

BODI TRAJNOSTEN!

- KUPUJTE LOKALNO
- VKLUČITE SE MED LOKALNE PREBIVALCE IN DELUJTE LE Z NJIHOVIM SOGLASJEM
- SPOŠTUJTE LOKALNO KULTURO IN OKOLJE
- SPOŠTUJTE TRADICIONALEN NAČIN ŽIVLJENJA
- VARUJTE KULTURNO DEDIŠČINO
- VARČUJTE Z ENERGIJO
- BODITE INOVATIVNI

BODITE KONKURENČNI - RAZVIJAJTE INOVATIVNE IN TRAJNOSTNE TURISTIČNE PRODUKTE!

BE SUSTAINABLE!

- BUY LOCAL
- INVOLVE THE LOCAL POPULATION AND PROCEED
- ONLY WITH THEIR APPROVAL
- RESPECT THE LOCAL CULTURE AND ENVIRONMENT
- RESPECT THE TRADITIONAL WAY OF LIFE
- PROTECT HERITAGE
- SAVE ENERGY
- BE INNOVATIVE

BE COMPETITIVE - DEVELOP AN INNOVATIVE AND SUSTAINABLE TOURISM PRODUCT!



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Comune di Perugia



REGIONE MOLISE



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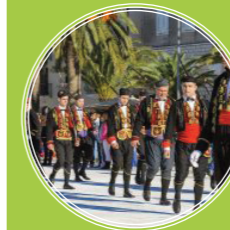
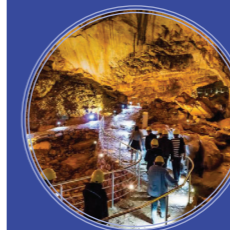
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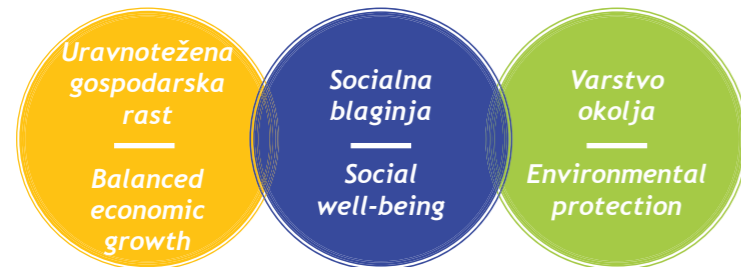


ZAKAJ TRAJNOSTNI TURIZEM?

Turizem kot orodje za doseganje trajnostnega razvoja preko zasledovanja ekonomskega in družbenega napredka ter omejevanja negativnih družbenih, kulturnih in okoljskih učinkov.

WHY SUSTAINABLE TOURISM?

Tourism - a tool for achieving sustainable development by fostering economic and social growth, while minimizing negative social, cultural and environmental impacts.



POZITIVNI EKONOMSKI UČINKI TRAJNOSTNEGA TURIZMA

- ustvarja dohodek za gospodarstvo države gostiteljice
- ustvarja zaslužek v tuji valuti
- ustvarja nova delovna mesta
- pospešuje poslovni razvoj
- spodbuja lokalni razvoj
- spodbuja naložbe
- pomaga pri razvoju oddaljenih območjih
- prispeva k izboljšavam infrastrukture

POSITIVE ECONOMIC IMPACTS OF SUSTAINABLE TOURISM

- generates income for the host economy
- generates foreign exchange earnings
- generates employment
- stimulates business development
- stimulates local production
- stimulates investment
- assists in the development of remote areas
- implicates infrastructure improvements

POZITIVNI UČINKI TRAJNOSTNEGA TURIZMA NA NARAVNO OKOLJE

- spodbuja varovanje okolja
- spodbuja ozaveščanje lokalnega prebivalstva o okoljskih problemih
- povečuje motivacijo za ohranjanje dediščine

POSITIVE IMPACTS OF SUSTAINABLE TOURISM ON THE NATURAL ENVIRONMENT

- fosters environmental protection
- raises the awareness of the local population concerning environmental problems
- enhances the motivation for conservation activities

POZITIVNI DRUŽBENO-KULTURNI UČINKI TRAJNOSTNEGA TURIZMA

- krepi kulturno izmenjavo
- izboljša razumevanje med ljudmi in kulturami
- vodi k medsebojnemu razumevanju in zmanjšanju predsodkov
- ohranja kulturno identiteto
- ohranja materialno in nematerialno kulturo
- krepi ponos lokalnega prebivalstva
- spodbuja participativni pristop in sodelovanje zainteresiranih strani
- povečuje kakovost življenja

POSITIVE SOCIO-CULTURAL IMPACTS OF SUSTAINABLE TOURISM

- enhances cultural exchange
- enhances understanding between people and cultures
- leads to mutual understanding and the reduction of prejudices
- preserves cultural identity
- preserves tangible and intangible culture
- increases the pride of the local population
- encourages the participative approach and involvement of stakeholders
- increases the quality of life

Z namenom ustvarjanja pozitivnih učinkov trajnostni turizem:

- mora zagotavljati optimalno porabo okoljskih virov, ohraniti bistvene ekološke procese in pomagati ohranjati naravne vire ter biotsko raznolikost
- mora spoštovati družbeno-kulturno avtentičnost gostiteljske skupnosti, ohraniti njihovo grajeno, živo kulturno dediščino in tradicionalno vrednoto ter prispevati k medkulturnemu razumevanju in strpnosti
- mora zagotavljati uspešno, dolgoročno gospodarsko delovanje, ki omogoča pravično delitev socialno-ekonomske koristi med vse zainteresirane strani, vključno z varno stalno zaposlitvijo, priložnostjo ustvarjanja stalnih prihodkov, in zagotavlja socialne storitve za državo gostiteljico in prispevati k zmanjšanju revščine
- zahteva ozaveščeno udeležbo vseh zainteresiranih strani kot tudi močno politično vodstvo
- mora biti obravnavan kot stalen proces, ki zahteva stalno spremljanje učinkov, uvajanje preventivnih in/ali korektivnih ukrepov, kadar je to potrebno
- mora ohranjati visoko stopnjo zadovoljstva s turizmom in zagotavljati smiselne izkušnje za turiste ter skrbeti za njihovo ozaveščanje o vprašanih trajnostnega razvoja in spodbujati prakse trajnostnega turizma med njimi.

UNWTO in UNEP, 2005

In order to generate positive impacts, sustainable tourism

- should make optimal use of environmental resources, maintain essential ecological processes and help to conserve natural resources and biodiversity
- should respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance
- should ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation
- requires the informed participation of all relevant stakeholders, as well as strong political leadership
- should be seen as a continuous process that requires constant monitoring of impacts, introducing preventive and/or corrective measures whenever necessary
- should maintain a high level of tourist satisfaction and ensure a meaningful experience to tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

UNWTO and UNEP, 2005