Sustainable Tourism in GIAHS Landscapes

CASE STUDIES FROM ASIA

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Agritourism / Agrotourism

- Human tourist activity whose aim is to familiarize oneself with farming activity and recreation in an agricultural environment.

- A form of vacation that is normally spent on farms.

- Agritourism describes the activity of holidaymaking in rural areas, specifically for those seeking a rural experience.

- Agritourist: familiarizing with agricultural products, recreation in the agricultural environment and/or opportunity to help with farming tasks during the visit.
Agritourism / Agrotourism

- For agritourist service providers:
  - Accommodation: agri-accommodation
  - The food industry: agri-food
  - Recreation: agri-recreation
  - Relaxation: agri-relaxation
  - Sports: agri-sport
  - Health and rehabilitation: agri-therapy
Economics of Agritourism

• Extension of accommodation facilities, maintenance of exiting products, local services

• Creation of new employment and utilization of human resource potential

• Obtaining additional sources of income and reduce dependence on farming

• Promoting socio-economic development with possibility of social and economic advancement
Agritourism and Environment

- Nature protection, more friendly environment for guests and visitors
- Development of local infrastructure (water, transportation…) improving living standards of rural population
- Improve aesthetic value of houses and area
- Utilization of old (rarely used) buildings
- Countering mass migration from rural areas
Tourism Literature and Agritourism

- Agritourism
  - Rural tourism
    - Alternative tourism
    - Mass tourism

Tourism
Satoyama and GIAHS

- According to Japan SATOYAMA SATOUMI Assessment:

- Satoyama is a Japanese term for a mosaic of different ecosystem type secondary forests, farmlands, irrigation ponds, and grasslands along with human settlements which has been managed to produce bundles of ecosystem services for human well-being. (JSSA 2010)
Satoyama Initiative: Perspectives

- **Perspective 1:** Resource use within the carrying capacity and resilience of the environment
- **Perspective 2:** Cycle use of natural resources
- **Perspective 3:** Recognition of the value and importance of local traditions and cultures
- **Perspective 4:** Multi-stakeholder participation and collaboration
- **Perspective 5:** Contributions to local socio-economies
Sustainable (Rural) Tourism

World Tourism Organization

—Retain the economic and social advantages of tourism development

—Reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment

—Balancing the needs of tourists with those of the destination
Sustainable (Rural) Tourism

United Nations Environment Program

Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development

- Make optimal use of environmental resources.
- Respect the socio-cultural authenticity of host communities
- Ensure viable, long-term economic operations,
Ecotourism (Definitions)

“Responsible travel to natural areas that conserves the environment and improve welfare of local people”

- environmental and cultural awareness
- positive experiences for both visitors and hosts
- direct financial benefits for conservation
- financial benefits and empowerment for local people
- Raise sensitivity to political, environmental, and social climate
Methodology

Rural / GIAHS Revitalization through Tourism

Development

Sustainable development

Sustainable Rural Livelihood

Rural Development

Sustainable Rural Livelihood for Tourism

Tourism Development

Sustainable Tourism

Rural Tourism
Research Methodology

Sustainable Livelihood Approach

Key:
- H = Human Capital
- S = Social Capital
- N = Natural Capital
- F = Financial Capital
- P = Physical Capital

- Vulnerability Context
- Livelihood Assets
- Transforming Strategies & Processes
- Livelihood Outcomes

- SHOKS
- Trends
- Seasonality

- Influence & access

- Levels of government
- Privet sector
- Laws
- Policies
- Culture
- Institutions
- Processes

- More Income
- Increased well-being
- Reduced vulnerability
- Improved food security
- More sustainable use of NR base
Tourism Livelihood Assets

(Social Capital) S

(Natural Capital) N

(Economic Capital) E

(Human Capital) H

(Institutional Capital) I

(Attraction Capital) A
Sustainable Livelihood For Tourism

Institutional arrangements

- **Vertical**
  - National governments
  - Regional governments
  - Local governments
  - Policies

- **Horizontal**
  - Governments
  - Tourism companies
  - Local community
  - (I)NGOs
  - Tourism agencies
  - Tourists
  - Informal and formal rules

