

BHUTAN LISTOUR

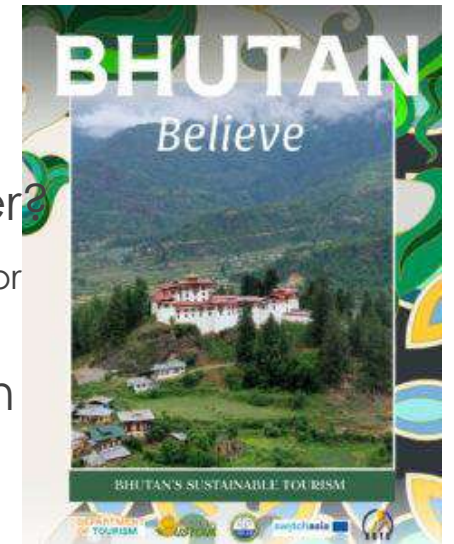
Bhutan - Becoming the Greenest
Country in the World?

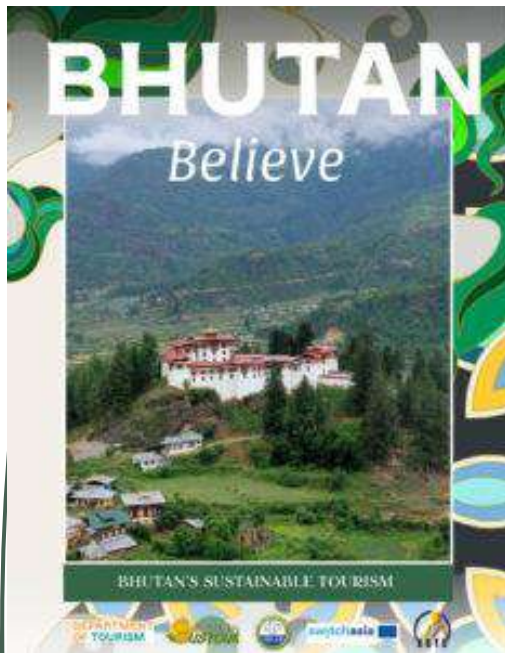


Programme

Becoming the Greenest Country in the world?

- Green, greener, greenest - how can we make Bhutan even greener?
 - Sonam Dorji, Executive Director Association of Bhutan Tour operators (ABTO); Project Director SUSTOUR Bhutan
- Sixteen products, four destinations, one green country - Low carbon products and packages
 - Robin Boustead, tourism sustainability expert, SUSTOUR Bhutan
 - Tour operators highlight innovative low carbon packages
- Sustainable Development Fee - where does the visa fee go?
 - Mr. Tashi Tenzin, Department of Tourism
- Pathways for a Green Bhutan - Interactive Panel Discussion





BHUTAN SUSTOUR



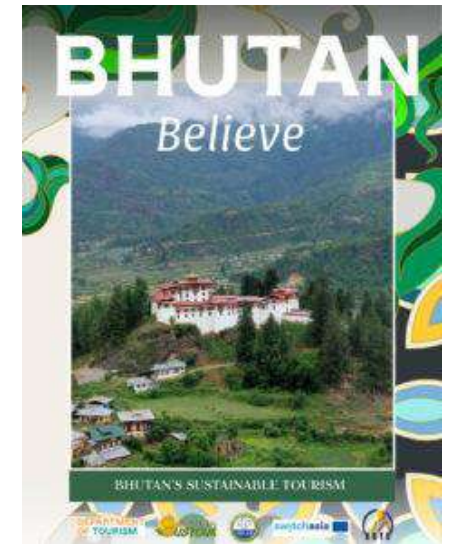
Green, Greener, Greenest - how can we make Bhutan even greener?

