

Working Group on “Sustainable Tourism for Development: How do one billion tourists become one billion opportunities?”

10YFP Sustainable Tourism Programme

Thursday, April 6th, 2017 - Itamaraty Place, Brasilia, Brazil

Outcome Document & Recommendations

The working group on “Sustainable tourism as a driver for development and social cohesion” was held within the framework of the South-South Cooperation Conference on sustainable consumption and production (SCP) in Brasilia from 6-7 April, 2017, with the objective of highlighting the importance of tourism as a development tool and a catalyst of South-South and triangular cooperation (SSC).

Through the presentations and interactive panel, the working group explored (1) perspectives for sustainable tourism and SCP in Africa and Latin America and the Caribbean (LAC), (2) opportunities to address common challenges of sustainability through SSC, and (3) the role that development and cooperation agencies can play in supporting and promoting SSC initiatives for sustainable tourism.

27 participants from 7 African countries and 6 LAC countries attended the working group. The participants had the opportunity to exchange with representatives from governments, practitioners and development agencies their experiences and lessons learned from implementing SSC projects with a focus on biodiversity protection and good governance.

Key Messages and best practices to be scaled up and replicated:

- **The need for institutional strengthening:** through (1) mainstreaming SCP in legal frameworks of tourism and building capacities of policy makers on SCP patterns, especially in the context of the IY2017 celebrations, and (2) formulation and implementation of national and local policy planning guidelines and evaluation frameworks for sustainable tourism development.
- **The need for developing schemes for collaboration with more involvement of the private sector:** Large tourism operators and other key intermediaries in the value chain should (1) work with communities and (2) reinforce economic linkages and (3) better engage women and youth in tourism projects.
- **The need for strengthening sustainable tourism frameworks and standards:** The harmonisation of existing guidelines, tools and standards and support to voluntary accountability mechanisms such as third-party, independent sustainability certifications and others.
- **The need for reinforcing sustainable tourism development and measurement schemes:** through
 - Initiating, reinforcing and promoting public–private partnerships on sustainable tourism;
 - Promoting sustainable tourism development models that prevent leakages and track tax contributions through tourism,;

- Incentivizing and measuring impacts of domestic, local, regional tourism through application of key monitoring indicators or indexes (e.g., the Global Competitiveness Index of World Economic Forum, the Social Progress Index, etc.);
- Ensuring that investments in the tourism sector contribute towards conserving biodiversity and community development;
- Increasing consumers' access to information to help them make responsible decisions.

*Participants also agreed that development of such SSC schemes should consider the **reciprocity approach** of South-South cooperation initiatives and projects (i.e., identifying in advance the benefits of the cooperation for respective counterparts).*

Message to development and cooperation agencies and development banks:

The need for more assistance to:

- **SMEs**, by making technical and financial assistance accessible to businesses of all sizes;
- **Local communities**, through popularization of sustainable tourism best practices i.e. using a “down to earth” language and help local businesses implement sustainable practices;
- **Governments and NGOs**, to develop shared sustainability standards and improve infrastructure and public services related to tourism development.

Message to the 10YFP Secretariat to further support SSC in the implementation of SCP in regions and countries:

10YFP secretariat's support is needed in:

- **Supporting financial and technical resource mobilization for sustainable tourism projects** at intra and inter-regional levels;
- **Reinforcing the positioning of tourism at the international policy level** with a view to supporting the programme in channelling funds for sustainable tourism projects;
- **Fostering synergies between 10YFP programmes**, especially between tourism, construction and buildings and food systems;
- **Adding to the “SCP Clearinghouse” existing tools developed for Africa and LAC** to mainstream SCP in tourism and **promoting the role of the portal** for better dissemination of sustainability best practices and leading international initiatives of sustainable tourism in both regions.

Working Group moderator:

Mr. Ronald Sanabria, Head of Sustainable Tourism, Rainforest Alliance

A native of Costa Rica, Ronald Sanabria has worked with the tourism industry on certification, productivity, quality assurance and sustainability since 1992. He joined the Rainforest Alliance in 1998, first working with the Sustainable Agriculture Division. Two years later, he began leading the development of the Sustainable Tourism program. Ronald has coordinated projects in a dozen Latin American countries, supporting sustainable tourism training and technical assistance for hundreds of tourism businesses and community-based operations while also connecting them with the marketplace. He led the creation of the Sustainable Tourism Certification Network of the Americas (STCNA) and chaired its secretariat from 2003 to 2010. He assisted the creation of the Global Sustainable Tourism Council (GSTC) and sat on its board of directors from 2010 to 2012. He currently represents the Rainforest Alliance at the United Nations' 10 YFP Sustainable Tourism Programme as a member of its Multi-Stakeholder Advisory Committee. Ronald was the recipient of the 2008 EXPOTUR Friend of Nature Award in recognition of his efforts to promote sustainable tourism in Costa Rica. His team at the Rainforest Alliance was awarded the Gallina de Oro award from the Costa Rican Association of Rural Community-Based Tourism in 2008 for its support assisting communities engaged in tourism, the Travel + Leisure Global Vision Award in 2009, and The International Ecotourism Society's Innovation Award in 2010. Since 1992, he has taught at the Faculty of Engineering of the University of Costa Rica. A Fulbright scholar, Sanabria holds a B.S. in Industrial Engineering from the University of Costa Rica and an M.A. in Sustainable International Development from Brandeis University.

