CONCEPT NOTE –

Towards the Development of the 10YFP Sustainable Tourism Programme

Revised: 22 December, 2014

Executive Summary

With 1 billion international tourist arrivals in 2012 and a contribution of 9% to global GDP (direct, indirect and induced impact), tourism accounts for 1 in 11 jobs worldwide. Today, tourism is now one of the fastest growing and most important economic sectors in the world and substantial expansion is predicted to continue, especially for emerging destinations. Besides its positive economic effects, tourism can also play a crucial role in enhancing conservation and financing of the preservation of natural and cultural heritage, as well as in contributing to social inclusion and decent work in destinations. However, despite its positive potential, the growth of the sector often can bring a range of negative effects on the natural, socio-cultural and economic environment of destinations. Tourism´s substantial dependency on an intact social, cultural and natural environment has triggered a strong strategic interest to push forward sustainable development in a holistic way. Over the last 20 years the general interest and engagement of key stakeholder groups in sustainable tourism policies and practices has increased considerably. Evidence about the causes, risks and consequences of unsustainable forms of tourism have proliferated and a significant number of studies, methods, instruments, guidelines and good practices for sustainable tourism now exist.

At the United Nations Conference on Sustainable Development (UNCSD) Rio+20 in June 2012, Heads of State formally adopted the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP on SCP). The 10YFP is a global framework of action to enhance international cooperation to accelerate the shift towards SCP patterns in both developed and developing countries. Due to the increasing economic importance of tourism for developing and developed countries, sustainable tourism (including ecotourism) has been recognized as a key vehicle for sustainable development by world leaders and has been identified as one of the five initial programmes under the 10YFP.

The main focus of the 10YFP Sustainable Tourism Programme will be to build on, scale up and replicate these experiences, policies and practices to take advantage of tourism´s high potential to contribute to sustainable development by accelerating sustainable consumption and production patterns within the sector aiming to achieve change by increasing net benefits from the sector at global, regional and national level after ten years and reducing social and environmental impacts.

This concept note for the development of the Sustainable Tourism Programme of the 10YFP will be finalized through an extensive global multi-stakeholder consultation process. This document is based on a stocktaking exercise and global survey on existing data and initiatives on sustainable tourism, engaging nearly 400 actors, as well as relevant UN resolutions and programmes. This document provides a general definition of sustainable tourism, presents the concept of sustainable consumption and production, and summarizes the challenges and opportunities to achieve sustainable tourism. The concept note outlines a vision and goal for the Sustainable Tourism Programme, as well as proposed programme areas for discussion and agreement. These documents will provide the basis for completing the 10YFP programme template, which will be officially submitted to the 10YFP Secretariat for a further public consultation, followed by approval by the 10YFP Board and official launch.

Acronyms and Abbreviations

10YFP	10 Year Framework of Programmes
CBD	Convention on Biological Diversity
CSR	Corporate Social Responsibility
GATS	General Agreement on Trade in Services
GCET	Global Code of Ethics for Tourism
GPST	Global Partnership for Sustainable Tourism
GSTC	Global Sustainable Tourism Council
ICT	Information and Communication Technologies
ICZM	Integrated Coastal Zone Management
ILO	International Labour Organization
ITF-STD	International Task Force on Sustainable Tourism Development
IUCN	International Union for the Conservation of Nature
LDCs	Least Developed Countries
LFA	Life Cycle Approach
MDGs	Millennium Development Goals
MEA	Multi-lateral Environmental Agreements
NGOs	Nongovernmental organizations
OECD	Organization for Economic Co-operation and Development
PPPs	Public-Private-Partnerships
PRI	Principles for Responsible Investment
SCP	Sustainable Consumption and Production
SCTD	Steering Committee on Tourism for Development
SDGs	Sustainable Development Goals
SIDS	Small Island Developing States
SIFT	Sustainable Investment and Finance in Tourism
SMME	Small Micro and Medium-Sized Enterprises
TSA	Tourism Satellite Account
UNEP	United Nations Environment Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNGA	United Nations General Assembly
UNIDO	United Nations Industrial Development Organization
UNWTO	World Tourism Organization

Table of Contents

1 Programme Context and Justification

1.1 Context and scope of the 10YFP on Sustainable Tourism

At the United Nations Conference on Sustainable Development (Rio+20), Heads of State reaffirmed that promoting sustainable consumption and production (SCP) patterns is one of the three overarching objectives of, and an essential requirement for, sustainable development. They strengthened their commitment to accelerate the shift towards SCP with the adoption of the 10-year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP).

The five initial programmes of the 10YFP are: consumer information; sustainable lifestyles and education; sustainable public procurement; sustainable buildings and construction; and sustainable tourism, including ecotourism. The purpose of this Concept Note is to propose a structure and main elements for the Sustainable Tourism Programme, for further discussion and agreement. The vision, programme areas and sub-programmes presented herein are illustrative and reflect the results and analysis of a stocktaking research exercise[1], a global survey on sustainable tourism, (commissioned by the 10YFP Secretariat) and an expert consultation[2]

Tourism has been defined by the World Tourism Organization (UNWTO) as "A social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes". As such, it is a major global activity that makes a huge contribution to national and local economies and the wellbeing of people, with significant implications for the use and conservation of the world's resources.

Sustainable consumption and production (SCP) has been defined as "the use of services and related products which respond to basic needs and bring a better quality of life while minimising the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardise the needs for further generations". SCP aims to do "more and better with less," by reducing resource use, degradation and pollution along the life cycle of goods and services, while increasing the quality of life for all. SCP is about promoting resource and energy efficiency and sustainable infrastructure while offering opportunities such as creating new markets e.g. for food culture, organic food, fair trade, sustainable housing, renewable energy, sustainable transport, agricultural heritage systems and tourism. Shifting to SCP patterns should also generate green and decent jobs. It is also important to recognize that shifting the tourism sector towards SCP patterns is a challenge to be addressed by both developed and developing countries. Even if the majority of the support provided for this shift by the 10YFP will be focused on developing countries, developed countries can gain an interesting body of knowledge and exchange, building towards an acceleration of their respective shift to SCP patterns.

The global sustainable tourism survey revealed broad awareness and use of the definition of 'sustainable tourism' developed by the UNWTO[3], according to which is a "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Sustainable tourism is increasingly seen not as a type of tourism but rather as a necessity for tourism as a whole[4]. The term 'ecotourism' is sometimes used as equivalent to sustainable tourism, which can be confusing. Ecotourism more correctly refers to a type of tourism that involves an experience of natural areas and wildlife, sometimes in the context of engaging with local communities, while ensuring the sustainability of that tourism. Ecotourism can play a very relevant role in pursuing opportunities for sustainable development through tourism in certain locations, and so is fully included in this programme, but henceforth will not be singled out separately in the programme title.

1.2 Tourism's Economic Importance

Unlike few other sectors, tourism experienced continued expansion and diversification over the past six decades, turning into one of the largest and fastest-growing economic sectors in the world. Despite occasional shocks, international tourist

---

[1] Tourism stock taking, UNEP (2013)

[2] 10 YFP Sustainable Tourism Expert Consultation: a one day meeting with a limited number of international sustainable tourism experts took place in Agadir, Morocco, on February 26th 2014. The experts discussed and amended the vision, programme and sub-programme areas and suggested initial key activities for each programme

[3] The concept of 'sustainable tourism' was developed by the UNWTO in 2004 (see Annex 1). A few survey respondents opted for the term "responsible" tourism, which adds the dimensions of conscientious choice and behaviour.

[4] The breadth of the agenda for making tourism more sustainable is further apparent from the "12 Aims for Sustainable Tourism", developed jointly by UNEP and UNWTO and also included in Annex 1.

44 arrivals have shown virtually uninterrupted growth. In 2012 the number of international tourist arrivals reached 1 billion
45 (1.035 billion) for the first time. According to UNWTO forecasts, 1.8 billion international tourist arrivals are expected by
46 2030. Between 2010 and 2030, arrivals in emerging destinations (+4.4% a year) are expected to increase at double the
47 pace of that in advanced economies (+2.2% a year). By 2030, Northeast Asia will be the most visited region in the
48 world.[5] In line with the substantial growth in arrivals, international revenues from tourism increased steadily over the
49 past decades, making it into the fourth most important export sector worldwide.

50 Considering all direct, indirect and induced effects, the tourism economy is estimated to represent 9% of global GDP,
51 while it contributes to 8.7% of total employment (261 million employees).[6] It is estimated that one job in the core tourism
52 sector creates about one and a half additional or indirect jobs in the tourism-related economy. International tourism ranks
53 fourth (after fuels, chemicals and automotive products) in global exports, with a sector value of US$1 trillion a year,
54 accounting for 30% of the world's exports of commercial services or 6% of total exports.[7]

55 Since the World Conference on Sustainable Tourism in Lanzarote in 1995, the notion of 'sustainable tourism' has
56 continuously emerged on the political agenda resulting in significant declarations, guidance documents and initiatives[8],

57 Especially for Least Developed Countries (LDCs) the growth of tourism is of utmost economic importance. In
58 approximately half of LDCs, tourism accounts for more than 40% of GDP and is the most important source of foreign
59 exchange. According to the International Trade Centre (ITC), LDCs, recognizing tourism's economic potential, have
60 made the sector a central pillar of their socio-economic development objective. This is a view also reinforced by the
61 World Bank in a recent sector analysis study for sub-Saharan African (SSA) countries[9], which indicates that tourism is
62 driving industrial development among SSA countries emerging from conflict or experiencing high growth levels and,
63 when managed sustainably, could be an effective development tool.