Sonam Dorji, Executive Director Association of Bhutan Tour operators (ABTO); Project Director SUSTOUR Bhutan (07.03.2024)



Green, Greener, Greenest - Introduction

- Bhutan, sustainability, tourism and Gross National Happiness
 - Constitutional Mandate; Gross National Happiness
- Background on SUSTOUR Bhutan
 - Challenges and opportunities; Aim and objectives
- SUSTOUR Bhutan results till date
 - Bhutan Green Hotel Standard
 - Bhutan Travelife for Tour Operators Standard
 - SUSTOUR Bhutan and Low-Carbon Tour Packages



Bhutan, sustainability, tourism and Gross National Happiness

□ Constitutional Mandate

Article 5 Environment

1. Every Bhutanese is a trustee of the Kingdom's natural resources and environment for the benefit of the present and future generations and it is the fundamental duty of every citizen to contribute to the protection of the natural environment, conservation of the rich biodiversity of Bhutan and prevention of all forms of ecological degradation including noise, visual and physical pollution through the adoption and support of environment friendly practices and policies.
3. The Government shall ensure that, in order to conserve the country's natural resources and to prevent degradation of the ecosystem, a minimum of sixty percent of Bhutan's total land shall be maintained under forest cover for all time.



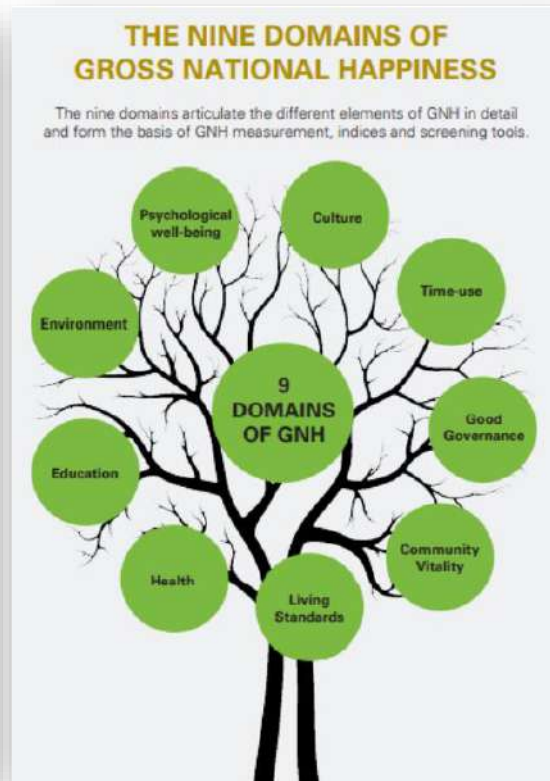
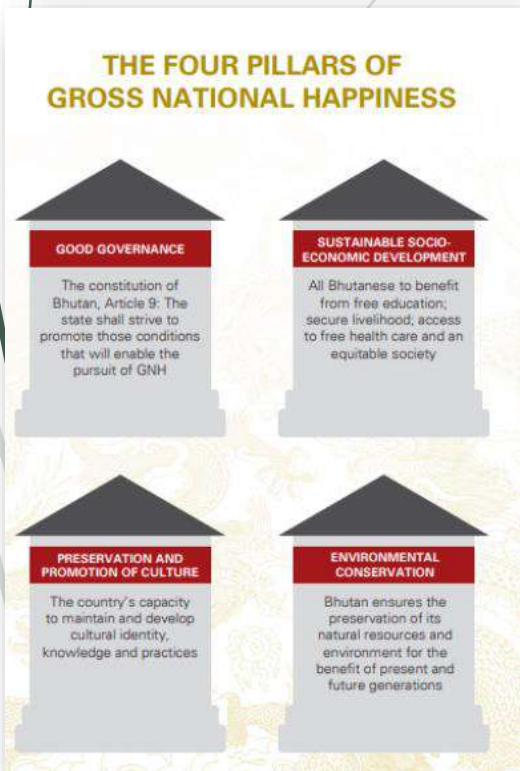
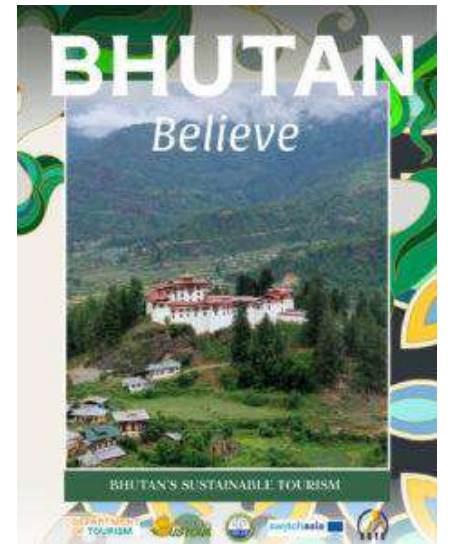
Article 8 Fundamental Duties

1. A Bhutanese citizen shall preserve, protect and defend the sovereignty, territorial integrity, security and unity of Bhutan and render national service when called upon to do so by Parliament.
2. A Bhutanese citizen shall have the duty to preserve, protect and respect the environment, culture and heritage of the nation.



