

# A global perspective on sustainable tourism and the need for skills and capacity building

Sustainable Tourism Training for Tomorrow  
17 June 2021



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*Board member, Global Sustainable Tourism Council*

*Advisory Panel Member, Travalyst*

[www.anna.spenceley.co.uk](http://www.anna.spenceley.co.uk)

HANDBOOK FOR  
**Sustainable Tourism  
Practitioners**  
The Essential Toolbox

Edited by  
Anna Spenceley



RESEARCH HANDBOOKS IN TOURISM

Skills and capacity building – needs and resources for:

- Tourism enterprises
- Protected area managers & destination managers







Booking.com

## Sustainable Travel Report 2021

84%

believe increasing cultural understanding and preservation of cultural heritage is crucial.

76%

want to ensure the economic impact of the industry is spread equally in all levels of society.

73%

want to have authentic experiences that are representative of the local culture when they travel.

83%

want to reduce their energy consumption (e.g. by turning off air conditioning and lights in their room when they are not in it, for example).

79%

want to use more environmentally friendly modes of transport (i.e. walking, cycling or public transport over taxis or rental cars).

76%

are keen to reduce water usage (e.g. by reusing towels or opting out of daily room cleaning).

61%

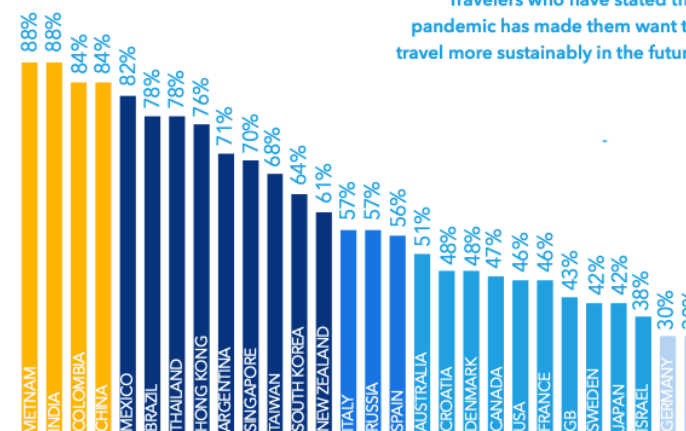
of travelers state that the pandemic has made them want to travel more sustainably in the future.



49%

of travelers admit that the pandemic has shifted their attitude to make positive changes in their everyday lives.

Travelers who have stated the pandemic has made them want to travel more sustainably in the future



<https://globalnews.booking.com/bookingcoms-2021-sustainable-travel-report-affirms-potential-watershed-moment-for-industry-and-consumers/>

## 95% of tourism industry doesn't understand sustainability: CB Ramkumar

*On World Environment Day, CB Ramkumar, author, speaker, trainer, consultant, entrepreneur and a practitioner of sustainable tourism, explains the concepts of sustainability for tourism stakeholders*

P Krishna Kumar • ETTravelWorld • Updated: June 05, 2021, 08:32 IST



<https://travel.economictimes.indiatimes.com/news/tourism/experiential/95-of-tourism-industry-doesnt-understand-sustainability-cb-ramkumar/83239243>



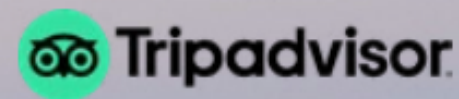


**“ . . .promoting a shared understanding of what good looks like, championing best actors in the field and ultimately securing a shared commitment to changing the way the world travels, for good.”**

Booking.com



Trip.com Group



VISA

<https://travalyst.org/the-re-emergence-of-travel/>

## Updating your sustainability practices

Updated 3 months ago | 4.5 min read time

 Save

Travel has the power to transform lives for the better, but every trip also has an environmental, social and economic impact. We're committed to reducing these as much as possible, but we can't do this alone.

### What's in this article

[How we approach sustainability](#)

[Updating your sustainability practices in the extranet](#)

[Updating your sustainability practices via your channel manager](#)

[Sustainability practices that aren't listed in the extranet](#)

[Adding your sustainability certification](#)

[Adding your chain's sustainability programme](#)

<https://partner.booking.com/en-gb/help/guides/sustainability-hospitality-handbook>



## Sustainability – a hospitality handbook

At Booking.com, we're committed to making sustainable travel easier for everyone. And we can't do that without our partners. This sustainability guide is the first step on our collaborative journey to change the travel industry.



### Setting the environmental baseline

In the journey towards sustainability, your baseline is like your compass. It's only once you've measured your performance – for example in carbon emissions or water consumption – that you can start to set goals and plan how to reach them.

[Show me how](#)



### Reducing water consumption

Fresh water is becoming increasingly scarce. That's why we need to start cutting water consumption today – and it's going to take more than just asking guests to reuse towels. But the environmental and financial upsides are worth the investment.

[Tell me more](#)



### Reducing food waste

About a third of the food produced for human consumption is lost or wasted. Given that food can represent a significant cost, reducing waste has huge savings potential – and a positive impact on your environmental footprint.

[Learn how](#)

### Reducing plastic consumption

It's now easier than ever to run your property without plastic – and it's never more important. Plastic takes years to break down, harms wildlife and damages the environment. This guide will show you how to protect both by reducing your plastic consumption.

[How can I start?](#)



### Becoming certified

Certification shows the world your commitment to sustainability. But while the badges lend credit to your efforts and help attract more eco-conscious guests, the process itself is even more valuable – helping you set priorities and fill gaps in your sustainability plans.

[Find out more](#)



