

# Sustainable Tourism Training for Tomorrow

Thursday, 17th of June 2021

“How can we upskill to ensure sustainable tourism that is good for people, good for business and good for nature in the covid world?”



## What are Sustainable Tourism Training Needs?

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# Overview

- Approach
- Findings
  - What are the most important knowledge and skills areas according to PA practitioners?
  - On which topics do respondents lack knowledge the most?
  - What are the main training needs deserving attention?



# Approach

## 1. Systematic review of literature including

Over 40  
research papers

IUCN's Global  
Register of  
Competencies for  
Protected Area  
Practitioners

European  
Charter for  
Sustainable  
Tourism in  
Protected Areas

resulting in a map of relevant training themes



# Approach

## 2. Production of a European Training Needs Analysis survey

Shortlisting & pilot survey → 22 training themes, e.g.:

Tools for monitoring tourism impacts on the environment, economy and communities.✕

Methods to define and measure sustainable tourism indicators (including key tourism indicators systems, processes and techniques for collecting and analyzing information, etc).✕

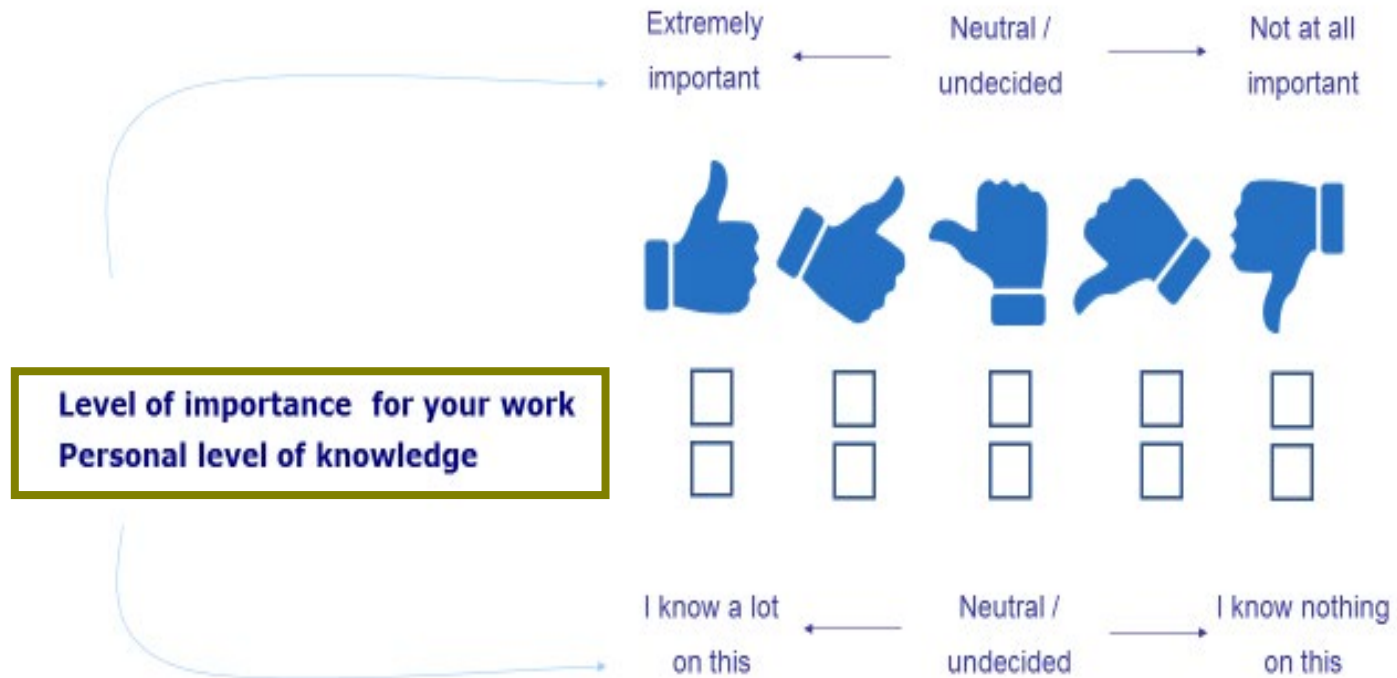
Knowledge of national and international initiatives, networks and specialist groups that support professionals developing sustainable tourism and recreation in and around Protected Areas.✕