Bhutan, sustainability, tourism and Gross National Happiness

- Gross National Happiness and a clear tourism vision



འབྲུག་བཟང་བཤལ་ཚོགས་མཉེན་དབལ་ལྷན་འབྲུག་གཞུང་།
TOURISM COUNCIL OF BHUTAN
 ROYAL GOVERNMENT OF BHUTAN

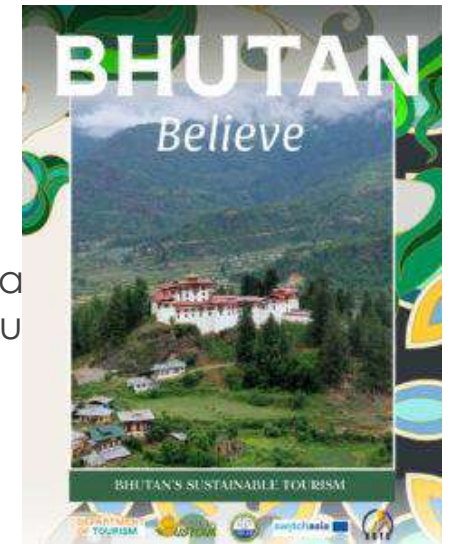
Vision: A green, sustainable, inclusive and a high value tourism destination

<https://www.pmo.gov.bt/wp-content/uploads/2019/09/tourism-2022.pdf>



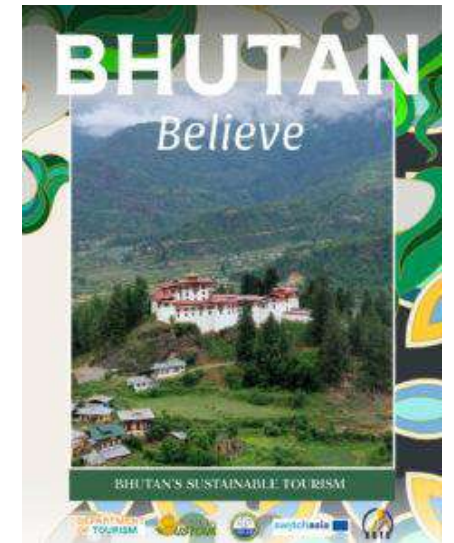
SUSTOUR Bhutan – Challenges, Opportunities, Aim and Objectives

- Challenges and Opportunities at the start of the project
 - Bhutan has a clear sustainability vision and policies in place, practical implementations were/are remaining in certain areas, like waste management and specific for tourism
 - lack of quality and sustainability standards,
 - poorly planned facilities,
 - inadequate skilled human resources to manage the sector, and
 - limited understanding of tourism sector by the financial institutions
 - Sustainability awareness among - very - small enterprises within the travel sector was still low
 - Sustainable Consumption and Production contributes to the mitigation of challenges of small enterprises who lack awareness, information, standards, implementation tools and market interest.



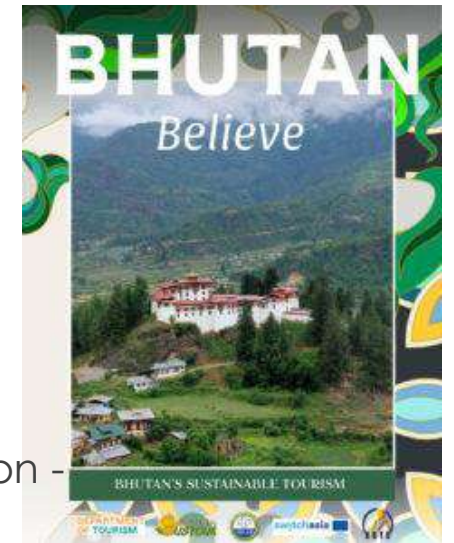
SUSTOUR Bhutan – Challenges, Opportunities, Aim and Objectives

- Aim and overall Objective
 - Boost the transformation of Bhutan towards a green economy by enhancing the sustainability and competitiveness of tourism as a key sector.
 - Bhutanese tourism is more sustainable having adopted and replicated proven sustainability practices, developed greener products, integrated –very – small enterprises, and has obtained competitive advantages within the global tourism market.