Livelihood outcomes

- Sustainable economic development
- Sustainable social development
- Sustainable environmental development
- Sustainable institutional development

Vulnerability context

- Trends
- Shocks
- Seasonality
- Institutions
- Hyper-dependence on tourism
- Destination tourism management
- Individual capability

Tourism context

- Macro: tourism policies, possibility of developing tourism
- Micro: tourism market, development process, TALC stage

Hexagon key:
- H = Human Capital
- S = Social Capital
- N = Natural Capital
- E = Economic Capital
- I = Institutional Capital
- A = Attraction Capital

To influence

To mediate via planning portfolio:
- Planning
- Policy-making
- Legislation
- Financial support
Data Collection: Interview and Questionnaires

**Questionnaire**

**Namae**

Minshuku Owner's Interview questionnaire for SDG1516 Tourism research

民宿経営者アンケート

**Date and Time**

日時：年月日時分～時分

**Interviewer**

聞き手

**Name of Respondent**

回答者のお名前（単位）

**Age and Occupation**

ご名前（会社名など）

**Education Level**

最終学歴

**Number of People in Your Household**

同居している家族人数

**Location of Your Household**

現在住んでいる地域

**Access and Transportation**

あなたの民宿へのアクセス

<table>
<thead>
<tr>
<th>Access</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport</td>
<td></td>
</tr>
<tr>
<td>Bus Stop</td>
<td></td>
</tr>
<tr>
<td>Railroad Station</td>
<td></td>
</tr>
</tbody>
</table>

**Transportation Service**

出迎えサービス

**Other**

その他
Tourists Attractions: Natural Resources

the extent to which Satoyama-Satoumi are used as the basis of local, national or international tourism
Vernacular Architecture

Architecture and building techniques of the past and:

The contribution which can make to sustainability strategies both now and in the future.
Rural Lifestyle

- Systems for conservation of ecosystem services from the surrounding hinterland
- How these have been modified over time
Present State of Satoyama & Satoumi

- the state of preservation

- the requirements for their continued sustainability
Local Innovations

- Documentation of local-level innovations in tourism development which could be shared within Satoyama and Satoumi areas with similar characteristics.

Example: reforming educational facilities to be used as tourist accommodation. This is quite often in rural Japan that schools are closed due to the lack of students.
GIAHS and Ecotourism Activities
Building Partnership
Endemic species
Shichi-To-ii
Organic Products
Walk in GIAHS Initiative in Kunisaki
Agriculture as Tourist Attraction

Tourist activity that aim to familiarize visitors with farming activity in agricultural landscapes and recreation in agricultural environment are known as agritourism in tourism literature.

GIAHS sites are potentially even more attractive than under agriculture as agricultural landscapes for tourism activities not only for their agritourism application but also as world heritage sites with unique agricultural systems.
GIAHS Tourism in IRT

There are several reasons that IRT is important in domestic and international travel market including the following facts that:

The ancient Ifugao Rice Terraces (IRT) is the country's only remaining highland mountain ecosystem featuring ingenuity of the Ifugaos and a remarkable agricultural with 2000 year-old organic paddy farming. (FAO, GIAHS)

Presidential decree in 1973: (Decree No:260) it declared IRT as National cultural treasure

In 1995, five terrace clusters in the Ifugao province were declared UNESCO World Heritage Sites

The Ifugao Rice Terraces have also dubbed as a "Living Cultural Heritage Site".
Tourism Products and Sustainability

IFUGAO Symbolic Crafts and Natural Resource Management issues:

Large statues and overusing natural resources

Deforestation in the areas that contains suitable wood for carving. Some tree species are not available due to overusing and lack of resource use management

The result is loosing job for local craft makers and our migration
Tourism Products and Sustainability

From Timber to Tourism Crafting

It is essential to promote wood carving with smaller size and more concentrated work in order to reduce the impacts of craft industry on environment specially utilizing one special type of trees with soft wood.
Tourism Capitals: Attractions, Facilities and Activities

• Facilities and service activities associated with them, make attractions function better and increase their productivity.

