

PRINCIPLES OF SUSTAINABLE TOURISM

Through national and international research of best practices commissioned by Travel Oregon, Rural Development Initiatives has developed a set of principles of sustainable tourism to help shape regional tourism plans. These principles capture characteristics of tourism that can be used as a screen for prioritizing and refining potential strategies. The principles are as follows:

1. Serves a target market that is profitable, with promising long term viability;

Typically, this market is characterized by low volume, higher priced, high value added goods and services.

2. Is integrated with and respectful of the culture, homeland, heritage, and people of a place;

Sustainable tourism does not overrun the community or detract from its “soul”; it enhances it by increasing local awareness and pride in what makes each place and its people special.

3. Generates localized economic development benefits;

There are diverse opportunities for local jobs, local entrepreneurs, and many locally owned businesses that grow and reinvest in the community.

4. Generates development that has a balanced and beneficial impact on the environment and community;

In support of this principle, the community chooses techniques for constructing and operating buildings, service provision and infrastructure in a way that has a net-zero or positive impact on the environment.

5. Generates revenue that is re-invested in conserving and enhancing the unique features of the community; and

Sustainable tourism creatively generates revenue to support efforts such as open space preservation, conservation efforts, schools, and trails.

6. Encourages diverse parties to work together to create new opportunities and to address challenges that emerge.

Communities that are successful with sustainable tourism have created organized ways to leverage and coordinate the efforts of many diverse people and entities.