

Tourism for Tomorrow Awards

Destination Stewardship Award

FINALIST: The Tourism Council of Bhutan



Bhutan began officially welcoming foreign visitors as tourists in 1974. Led by the Tourism Council of Bhutan, with the goals of a tourism industry that will act as a force for the conservation of environment and the promotion of cultural heritage, the country is carefully expanding its emerging tourism industry to promote sustainable tourism as part of Bhutan's overall development philosophy of Gross National Happiness (GNH).

With 50% of its land under protected status to conserve its unique biodiversity, Bhutan promotes tourism policies focusing on high-value, low-impact tourism, encouraging the development of community-based tourism enterprises to benefit local Bhutanese, and providing capacity building and educational support on sustainable tourism practices. The TCB is committed to promoting carefully controlled tourism development that enhances Bhutan's sense of place and cultural and natural heritage. To promote capacity building and education, the TCB has introduced certified courses for tourist guides and trekking guides and supported the establishment of key stakeholders associations, including the Association of Bhutanese Tour Operators (ABTO), the Guides Association of Bhutan (GAB) and the Hotel Association of Bhutan (HAB). These stakeholders are actively engaged in Bhutan's efforts to ensure a thriving tourism industry based on the principles of sustainability at the destination level.