64 Apart from the generation of foreign exchange for destinations and job creation, the tourism sector has diverse other
65 positive direct and indirect effects on the global economy, such as providing an impetus for trade, income growth and
66 entrepreneurship, notably in the service sector and for small, medium and micro enterprises (SMMEs). It has also
67 triggered the provision of new (public) infrastructure, conserved and financed the preservation of natural and cultural
68 heritage.[10] Practical flagship projects all over the world demonstrate the positive change which can be achieved through
69 sustainable tourism practices, making tourism amongst others an exemplary sector for the green economy[11]. The
70 greening of the tourism sector reinforces the employment potential of the sector, with increased local hiring and sourcing
71 and significant opportunities in tourism, oriented towards local culture and the natural environment.[12]

72 ## 1.3   Tourism Impacts

73 Besides the positive aspects of tourism growth, there also naturally exist substantial risks in terms of the degradation of
74 the socio-cultural, economic and environmental assets of destinations worldwide. Tourism development and operations
75 have contributed to the depletion of natural resources, leading to water shortages, loss of biodiversity, land degradation
76 and pollution, among other impacts. Tourism's contributions to global warming are estimated at 5% of total worldwide
77 CO_2 emissions. Moreover, some host countries have been negatively affected by culture clashes, over-exploitation,
78 crime or human rights violations related to the sector. In economic terms, tourism may also be responsible for a rise in
79 prices, economic imbalances or dependencies and can be prone to excessive leakages from recipient economies.

80 Trends and forecasts suggest that with the continued expansion of the sector, such possible negative effects will also
81 increase in the coming years. Emerging destinations can also be especially affected by such the direct and indirect
82 environmental impacts.

83 In a Business as Usual Scenario (BAU) towards 2050, tourism growth will imply an increase of energy consumption

---

[5] UNWTO (2013)
[6] WTTC (2013)
[7] UNEP (2011)
[8] For example Agenda 21 for the Travel and Tourism Industry, the Global Code of Ethics for Tourism, the Djerba Declaration, the International Taskforce on Sustainable Tourism Development and the Global Sustainable Tourism Criteria.
[9] "Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods", 2013, 248pp.
[10] For example, the tourism sector in some countries has adopted strategies for poverty alleviation, to minimize impacts on natural and cultural resources, to contribute actively to climate and biodiversity protection, as well as to overcome social threats and undesirable developments such as sexual exploitation of children, unfavourable working conditions.
[11] UNEP (2013): A stock taking exercise assessed the status quo of sustainable tourism worldwide, highlighting a number of good practices
[12] UNEP (2011)

84 (154%), greenhouse gas emissions (131%), water consumption (152%) and solid waste disposal (251%). Shifts in
85 tourism practices and policies can however reverse these negative impacts and yield major benefits, stimulating change
86 towards greater sustainability within the tourism supply chain and in other sectors. Conversely, according to the 2011
87 *Green Economy Report*[13], tourism is one of the most promising drivers of growth for the world economy and, with the
88 appropriate investment, can continue to grow steadily over the coming decades, contributing to much-needed economic
89 growth, employment and development.

90

91 ## 1.4   Post-2015 Sustainable Development Goals

92 Another key outcome of Rio+20 was the agreement by Member States to launch a process to develop a set of universal
93 sustainable development goals (SDGs) to be launched in 2015 to follow up on the 8 Millennium Development Goals
94 (MDGs) established in 2000. The UN System Task Team (UNTT) was established by the UN Secretary-General to
95 support system-wide preparations for the post-2015 UN development agenda, in consultation with all stakeholders,
96 including Member States, civil society, academia and the private sector. It brings together over 60 UN entities and
97 agencies and international organizations. It supports the multi-stakeholder consultations being led by Member States on
98 a post-2015 global development agenda through the Open Working Group (OWG), mandated by Member States to
99 develop a draft of the SDGs (initial draft prepared by the UNTT) by September 2014, for subsequent negotiations in the
100 UN General Assembly. These goals should address, in a balanced way, all three dimensions of sustainable
101 development, be coherent with and be integrated within the post-2015 development agenda[14]. A new dimension
102 compared with the MDGs is that SDGs would be adopted by developed and developing countries alike. The OWG on
103 SDGs is facilitating discussions on 11 priority themes[15] coordinated by the UN system and involving multi-stakeholder
104 processes globally, regionally and nationally. SCP (including chemicals and waste) is among the issues discussed in
105 view of its relevance to sustainable development and the fact that "changing consumption and production patterns is vital
106 for poverty and hunger eradication, and also for protecting and managing the natural resource base and ecosystems,
107 which underpin development." Promoting sustainable tourism is integral to the wider objective of sustainable
108 development. It is therefore important to ensure that the proposed programme addresses the call of governments
109 expressed at RIO+20[16] for "*well-designed and well managed tourism…[that]… can make a significant contribution to the*
110 *three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and*
111 *generate trade opportunities*". Whilst the outcomes of the SDGs post-2015 processes are still evolving, the proposed
112 10YFP Sustainable Tourism Programme should be developed with a view to ensuring both the focus and flexibility to
113 contribute to the post-2015 development agenda.

114

115 ## 1.5   Global Status of Tourism Sustainability

116 In spite of the positive aspects, a holistic and systematic approach to sustainable tourism development is still largely
117 absent. This would effectively result in coordinated and coherent actions that engage the relevant stakeholders at
118 appropriate geographic levels and that are informed by the acquired body of knowledge. According to the 2013 stock
119 tacking exercise[17] the following political, economic, environmental and social bottlenecks still affect the tourism sector:

120 ▪ Sustainable tourism approaches remain overwhelmingly *ad hoc* with minimum commitment in evidence towards
121   long-term strategic planning. Especially developing countries still lack appropriate sustainable tourism policies,
122   effective governance structures,   and measureable implementation practices to support sustainable tourism
123   development. Many (developing) countries have not taken sufficient advantage of opportunities for inter-linkages
124   between tourism and other sectors.

125 ▪ The tourism sector in many countries is still affected by a lack of access to markets and capital (especially for
126   SMMEs) where sustainable tourism investments prevail. Greater emphasis needs to be placed on achieving market

---

[13] UNEP (2011), Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication. It features a chapter specifically on Tourism, prepared jointly by UNWTO and UNEP.
[14] An umbrella term describing the preparations, discussions and multi-stakeholder processes taking place globally.
[15] Consultations are convened on the following themes: education; inequalities; health; governance; conflict and fragility; growth and employment; environmental sustainability; hunger, nutrition and food security; population dynamics; energy; and water.
[16] "The Future We Want" UNGA A/RES/66/288*, 11 September 2012.
[17] UNEP (2013): A stock taking exercise assessed the status quo of sustainable tourism worldwide, highlighting a number of good practices

127   interconnectivity for SMMEs and other tourism businesses. Additionally, the tourism value chain should be seen as
128   an important infrastructure for promoting behavioural change especially at local levels.

129   ▪ Major efforts need to be undertaken to improve the sector's understanding of and response to biodiversity and
130   climate change impacts and to adequately prepare destinations for the expected shifts in weather patterns.
131   Persistent gaps where they exist must be addressed concerning the achievement of resource efficiency at country
132   levels and their adoption by a majority of tourism businesses and SMMEs. Best practices for natural heritage and
133   protected area management need to be mainstreamed in the sector, notwithstanding persistent challenges such as
134   financing, governance and involvement of local communities.

135   ▪ The application of poverty reduction and social integration strategies in the tourism sector is acknowledged as
136   important but are not yet consistently applied or achieved. Guidance tools are available[18] but their mainstreaming
137   within tourism strategies have not been extensively achieved nor implemented by the sector. Labour conditions,
138   local community involvement, sustainability awareness, and education are among the areas that require more
139   attention in order to effectively implement socially-oriented tourism strategies.

140   ▪ According to UNEP's and UNWTO's tourism chapter of the *Green Economy Report* (GER), for the tourism sector,
141   the largest potential for improvement of resource efficiency lies in the area of CO_2 emissions with a projected 52%
142   improvement over BAU scenarios, followed by energy consumption (44%), water consumption (18%) and net waste
143   disposal (17%). These projections should consequently, guide the setting of priorities for the 10YFP sustainable
144   tourism programme. In addition, the findings of the GER highlighted the enormous potential of the sector in the
145   preservation of biodiversity (benefit/cost ratio of 3 to 75). This high ratio is not seen in any other economic sector
146   and offers a huge opportunity for reducing biodiversity loss.

147   ## 1.6   Significance of the 10YFP for Sustainable Tourism

148   The 10YFP programme offers a major opportunity for achieving sustainability globally for the tourism sector over the next
149   decade and to ensure that tourism contributes effectively to sustainable development. The 10YFP, with its political
150   mandate, Trust Fund and multi-stakeholder processes, provides the chance to inspire and drive the necessary collective
151   changes in the sector.