How to actively engage with the wider network of the European Charter for Sustainable Tourism in Protected Areas (e.g. how to access best practice of other stakeholders, meet peers of other areas, share information on own work, etc).✕



# Approach

Repondents assessed each of the 22 statements



# Results

What are the most important knowledge and skills areas according to PA practitioners?

Ranking	Statement
1	<b>Statement 10:</b> Knowledge of how to develop a communication strategy.
2	<b>Statement 5:</b> Tools to reduce environmental impact from organizational activity.
3	<b>Statement 12:</b> Knowledge of how to develop, design and/or use attractive and engaging communication tools.
4	<b>Statement 19:</b> Tools for monitoring tourism impacts on the environment, economy and communities.
5	<b>Statement 6:</b> Best practice on creating sustainable transportation offers and alternatives.



# Results

On which topics do respondents lack knowledge the most?

Ranking	Statement
1	<b>Statement 4:</b> Methods to influence and encourage support for conservation funding by visitors and businesses.
2	<b>Statement 21:</b> Knowledge of national and international initiatives, networks and specialist groups that support professionals developing sustainable tourism and recreation in and around protected areas.
3	<b>Statement 17:</b> Best practice on partnerships/formal agreements that can support economically local tourism businesses, and related products and services.
4	<b>Statement 20:</b> Methods to define and measure sustainable tourism indicators.
5	<b>Statement 19:</b> Tools for monitoring tourism impacts on the environment, economy and communities.



# Results

What are the main training needs deserving attention?

Ranking	Statement
1	<b>Statement 19:</b> Tools for monitoring tourism impacts on the environment, economy and communities.
2	<b>Statement 20:</b> Methods to define and measure sustainable tourism indicators.
3	<b>Statement 21:</b> Knowledge of national and international initiatives, networks and specialist groups that support professionals developing sustainable tourism and recreation in and around protected areas.
4	<b>Statement 12:</b> Knowledge of how to develop, design and/or use attractive and engaging communication tools.
5	<b>Statement 4:</b> Methods to influence and encourage support for conservation funding by visitors and businesses.





# Results

More detailed results – per type of organisation and per country, e.g.:

Skills' areas considered most important (per type of organisation)	PA mgt orgs (n=27)	Businesses (n=69)	Public sector (n=44)
"tools for monitoring tourism impacts on the environment, economy and communities" (statement 19).	x		
"knowledge of how to develop a communication strategy" (statement 10).	x		
"tools for tourism monitoring (e.g. visitor volumes, demand, patterns, satisfaction, etc)" (statement 18).	x		
"tools to reduce environmental impact from organisational activity" (statement 5).		x	x
"safety standards, codes of conduct and risk management approaches for visitors and providers of tourism and recreation activities" (statement 8).		x	
"knowledge of how to develop, design and/or use attractive and engaging communication tools" (statement 12).		x	
"best practice on creating sustainable transportation offers and alternatives" (statement 6).			x
"main types of tourism and recreation offers adequate for Protected Areas, and tools for their planning and development" (statement 7).			x



# Conclusion

- The Training Needs Analysis was the 1st main task in the STTfT project
- This resulted in key training gaps in Sustainable Tourism for PA contexts and priority areas of intervention for capacity-building
- There is an important role for a free and easily accessible online training platform - like the one developed in this project - as it can help raise awareness and insights in a wide range of sustainable tourism-related topics for PA stakeholders



# Thank you

The complete Training Needs Analysis report can be found at:  
<https://sttft.eu/training-needs-analysis-report/>