• Excursionists do not stay overnight as they cannot find the desired tourism products to meet their recreational needs.

• Environmental assets, such as mountain, lakes and forests and cultural assets such as social values and customs are relevant to tourism planning only to extend to which they contribute to tourism experience.

• Human made attractions of rice terraces are not originally built for tourism however their significance and uniqueness has made them multifunctional that attract travelers.
**Tourism Capitals: Attractions, Facilities and Activities**

Natural capital  
Social capital  
Economic Capital  
Human Capital  
Institutional Capital  
Attraction Capital

<table>
<thead>
<tr>
<th>Type of Attractions</th>
<th>No of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amusement/theme parks/entertainment complex</td>
<td></td>
</tr>
<tr>
<td>Art galleries</td>
<td></td>
</tr>
<tr>
<td>Historic buildings/sites</td>
<td>2</td>
</tr>
<tr>
<td>Industry (brewery, winery)</td>
<td>1</td>
</tr>
<tr>
<td>Maori cultural experience</td>
<td></td>
</tr>
<tr>
<td>Museums</td>
<td>2</td>
</tr>
<tr>
<td>Natural (glacier, caves, rivers, lakes, mountains)</td>
<td>14</td>
</tr>
<tr>
<td>Nature (zoos/wildlife/aquaria)</td>
<td></td>
</tr>
<tr>
<td>Transport (train, boat trips, plane trips)</td>
<td></td>
</tr>
<tr>
<td>Other: Waterfalls</td>
<td>11</td>
</tr>
<tr>
<td>Rice Terraces Cluster</td>
<td>10</td>
</tr>
<tr>
<td>Dams</td>
<td>1</td>
</tr>
<tr>
<td>Cultural Festivals</td>
<td>14</td>
</tr>
<tr>
<td>Historical Events</td>
<td>1</td>
</tr>
<tr>
<td>Cultural Villages</td>
<td>7</td>
</tr>
<tr>
<td>Burial Tombs &amp; Caves</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>67</strong></td>
</tr>
</tbody>
</table>
Sustainable Tourism Development

• Sustainability is about to ensure continuity of environmental and cultural capitals from the present status to the future

• Sustainability is not given the priority due to economic and livelihood problems

• Tourism should be considered as part of an integrated regional development policy and poverty alleviation
### Sustainability Indicators