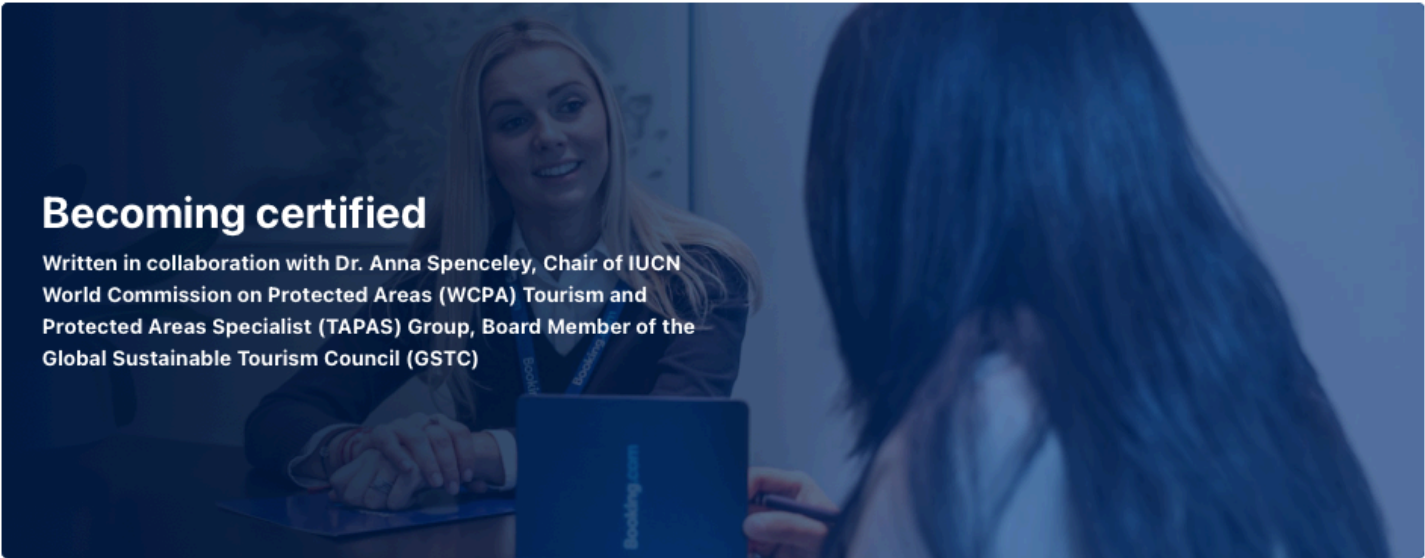
### Reducing energy consumption and using green energy

The accelerated warming of the planet – and the resulting impact on ecologies and economies – makes energy sources and efficiency the top sustainability priorities. But reducing energy consumption and switching your remaining power needs to renewable sources doesn't just benefit the planet. It can also lower your operational costs.

[Find out how to start](#)



<https://partner.booking.com/en-gb/help/guides/sustainability-hospitality-handbook>



## Becoming certified

Written in collaboration with Dr. Anna Spenceley, Chair of IUCN World Commission on Protected Areas (WCPA) Tourism and Protected Areas Specialist (TAPAS) Group, Board Member of the Global Sustainable Tourism Council (GSTC)

Becoming certified	
✓	Four benefits of certification
✓	How can I become certified?
✓	Discover our other sustainability guides

Updated 1 week ago ♡ Save

If you'd like to take your sustainability commitment to the next level, becoming certified is an ideal way to do it. Certification is a reflection of your dedication – and a credible badge of excellence your guests can trust.



The process involves working with a certification body, who will collaborate with you to make sure you meet their established standards for sustainable tourism. When you've officially met these standards, your property will receive a certificate along with a digital version for you to share online.

We're currently working with the GSTC on how best to recognise and display certifications on Booking.com, so that certified partners can be easily spotted by guests looking for a sustainable stay.




For Hotels For Tour Operators For Destinations For Business Travel For Certification Bodies For Travelers

**GSTC**  
Global Sustainable Tourism Council

ABOUT GSTC CRITERIA CERTIFICATION **TRAINING** MEMBERSHIP EVENTS NEWS DONATE  

# Sustainable Tourism Training Program



**Sustainable  
Tourism  
Course**



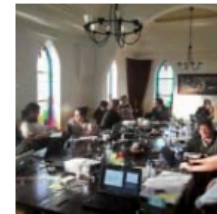
**Sustainable  
Business  
Travel Course**



**Sustainable  
Hotel Course**



**Custom  
Training**



**Auditor  
Training**

<https://www.gstcouncil.org/sustainable-tourism-training/>

## GSTC Sustainable Hotel Course

- ✓ Designed for hospitality and accommodation professionals, and provides practical insights into sustainability practices for hotels
  - ✓ Focus on the GSTC Criteria with performance indicators for hotels and accommodations
  - ✓ Features expert presentations, useful resources, and real-life industry examples and lessons

The GSTC Sustainable Hotels course is designed for hospitality and accommodation professionals, and provides practical insights into sustainability practices for hotels. Delivered as a 2-week-long facilitated and interactive online course, the GSTC Sustainable Hotels course features expert presentations, useful resources, and real-life industry examples and lessons on applying sustainability best practices.



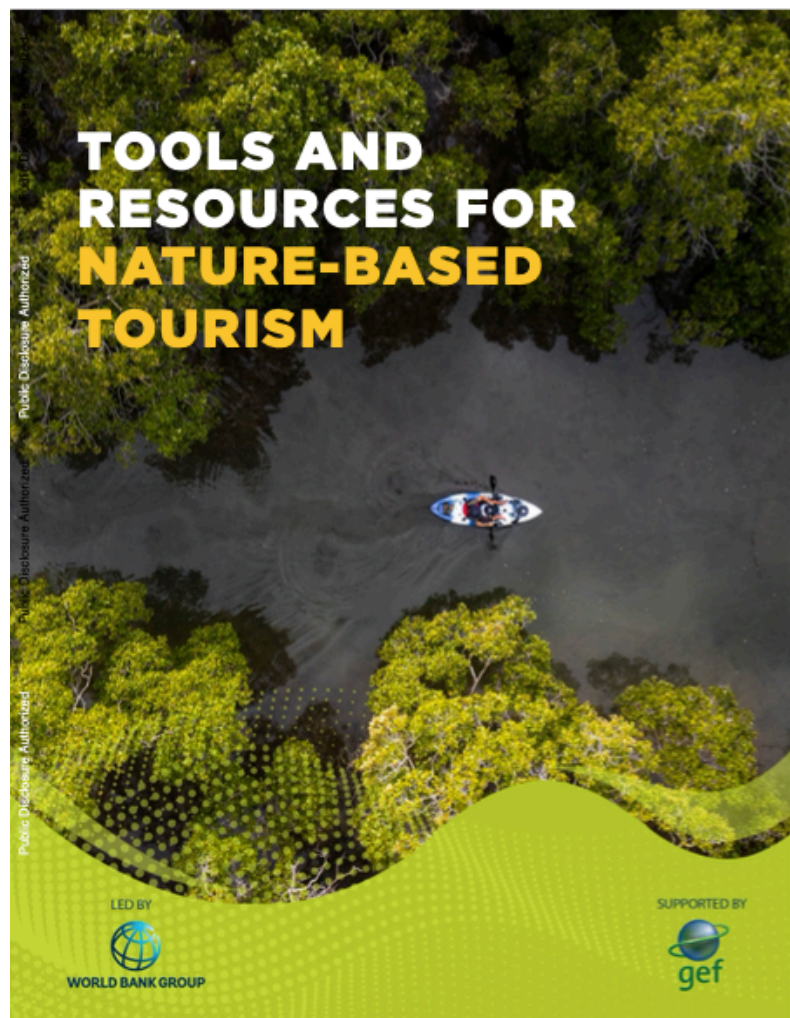
This course does not offer a Professional Certificate as the other courses.

