

Using the UN SDGs to guide sustainable tourism development

Principles and application to the Richmond Vale Rail Trail

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Overview



- Tourism: competing demands
- Sustainable tourism development
- Making the case
 - Social
 - Environmental
 - Economic
- Cultural tourism development
- Making the case
 - Social
 - Culture/heritage
 - Economic
- Case study: Richmond Vale Rail Trail
- Mapping to the UN SDGs

Tourism: competing demands



- Economically significant
 - Carbon intensive
 - Meaningful employment
 - Capacity to damage
 - Confined to the richer
 - Potential to empower
- United Nations World Tourism Organisation



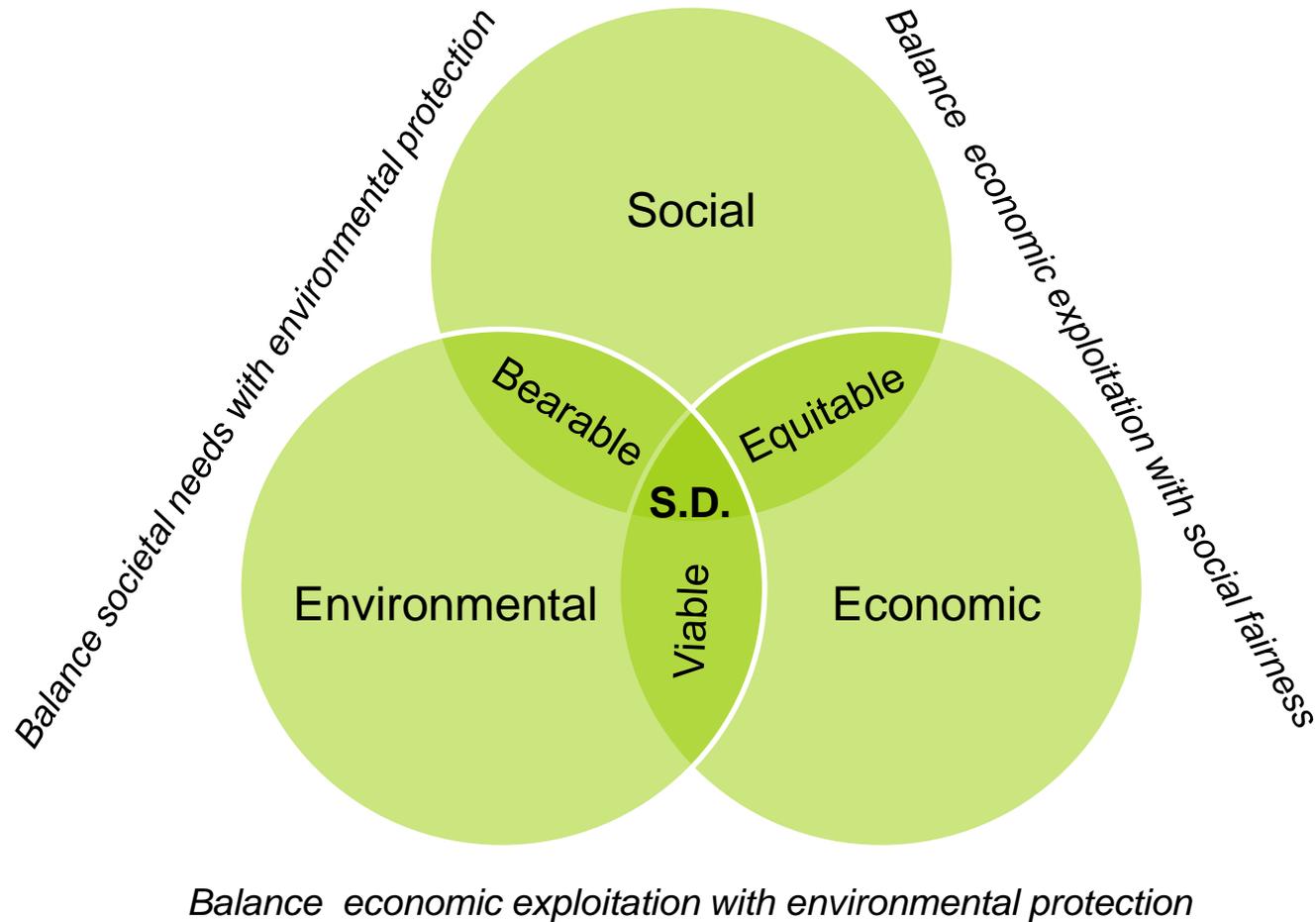
Sustainable tourism development



- Meets needs
 - Tourists
 - Host regions
- Protects/enhances future opportunities
 - Natural
 - Historic
 - Social
 - Cultural
- Way of thinking, NOT bolt-on
- Triple bottom line

