Global Action for Sustainable Consumption and Production

Secretariat

UNEP

Harnessing the Power of One Billion Tourists for a Sustainable Future

Resource Efficiency, Conservation, and New Technologies the Focus of New International Partnership on Sustainable Tourism

London, 5 November 2014 - A new international programme that aims to catalyze a shift to more sustainable tourism – including eco-tourism - over the next decade was launched at the World Travel Market in London today.

The Sustainable Tourism Programme of the Ten-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) will be led by the United Nations World Tourism Organization (UNWTO) and the Governments of France, the Republic of Korea and the Kingdom of Morocco, with the support of United Nations Environment Programme (UNEP), which hosts the 10YFP Secretariat.

Tourism is today one of the largest and fastest-growing economic sectors in the world. It contributes 9 per cent to global GDP, accounts for one in 11 jobs worldwide, and for 6 per cent of global exports. By 2030, UNWTO forecasts that there will be 1.8 billion international tourism arrivals annually.

If not sustainably managed however, tourism can deplete natural resources leading to water shortages, loss of biodiversity, land degradation and contribute to climate change and pollution, among other impacts. Tourism's contribution to global warming is estimated at 5 per cent of global CO2 emissions.

UNEP's 2011 Green Economy Report reveals that under a 'business-as-usual' scenario, projected tourism growth rates to 2050 will result in increases in energy consumption by 154 per cent, greenhouse gas emissions by 131 per cent, water consumption by 152 per cent, and solid waste disposal by 251 per cent.

"As tourism continues to grow, so too will the pressures on the environment and wildlife. Without proper management and protection, as well as investments in greening the sector, ecosystems and thousands of magnificent species will suffer," said UN Under-Secretary-General and UNEP Executive Director Achim Steiner.

"Tourism has been identified by UNEP as one of the ten economic sectors best able to contribute to the transition to a sustainable and inclusive green economy. This important initiative is about steering the industry onto a truly sustainable path -- one that echoes to the challenge of our time: namely the fostering of a global Green Economy that thrives on the interest, rather than the capital, of our economically important nature-based assets." he added.

UNWTO Secretary-General Taleb Rifai said, "As the leading organization for tourism, the World Tourism Organization seeks to maximize tourism's contribution to development while minimizing its negative impacts. UNWTO is pleased to be at the helm of such an important initiative and to be collaborating with governments and institutions to implement the 10YFP Sustainable Tourism Programme."

For example, in the Galapagos Islands and Palau, visitors pay an entry tax to protected areas, which are sometimes referred to as 'green fees'. The revenues generated from these fees - which in Palau's

Division of Technology, Industry and Economics (UNEP/DTIE)
15 rue de Milan • 75441 Paris Cedex 09 • France
Tel: +33 (0) 1 44 37 14 50 • Fax: +33 (0) 1 44 37 14 74
E-mail: unep.tie@unep.org• www.unep.org/dtie

case is US$1.3 million annually since 2009 - are used to support conservation and sustainable human development.

The Organisation for Economic Co-operation and Development's (OECD) Tourism Trends and Policies 2012, reports that, as the importance of the tourism sector continues to grow in OECD countries, the greatest challenge to achieving sustainable tourism is horizontal and vertical policy coordination.

Addressing these challenges is the mandate of the 10YFP Sustainable Tourism Programme as it strives to achieve major shifts in tourism policies and stimulate greater sustainability within the tourism supply chain. A collaborative initiative, the programme aims to improve resource efficiency, management effectiveness, and the use of new technologies to promote sustainable consumption and production patterns in this key sector.

As the most visited tourism destination in the world, France highly values the preservation of its rich culture and natural heritage. This is fundamental to maintain the quality of a destination which receives 85 million tourists a year.

Building on its support to sustainable tourism, as former Chair of the International Task Force on Sustainable Tourism Development, and former Chair of the Global Partnership for Sustainable Tourism, France will pursue its commitment by co-leading this programme. France's experience in this regard will be of benefit to the 10YFP and partners in this important programme.

Ms. Hyeri Han, Deputy Director of the International Tourism Division of Korea's Ministry of Culture, Sports and Tourism, one of the Programme's co-Leads said, "The Government of the Republic of Korea already integrates principles of sustainability into its tourism policies and is accelerating programme implementation nationally, with the intention of offering best practices and lessons learned on sustainable tourism."

Korea has been committed to the promotion of global sustainable tourism and actively supported the process of the inclusion of 'sustainable tourism' in the Rio+20 outcome document.

Dr Lahcen Haddad, Minister of Tourism for the Kingdom of Morocco, emphasises that the aim of Morocco's new *Vision 2020* is to make the country one of the world's top 20 tourism destinations, making it a model of sustainable tourism development in the Mediterranean.

"This ambitious strategy aims to capitalize on and preserve our natural and cultural advantages so that their exploitation yields the most sustainable social and economic benefits for all stakeholders," said Minister Haddad.

"By taking this proactive role, Morocco seeks to establish itself as a leading sustainable tourism destination in the Mediterranean. Morocco is committed to the 10YFP and has been since our active participation in the work of the International Task Force and its successor, the 'Global Partnership for Sustainable Tourism".

Morocco served as the Chair of this Partnership since 2013 and is delighted to be a co-lead of the 10YFP Sustainable Tourism Programme."

Contacts

Shereen Zorba, Head of News and Media, UNEP Division of Communication and Public Information, Tel. +254 788 526 000. Email: unepnewsdesk@unep.org

Moira O'Brien-Malone, Head, Communications, UNEP Division of Technology, Industry and Economics, Tel: + 33 1 44 37 76 12 or mobile +33 6 82 26 93 73. Email: moira.obrien-malone@unep.org

Notes to Editors
For more information about the 10-Year Framework of Programmes on Sustainable Consumption and Production, please visit http://www.unep.org/10yfp/

About the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP)
The 10YFP is a global framework for action that enhances international cooperation to develop, replicate and scale up sustainable consumption and production (SCP) and resource efficiency initiatives around the world. It was established after Heads of State, meeting at the Rio+20 summit on sustainable development in 2012, agreed that SCP was a cornerstone of sustainable development, and an important contributor to poverty alleviation and the transition to low-carbon green economies. UNEP serves as the Secretariat of the 10YFP and administers its Trust Fund.

The Sustainable Tourism Programme is the third programme to be launched under the 10YFP. Programmes on Sustainable Public Procurement and on Consumer Information have already been launched, while others on sustainable lifestyles and education and sustainable buildings and construction are expected to be launched this year.

About UNEP
The United Nations Environment Programme (UNEP) is the voice for the environment in the UN system. Established in 1972, UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.

UNEP is an advocate, educator, catalyst and facilitator promoting the wise use of the planet's natural assets for sustainable development. It works with many partners, UN entities, international organizations, national governments, non-governmental organizations, business, industry, the media and civil society. UNEP's work involves providing support for: environmental assessment and reporting; legal and institutional strengthening and environmental policy development; sustainable use and management of natural resources; integration of economic development and environmental protection; and promoting public participation in environmental management.

About the World Tourism Organization (UNWTO)

The UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development. For more information please contact: **stp10yfp@unwto.org** or visit www.unwto.org.