### GSTC Sustainable Hotel Training Schedule

Dates	Course ID	Location / Format	Trainer(s)	Live Session Time	Language	Price	Register
May 27 – June 11, 2021	SHC-2105	Online	David Ermen	9am CEST (UTC+2)	English	Starting at USD 280	<a href="#">Sign Up ►</a> <a href="#">Learn More</a>

<https://www.gstcouncil.org/sustainable-tourism-training/>





<https://openknowledge.worldbank.org/handle/10986/34433>

# Ecotourism Training



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## Available courses

Ecotourism Training for Businesses -  
English version



Ecotourism Training for Businesses -  
other languages



Ecotourism Training for Evaluators -  
English version



Ecotourism Training for Evaluators -  
other languages



[http://www.irfaa.com/uploads/interpretation\\_manual\\_8858657\\_2015916000\\_17057386.pdf](http://www.irfaa.com/uploads/interpretation_manual_8858657_2015916000_17057386.pdf)



## Natural Resources Management and Development Portal

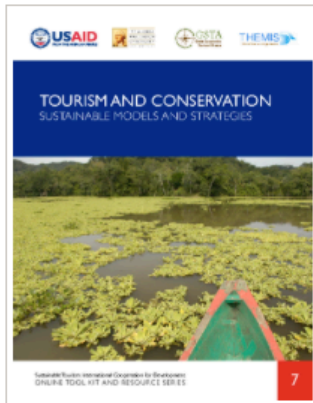
Linking nature, wealth, and power for resilient development



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### ST7. Tourism and Conservation - Sustainable Models And Strategies

by [Joseph Badash](#) — last modified Jan 10, 2013 08:02 AM



This manual is from a set of nine courses on Sustainable Tourism that have been developed by George Washington University as a result of compiling the lessons and best practices from the USAID Global Sustainable Tourism Alliance (GSTA) program, and other tourism development experiences. The courses train students, practitioners, donor agency representatives, and others working in related fields to understand and develop tourism and its role in international development. All the course materials are public access and also can be found inside the USAID NRM&D Learning Management Center. Your registration in these courses will allow you to actively participate in discussions of the material, and to take quizzes to check yourself for understanding at the end of each course. Each of the nine courses are offered free on a non-academic credit basis and offer a Certificate of Completion from USAID. Participants may take these courses to build your own knowledge of the field of tourism and development. The target audience for this manual, Tourism and Conservation - Sustainable Models And Strategies, includes professionals working on tourism-related projects in developing countries, including staff from donor and government agencies, non-governmental organizations, consulting firms, universities, businesses, and other entities.

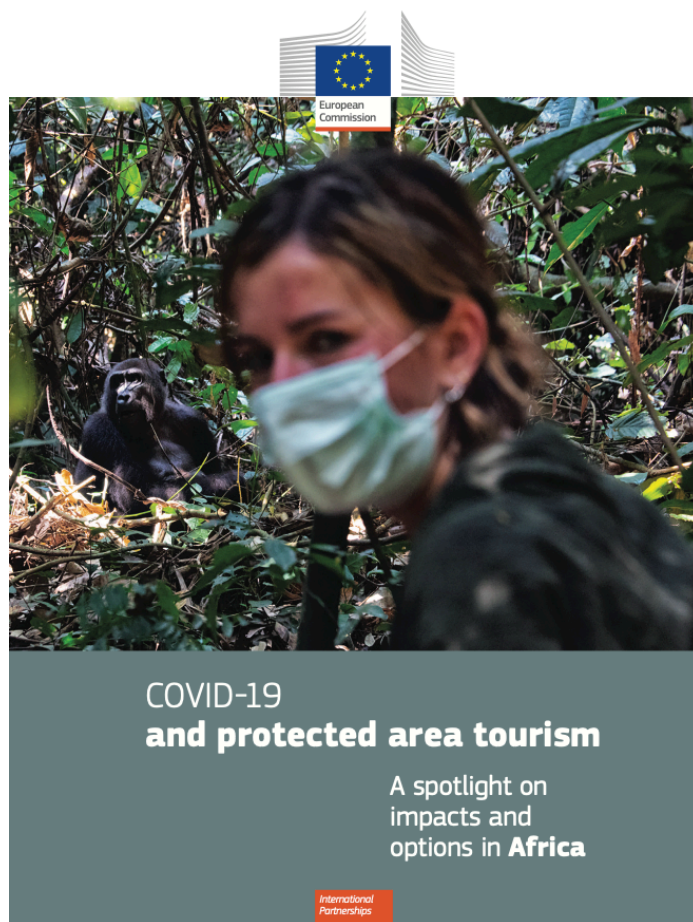
**Author(s):** Matt Humke (Solimar International) , Roberta Hilbruner (USAID) , Donald E. Hawkins (George Washington University)