<table>
<thead>
<tr>
<th>Baseline issue</th>
<th>Suggested Baseline Indicator(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local satisfaction with tourism</td>
<td>▶ Local satisfaction level with tourism (Questionnaire)</td>
</tr>
<tr>
<td>Effects of tourism on communities</td>
<td>▶ Ratio of tourists to locals (average and peak period/days)</td>
</tr>
<tr>
<td></td>
<td>▶ % who believes that tourism has helped bring new services or infrastructure (Questionnaire-based)</td>
</tr>
<tr>
<td></td>
<td>▶ Number and capacity of social services available to the community (% which are attributable to tourism)</td>
</tr>
<tr>
<td>Sustaining tourist satisfaction</td>
<td>▶ Level of satisfaction by visitors (questionnaire-based)</td>
</tr>
<tr>
<td></td>
<td>▶ Perception of value for money (questionnaire-based)</td>
</tr>
<tr>
<td></td>
<td>▶ Percentage of return visitors</td>
</tr>
<tr>
<td>Tourism seasonality</td>
<td>▶ Tourist arrivals by month or quarter (distribution throughout the year)</td>
</tr>
<tr>
<td></td>
<td>▶ Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season) and % of all occupancy in peak quarter or month</td>
</tr>
<tr>
<td></td>
<td>▶ % of business establishments open all year</td>
</tr>
<tr>
<td></td>
<td>▶ Number and % of tourist industry jobs which are permanent or full-year (compared to temporary jobs)</td>
</tr>
<tr>
<td>Economic benefits of tourism</td>
<td>▶ Number of local people (and ratio of men to women) employed in tourism (also ratio of tourism employment to total employment)</td>
</tr>
<tr>
<td></td>
<td>▶ Revenues generated by tourism as % of total revenues generated in the community</td>
</tr>
<tr>
<td>Water availability and conservation</td>
<td>▶ Water use: (total volume consumed and litres per tourist per day)</td>
</tr>
<tr>
<td></td>
<td>▶ Water saving (% reduced, recaptured or recycled)</td>
</tr>
<tr>
<td>Sewage treatment (wastewater management)</td>
<td>▶ Percentage of sewage from site receiving treatment (to primary, secondary, tertiary levels)</td>
</tr>
<tr>
<td></td>
<td>▶ Percentage of tourism establishments (or accommodation) on treatment system(s)</td>
</tr>
<tr>
<td>Solid waste management (garbage)</td>
<td>▶ Waste volume produced by the destination (tonnes) (by month)</td>
</tr>
<tr>
<td></td>
<td>▶ Volume of waste recycled (m³) / Total volume of waste (m³) (specify by different types)</td>
</tr>
<tr>
<td></td>
<td>▶ Quantity of waste strewn in public areas (garbage counts)</td>
</tr>
<tr>
<td>Development control</td>
<td>▶ Existence of a land use or development planning process, including tourism</td>
</tr>
<tr>
<td></td>
<td>▶ % of area subject to control (density, design, etc.)</td>
</tr>
<tr>
<td>Controlling use intensity</td>
<td>▶ Total number of tourist arrivals (mean, monthly, peak periods)</td>
</tr>
<tr>
<td></td>
<td>▶ Number of tourists per square metre of the site (e.g., at beaches, attractions), per square kilometre of the destination, - mean number/peak period average</td>
</tr>
</tbody>
</table>
Guest and Host Relations in Kyangan

Utilizing Rural traditional house is a common policy in rural tourism development

Rural accommodation provides direct benefit for local community and improve the quality of life for local residents

Staying with local families will improve sense of place among the residents and if well managed can bring more cultural understanding and develop host-guest relationship

Rural accommodation development can stop economic leakage and provide jobs for rural household as well as promoting food culture
Tourist Infrastructure

Travel to and within Ifugao province is one of the main concerns of tourism development.

Access to Hugnduan where is home to great world heritage sites is not safe

<table>
<thead>
<tr>
<th>Type of Transport</th>
<th>No of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campervan and motor home rentals</td>
<td></td>
</tr>
<tr>
<td>Bus charter companies</td>
<td>4</td>
</tr>
<tr>
<td>Limousine and chauffeur services/tours</td>
<td></td>
</tr>
<tr>
<td>Rental cars and vans</td>
<td>9</td>
</tr>
<tr>
<td>Trains</td>
<td></td>
</tr>
<tr>
<td>Coach tour operators</td>
<td></td>
</tr>
<tr>
<td>Air transport</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>38</strong></td>
</tr>
</tbody>
</table>
Conservation and Sustainability Problems

Construction in agricultural land is ongoing due to lack of awareness and technical information about the benefits of conservation.

Potentials of heritage sites for local revitalization is not reached and current situation will lead to a significant damage of tourism applications of agricultural heritage sites of IFUGAO.
## Tourism applications of Ifugao GIAHS

