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Second International TouMaLi Conference

Effective Waste Management for Sustainable Tourism and Marine Ecosystem Protection

Marrakesh, 8th & 9th of November 2023

Taufik GAIED - Regional Tourism Manager Sousse - Ministry of Tourism Tunisia

Sustainable Tourism For Better Resilience

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1- What is Sustainable Tourism ?

The concept of "sustainable tourism" dates back to 1987. The Brundtland Report is the name commonly given to a publication, officially titled "Our Common Future", which was prepared in 1987 by the United Nations World Commission on Environment and Development, chaired by the Norwegian Mrs Gro Harlem Brundtland. Used as a basis for the 1992 Earth Summit, this report introduced for the first time the term "sustainable development," and gave it the definition: "current and future needs“.

Why do we need a Strategy ?

A national tourism strategy allows to :

- Establish priorities.
- Mobilise energy and resources.
- Optimise visitor experience.
- Ensure that tourism professionals and other stakeholders work together to achieve the common objectives set.
- Reach an agreement on results & achievements.
- Assess and adjust the destination's priorities in view of the volatility of the environment.



TUNISIAN TOURISM VISION 2035

Develop and diversify product offerings in a sustainable manner and improve visitor experience to attract more tourists, while maximizing the economic benefits of local communities and protecting the country's natural and cultural resources for present and future generations.



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Many objectives to achieve for the Tunisian tourism sector



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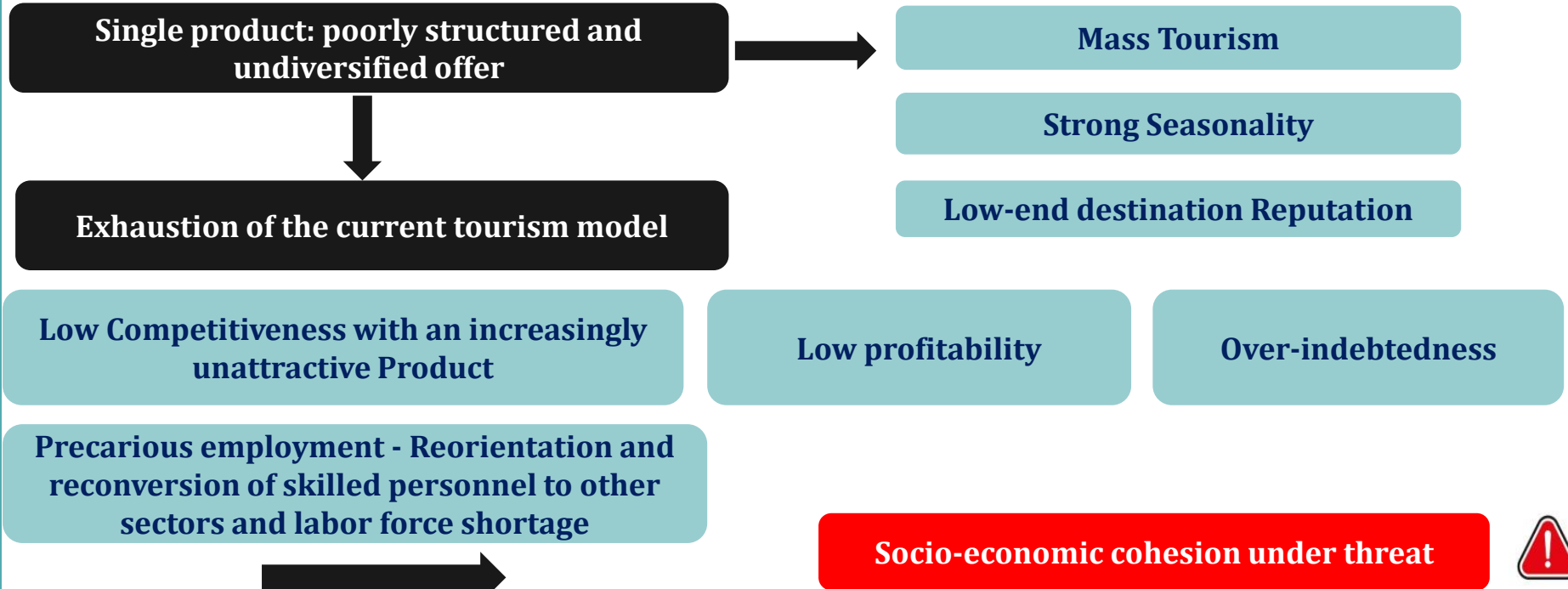
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2- Sustainable Tourism and Tunisian Context