152   Among the more significant characteristics of tourism as a transversal economic sector, are its elaborate supply chains
153   and multi-stakeholder networks that can be used to systematically encourage the shift towards more sustainable, cleaner
154   and low-carbon development growth. Adopting the SCP approach in tourism design and operations can also encourage
155   consumers to shift towards more sustainable consumption choices. It is therefore recommended that attention be placed
156   on applying a 'life cycle' approach (LFA) to tourism development. Furthermore, the other initial 10YFP programmes could
157   also reinforce each other through cooperation and synergy based on research and economic linkages, the development
158   of appropriate success/impact indicators and sharing experiences in adopting and implementing life cycle principles,
159   policies, management practices and information tools.

---

[18] For example, UNWTO's Sustainable Tourism – Eliminating Poverty (ST-EP) programme recommends 7 mechanisms for relating tourism to poverty alleviation; "Pro-Poor" tourism guidelines promoted by the Responsible Tourism Partnership. See also ILO Toolkit on Poverty Reduction through Tourism. See: www.ilo.org/tourism

2 Programme Overview

2.1 Vision and Mission

The last 20 years has seen some substantial improvements in engagement among main stakeholder groups in favour of sustainable tourism policy and practice. An abundance of evidence exists about causes, risks and consequences of unsustainable forms of tourism, as well as a significant body of knowledge (studies, methods, instruments) and good practices to support sustainable forms of tourism. The global sustainable tourism survey conducted in 2013 indicates that amongst tourism practitioners (assumed to be the survey respondents), there is a high awareness of sustainable tourism issues and challenges, as well as the requirements for improvements. A 10-year sustainable tourism programme should therefore build on these experiences to encourage tourism´s high potential to contribute to the sustainable development of countries through innovation and transformation.

BOX 1: 10YFP SUSTAINABLE TOURISM PROGRAMME VISION & MISSION

10YFP Sustainable Tourism Vision

Our vision is for a tourism sector that has globally adopted sustainable consumption and production practices resulting in enhanced environmental and social outcomes and improved economic performance.

10YFP Sustainable Tourism Programme Mission

The 10YFP sustainable tourism programme supports cooperation between stakeholders for the development and implementation of innovations and good practices in resource efficient and low-carbon tourism planning, reducing the loss of biodiversity, conserving ecosystems, preserving cultural heritage, alleviating poverty, improving sustainable livelihoods.

.

The vision and mission (Box 1) are based on the need to catalyse changes in tourism operations over the next decade, ensuring that the sector and its related industries can transform its operations through efficiency, innovation and adaptability. The recommended programme areas define the main strategies for effecting change over the decade. With only 34% of countries responding to the survey indicating that their tourism sector was guided by a 'sustainable tourism' policy, there is a significant opportunity for influencing policy work. The transversal nature and scale of the tourism value chain supposes an equally diverse network of planners, designers, managers and practitioners systematically cooperating for more sustainable operations and delivery of economic benefits. The available body of knowledge and learning must provide an accessible platform for decision-making at all levels in tourism development and operations. Public sector tourism authorities should be reassured that incorporating sustainability criteria into investment, monitoring and performance objectives would not serve as a disincentive to investors but rather, promote competitiveness and responsible operations.

The overall vision and mission are aligned with the 10YFP policy background, taking into account a set of criteria that present the obligatory framework and **core values** for the elaboration of the Sustainable Tourism Programme:

- Contribute to meeting the goals and principles of the 10-year framework of programmes on SCP (10YFP), as well as to the three pillars of sustainable development;

- Respond to national and regional needs, priorities and circumstances;

- Be based on life cycle approaches, including resource efficiency and sustainable use of resources, and related methodologies, including science-based and traditional knowledge-based approaches, cradle to cradle and the 3R concept, as appropriate;

- Be based on a solid scientific and policy knowledge base;

- Be transparent;

- Be consistent with international obligations, including, where applicable, the rules of the World Trade Organization;

- Encourage the involvement of all stakeholders;

193
194
- Consider the use of a mix of efficient instruments such as education, training and data collection, as well as research activities in each programme, as appropriate;

195
- Have established clear objectives and measures of success and impacts;

196
197
198
- Promote synergies with work in similar areas, in order, inter alia, to promote co-benefits and opportunities to leverage resources towards mutual objectives and minimize duplication of ongoing efforts, including in other international forums;

199
200
- Be described in a simple common format, covering the programme criteria mentioned above and identifying lead actors.[19]

201

202   2.2   Approach

203
204
Besides the overall criteria that all five 10YFP Programmes must reflect, the multi-dimensional approach of the 10YFP Sustainable Tourism Programme framework should be explained at inception based on the following:

205
206
207
208
209
Evidence-based: The global 10YFP sustainable tourism survey[20] indicated a broad array of sustainable tourism knowledge and experience potentially accessible to sector stakeholders, also confirmed by a stock taking exercise commissioned in 2013 by the 10YFP Secretariat, and the findings of the Green Economy Report. Whilst there may still be gaps, this body of knowledge and experience still provides abundant information to support decision-making. The sustainable tourism programme should therefore promote evidence-based planning, design and operations.

210
211
212
213
Geographical approach: The programme should take into account economies of scale and synergies available across geographical levels – from the global to regional to national - that aim to create strong partnerships within and between these different levels, in accordance with needs and concerns. Furthermore the programme could as well cater for various types of vulnerable states such as SIDS, LDCs, LLDCs.

214
215
216
217
218
Life cycle approach: The stock taking exercise and the global survey confirmed preference for a life cycle or systematic approach to tourism development and operations. The tourism life cycle envisages detailed attention to tourism planning, investment, operations & management, promotion & marketing, consumption and production of sustainable tourism products and services, monitoring and evaluation. This approach should be embedded within a cycle of learning, doing and continuous improvement. All programme components should be built upon this cycle.

219
220
221
Value chain approach: The entire tourism value and supply chain (e.g. tour operations, lodging, food & beverage, attractions, transport, etc), should be understood in terms of the value added that each step creates, and also through its backwards and forwards linkages.

222
223
224
225
Prioritization approach: The purpose of the 10YFP is to accelerate the move to more SCP in tourism. This points the need to prioritize actions that are most likely to bring the greatest or trigger the necessary change over the shortest period of time. It is also about working with those players and processes that are best placed to implement change. These matters are addressed later in this chapter.

226
227
Collaboration: A qualifying element of the programme would be developing its synergy with the other four 10YFP programmes and to ensure a constant exchange of information and knowledge.

228
229
Awareness raising: Shifts in demand can play a powerful catalyst for change and thus it is key to move towards ensuring shifts in consumers' behavior if we are to motivate sustainable tourism consumption

230

231

232

233

234

---

[19] A/CONF.216/5, paragraph 7
[20] Joint survey by UNEP and UNWTO among governments (namely ministries of tourism/ environment), businesses, NGOs, academia, NCPC and UN agencies yielding 380 responses from Africa, Americas, Europe and Asia-Pacific

235

2.3   Programme Areas and Sub-programmes

237 Programme areas are key aspects of all 10YFP programmes. It is crucial to identify the areas that are most relevant to
238 the respective sector and to the overall achievement of the 10YFP goal. The following tables present an overview of the
239 proposed sustainable tourism programme areas. **Four (4) main programme areas** were suggested for the sustainable
240 tourism programme, each with associated sub-programme areas, based on the global sustainable tourism survey and
241 other information assembled and analyzed in the stock taking exercise. The proposals were discussed during the expert
242 consultation on the Sustainable Tourism Programme in Agadir, Morocco, on 26th February. The results from the meeting
243 as well as other feedback received in the framework of the multi-stakeholder development process of the Sustainable
244 Tourism Programme led to the following programme and sub-programme areas and key activities.

245 **Programme Area 1: Integrating sustainable consumption and production (SCP) patterns in tourism related**
246 **policies[21] and frameworks**

247

Programme Area 1: Integrating sustainable consumption and production (SCP) patterns in tourism related policies and frameworks		
Sub-programmes	**Key Activities**	**Global (G), Regional (R) or National (N) Level**
1.1. Promote the integration of SCP principles and objectives into tourism policies and legal frameworks	1.1.1. Undertake stocktaking exercises at the regional and national level on current status of sustainable tourism policies and legal frameworks	G, R, N
	1.1.2. Develop and promote guidelines for integrating SCP principles in tourism related policies, strategies, plans and legal frameworks	N
	1.1.3. Develop materials for awareness raising and multi-stakeholder engagement in sustainable policy-making and good governance approaches	G, R, N
	1.1.4. Provide technical assistance for knowledge building on SCP principles and objectives in tourism policies and legal frameworks	G, R, N
1.2. Implement tourism policies and plans that support the sustainable development of the sector on a strategic and operational level	1.2.1. Develop realistic short- and mid-term operational plans indicating measurable outcomes, responsibilities, resource input and timelines	G, R, N
	1.2.2. Provide technical advice, as well as practical guidelines relevant to each type of stakeholders, towards an effective implementation of tourism policies and application of legal frameworks	G, R, N
1.3. Monitor the progress in implementation of sustainable tourism policies and frameworks	1.3.1. Identify, agree and apply indicators to measure the achievement of SCP objectives	G, R, N
	1.3.2. Support knowledge building and provide technical advice for the establishment and ongoing use of national monitoring systems based on defined indicators (see 2.1.3) to measure implementation impacts of sustainable tourism policies and legal frameworks and promote the communication of monitoring results	G, R, N

---

[21] Tourism policy is understood as a set of laws, regulations, rules, guidelines and strategies that requires inter-ministerial collaboration and provides a framework within which the public and private decisions directly affecting long-term tourism development.

