.



### Sector Strategies

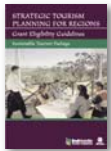
Within the context of the State Tourism Plan, tourism sector strategies provide a detailed basis for the development of specific sectors of the tourism industry. Examples include the Responsible Nature-based Tourism Strategy, the Cultural Tourism Strategy, the Indigenous Tourism Strategy, the Food and Wine Tourism Strategy and the Cycling Tourism Strategy.





### Better Development Plans – Tourism Module

The SATC, in partnership with Planning SA, has prepared a regional tourism module as part of the State Government's Better Development Plans (BDP) initiative. It is based on the joint SATC, Planning SA and Local Government Association *Discussion Paper on Sustainable Tourism Development in Regional South Australia*. The BDP Tourism Module is designed to ensure regional planning policies support and facilitate the state's tourism strategy.



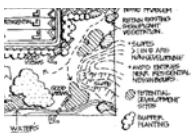
### Regional Strategic Tourism Plans

Within the context of the State Tourism Plan and sector strategies, the SATC has established a funding initiative to encourage the preparation of integrated Regional Strategic Tourism Plans. These plans are designed to ensure future tourism developments meet the community, environmental and economic objectives of the State's 12 tourism regions.



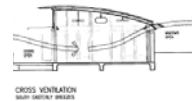
### Local Policy Change

Most significantly, the Regional Strategic Tourism Plans will recommend changes to Development Plans at the local or regional level. These changes will reflect the vision, objectives and opportunities identified in the Regional Tourism Plans and will also include specific desired future character area statements and related planning policies and principles.



### Regulation Change

The SATC will seek amendments to development regulations to improve the processing of Development Applications and the quality of the decisions. Proposed amendments include a definition for tourism accommodation and a requirement for comprehensive site analysis plans in environmentally sensitive locations.



### Design Guidelines for Tourism Development

The two key factors that contribute to achieving better outcomes from development are the nature of planning policies and the quality of the development proposal. The Design Guidelines for Tourism Development aim to influence the quality of the development proposal by providing design advice and Case Studies that showcase innovation and sustainable development. The Guidelines will be useful to developers, local planners, consultants and the wider tourism industry.

### Sustainable Tourism Development Website

The SATC is developing a website to promote the Design Guide, sustainable tourism development case studies and environmentally sound technologies. To develop this website, the SATC is working with the CRC for Sustainable Tourism, the Environment Technology Centre at Murdoch University and the United Nations Environment Program.



### Investment Strategy

South Australia has, historically, found it difficult to attract investment into new regional tourism product. The Minister's Tourism Round Table will develop a strategy with industry partners on a whole-of-government basis to encourage investors who share our vision for innovative and sustainable tourism development, particularly in regional South Australia.



### Tourism Development Assessment

In conjunction with its partners, the SATC will explore innovative development assessment tools or processes to assist sustainable tourism development outcomes. These tools will link planning policies developed in relation to tourism, to decision making processes.



### Accreditation

The SATC will explore links between planning policy and the existing tourism business accreditation process to ensure operating practices are consistent with the policy intent. This will also help to strengthen the environmental management category in the accreditation checklist.



### Building Capacity

To achieve a widespread understanding and use of sustainable tourism policies and tools the SATC will communicate closely with those organisations involved in the advancement of sustainable tourism in the state and local government, the tertiary education system, regional organisations and the private sector. This will be facilitated by the development of Memorandum of Understanding with our key partners.



### Improving Existing Industry

The SATC will conduct research to understand the level of sustainable practice within existing tourism businesses and work with operators to improve performance in sustainability. Such initiatives will be linked in particular to the sustainable tourism website (in terms of re-investment decisions) and to accreditation initiatives. Opportunities to acknowledge and reward superior performance will be explored.



### Destination Management

The SATC will encourage the use of destination management tools such as the Tourism Optimisation Management Model (TOMM) to check on the health and sustainability of tourism destinations. Kangaroo Island (KI) TOMM was developed in partnership between the SATC, the Department of Environment and Heritage, Tourism KI, the District Council of KI, the KI Development Board and the KI Natural Resources Board. This monitoring process has led to changes in management practice on Kangaroo Island.

## Implementation Timeframes

All key initiatives and associated timeframes are closely aligned and will be substantially completed within the *South Australian Tourism Plan 2003-2008* timeframe.

### STP project timelines

Project	03/04	04/05	05/06	06/07	07/08
SA Tourism Plan	→				
Government Policy Alignment	→				
Minister's Round Table	◆	◆	◆	◆	◆
Sector Strategies	◆	◆	◆	◆	◆
BDP Tourism Module	→				
Regional Strategic Tourism Plans	◆	◆	◆	◆	◆
Local Policy change	→				
Legislative change	→				
Design Guide	→				
Sustainable Tourism Website	→				
Investment Strategy	→				
Tourism Development Assessment	→				
Accreditation	→				
Building Capacity	→				
Improving existing industry performance	→				
Destination Management	→				
	03/04	04/05	05/06	06/07	07/08