Rainforest Alliance is a member of the Multi-stakeholder Advisory Committee (MAC) of 10YFP Sustainable Tourism Programme.

Speakers:

Mr. Mohammed Bekkali, Programme Officer in Charge of Sustainable Tourism at the Ministry of Tourism of Morocco

Mr. Mohammed Bekkali is Programme Officer in the Ministry of Tourism of Morocco, in charge of leading and following-up the implementation of Sustainable Tourism Strategy of the Ministry. He is also member of the Coordination Desk, representing Morocco as Co-Lead of the 10YFP Sustainable Tourism Programme. He supports the overall coordination, implementation and monitoring of the programme.

Ministry of Tourism of Morocco is a Co-Lead of the 10YFP Sustainable Tourism Programme.

Mr. Manuel Bollmann, Programme Development Manager, Fair Trade Tourism

Mr. Bollmann stumbled into the sustainable tourism field ten years ago, when he was researching on South Africa's Wild Coast for his MA in cultural anthropology. He believes that, if done the right way, sustainable tourism development can be a good way to support and sustain livelihoods of otherwise struggling families. Mr. Bollmann also thinks that tourism can contribute to conserving nature, as long as parks behave as good neighbours to their surrounding communities. Before he joined Fair Trade Tourism, Manuel worked for a division focusing on sustainable tourism at GIZ headquarters in Germany for five years. Manuel has been fascinated with Africa ever since he was a 9 year old nerd, collecting stamps and delving into his atlas to find out where all those exotic looking stamps came from.

Fair Trade Tourism is a member of the Multi-stakeholder Advisory Committee of 10YFP Sustainable Tourism Programme.

Ms. Wilna Botha, CEO, Africa!Ignite

Wilna Botha is the CEO of Africa!Ignite, a rural development agency based in South Africa, which focuses on support for marginalised rural women and youth, giving them opportunities to earn a decent living, assert their human rights, protect their health and make their voices heard. Africa!Ignite uses sustainable community-based tourism in 'inclusive tourist destinations' as a tool to ensure that communities participate equally in the tourism value chain and that environmental protection is built into the model. Wilna was formerly an investigative journalist, researcher and founding CEO of MiET Africa, an education NGO that is a key partner of the South African Development Community (SADC) in working towards 'inclusive education'.

Africa!Ignite is a partner in the 10YFP Sustainable Tourism Program.

Ms. Marianela Feolli, Executive Director, Fundecooperación for Sustainable Development

Ms. Feolli is an Industrial Engineer with Master in Environmental Management and Graduate Programs on Strategic Management and Microfinances Management. Marianela was in charge of the Secretariat of the South-South Cooperation Programme for Sustainable Development among Benin, Bhutan and Costa Rica and Partners for South-South Cooperation. This program received the "UN South-South Cooperation Award" in South-South Expo 2010 and it was showcased by UNEP in Rio+20. She was also the Costa Rican Focal Point and national coordinator of the Triangular Cooperation Project among Morocco, Costa Rica and Germany. Ms. Feolli has worked as international consultant and trainer for IADB, UNIDO, Center for Technology Management, USAID, USEPA, GIZ, UNDP, IUCN. She teaches at the University of Costa Rica, Faculty of Industrial Engineering. Fundecooperación for Sustainable Development is a Costa Rican NGO with multi-stakeholder representation dedicated to promote and finance sustainable development projects.

Fundecooperación is a partner in the 10YFP Sustainable Tourism Programme.

Mr. Simba Mandinyenya, Director, Research and Development, RETOSA

Regional Tourism Organization of Southern Africa is the regional tourism organization of Southern Africa (SADC) with 15 member states. RETOSA is mandated to promote and facilitate sustainable tourism growth and development for the benefit of all the people of and the visitors to the sub-region.

RETOSA is a member of the Multi-stakeholder Advisory Committee of 10YFP Sustainable Tourism Programme.

Ms. Marice Salvador, President, Grupo GEA

GEA Group is a Peruvian NGO where the National Cleaner Production Center, Peru is hosted. Ms. Salvador is an environment specialist who focuses on Clean Technologies and Innovation as a means of Regional and Local Economic Development, and specialization in Policy Development in SMEs. GEA serves as the Technical Secretariat of the Environmental Management Standardization Committee of INACAL and Ministry of the Environment (MINAM). The organization coordinated the Eco-innovation Peru Project.

Grupo GEA is a partner in the 10YFP Sustainable Tourism Programme.

Ms. Adriana Zacarias, Regional Resource Efficiency Sub-Programme Coordinator for Latin America and the Caribbean, UN Environment

She is an international expert on SCP, has been working with UNEP since 2003 building the Marrakech Process and the 10YFP, cooperation for SCP. Before joining UNEP, she worked at the OECD and also in the Mexican Ministry of Environment.