**Publication Date:** 2011

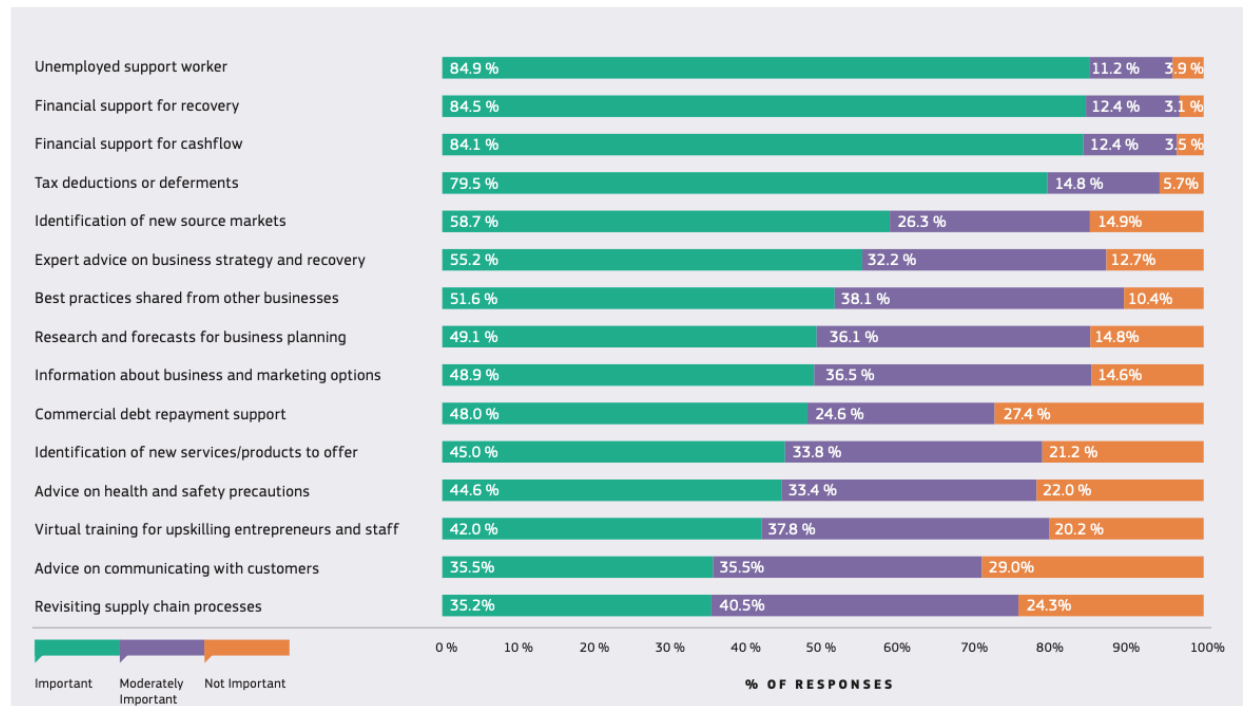
<https://rmportal.net/library/collections/gsta/gsta/tourism-and-conservation-sustainable-models-and-strategies/view>



# Training and capacity building needs amid COVID-19



Type of support needed by tourism operators in African protected areas (n=537)



<https://op.europa.eu/en/publication-detail/-/publication/bda7e04d-7c9c-11eb-9ac9-01aa75ed71a1/language-en/format-PDF/source-194167807>

Skills and capacity building – needs and resources for:

- Tourism enterprises
- **Protected area managers & destination managers**

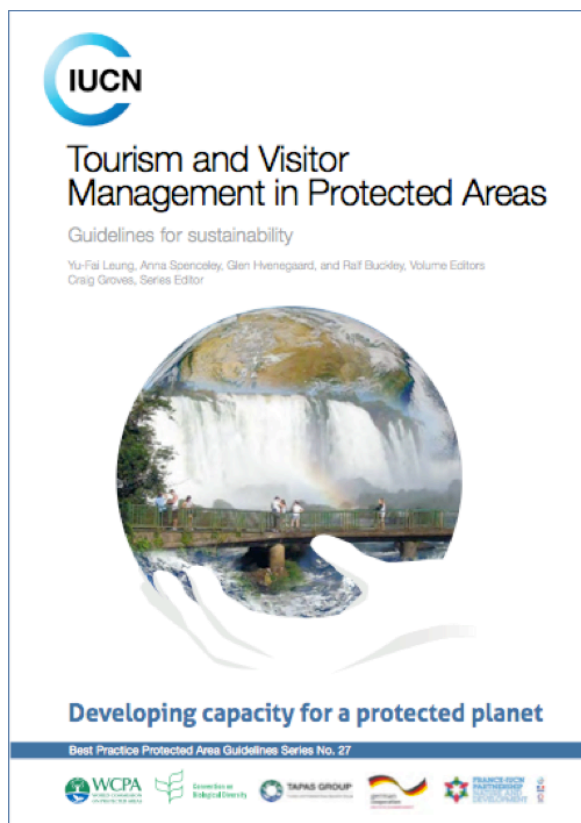






# TAPAS GROUP

Tourism and Protected Areas Specialist Group



**Membership application:** <http://tinyurl.com/tapasmembership>



**Facebook:** [facebook.com/IUCNTourism](https://facebook.com/IUCNTourism)



**Twitter:** [@IUCNTourism](https://twitter.com/IUCNTourism)



**LinkedIn:** [linkedin.com/groups/4735342/](https://linkedin.com/groups/4735342/)



**YouTube:** <https://www.youtube.com/channel/UCEHILJv9HK1PAI5tpVpYQ>



**SlideShare:** [slideshare.net/planeta/tapasgroup](https://slideshare.net/planeta/tapasgroup)



**IUCN WCPA TAPAS group website:**

[www.iucn.org/commissions/world-commission-protected-areas/our-work/tourism-tapas](http://www.iucn.org/commissions/world-commission-protected-areas/our-work/tourism-tapas)