The Tunisian Tourism Diagnosis has been carried out for more than a decade

Structural Factors



3- National Strategy for the Promotion Sustainable Tourism

In this context, the Ministry of Tourism and HandiCrafts in close collaboration with Tunisian tourism operators have embarked on a project to redesign and diversify the product and the tourism offer to overcome the seasonal problems of the sector and to reduce the impact of mass tourism on the ecosystem through the exploitation of renewable energy in new investments and the overall digitalization of tourism to minimize pollution.

- 1- The Tunisian Tourism Development Strategy for 2016 in partnership with the JAPAN INTERNATIONAL COOPERATION AGENCY (JAICA)
- 2- The Study of Roland Berger Strategy Consultants “The Tourism Strategy 2016”
- 3- The Vision 3+1 strategy
- 4- Tourism Development Strategy 2035

4- The UN guidelines for the 2030 Sustainable Development Strategy

The Sustainable Development Goals (SDGs) were adopted by the United Nations.

They make up the Agenda 2030, which insists on the eradication of poverty, protection of the planet and guarantees prosperity for all.

SUSTAINABLE DEVELOPMENT GOALS



5- Legal framework for the development of sustainable Tourism

The Ministry of Tourism and Handicrafts has embarked on a strategy to promote investment in alternative tourism by putting in place regulations to optimize investment and encourage the population to integrate sustainable tourism.

The objective is to:

- Reduce the effects of seasonality, preserve the environment, reduce unemployment and the deterioration of the living standards by creating a sustainable and solidarity-based local economy around new projects in favor of local populations (craftsmen, valorization of the culinary heritage, local products, olives and derivatives, artisanal woodwork ...).
- Attract new customers who care about the environment and have a strong ability to spend money to increase incomes for local populations.

The Countryside Lodges

- **Order of the Minister of Tourism of 1st October 2013, setting the basic standards for the classification of tourist establishments providing accommodation services within the group ‘countryside lodges.’**
- **Government decree of 21st February 2018, setting the conditions and procedures for granting planning authorization for existing buildings or the creation of temporary buildings or structures on agricultural areas and lands subject to the forestry regime in order to create projects for rural accommodations or tourist areas linked to and annexed as agricultural activities and the technical standards for such buildings.**

The Countryside Lodges



The Guest Houses

- **Order of the Minister of Tourism of 29th July 2013, setting the basic standards for the classification of tourist establishments providing accommodation services within the group ‘guest houses.’**



Hotels de Charme

- Order of the Minister of Tourism of 29th July 2013, setting the basic standards for the classification of tourist establishments providing accommodation services within the group 'Hotels de Charme.'



Tourist Camps

- Order of the Minister for Trade of 25th September 1978, regulating tourist camps.



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6- Encouraging the reconversion to Sustainable Tourism

- Apart from the new sustainable tourism projects, the State encourages all traditional operators in the Saharan seaside hotels and city hotels to opt for a resource-saving strategy and the exploitation of renewable energies:
- Solar Energy (Photovoltaic panels).
- Waste management (sorting, composting, ...).
- Minimize the use of plastic and opt for biodegradable packaging.
- Water saving (collection of rainwater, use of recycled water for gardens, ...).
- Control the discharge of pollutants into the sea.
- Use of sustainable building materials and local products.
- Encourage hotel operators to engage in environmental quality certifications and labels like the ISO 14001 for environmental management and waste management, the Travelife, the Green Key, the Blue Flag, ...

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Conclusion

Diversity, valorisation of intangible cultural heritage, energy and water saving are some of the aspects that account for sustainability in tourism and are the guarantee for its resilience.

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Thank You for your Attention!