Programme Area 1:

Integrating sustainable consumption and production (SCP) patterns in tourism related policies and frameworks

Sub-programmes	Key Activities	Global (G), Regional (R) or National (N) Level
	1.3.3. Develop and use performance indicators to assess long-term sustainability impacts of tourism policies and legal frameworks incl. reporting on a regular basis	G, R, N

248 **Expected results:** Sustainable tourism policy making is strengthened and relevant stakeholders are enabled and
249 encouraged to plan, manage and monitor tourism in close interaction and according to principles of SCP, social equity,
250 good governance, transparency and openness.

251 **Sub-Programme Areas:**

252 *1.1.   Promote the integration of SCP principles and objectives into tourism policies and legal frameworks*

253 Main purpose: Provide systematic approaches, guidelines and background assessments which facilitate the integration
254 and mainstreaming of sustainable consumption and production principles, practices and policies into tourism planning
255 and decision making over long-term development horizons; technical advice on institutional building and change
256 management is provided to support efficient and effective tourism governance structures and institutional arrangements
257 at a national level with other ministries, in a multi-stakeholder context.

258 *1.2.   Implement tourism policies and plans that support the sustainable development of the sector on a strategic and*
259 *operational level*

260 Main purpose: Ensure the rightful implementation of tourism policies and plans through clearly defined outcomes, legal
261 frameworks and repartition of roles among stakeholders.

262 *1.3.   Monitor the progress in implementation of sustainable tourism policies and frameworks*

263 Main purpose: Ascertain the identification and application of common indicators and the development of appropriate
264 monitoring systems (harmonized with UNWTO's Tourism Satellite Account Programme) to measure implementation
265 impacts of sustainable tourism policies and legal frameworks.

266 **Programme Area 2: Collaboration among stakeholders for the improvement of the tourism sector´s SCP**
267 **performance**

Programme Area 2:

Collaboration among stakeholders for the improvement of the tourism sector´s SCP performance

Sub-programmes	Key Activities	Global (G), Regional (R) or National (N) Level
2.1. Promote data sharing and exchange of information	2.1.1. Establish and manage a repository for policies, projects and research on sustainable tourism (including the assessment and potential use of existing approaches)	G
	2.1.2. Research and disseminate good practices for establishing multi-stakeholder partnership structures at national and local levels	R, N
	2.1.3. Identify among existing systems a set of common sustainable tourism indicators for national and/or destination level monitoring and global reporting and establish a data collection system	G, R, N
	2.1.4. Integrate the environmental dimension into tourism satellite accounting initiative	G, R, N
2.2. Foster joint action and tourism stake-holder collaboration at	2.2.1. Promote realistic models for inter-ministerial and for national/ local coordination and cooperation	G, R, N
	2.2.2. Identify workable models, policy drivers and incentives to promote participatory approaches to public, private and civil society	N

Programme Area 2: Collaboration among stakeholders for the improvement of the tourism sector´s SCP performance		
Sub-programmes	**Key Activities**	**Global (G), Regional (R) or National (N) Level**
all levels	cooperation and joint action on tourism at national and local level	
2.3. Strengthen technical competencies of (future) tourism stakeholders	2.3.1. Identify needs, existing/ best practice training and formal education structures, as well as the most effective delivery mechanisms to strengthen capacity of (future) destination key stakeholders and businesses in management of SCP	N
	2.3.2. Promote and scale-up existing capacity building tools developed for sustainable tourism planning, design and operations	R, N
	2.3.3. Integrate (existing) key performance indicators on sustainable development into capacity building programmes and formal education for (future) tourism stakeholders	R, N
2.4. Establish monitoring frameworks and systems to measure the sector´s progress towards sustainability	2.4.1. Promote the application of quality and sustainability standards at destinations (by using existing tools such as ETIS, GSTC etc.)	R, N
	2.4.2. Provide a common framework and process for country level sustainable tourism monitoring and reporting	N
	2.4.3. Provide technical advice, knowledge building and incentives to collect, analyze and report on sustainability data and to use data for improved management	R, N

268 **Expected results:** Collaboration and partnership are promoted as essential tenets for implementation success, with
269 determined leadership in place, strengthened cross-sector collaboration and involvement of local communities, inter-
270 linkages and synergies between tourism and other stakeholders, in order to facilitate the identification and support of
271 complementary objectives, common interests, needs and opportunities for joint action.

272 **Sub-Programme Areas:**

273 *2.1. Promote data sharing and exchange of information*

274 Main purpose: Data and knowledge although abundantly available, remain disaggregated at many destinations.
275 Consolidating data and knowledge is a prerequisite for better decision making and evidence-based operations.

276 *2.2. Foster joint action and tourism stakeholder collaboration at all levels*

277 Main purpose: Coordination between and among stakeholders is required for the establishment of effective public,
278 private and civil society partnerships improving communication across sectors and in multi-stakeholder processes,
279 sharing responsibilities for effective measuring, evaluation and monitoring systems for continuous analysis of the
280 destination´s competitive position.

281 *2.3. Strengthen technical competencies of (future) tourism stakeholders*

282 Main purpose: Building local technical competencies in a coordinated manner will improve sustainable tourism
283 implementation and strengthen institutions in their roles and functions.

284 *2.4. Establish monitoring frameworks and systems to measure the sector´s progress towards sustainability*

285 Main purpose: Greater emphasis needs to be placed on developing mechanisms and incentives for progress reporting
286 on national sustainable tourism and quality goals and outcomes destination-wide, as a shared responsibility of all tourism
287 stakeholders.

288

289 **Programme Area 3: Fostering the application of guidelines, tools and technical solutions to improve, mitigate**
290 **and prevent tourism impacts and to mainstream SCP patterns among tourism stakeholders**
291

Programme Area 3: Fostering the application of guidelines, tools and technical solutions to improve, mitigate and prevent tourism impacts and to mainstream SCP patterns among tourism stakeholders		
Sub-programmes	**Key Activities**	**Global (G), Regional (R) or National (N) Level**
3.1. Use integrated tools for promoting SCP in destinations	3.1.1. Undertake stocktaking exercises on existing destination management tools at global, regional and national level and identify gaps to be filled	G, R, N
	3.1.2. Promote application of sustainable destination planning instruments, best practices, models, and procedures with an integrated approach	R, N
	3.1.3. Promote application of (existing) tools for protection of biodiversity and cultural heritage	R, N
	3.1.4. Develop, share and interlink climate change mitigation and adaptation plans and foster integrated planning of vulnerable tourist zones (coastal zones, mountainous areas, etc.)	R, N
	3.1.5. Foster risk management analysis and disaster prevention strategies in those countries which are most vulnerable to climate change	N
3.2. Use integrated tools for promoting SCP in tourism enterprises	3.2.1. Promote the use of existing sustainability tools and standards in large tourism companies as well as SMEs and encourage the development of new tools and standards as necessary	G, R, N
	3.2.2. Develop pilot projects to showcase the benefits/ business case in implementing SCP monitoring and measurement	R, N
3.3. Promote research and action on priority issues for SCP within the tourism value chain	3.3.1. Research on the tourism value chain to identify biodiversity, climate change, cultural heritage, environmental issues most urgently requiring the shift to SCP	G, R,N
	3.3.2. Promote and share knowledge on innovative, low carbon, resource efficient, and inclusive tourism consumption and production patterns and business models	G, R, N
	3.3.3. Support destinations, tour operators and other travel companies to develop low carbon/soft mobility packages	G, R, N
3.4. Influence consumers towards sustainable buying decisions and travel behaviours	3.4.1. Develop sustainable tourism campaigns addressed to tourists and citizens	G, R, N
	3.4.2. Raise consumer awareness of sustainability measures being taken in a destination or company at point of experience	N
	3.4.3. Support the development of systems which incentivise consumers to take on more sustainable behaviours	G, R, N
	3.4.4. Engage tourism providers (especially online travel agencies and web platforms) to promote and to transition towards sustainable tourism	G, N
	3.4.5. Improve consumer´s access to information about sustainable destinations and businesses	G, R, N

292 **Expected results:** Research and exchange of best-practices and experiences identify existing valid sustainability tools
293 and the requirements to overcome bottlenecks for further and more effective application. A whole-of-industry approach
294 ensures the consideration of destination specific priority areas and a shift among consumers from acknowledgement to

295 action. Destinations and the private sector are actively pursuing the potential of introducing key green technologies to
296 enhance competitiveness.

297 **Sub-Programme Areas:**

298 *3.1.   Use integrated tools for promoting SCP in destinations*

299 <u>Main purpose</u>: The need for integrating sustainable tourism practices with other best practice guidelines developed for
300 thematic areas such as biodiversity, climate resilience, coastal zone management, sustainable land management,
301 cultural heritage protection, rural development has never been greater. Integrated approaches will increase efficiency,
302 reduce overlap and waste and result in a more cohesive sector response to prevailing impact issues.[22]

303 *3.2.   Use integrated tools for promoting SCP in tourism enterprises*

304 <u>Main purpose</u>: The improvement of tourism performance and the adoption of sustainability tools and standards have to
305 be prioritized in enterprise level planning and operations for large key players as well as for SMEs by highlighting and
306 incentivizing good practices. It needs to become clear how the tourism industry, unlike others, can substantially benefit
307 from the development and implementation of new technologies to act as a leader and catalyst for wider adoption.