United Nations World Tourism Organisation

Making the case: sustainability



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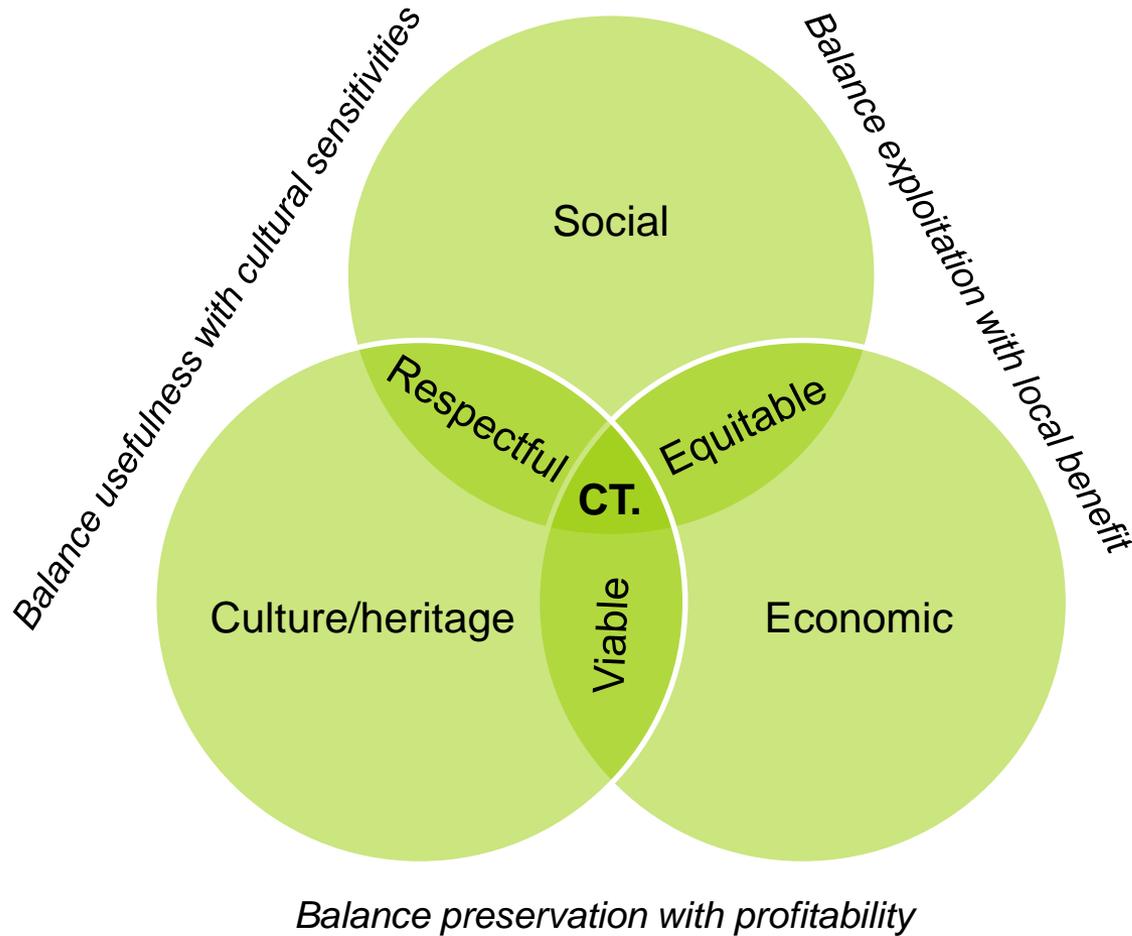
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Cultural tourism development

- *Attracts cultural and heritage visitor.*
 - Attend theatre, concerts or other performing arts; attend festivals, fairs, or cultural events;
 - Visit museum or art galleries;
 - Visit art, craft workshops or studios;
 - Visit historical heritage buildings, sites or monuments;
 - Aboriginal
 - Art, craft and cultural display;
 - Visit site or community;
 - Attend performance
 - Also includes street art experiences and the business of providing cultural tourism experiences.

