



# UNEP's Sustainable tourism agenda

Brussels, 28 September 2005

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## The two sides of tourism development

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- Financial and political support to conservation of nature
- Privileged instrument for environmental education
- A sustainable economic alternative and one of the few alternatives for LDCs and SIDS
- Jobs and business opportunities to steward populations
- Emissions of GHG and other pollutants
- Over consumption of natural resources (fresh water, energy)
- Physical degradation
- Loss of biodiversity



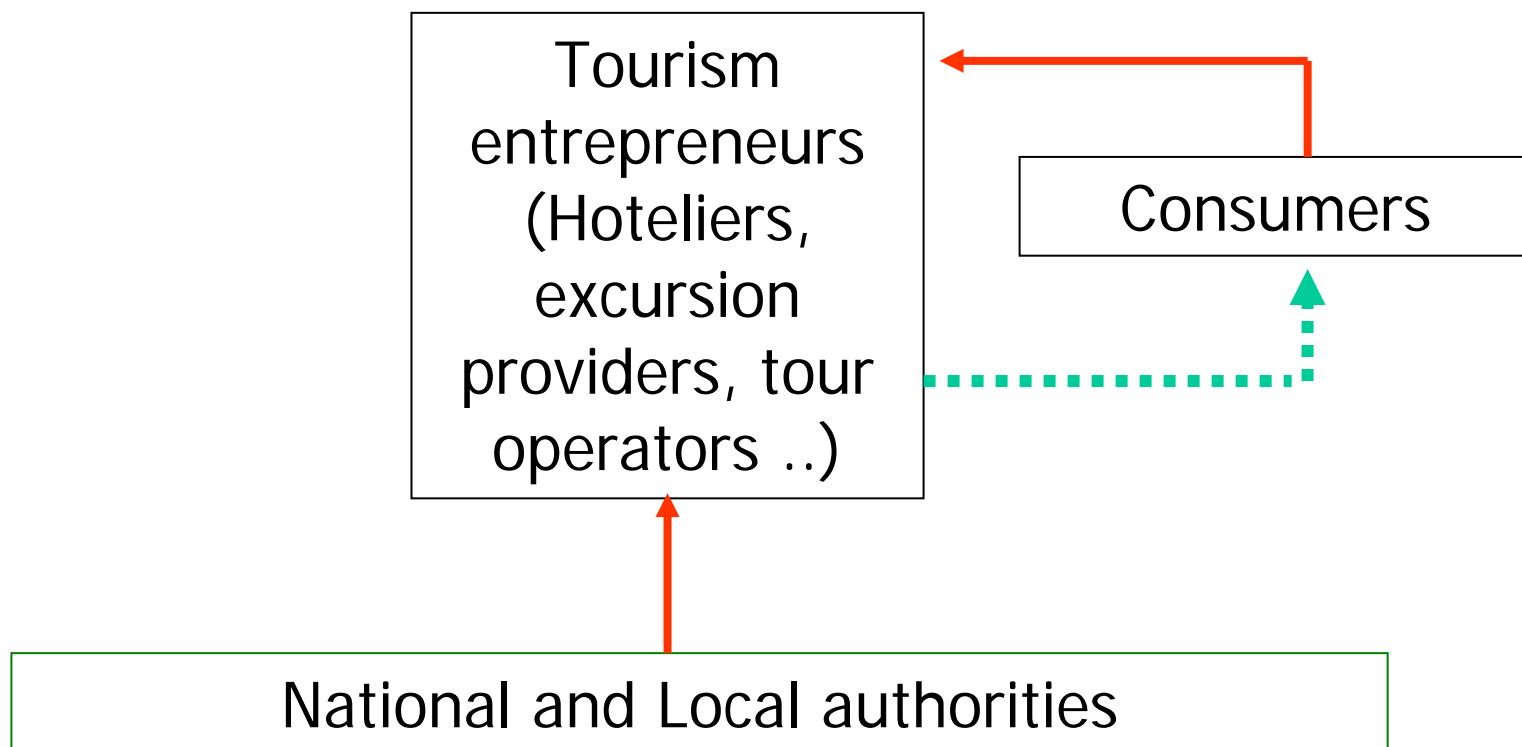
## Challenges for the integration of sustainability