308 *3.3.   Promote research and action on priority issues for SCP within the tourism value chain*

309 <u>Main purpose</u>: Considering the need for greater use of evidence-based approaches, research and study of tourism value
310 and supply chains as the key infrastructure for achieving industry sustainability is required. Research on the socio-
311 economic impacts of tourism will provide useful evidence on the direct &/or indirect contribution of the sector to
312 objectives such as poverty reduction. Research on value- and supply chain management approaches at destinations will
313 also strengthen inter-linkages between tourism and other sectors (e.g. agriculture, fisheries, handicraft) providing
314 opportunities for multiplier effects and minimizing leakage. The private sector´s role in shaping the demand is of
315 importance when it comes to developing profitable green packages.

316 *3.4.   Influence consumers towards sustainable buying decisions and travel behaviours*

317 <u>Main Purpose</u>: This sub-programme area emphasizes identification, development and use of tools that convey
318 information to the consumer and which address associated challenges, such as the ineffectiveness and proliferation of
319 tools. It will also aim to identify and scale up good practices of consumer information, raise awareness through
320 campaigns at all geographical levels (local, regional, global), and better understand the factors that influence the
321 transition from being informed to taking action.

322 **Programme Area 4: Enhancing sustainable tourism investment and financing**

Programme Area 4: Enhancing sustainable tourism investment and financing		
Sub-programmes	**Key Activities**	**Global (G), Regional (R) or National (N) Level**
4.1. Develop and promote sustainable tourism investment and financing tools	4.1.1. Design advocacy campaigns to 3 target groups (tourism enterprises, private investors, governments) encouraging the integration of sustainable tourism in green growth business and development strategies	G, R
	4.1.2. Undertake research to quantify the return of investment of sustainable tourism investments	R, N
4.2. Enable destinations and tourism enterprises to apply sustainable	4.2.1. Foster capacity building for sustainable investment and finance in tourism - Sustainable Investment and Finance in Tourism (SIFT)	G, R, N
	4.2.2. Facilitate linkages with local value chains and investment in related businesses	G, R, N

---

[22] Provision of technical assistance and capacity building on the application of existing tools and approaches for joint management and operations including but not limited to the following topics: mainstreaming adoption of sustainable tourism planning tools; raising awareness concerning the need and advantages of integrating local communities; linking tourism, protected area management, wildlife management and local community development; taking advantage of sustainable tourism as a source of financing; promoting investments through private businesses; extending sustainability oriented concessions with the private sector; strengthening the governance and management capacity of protected areas etc.

Programme Area 4:
Enhancing sustainable tourism investment and financing

Sub-programmes	Key Activities	Global (G), Regional (R) or National (N) Level
tourism investment and financing tools		
4.3. Mainstream sustainable tourism investment and financing tools	4.3.1. Conduct stock taking to identify the drivers and triggers for development and commercial banks to support sustainable tourism investment and finance	G, R, N
	4.3.2. Develop guidelines for sustainable tourism investment and finance	G, R, N
	4.3.3. Encourage governments to use appropriate mechanisms (e.g. incentives, taxes) to stimulate sustainable tourism investment and finance	G, R, N

323 **Expected results:** The objective is to raise awareness of political actors, private investors, developers and operators on
324 the need to establish sustainable financing schemes, including through the development and adoption of (preferably
325 mandatory) guidelines for sustainable investments in tourism (based on existing mechanisms such as the Principles for
326 Responsible Investment – PRI) and an investment-friendly macro-economic policy framework (e.g. subsidies, tax
327 incentives) with policies and regulations which promote more resource efficient and sustainable tourism operation and
328 performance. Sensitize the donor's on the importance of securing Other Official Flows (OOF) for investing in sustainable
329 tourism. The SDGs can play an important role in strengthening donor coordination.

330 **Sub-Programme Areas:**

331 *4.1. Develop and promote sustainable tourism investment and financing tools*

332 Main purpose: Sustainable tourism will be fully integrated in the green growth and development strategies of countries.
333 The return on investment of sustainable tourism investments needs to be clearly pinpointed and communicated.

334 *4.2. Enable destinations and tourism enterprises to apply sustainable tourism investment and financing tools*

335 Main purpose: Strengthen investor-driven networks and capacities through research, training and technical advice,
336 matching the demand with available funding.

337 *4.3. Mainstream sustainable tourism investment and financing tools*

338 Main purpose: Tourism operations can be further improved by encouraging wider adoption of corporate responsibility
339 principles in investments, including both local, international investors and governments.

340

341 **2.4 Prioritizing and enabling actions, indicators, and cross-cutting measures**

342 The Programmes and various sub-programmes presented above provide the framework for a comprehensive and wide-
343 ranging set of actions across a broad spectrum of the sustainability agenda for tourism. Further attention should be paid
344 to the prioritization and selection of actions to achieve the most effective acceleration of sustainable consumption and
345 production in the sector.

346 Actions, or more broadly sub-programmes, may be looked at and categorized in three ways:

347 1. By sustainability topic/issue – e.g. climate change mitigation; water consumption; poverty reduction

348 2. By point of engagement in tourism (life cycle) – e.g. tourism planning and policy making; investment; operation of
349 tourism businesses; consumption of products

350 3. By process or instrument – e.g. policy formulation and implementation; economic incentives; standards and
351 certification; capacity building; use of indicators and monitoring.

352 Actions (and sub-programmes) may often require a cross-cutting approach within the tourism sector but also across the
353 other 10 YFP programmes. Items #2 and #3 above, listed for considering and formulating actions may be seen as
354 cross-cutting with respect to Item #1.   An example of a cross-cutting approach is that a focus on more sustainable
355 business operations (perhaps delivered through certification, economic incentives and capacity building) can address a
356 range of issues from energy and water savings, to local employment generation and community support.

357 The stakeholder survey (Annex 2) provided considerable feedback on processes for promoting SCP, including cross-
358 cutting measures. In terms of expectations and outcomes, it emphasized the importance of awareness-raising (amongst
359 businesses and destination stakeholders), capacity building, standards, guidelines and best practice case studies,
360 leading to behavioural change. The greatest need or opportunity was seen in the field of tourism destination planning,
361 but many respondents pointed also to tourism investment, operations and consumer choice.

362 Being aware both of sustainability issues (especially regarding the resource efficiency aspects of SCP) and cross-cutting
363 measures, consideration needs to be given to the prioritization of more specific areas of action within the programme
364 framework. Some examples of specific actions and approaches are given below. These and other priority issues,
365 should be further discussed and considered in amending and developing a final sustainable tourism programme and
366 related sub-programme areas.

367 ▪ Tourism transport and climate change mitigation, accomplished through, for example:

368 – Reduction of net emissions from tourism activity may be a key topic for consideration;

369 – Support of aviation industry proposals for using technology and operational changes to minimise emissions in
370   cooperation with ICAO;

371 – Support of low carbon means of transport (e.g. railways)

372 – Changes in tourism travel patterns that may result in lower carbon emissions for the same economic return.

373 ▪ Making tourism businesses more sustainable by working with larger corporate businesses and/or (networks of)
374   SMEs by:

375 – Promoting green building & construction practices at tourism facilities (hotels, resorts etc.) – and linking to the
376   10YFP programme on 'sustainable building and construction'

377 – Strengthening the use of environmental management systems in the operation of tourism businesses through
378   mechanisms such as capacity building, use and promotion of certification, incentives and business-to-business
379   influence on the supply chain

380 ▪ Influencing greater consumption of tourism products and services:

381 – Fostering more consumer awareness in adopting sustainable lifestyles and promoting greater use of more
382   sustainable products and services;

383 – Influencing market-driven demand towards greater SCP actions in the tourism sector over the long term

384 – Ramping up global media campaigns on sustainable tourism benefits and responsibilities, involving industry
385   players.

386 – Replicating effective local initiatives on consumer engagement

387 – Developing strong links with the 10YFP Programme on 'Sustainable Lifestyles and Education' and on
388   'Consumer Information'.

389 The prioritization of sub-programmes and actions should be determined by considerations of:

390 • Where the main opportunities and specific needs lie with respect to SCP issues for tourism in different regions,
391   nations and local destinations; and

392 • The Programme contemplates the support of large scale initiatives that may be built up from an aggregation of
393   smaller national or regional initiatives that are simultaneously replicable and scalable.

394 • The Sustainable Tourism Programme will also need to consider and assign indicators and measures of progress
395   and success that reflect the goal (i.e. impact indicators), the mission (outcome indicators) and the delivery of

396 benefits to the range of stakeholders (result indicators). These indicators should be harmonized with those evolving
397 through the SDG process (see the reference document of Annex 3), pertinent to the tourism sector and should
398 reflect the implementation success of the 10YFP Sustainable Tourism programmes and sub-programmes.

399 *Enablers in accelerating SCP of tourism*

400 In order to focus actions on where they may make the most difference in establishing a step-change towards SCP in
401 tourism, it is important to consider who the main enablers may be in bringing about this change. The range of
402 stakeholders and sources for resource mobilization are covered in later sections of this Concept Note. However,
403 particular attention should be given to the following change agents and structures.

404 • **Leading international tour operators and service providers**. Some are already addressing sustainability through
405 an influence on their own supply chains, including supporting projects in destinations. This approach should be
406 further extended to others, including through collaborative and competitive processes.