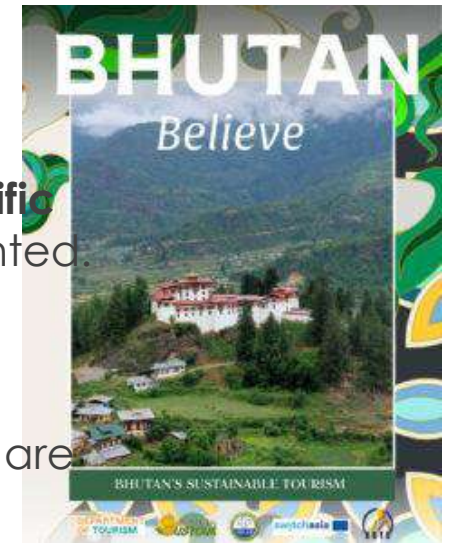
SUSTOUR Bhutan – Challenges, Opportunities, Aim and Objectives

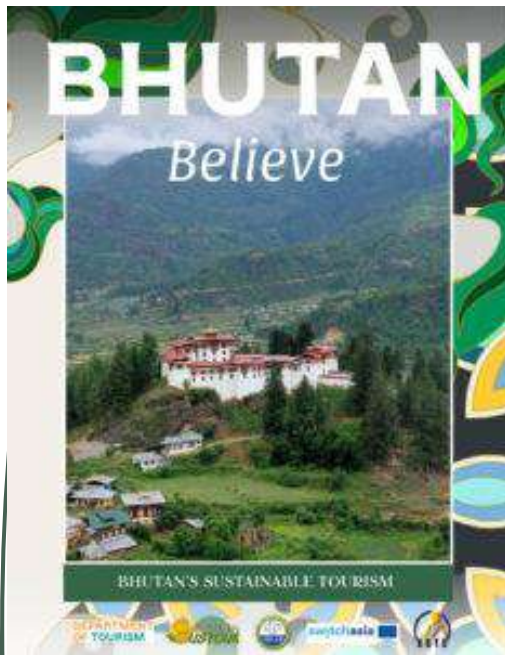
- Four specific objectives
 1. To **support an enabling Sustainable Consumption and Production (SCP) environment** through standards, training and tools; green financing; branding/marketing; and Integration of SCP principles in Bhutan
 2. To **support the development of SCP in destinations** through 16 green – low carbon – products in three destinations; training of 100 green hotels, 25 certified; and linkages between green tour operators, hotels and 200 local suppliers
 3. To **strengthen SCP practices in individual tour operators** - 70 Travelife partner and 30 Travelife certified
 4. To **disseminate knowledge and best practices in the South Asia region**, through dissemination of SCP best practices, and integration of SCP principles in South Asian Policy Guidelines



SUSTOUR Bhutan results till date

- The **Bhutan Green Hotel Standard** as a national standard and a **Bhutan specific Travelife for Tour Operators Standard** were developed trained and implemented.
- **92 Tour Operators** have been trained to integrate SCP and comply to best practices; **16 tour operators reached Travelife partner level.**
- **98 Hotels** received Going Green training, coaching and match-making and are greening their supply chains.
- In **three valleys – Thimphu, Paro and Punakha** - supply chain integration with tourism related sectors (agriculture, handicrafts, waste, energy) and communities is ongoing, resulting in more sustainable destinations.
- Ongoing demonstration of Bhutan as a green destination - **SUSTOUR Bhutan and Low-Carbon Tour Packages**





SUSTOUR Bhutan- how can we make Bhutan even greener? – more information:

Sonam Dorji, ed@abto.org.bt