<table>
<thead>
<tr>
<th>Type of Activity</th>
<th>No of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>4WD adventures</td>
<td></td>
</tr>
<tr>
<td>Abseiling and climbing</td>
<td>3</td>
</tr>
<tr>
<td>Adventures and outdoor pursuits</td>
<td></td>
</tr>
<tr>
<td>Jet boating</td>
<td></td>
</tr>
<tr>
<td>Boating – other</td>
<td></td>
</tr>
<tr>
<td>Bungy jumping</td>
<td></td>
</tr>
<tr>
<td>Canoeing, kayaking</td>
<td></td>
</tr>
<tr>
<td>Caving</td>
<td>2</td>
</tr>
<tr>
<td>Cycling/mountain biking</td>
<td></td>
</tr>
<tr>
<td>Diving</td>
<td></td>
</tr>
<tr>
<td>Eco tours</td>
<td>4</td>
</tr>
<tr>
<td>Fishing</td>
<td></td>
</tr>
<tr>
<td>Gliding</td>
<td></td>
</tr>
<tr>
<td>Golf courses</td>
<td></td>
</tr>
<tr>
<td>Horse trekking</td>
<td>1</td>
</tr>
<tr>
<td>Hot air ballooning</td>
<td></td>
</tr>
<tr>
<td>Hunting and shooting</td>
<td></td>
</tr>
<tr>
<td>Parachuting and skydiving</td>
<td></td>
</tr>
<tr>
<td>Paragliding, hang gliding, parasailing</td>
<td></td>
</tr>
<tr>
<td>Rafting and river surfing</td>
<td>1</td>
</tr>
<tr>
<td>Snow sports</td>
<td></td>
</tr>
<tr>
<td>Tramping, trekking, hiking, walking</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>
Tourism Branding Opportunities

A destination brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the destination and services of one destination or group of destinations and to differentiate them from those of competition within a country or similar destinations in a regional level.

In the case of IFUGAO both IFUGAI house and the famous IFUGAO rice terraces are highly representing the identity and sense of the place.
IFUGAO House as Tourist Accommodation

Architecture and building techniques of the past have been used as a strong authentic marketing tool for tourism promotion in rural areas.

The contribution which IFUGAO House can make to sustainability strategies both now and in the future need to be reconsidered by tourism officials and policy makers in order to develop community base tourism in an authentic approach.

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>List Existing Providers / Programmes / Assets</th>
<th>List Development / Improvement Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>DOT</td>
<td>Internet connections, TV/piped in Music</td>
</tr>
<tr>
<td>Hostel</td>
<td>DOT, Kiangan &amp; Mayoyao LGUs</td>
<td>Repairs for Kiangan Hostel, Improvement of access road to Mayoyao Hostel &amp; Diner, Hot Baths, improvement of common baths &amp; CRs</td>
</tr>
<tr>
<td>Home stays</td>
<td>PS in Kiangan, Hungduan, Banaue</td>
<td>Additional home stays, improvement of baths &amp; CRs in some home stays, home stay trainings</td>
</tr>
<tr>
<td>Inns/Lodges/Pensions</td>
<td>PS in Banaue, Lagawe, Kiangan, Tinoc, Lamut, Hungduan, A. Lista</td>
<td>Provision of hot baths &amp; restrooms, accreditation by DOT, front desk reception &amp; related trainings</td>
</tr>
<tr>
<td>Camping Sites</td>
<td>PVAO, Hungduan, Hingyon &amp; Mayoyao LGUs</td>
<td>Restrooms, Eco Lodges, improvement of trekking routes/trails, safety &amp; security provisions</td>
</tr>
</tbody>
</table>
International Example/Quality Rural Tourism in Europe

Community

Visitors

Tourism Enterprises

Destination

Intact or Improved environment

Community benefits without conflict

Satisfied Customers

Improve enterprise performance
Increased income / Employment

Source: European Commission 1999
Quality Management in GIAHS Tourist Destinations

- **Authenticity**: visitors are looking for genuine experiences
- **Distinctiveness**: visitors travel to experience something different
- **Partnership**: involving people / working together
- **Rationalization**: small numbered initiatives and products is better than many poor ones
Tourism Area Life Cycle (Bulter 1980) (TALC)
The Vulnerability Context

Shocks:
- Human health (disease epidemics)
- Economic (1997 Asian Financial Crisis)
- Natural (Earthquake)
- Conflicts (wars and terrorism)

Seasonality:
seasonal fluctuations in the tourist markets which directly affect tourism prices, products and employment opportunities.

- Trends: economic trends, resource trends, population trends, and tourist market trends
- Institutions: formal and informal rules
Conclusions

• The impacts of rural tourism may vary between GIAHS sites.
• Tourism options should be adopted based on Livelihood Priorities.
• No dominant role for tourism in SLA but livelihood diversification.
• Tourism is labor intensive and new tourism enterprises are expected to introduce new employment in GIAHS.