407 • **Private and public-private tourism sector associations and networks**. These include a number of significant
408 regional tourism trade bodies in different parts of the world, who currently pay varying attention to sustainability.
409 National level tourism associations are also influential in some countries. All such associations and networks have
410 an important role to play in reaching mainstream tourism businesses and fostering business-to-business
411 engagement.

412 • **Government ministries for environment, development, trade and tourism**. Critically, it often requires a
413 combination of these Ministries, or at least effective collaboration between them, to make the necessary policies and
414 reforms to promote sustainable tourism. A key is to help them understand the role of tourism as an agent for
415 sustainable development. Their policies and national programmes are increasingly important in unlocking ODA and
416 other international funding.

417 • **Local level multi-stakeholder tourism bodies**. The practical ability to bring about change in SCP, address
418 immediate resource management issues and bring benefits to local communities, is often most apparent at a local
419 (sub-national) level. Engagement of local authorities alongside tourism business and community representatives,
420 through local multi-stakeholder structures, can be particularly effective in delivering change, provided sufficient
421 support and capacity building is available.

422 • **Individual tourism businesses, committed to sustainability**. The greatest success at a local level in developing
423 and implementing SCP initiatives, within tourism operations and the surrounding area, is often found through the
424 work of dedicated individual businesses working with local communities. Their example should be replicated as far
425 as possible through appropriate exposure and dissemination.

426 • **Tourism and general media**. Consumer-facing media of all kinds, including a wide range of general and travel-
427 related websites, publications and news media, should be seen as key change agents and be involved in elements
428 of the Programme where possible. This should also include social media networks, the increasingly important
429 websites that are based on consumer-generated content and on-line travel agents.

430 **2.5   Resource Mobilization Strategy for the Project**

431 The 10YFP has a Trust Fund, to provide financial support to initiatives at primarily at regional and national levels, which
432 support the 10YFP programmes. Funds will be made available in the launch phase of the programmes, but in the longer
433 term funding will come from multiple sources. Fundraising based on innovative projects and "implementation teams of
434 tourism stakeholders will be a crucial aspect of programme implementation. Fundraising needs to be realized
435 strategically, bringing together tourism stakeholders and potential donors with the same strategic interests and thematic
436 and/or geographical priorities, to provide funds or in-kind support for specific activities related to the programme and sub-
437 programme areas in specific regions and countries. These demand driven stakeholder-based implementation teams will
438 ensure a higher commitment to both fundraising and implementation, and should help convince potential donors of the
439 added value of the programmes.

440 Generally the following potential donors will be solicited for funding:

441 ▪ National governments;

442 ▪ Development banks;

443 ▪ Multilateral and regional organizations and foundations;

444 ▪ Private sector organizations and private enterprises.

445 ▪ Self-financing (for Developed countries)

446 It is important that the 10YFP Programme for Sustainable Tourism is placed alongside other funding programmes for
447 sustainable development that involve tourism, such as Environment, Climate, Biodiversity, Aid For Trade, so that the
448 different programmes are developed and implemented in ways which are mutually supporting and not duplicative. It is
449 important as well to relate donor's priorities to the objectives and outputs of the programme areas. UNWTO has worked
450 to strengthen cooperation between the various international agencies and programmes through establishing and
451 servicing the UN Steering Committee on Tourism for Development.

452 **2.6   National or Regional Relevance**

453 Beside overall strategies and methodical approaches towards sustainable tourism, the destinations themselves are in
454 charge of certain operations and activities to achieve maximum changes. The global survey and the stock taking
455 exercise, therefore, analyzed overall national and regional needs to gain a comprehensive big picture of how the 10YFP
456 Sustainable Tourism programme can yield the necessary change in different destinations throughout the world. It was
457 found that especially on national level many challenges still exist in analyzing, planning, implementing and monitoring
458 sustainable tourism. Overall a certain understanding was acknowledged which needs to be operationalized. Thus the
459 mentioned programmes areas have been built in a way that they can cater to different national needs. They will focus on
460 identifying, strengthening and mainstreaming good practices from national to regional level, to create the necessary
461 synergies for a holistic tourism approach and transnational cooperation.

462 Countries wishing to participate in the programme are subject to a series of criteria, such as the level of counterpart
463 commitment from national governments; the existence of a national technical establishment for skills and knowledge
464 exchange; possibilities to synergize with major stakeholders; the scale of the national tourism sector and its linked value
465 chain and the potential for replicating and disseminating the results, e.g. in associated subregions.

466 **2.7   Stakeholder Analysis and Roles**

467 As part of the stock taking exercise[23] a stakeholder analysis was done, which identified and described various
468 stakeholders, which are of major importance in achieving the goals of the 10YFP Sustainable Tourism Programme. The
469 stakeholders that were found are each directly concerned with tourism and can contribute with different resources (e.g.
470 human, financial, material etc.) and in different roles (e.g. as lead actors, partners, members of the multistakeholder
471 committee etc.) to the successful implementation over the ten years. The following gives a brief summary of the major
472 stakeholders addressed:

473 ▪ Global tourism partnerships/ networks: Acting on a global level, tourism partnerships and networks are crucial in
474 bringing together main stakeholders, informing, educating, replicating and fostering a common understanding and
475 pathways for the future. Many sustainable tourism stakeholders joined forces over the years, recognizing the crucial
476 importance of sharing knowledge in a collaborative approach.

477 ▪ Multilateral organizations and foundations: Multilateral organizations, such as development banks and UN
478 organizations are important aid organizations in tourism, as they provide direct funding to several recipient countries
479 for a specific purpose. The grants aim to generate economic growth and reduce poverty through finance
480 investments and interventions in tourism, whilst creating a supportive background for conservation and the local
481 society.

482 ▪ Bilateral organizations: Similar to multilateral organizations, bilateral organizations play an important role in
483 integrating tourism into development policies and agreements. They refer to aid given from one donor government
484 to a specific recipient country, providing the financial and technical assistance to individual sustainable tourism
485 programmes and projects. Many donor countries and development agencies play a dominant role in shaping the
486 international sustainable tourism agenda.

487 ▪ Intergovernmental Organizations, funds and programmes (IGOs): Intergovernmental Organizations, funds, and
488 programmes have a key role to play in the formulation and the implementation of the 10YFP Programme for

---

[23] UNEP (2013): Chapter 2 Key actors in sustainable tourism

489 Sustainable Tourism. As a cross cutting sector, tourism relates to several governance structure and issues (trade,
490 employment, finance, environment, culture, industry, businesses, investment, technologies). Besides, the
491 importance of collaborating amongst agencies is even more crucial as some IGOs are Non Resident Agencies,
492 meaning that implementation and fundraising efforts at the country level are severely affected. Their role is as well
493 essential in the advocacy for tourism.

494 ▪ Private sector and tourism organizations: Private tourism businesses have a major responsibility in representing and
495 influencing the tourism sector. In charge of the operation of tourism services, they provide the link to domestic and
496 international markets. The private sector directly influences sustainable product development, investment and
497 improvement. It has an important stake on employment creation and the generation of local income. Further it has
498 the potential to mainstream economic, social and environmental sustainability issues along its supply chain.

499 ▪ Regional organizations: Regional organizations are important players in facilitating regional or national sustainable
500 policies and mechanisms, with a focus on policy, overall market research and statistics, joint transnational tourism
501 marketing and promotional activities.

502 ▪ Nongovernmental organizations: NGOs actively engage in the strategic planning and development of sustainable
503 tourism worldwide. Thereby they provide hands on solutions for the economic, environmental and social challenges
504 of sustainable tourism. They assist in stakeholder coordination and support implementation of sustainable tourism
505 projects, often through funds from multi- or bilateral donors. This can be through capacity building and the provision
506 of expertise.

507 ▪ Education and training bodies: Education and training bodies have proven to be highly relevant when it comes to
508 knowledge gathering and dissemination, policy and strategy development support, as well as provision of assistance
509 in capacity building and training.

510

2.8   Other Socio-Economic Issues and Environmental Safeguards

2.8.1   Global Code of Ethics

513 A fundamental frame of reference for responsible and sustainable tourism, the Global Code of Ethics for Tourism
514 (GCET) is a comprehensive set of principles designed to guide key-players in tourism development. Addressed to
515 governments, the travel industry, communities and tourists alike, it aims to help maximise the sector's benefits while
516 minimizing its potentially negative impact on the environment, cultural heritage and societies across the globe.

517 Adopted in 1999 by the General Assembly of the World Tourism Organization, its acknowledgement by the United
518 Nations two years later expressly encouraged UNWTO to promote the effective follow-up of its provisions. Although not
519 legally binding, the Code features a voluntary implementation mechanism through its recognition of the role of the World
520 Committee on Tourism Ethics (WCTE), to which stakeholders may refer matters concerning the application and
521 interpretation of the document.

522 The Code's 10 principles amply cover the economic, social, cultural and environmental components of travel and
523 tourism, the GCoE should be embedded in the 10YFP for sustainable tourism.

2.8.2   Gender Analysis

525 The tourism sector is targeted because of the industry's potential to generate substantial economic benefits to host
526 countries, as part of national development strategies which prioritize jobs, poverty alleviation, infrastructure and rural
527 development, among other objectives. Research confirms that the tourism sector   is a particularly important sector for
528 women, as they account for a large proportion of the workforce, indicating twice as many female employees as other
529 sectors. Therefore tourism has been identified as an important industry to contribute to Millennium Development Goal 3-
530 Promote gender equality and empower women. Tourism offers varied opportunities for income-generating activities, as
531 well as quality employment, notably when capacity-building is made available. Especially for women tourism has the
532 potential to break the poverty cycle through formal and informal employment, entrepreneurship, training, and community
533 betterment.