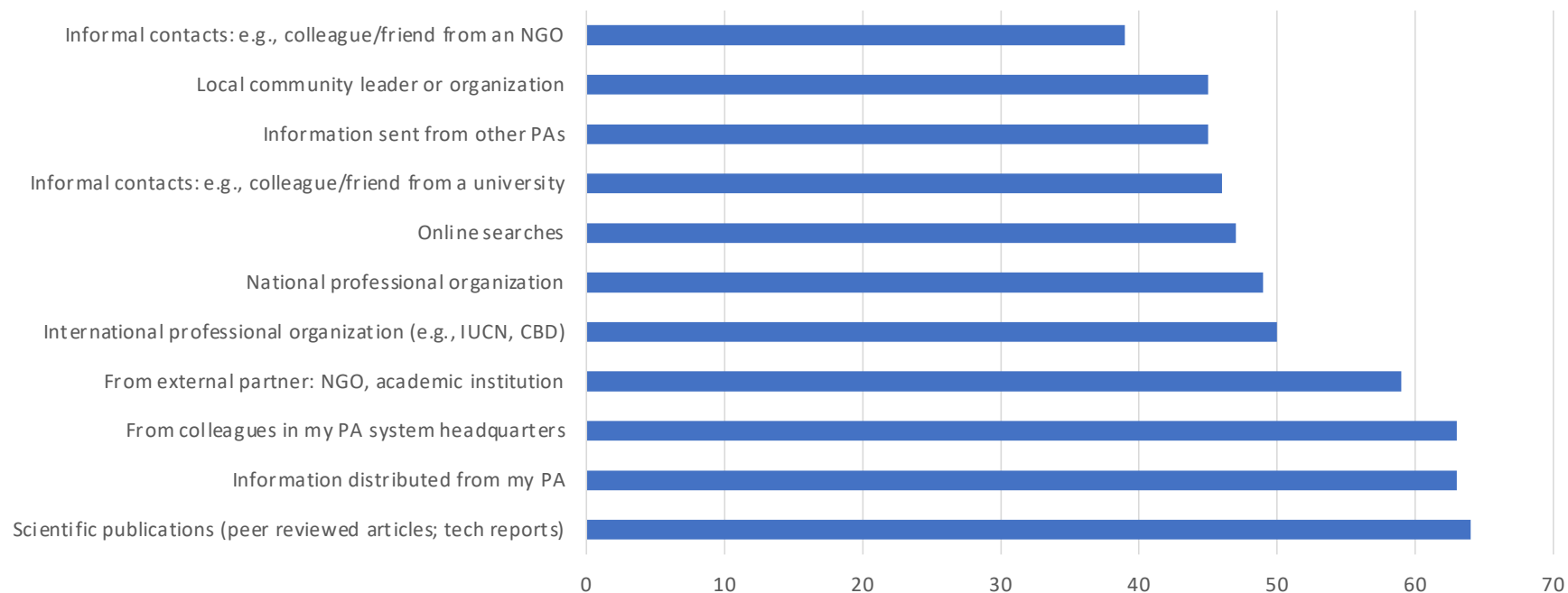




# TAPAS GROUP

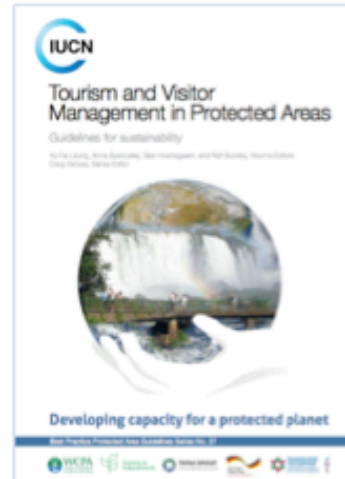
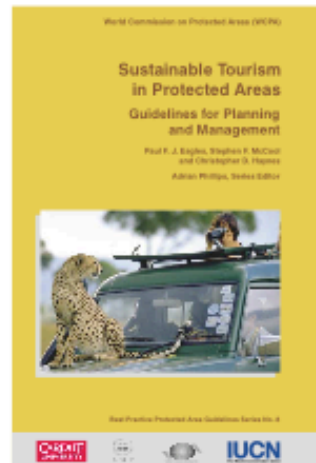
Tourism and Protected Areas Specialist Group

## Staff Survey on Biodiversity Information Needs for Protected Area Tourism



By Yu-Fai Leung and Kelly Bricker


## Resources and webinars



<https://www.iucn.org/commissions/world-commission-protected-areas/our-work/tourism-tapas/resources>

# BPG online resource directory





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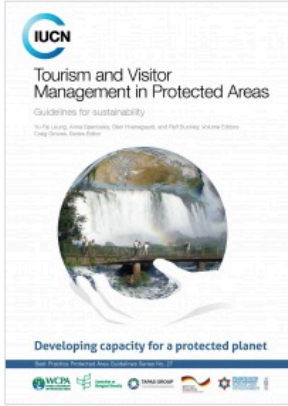
Page [Discussion](#) Read [View source](#)

## Tourism and Visitor Management in Protected Areas - Guidelines for Sustainability

### Project Overview

A publication in the [IUCN Best Practice Protected Area Guidelines Series](#)

**Project sponsors:** *IUCN World Commission on Protected Areas, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf the Federal German Ministry of Economic Cooperation and Development (BMZ), and the French Ministry of Foreign Affairs and International Development. North Carolina State University Department of Parks, Recreation and Tourism Management provided significant in-kind support.*



## Online Database of Sustainable Tourism Guidelines and Resources

Search all contents of this website, including all online references cited in the 2017 Best Practice Guidelines Book and a global collection of guidelines, handbooks, manuals and other resources pertinent to sustainable tourism and visitor management in protected areas.

Search terms can include any combinations of:

- Topic keywords
- Authors or organizations
- Geographic scope

Search results with a 'PDF' prefix indicate an available PDF document. [Acrobat](#) or [Acrobat Reader](#) software program is required for viewing.

**For a full list of all documents contained in the database, visit**



- [Online Repository](#) (General Database)
- [Online Resources Referenced in the Book](#) **[Under Construction]**

## NEW RESOURCE SUGGESTIONS

If you would like to suggest a relevant guideline, manual or resource for this online database, please complete [the publication submission form](#).

[https://iucn.oscar.ncsu.edu/mediawiki/index.php/Tourism\\_and\\_Visitor\\_Management\\_in\\_Protected\\_Areas\\_-\\_Guidelines\\_for\\_Sustainability](https://iucn.oscar.ncsu.edu/mediawiki/index.php/Tourism_and_Visitor_Management_in_Protected_Areas_-_Guidelines_for_Sustainability)






## Program on African Protected Areas & Conservation

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### Valorisation of PA resources



This MOOC is about the sustainable use or valorisation of natural resources in protected areas. The main goal of this course is to introduce some of the commonly-used ways to sustainably valorise protected areas (and their resources), thereby contributing to their long-term conservation. It will focus on two complementary approaches: the first part of the MOOC will cover the benefits (direct or indirect) provided by natural resources in protected areas, while the second part will focus on sustainable tourism and its benefits, costs, opportunities and threats.

Enroll in the course

Enroll in the course

Several sessions of the MOOC are organised each year. Registrations for the next session are open now.


[Click here to enroll](#)



**Sustainable tourism training  
for protected area officials across Asia,  
held in Malaysia with IUCN  
(pre-COVID-19)**

<https://papaco.org/mooc-val/>

# Guidance for tourism amid COVID – new resources from the EU

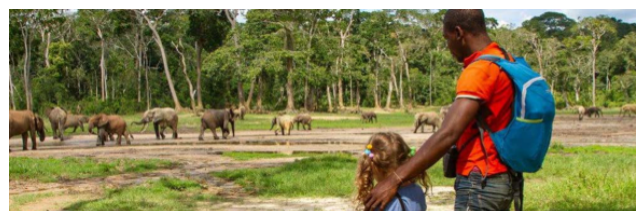


**Tourism and visitation to protected areas amid COVID-19**

Guidance for protected area authorities and managers

European Commission

International Partnerships



## 1. Purpose of this guidance

Tourism is an essential contributor to protected area revenues, conservation finances, and to local livelihoods.<sup>1</sup> As people emerge from the psychological and physical effects of lockdowns,<sup>2</sup> market intelligence indicates that they are likely to seek out recreation and relaxation in outdoor spaces – particularly in their home countries.<sup>3</sup> The distribution of COVID-19 vaccines and emergence of Travel Passports provide hope that protected area visits and travel will resume.

