



**Asia-Pacific
Economic Cooperation**


2011/SOM3/TWG/025

Sustainable Development of Touristic Destinations

Purpose: Information
Submitted by: Chile




**39th Tourism Working Group Meeting
San Francisco, United States
20-21 September 2011**



Sustainable Development of Touristic Destinations

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Gobierno de Chile

Sustainable Development of Touristic Destinations A Future Vision



ART MOUND PUBLIC GARDENS SHELBY FARMS SCHOOL BISON RANGE PATRIOT LAKE (3x) PLOUGH PARK THE OUTBACK

HOW WILL YOU RECEIVE THE DESTINATION? ...

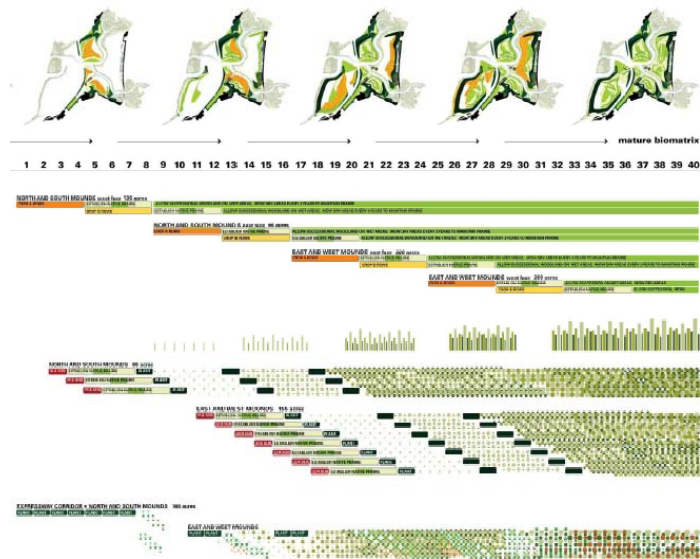
THE HATCHERY THE MUDLUG RECREATION FIELDS BURSERY ORCHARDS WETLANDS THE AGRICENTER

Ministerio de Turismo

Sustainable Development of Touristic Destinations



Sustainable Development of Touristic Destinations Requires a clear Process



Sustainable Development of Touristic Destinations We have advanced in many paths

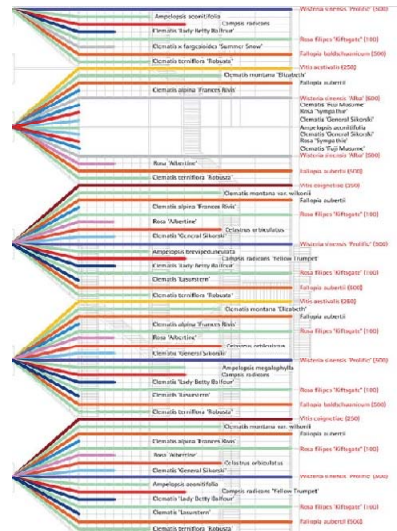


Sustainable Development of Touristic Destinations But there are still challenges to face

- How do we work to achieve sustainable destinations?
- Can we push forward the lessons from the Japan Workshop and San Francisco Workshop?
- Can we achieve a common understanding and a clear methodology to work on destinations?

Both economic growth and environmental sustainability should be advanced in a holistic manner

2010 APEC Leaders Declaration



Sustainable Development of Touristic Destinations Acknowledgment of efforts



**KAIKOURA DISTRICT
COUNCIL, NZ**



**BAHÍAS DE
HUATULCO, MEXICO**

Huatulco es la primera comunidad turística en las Américas y la tercera a Nivel Mundial en ser reconocida por EarthCheck.

La comunidad de Huatulco espera que la industria del turismo promueva liderazgo en resultados de Desarrollo Sostenible tanto ambientales como sociales para el beneficio de las generaciones futuras.

Este compromiso con el liderazgo se ha traducido en unido con la política de Sostenibilidad de la comunidad de Huatulco, siendo demostrado de manera práctica en el establecimiento de su Equipo Verde.

Algunos de los logros clave en el 2008 incluyen:



Sustainable Development of Touristic Destinations Our Proposal

SYMPOSIUM

- To achieve consensus between experts and key players
- To have a strong procedure and pacification that can convey forces
- To define a clear methodology that can be applied in all economies



Sustainable Development of Touristic Destinations Our Proposal

PUBLICATION

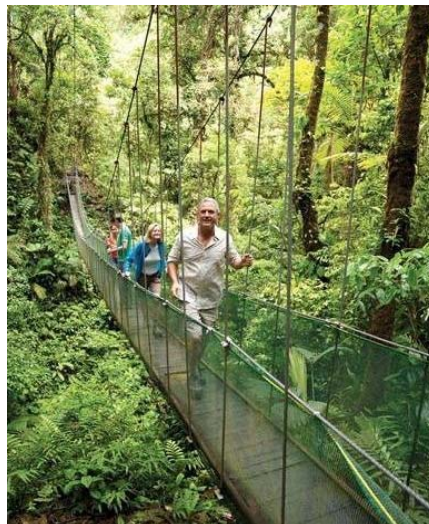
- Description of key subjects to approach in order to achieve a sustainable destination
- Definition of main participants and process to be targeted
- Guidelines to proceed on specific actions and outcomes
- Case study and good practices



Sustainable Development of Touristic Destinations Our Proposal

Pushing forward

- APEC proposal: **Sustainable Development of Touristic Destinations** _ \$100K
- SERNATUR (Chile): **Growth capacity of Sustainable Touristic Destinations** _ \$40K



Sustainable Development of Touristic Destinations
Together we can grow in a sustainable way



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