534 However, in many parts of the world women in tourism are subject to gender stereotyping, exploitation and sexual
535 discrimination and mostly work in lower-paid clerical and cleaning jobs. Also a large percentage of unpaid work in
536 tourism is done by women, career opportunities are unequal compared to men and gaps in average salary are
537 predominant (women earning 10-15 % less than male counterparts)[24] Therefore special attention will be given to
538 identifying gender issues and minority groups' needs in all the phases of the 10YFP Sustainable Tourism Programme,
539 especially with respect to training and information dissemination. Gender and cultural sensitivities will be considered
540 when developing strategies and policies, introducing a specific indicator to address the issue, in order to empower
541 women's active participation in this sector. Concerning the management of the programme, the guidance document
542 foresees lead actors and multistakeholder committees with gender and regional balance.[25]

543 2.8.3 Tourism and Environmental Rule of Law

544 The 'Future We Want' reaffirmed the central role to be played by the rule of law on the path towards sustainable
545 development and as a prerequisite for a successful transition to greener economies. Thus the 10YFP secretariat and all
546 stakeholders and partners involved in the programme play an important role in ensuring fairness and equity in the
547 implementation of policies to further sustainable development. The rule of law at national and international levels can
548 make a significant contribution toward forging an enduring partnership between the environment and development
549 founded on ecological and social sustainability. Therefore the programme has considerable potential to advance the
550 juridical framework of tourism, social and environmental laws.

551 2.9 Project Sustainability Strategy

552 Whilst putting the programme areas into action an overall project sustainability strategy will be considered, which is
553 based on shared sustainability principles and understanding of all involved stakeholders, namely concerning the vision
554 and outputs of the programme areas. A holistic approach will be put in place, which moves beyond projects in isolation
555 towards an integrated way of linking project components and their effects.

556 The most paramount aspect in the development of the programme is to consider and prepare the project participants to
557 carry on the activities after termination of the funds, either by training stakeholders in application procedures for
558 additional funding, or by outlining other ways of pursuing the project, without requiring any additional financial injection,
559 focusing more on the human resource capacities of the stakeholders, such as train the trainer programmes. Two main
560 elements will be considered to ensure that the programme is auto-sustainable in the long run: empowerment and
561 ownership. Both aspects will be addressed right from the beginning and in all phases of the programme, in a way that
562 involves stakeholders are empowers to take on long-term responsibilities and make certain initiatives to their own. The
563 10YFP Sustainable Tourism programme is open to all interested stakeholders and seeks to be inclusive and driven by
564 the collective spirit of diverse participants which are truly involved and believe in the goals of the programme.

565 2.10 Project Implementation Structure

566 Each of the initial five programmes under the 10YFP will serve as an umbrella bringing together existing initiatives and
567 partnerships, and facilitating new joint projects and activities responding to regional and national priorities and needs.
568 The programmes provide a voluntary and collaborative relationship between various parties, governmental, non-
569 governmental, public and private, in which all participants agree to work together in a systematic way to achieve the
570 overarching goals and objectives of the 10YFP on SCP and the specific objectives of the individual programme. The
571 following figure shows the overall organizational structure of the 10YFP, demonstrating the framework of operation for
572 the Sustainable Tourism Programme. UNEP serves as the 10YFP Secretariat and will assist the programmes in the
573 development and launch phase by identifying and convening stakeholders, providing information and fund raising
574 assistance.

---

[24] UNWTO (2010)
[25] UNEP (2013)

575 **Figure 2: Organisational Structure of the 10YFP**
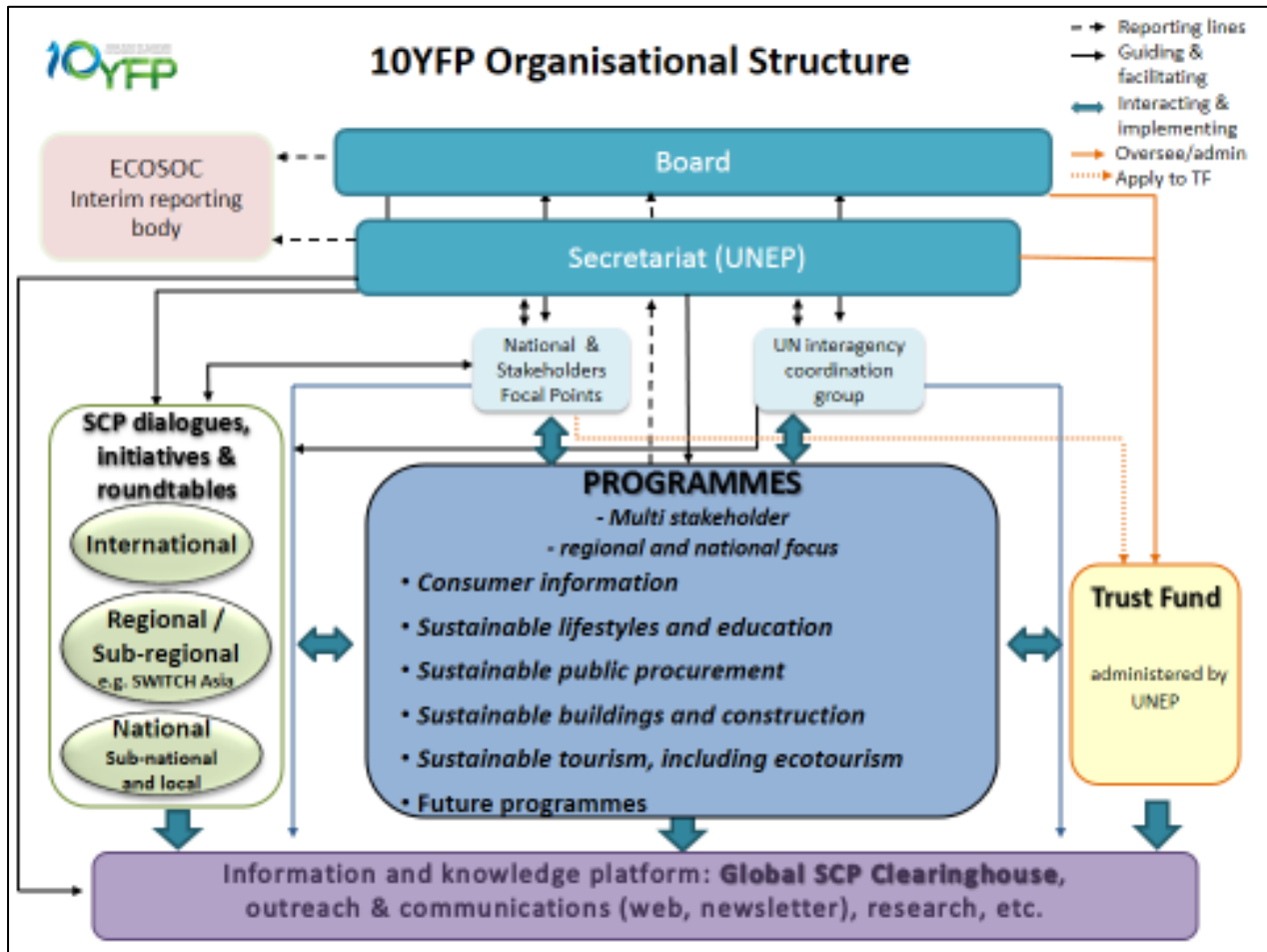
576

577 Participation in a 10YFP programme is open to any government (national, regional and local, from any UN member
578 state), relevant regional or national organizations, international organizations (including IFIs), industry or business
579 organizations, non-governmental/civil society organizations or academic institutions, or any other entity that supports the
580 goals of the 10YFP and agrees to work towards them, based on their respective competencies, comparative advantage
581 and resources.

582 The governance and coordination of the tourism programme will be based on the following principles:

583 • **One lead with at least one and up to two co-lead actors** will support the overall coordination,
584 implementation, fundraising activities and monitoring of the programme, and will provide the resources needed
585 to create and sustain its "Coordination Desk". The term of the lead and co-leads will be 4 years, renewable if
586 agreed in consultation with the MAC.

587 • **A Multi-stakeholder Advisory Committee** (MAC) is established based on various criteria, including expertise,
588 regional and stakeholder balance. The MAC members will support in a cooperative way the overall
589 coordination, implementation and monitoring of the programme, as well as further resource mobilization. The
590 term of the members of the MAC is 2 years, renewable for up to two terms. The composition of the MAC will be
591 reviewed at the end of each term (with reference to implementation achieved and ensuring regional and
592 stakeholder balance). The MAC in its first term will establish its own Terms of Reference and working
593 modalities, including, if necessary, adjusted rotation and renewal rules to be applied after the initial term. It is
594 recommended to have at least 1/4 of the MAC members change at the end of each term. The Multi-stakeholder
595 Advisory Committee (MAC) should be composed of a maximum of 20 members, unless decided otherwise in
596 the Terms of Reference and modalities of work adopted during the first term.