Managers of protected areas that usually have visitors are under pressure to provide facilities safely, but there are challenges to doing so given rapidly changing conditions and new health and safety requirements. The purpose of this document is to provide pragmatic guidance to protected area managers and authorities on operating tourism safely amid the COVID-19 crisis. Suggestions are provided, accompanied by supplementary links to sources and further information. While the guidance provides an overview, it should be noted that it is not exhaustive, and each protected area will have different conditions and requirements that could need further adaptation as the situation evolves.

### Quote

*"Moving past the immediate pandemic outbreak, it will be important to recognise and promote the role of protected and conserved areas in sustaining human physical and psychological health, especially after a long period of lockdown or enforced isolation. Protected and conserved areas that allow visitation should aim to reopen where disease risks permit, using appropriate social or physical distancing rules."*

*IUCN World Commission on Protected Areas.*

<sup>(1)</sup> Hockings, M., N. Dudley, W. Elliott, M. Napolitano Ferreira, K. MacKinnon, et al. (2020). *Cultural essay: COVID-19 and protected and conserved areas*. Parks, 26(1), 7-34.

- <sup>(2)</sup> Leung, T.F., A. Sponcelley, S. Hvegaard and R. Buckley (2018). *Tourism and visitor management in protected areas: Guidelines for sustainability*. Best Practice Protected Area Guidelines Series No. 27. IACN, Geneva.
- <sup>(3)</sup> McCarthy, N. (2020). *COVID-19: visitor management and protected areas*. State, Pers. Com. Peter Jacobs, WCPA, August 2020.
- <sup>(4)</sup> Repashov, (2020). *Reopening COVID-19: The road to recovery for the travel industry*. Bremner, C. (2020). *Travel 2020: Sustainability and digital transformation as recovery plans*. Eurocomer International.
- <sup>(5)</sup> CDC (2020). *How COVID-19 spreads*. Accessed on 27 July 2020.
- <sup>(6)</sup> World Health Organization (2020). *Coronavirus*. Accessed on 23 April 2020 and CDC (2020). *How to protect yourself & others*. Accessed on 27 July 2020.

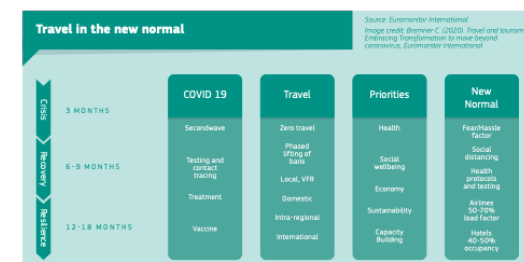


## 2. COVID-19 and tourism

**Impact of the COVID-19 pandemic on global tourism:** The coronavirus COVID-19 pandemic has had a global impact on the tourism sector. Between January and May 2020, 100 % of global destinations imposed travel restrictions, 45 % had totally or partially closed their borders to tourists,<sup>4</sup> and by September 50 % had cautiously eased travel restrictions.<sup>5</sup> The World Travel and Tourism Council (WTTC) estimates a global loss of 197 million jobs in 2020 and USD 5.5 trillion in revenue<sup>6</sup> due to the pandemic. There are grave concerns that with the tourism sector suspended, millions of jobs could be lost, and progress made in equality and sustainable economic growth could be rolled back.<sup>7</sup> Amid the pause there are calls from the United Nations and many experts for inclusive, regenerative and sustainable practices to be mainstreamed as tourism recovers.<sup>8</sup>

**Economic impact reports of the virus on the tourism sector**

- **COVID-19 and tourism: Assessing the economic consequences** – UNCTAD
- **COVID-19: a global insight on travel and tourism impacts**, UNWTO and Data Partners – UNWTO
- **Impact assessment of the COVID-19 outbreak on international tourism** – UNWTO
- **The domino effect of COVID-19** – WTTC
- **Travel Demand Recovery Dashboard** – WTTC
- **UNWTO Tourism Recovery tracker** – UNWTO



- <sup>(4)</sup> UN World Tourism Organization (2020). *200% of global destinations now have COVID-19 travel restrictions*. UNWTO reports.
- <sup>(5)</sup> UNWTO (2020). *More than 50% of global destinations are easing travel restrictions – but caution remains*. Accessed 2 October 2020.
- <sup>(6)</sup> WTTC (2020). *More than 127 million jobs and tourism gross will be lost due to prolonged travel restrictions, according to new research from WTTC*. Accessed 10 October 2020.
- <sup>(7)</sup> UN World Tourism Organization (2020). *COVID-19 response: 30% of global destinations impose travel restrictions*. UNWTO reports. Accessed on 23 April 2020.
- <sup>(8)</sup> e.g. see Hockings, M. et al. (2020). *Op. cit.* Campaign for Nature (2020). *A key sector forgotten in the stimulus debate: The nature-based economy*. Forester (2020). *Rethinking sustainability in the middle of a pandemic*. UNESCO (2020). *Expert call for inclusive and regenerative tourism to build back stronger post-COVID-19*. UN News (2020). *Unsettled by pandemic, tourism sector must be rebuilt in a safe, equitable and climate-friendly way*. UN chief.

<https://op.europa.eu/en/publication-detail/-/publication/fe764777-c990-11eb-84ce-01aa75ed71a1/language-en/format-PDF/source-214862990>

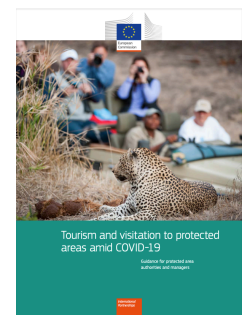
### Examples of visitor guidance issued by protected area institutions