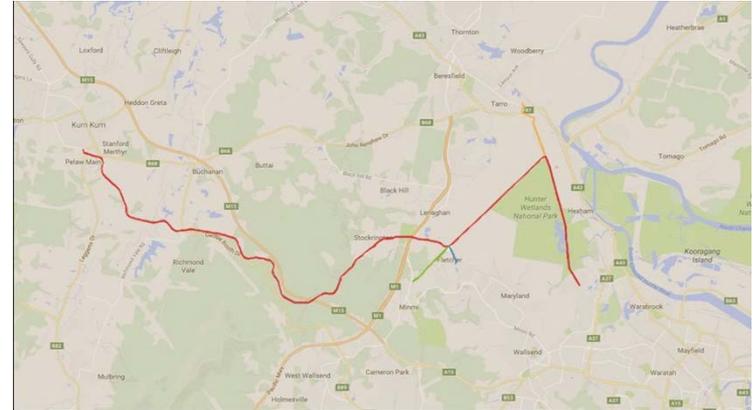
Destination NSW

Making the case: culture/heritage



Richmond Vale Rail Trail

- Possible 28km cycle path
- Follows historical railway
- Rich industrial heritage and infrastructure
- To link Newcastle with Kurri Kurri and Cessnock
- Could link with other cycle paths in Newcastle and the Hunter wineries



Sustainable preservation of industrial heritage



- From economic infrastructure to tourist attraction
 - Preservation that pays for itself
 - Creates employment
 - Construction
 - maintenance



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Trigger to new businesses

- Trigger to service businesses along route
 - Hospitality
 - Guided tours
 - Personal trainers
 - Cycle repair shops



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Healthy transport options



- Faster commuting
 - Walking
 - Running
 - Cycling
- Less
 - Traffic congestion
 - Accidents
 - Pollution
 - Stress
- Better health outcomes



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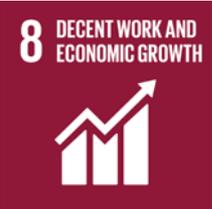
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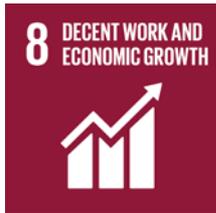
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Mapping to the UN SDGs

<p>8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products</p>	<p>8.9.1 Tourism direct GDP as a proportion of total GDP and in growth rate</p>
<p>11.4 Strengthen efforts to protect and safeguard the world’s cultural and natural heritage</p>	<p>8.9.2 Proportion of jobs in sustainable tourism industries out of total tourism jobs</p>
<p>12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products</p>	<p>11.4.1 Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage (cultural, natural, mixed and World Heritage Centre designation), level of government (national, regional and local/municipal), type of expenditure (operating expenditure/investment) and type of private funding (donations in kind, private non-profit sector and sponsorship)</p>
<p>17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships</p>	<p>12.b.1 Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools</p>
	<p>17.17.1 Amount of United States dollars committed to public-private and civil society partnerships</p>



Mapping to the UN SDGs



8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

8.9.1 Tourism direct GDP as a proportion of total GDP and in growth rate

8.9.2 Proportion of jobs in sustainable tourism industries out of total tourism jobs

- Collect data relating to tourism-related income, reporting increases in Rail Trail-related income
- Monitor and report Rail Trail-related employment

Mapping to the UN SDGs



11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage

11.4.1 Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage (cultural, natural, mixed and World Heritage Centre designation), level of government (national, regional and local/municipal), type of expenditure (operating expenditure/investment) and type of private funding (donations in kind, private non-profit sector and sponsorship)

- State and LGA contribution in dollars to national expenditure on cultural heritage preservation, by:
 - Funding objective (capital/operating costs)
 - Funding source (Public/Private/Civil Society)

Mapping to the UN SDGs



12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

12.b.1 Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools

- Richmond Vale Rail Trail as a component in a coherent Hunter sustainable tourism strategy (that integrates other rail trails and cycleways in the region)

Mapping to the UN SDGs



17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

17.17.1 Amount of United States dollars committed to public-private and civil society partnerships

- Richmond Vale Rail Trail as an opportunity for partnership:
 - Public-Private Partnership
 - Corporate Social Responsibility
 - Direct commercial benefit e.g. connecting cyclists to (tourism-) related businesses

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