597 • **Coordinators of a programme work area**: without having to be a lead / co-lead or a member of the MAC, any
598 entity with significant expertise in the specific programme area can also become a *coordinator of a programme*

599 *work area* if it contributes to the programme objectives by providing resources (including in-kind contributions or
600 expertise) for implementation of activities. This coordination role will be discussed and agreed with the lead
601 actors and the MAC. In the specific case of the tourism programme, coordinators will be called heads of
602 programme areas.

603 • **Partner**: in addition, any stakeholder can become a *partner* of a programme by taking part in and/or supporting
604 some of its activities, workshops, trainings, making use of capacity building materials, tools and reports
605 produced by the programme. Partners do not necessarily need to provide technical and/or financial support.

606 • **A Coordination Desk** will be established for each programme with resources, including staff, provided by the
607 lead and co-leads of the programme.

608 For more information on the roles and responsibilities of each actor of the sustainable tourism programme, please look at
609 the 10YFP guidance document for programmes . Interested parties will submit a commitment letter to be member of the
610 MAC or be a lead of the programme to the 10YFP Secretariat.

611 **Figure 3: Organisational structure of the 10YFP Sustainable Tourism Programme**
612
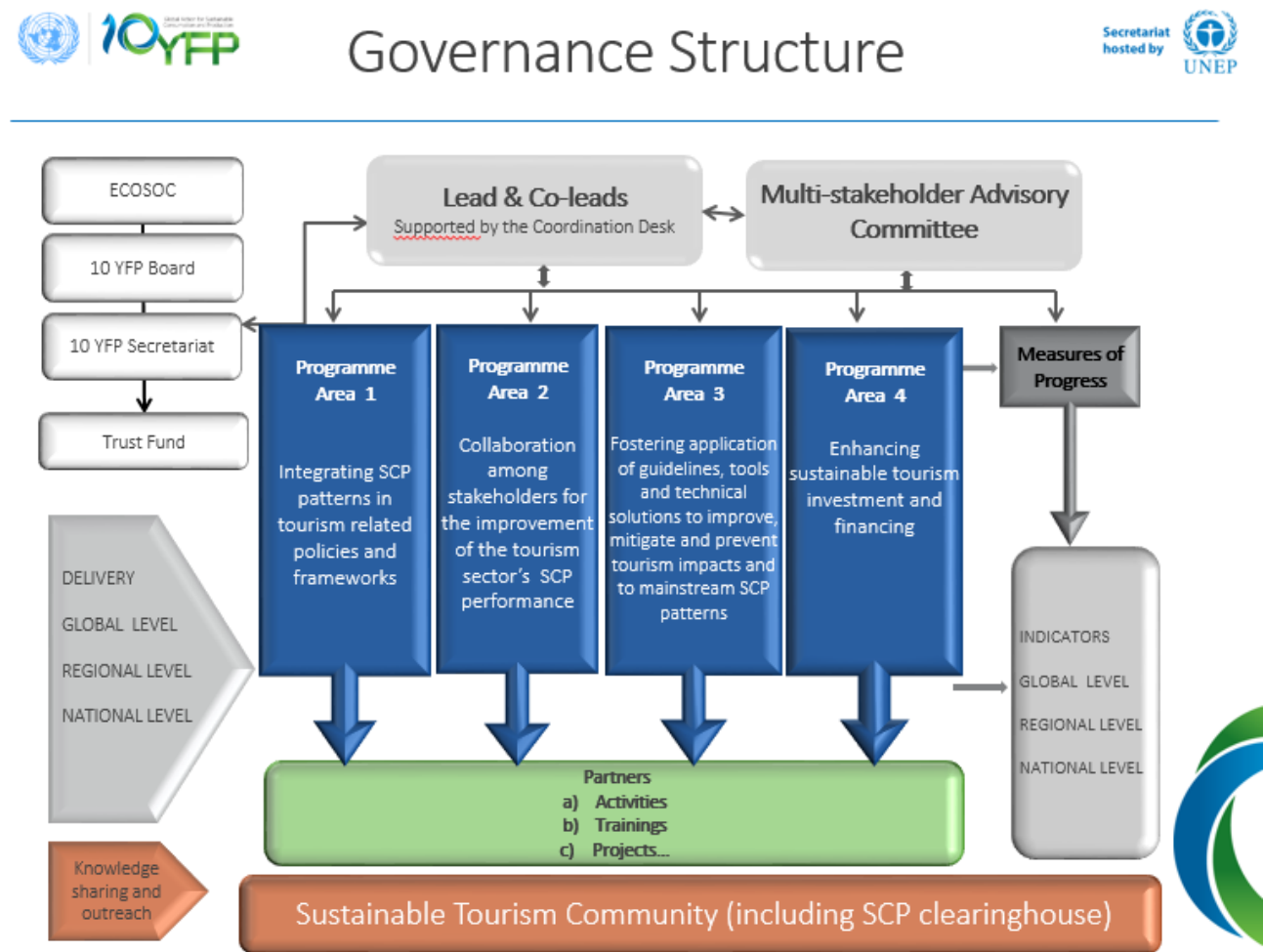
3   References

UNEP (2013), *Stock taking. Development of the 10YFP Sustainable Tourism Programme.* This reference integrates a series of documents and publications contained in the Stocktaking and research exercise.

UNCSD (2012), *A 10-year framework of programmes on sustainable consumption and production patterns*, outcome document (A/CONF.216/5) of the United Nations Conference on Sustainable Development, Rio de Janeiro, Brazil, 20 - 22 June 2012

UNEP (2011), *Tourism – Investing in energy and resource efficiency*, available:
http://www.unep.org/resourceefficiency/Portals/24147/scp/business/tourism/greeneconomy_tourism.pdf

UNEP (2011), Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication. It features a chapter specifically on Tourism, prepared jointly by UNWTO and UNEP.

"The Future We Want" UNGA A/RES/66/288*, 11 September 2012.

UNEP (2013), *Guidance document on the 10YFP Programmes*

UNWTO (2011), *Global Report on Women in Tourism 2010,* available:
http://www2.unwto.org/sites/all/files/pdf/folleto_globarl_report.pdf

UNWTO (2013), *Tourism Highlights, 2013 Edition, available*:
http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_highlights13_en_hr_0.pdf

WTTC (2013), *Travel & Tourism Economic Impact 2012 – World*, available:
http://www.wttc.org/site_media/uploads/downloads/world2013_1.pdf

613

4   Annexes

614

Annex 1

Box 1: Definition and Aims of Sustainable Tourism

UNWTO definition of Sustainable Tourism:

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Thus, sustainable tourism should:

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity.
2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

12 Aims for Sustainable Tourism[26]:

1) ECONOMIC VIABILITY: To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.
2) LOCAL PROSPERITY: To maximize the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally.
3) EMPLOYMENT QUALITY: To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.
4) SOCIAL EQUITY: To seek a widespread distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.
5) VISITOR FULFILMENT: To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.
6) LOCAL CONTROL: To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.
7) COMMUNITY WELLBEING: To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.
8) CULTURAL RICHNESS: To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.
9) PHYSICAL INTEGRITY: To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment
10) BIOLOGICAL DIVERSITY : To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.

---

[26] UNEP and UNWTO Making Tourism More Sustainable (2005); also presented in UNEP (2012) Sustainable Consumption and Production, A Handbook for Policy Makers

11) RESOURCE EFFICIENCY: To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.

12) ENVIRONMENTAL PURITY: To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

Annex 2: On-line survey of tourism stakeholders

An on-line survey of tourism stakeholders was conducted to gain an insight of opinions, processes and priorities in the pursuit of sustainable tourism and the aspirations for the 10FYP. There was reasonable representation of government ministries and strong input from international experts in sustainable tourism. While there was a weak input from individual tourism businesses, a number of trade bodies represented views of the private sector. There was some concern that respondents were unclear whether to answer about tourism in general or about their own country/project. However, overall, the collection of responses provided a valid input to the programme planning.

The topics most frequently identified as underlying causes of constraints to achieving sustainable tourism development included:

- Issues of awareness and knowledge – e.g. poor understanding of the concept of sustainable tourism; low awareness by industry of the benefits; sustainable products not prioritised for visitors.

- Limitations of policy

- Lack of capacity in public sector agencies

- Weak systems for monitoring and reporting.

Within six prescribed areas set out in the survey, the weight of opinion on where the 10YFP should focus was as follows:

Tourism/destination planning	120
Capacity building	99
Tourism monitoring/evaluation	86
Tourism investment	81
Consumption of ST products	80
Tourism operations/management	67
Tourism promotion/marketing	61

Although 'planning', which is arguably the broadest area anyway, comes out on top, the survey results are sufficiently close to justify interventions in any of these areas.

It can be misleading to draw precise comparisons between the more specific topics listed on the questionnaire for potential intervention, owing to the different numbers of options given in each prescribed area. However, overall, the spread of interest expressed between the options was quite wide, suggesting that a whole range of different types of intervention are seen as valid.

The most frequently mentioned expectations for the 10YFP in the short term were: awareness raising, capacity building (at policy and project level), and dialogue/networking. In the long term, expectations were more about implemented actions leading to more sustainable tourism. In terms of outcomes, respondents were looking, in the short term, for improved skills and knowledge, through tools and case studies, and in the longer term to changes in behaviour, both by tourists and especially by businesses, which may be identified through reporting, certification etc. As far as indicators of success are concerned, the use of percentage compliance with some verifiable standards was frequently mentioned.