- Australia: [COVID-19 update](#) – Parks Victoria
- Belgium: [Coronavirus / Covid-19](#) – Pairi Daiza
- Brazil: [Conheça os parques que já foram reabertos](#)– Chico Mendes Institute for Biodiversity Conservation (ICMBio)
- Canada: [Coronavirus \(COVID-19\)](#) – Parks Canada
- Costa Rica: [Protocolo General para hacer uso de las Áreas Silvestres Protegidas del Sistema Nacional de Áreas de Conservación con permiso de apertura establecidos a la fecha](#) – MINAE – SINAC
- Egypt: [Guidelines related to the emerging coronavirus \(Arabic\)](#) – Ministry of Environment
- France: [Guidelines for visiting 21 refuges in the Ecrins National Park \(French\)](#) – Fédération française des clubs alpins et de montagne
- Italy: [Anti-contagion protocol for excursions in protected national areas](#) (Italian) – Federparchi, RomaNatura, Campus Bio Medico University of Rome
- Korea: [Korea National Park Service \(KNPS\) response case: COVID-19 in the Republic of Korea](#) – Republic of Korea
- Rwanda: [Rwanda reopens](#) – Visit Rwanda
- South Africa: [COVID-19 interventions for the tourism sector](#) – KZN Wildlife; [General information for self-drive day visitors to the Kruger National Park during Alert Level 3](#) – South African National Parks



- United Kingdom: [Coronavirus \(COVID-19\): safer public spaces – urban centres and green spaces](#)– Gov.uk; [Managing Scotland's parks and greenspaces during Covid-19](#) – Greenspace Scotland; [COVID-19 & Be safe outside](#) – National Parks
- USA: [NPS Public Health Update](#) – National Parks Service; [Federal Recreation Reopening Strategy Recommendations](#) – Outdoor Recreation Roundtable; [Visiting parks and recreational facilities: Protect yourself and others from COVID-19](#) – Centres for Disease Control and Prevention (CDC); [Guidance for administrators in parks and recreational facilities](#) – CDC
- Global: [A note on re-opening: What's safe?](#) – IUCN WCPA Urban Conservation Strategies Specialist Group

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## Before visitors arrive

- Before visitors arrive, and during visits
- Risk assessment and standards
- Guidance for tours, accommodation, food and drink services
- Workforce guidance

## During visits



<https://op.europa.eu/en/publication-detail/-/publication/fe764777-c990-11eb-84ce-01aa75ed71a1/language-en/format-PDF/source-214862990>

**Where protected areas are not able to open yet:** If a protected area is not yet able to re-open, then provide other options for visitors to experience the attractions. Online safaris and links to webcams are increasingly becoming a valuable resource for those who are in lockdown, or cannot travel, to experience natural areas. These experiences may help people's mental health and reduce stress<sup>31</sup>, while reminding people where they can visit once restrictions are lifted.

#### Online protected area experiences

- [safariLIVE](#) – WildEarth
- [Kids - WildEarth](#) – WildEarth
- [Wildlife and nature](#) – Lonely Planet
- [Experiences TV: Hiking the Villarrica National Park, Chile](#) – andBeyond
- [Virtual shuttle tour at Zion National Park](#) – YouTube
- [10 virtual tours of the world's natural wonders](#) – The Guardian
- [The hidden worlds of the National Parks](#) – Google Arts & culture
- [Exploring World Heritage from home with UNESCO](#) – UNESCO
- [Dive in virtually to protect our oceans](#) – UNEP



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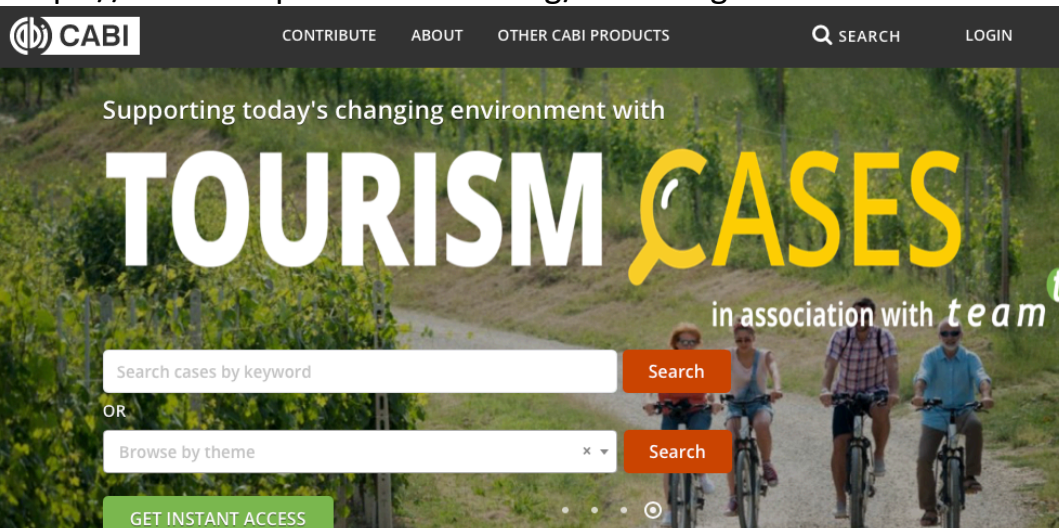
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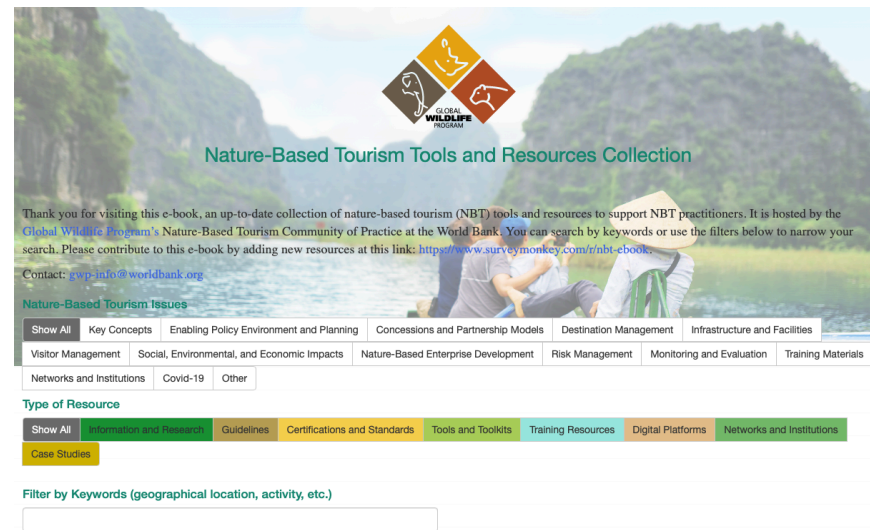
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**Nature-Based Tourism Tools and Resources Collection**

Thank you for visiting this e-book, an up-to-date collection of nature-based tourism (NBT) tools and resources to support NBT practitioners. It is hosted by the [Global Wildlife Program's](#) Nature-Based Tourism Community of Practice at the World Bank. You can search by keywords or use the filters below to narrow your search. Please contribute to this e-book by adding new resources at this link: <https://www.surveymonkey.com/r/nbt-ebook>.