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- The tourism 'product' is a combination of different services and experiences
- Difficult to demonstrate the business case
- Profit margin is small
- Industry is made of M and SMEs
- Tourism demand for 'sustainable' tourism products and destinations is passive
- Difficult to differentiate among products



## UNEP's Sustainable Tourism strategy



## UNEP's Sustainable Tourism strategy

- **Industry:** promote voluntary integration of environmental good practices and accountability
- **Governments (including local authorities and protected areas managers):** build capacity to integrate environment aspects into tourism policies and plans and to create the 'enabling environment' for private sector initiatives
- **Consumers:** build the demand for sustainable travel products and raise awareness on responsible 'holiday making'
- **Create synergies and partnerships between key players influencing tourism development**



## UNEP's Activities and results in 2003 - 2005

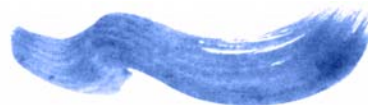
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- The Tour Operators' Initiative
- Communication tool kit on Coral Reef Conservation
- UNEP/UNESCO "Linking tourism to conservation of biodiversity"
- Technical reports on environmental management in tourism facilities
- 'Making Tourism More Sustainable', a policy guide on strategies and tool for integrating sustainability into tourism policies



## Tour Operators' Initiative

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### **TOUR OPERATORS INITIATIVE**

FOR SUSTAINABLE TOURISM DEVELOPMENT

- A network of over 20 committed tour operators catering for more than 30 million tourists
- Open to tour operators of all sizes and specialties, inbound and outbound from all countries of the world
- A partnership between UNEP, UNESCO and WTO/OMT that work together to guide and provide assistance to the members



## Tour Operators' Initiative

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**A commitment to work together in Working Groups focusing on:**

- **Sustainability Reporting:** the Tour Operator's sector supplement to the GRI 2002 Sustainability Reporting Guidelines
- **Cooperation with destinations:** pilot projects aiming at improving the dialogue with stakeholders at destination
- **Supply Chain Management:** development of a common framework and core questions for suppliers



## UNEP/UNESCO “Linking tourism to conservation of biodiversity”

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### Key elements:

- A demonstration project to promote sustainable tourism and increase tourism benefits in World Heritage Sites
- Implemented in six World Heritage Sites: Komodo and Ujung Kulon in Indonesia, Sian Ka'an in Mexico, Rio Platano in Honduras, and Tikal in Guatemala
- 3.5 US\$ million budget - 2 million from the UN Foundation and 0.5 million from AVEDA



## UNEP's Technical reports

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- Tourism and biodiversity: mapping tourism's global footprint
- A Manual for Water and Waste management: what the tourism industry do to improve its performance
- Switched on: renewable energy opportunities in the tourism industry
- Tourism and Local Agenda 21: the role of local authorities in sustainable tourism



## The Communication Tool Kit

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**"It's  
my  
choice"**  
Coral or no coral?

- Five tools to support the tourism sector in communicating responsible travel to their customers
- Training material to support the dissemination of the tools during technical workshops



## Making Tourism More Sustainable

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- A policy guide on strategies and tool for integrating sustainability into tourism policies.
- Aimed at public sector policy makers (ministries of tourism, environment and development).
- Provides guidance on the process of forming policies for more sustainable tourism
- Identifies, and elaborates on, the range of tools that can be used to implement such policies.
- Proposes methods for monitoring success.
- Illustrates examples of good practice; and provide references to sources of more detailed information.



## The role of Governments

- Develop policies that would address:
  - The overall scale;e and shape of tourism
  - The development of tourism facilities and activities
  - The operations of tourism enterprises
  - The behavior of tourism, including holiday choice and selection of transport
- Develop structures that would guarantee transparency, coordination and synergies between national institutions, between national and local level
- Adopt a balanced and specific mix of tools to address specific sustainability aims



## The role of Governments

To mobilise the private sector:

- Capacity building in particular for MSMEs
- Guidelines and code to provide clear guidance
- Support the creation of effective certification systems
- Support marketing structures (DMOs, NTB) that would prefer sustainable products and destinations
- Integrate in the educational efforts sustainable consumption and responsible behavior





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