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**Nature-Based Tourism Issues**

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PROJECT

## Tourism Action Coalition for a Sustainable Ocean

<https://oceanfdn.org/projects/tourism-action-coalition-for-a-sustainable-ocean/>





## UNEP COVID-19 European tourism recovery survey

### Introduction

This survey aims to gather information about the impacts of COVID-19 on the tourism sector in the pan-European Region and identify potential pathways towards more sustainable and resilient tourism in the future. The survey addresses sustainability of tourism with focus on environmental issues of global importance.

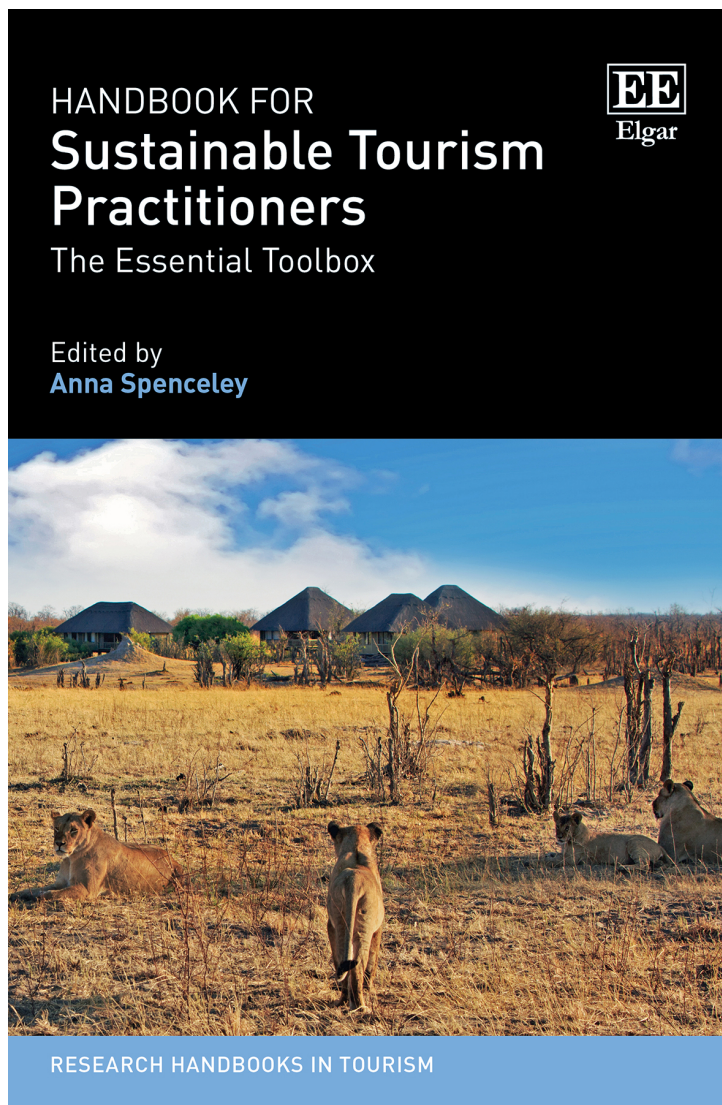
Analysis of survey results and policy recommendations to address key issues to be identified through this survey will inform United Nations Economic Commission for Europe (ECE) member states for their preparation of 'Environment for Europe' Ministerial Conference to be held in Cyprus in October 2022 (<https://unece.org/environment-policy/environment-europe>).

There are 5 sections of the survey:

- A: About the study and you
- B: Impacts and implications of COVID-19
- C: Required resources
- D: Policy recommendations for the next decade
- E: Examples of good practices and final comments

The questions should take 25-30 minutes to answer. Thank you for sharing your insights.

[https://www.surveymonkey.com/r/UNEP\\_COVID19\\_Europe\\_tourism\\_recovery](https://www.surveymonkey.com/r/UNEP_COVID19_Europe_tourism_recovery)



## Who is the Handbook for?

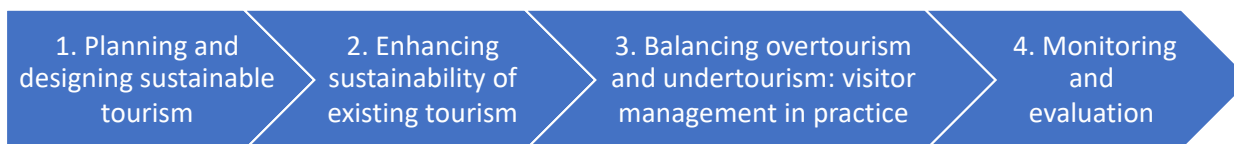
- **Practitioners** working professionally on sustainable tourism
- **Consultants & researchers** that want to supplement their knowledge
- **Governments, destinations and tourism companies** needing guidance on how to make tourism sustainable
- **Agencies** that commission an/or finance sustainable tourism assignments

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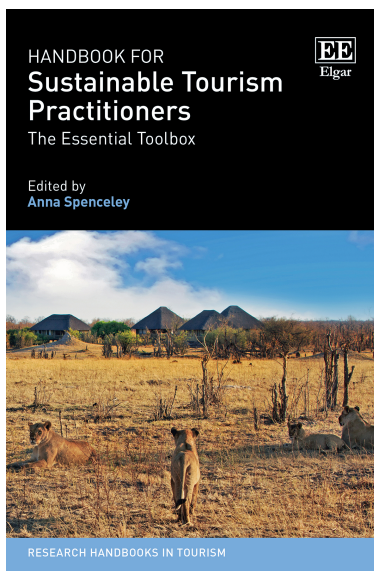


## What's in the Handbook?

- **Practical advice** from leading international practitioners
- **Step-by-step approaches** to researching real-life challenges
- **Fundamental approaches** including feasibility studies and business plans
- Research designs that can be applied with **modest timeframes and resources**

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# A global perspective on sustainable tourism and the need for skills and capacity building

## Thank you!



**Dr Anna Spenceley**

*CEO, STAND Ltd*

*Chair, IUCN WCPA Tourism and Protected Areas Specialist Group*

*Board member, Global Sustainable Tourism Council*

*Advisory Panel Member, Travalyst*

[www.anna.spenceley.co.uk](http://www.anna.spenceley.co.uk)

HANDBOOK FOR  
**Sustainable Tourism  
Practitioners**  
The Essential Toolbox

Edited by  
Anna Spenceley



RESEARCH HANDBOOKS IN TOURISM