

SDT

Sustainable Development of Tourism

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1. World Heritage Sustainable Tourism Initiative

UNWTO SDT participated with the UNESCO World Heritage Center, IUCN, ICOMOS, UN Foundation and other experts in the third workshop, held from 14 to 16 April in Karnataka, India in order to advance the WHSTI.



Group of experts at the Workshop on Communities, Livelihoods and Tourism

World Heritage Sites and their nearby local communities are politically, instrumentally and spiritually linked. At the same time, World Heritage Sites attract numerous tourists and visitors due to their outstanding universal value. The tourism activity can lead to both positive -such as new jobs opportunities or the improvement of infrastructures- and negative- such as economic pressures due to the change of the land value- impacts on those communities and their residents.

This workshop advanced in the definition of the overarching **principles and related implementation mechanisms for sustainable tourism** within the framework of the World Heritage Convention and set a roadmap for the development of an effective capacity building programme.

2. Marrakech Task Force on Sustainable Tourism Development

UNWTO SDT participated at the 5th meeting of the Marrakech Task Force on Sustainable Tourism Development, held in Marrakech from 20 to 22 April.

As a result of the meeting, the Task Force members agreed a set of **policy recommendations** in order to assist all stakeholders and decision makers of the tourism sector to achieve a better planning, development and management of tourism aimed at achieving sustainable tourism. The recommendations have been structured around a simplified life-cycle of tourism products and service:

- Tourism Planning
- Tourism investments
- Tourism operations and management
- Tourism promotion and marketing
- Consumption of tourism products and services
- Monitoring and evaluation of tourism development

The “Policy Recommendations for Sustainable Tourism Development” will be transmitted to the UN Committee on Sustainable Development and to the UNWTO General Assembly to be held in early October 2009.

The meeting also approved the transformation of the Task Force into an **UN-Partnership for Sustainable Development**.

3. International Conference for Decision Makers on Standards for Sustainable Tourism in the Middle East



Egyptian Tourism Authority, UNWTO, UNEP and IH&RA signing the “El Gouna Declaration”

UNWTO SDT participated at the conference co-organized by the Ministry of

Tourism of Egypt and the “Green Star” group. Under the banner “Egypt on the Way to a Sustainable Destination”, the event was held in El Gouna, Egypt (17-19 December) and addressed the question not whether and when to make tourism more sustainable, but how to take the first steps now.

A common declaration was signed by the Egyptian Minister of Tourism, the CEO of Orascom Hotels & Development and the official representatives of the UNWTO, UNEP and the IH&RA outlining that **Egypt**, as a tourism destination, **will use and implement the Global Sustainable Tourism Criteria**. The conference agreed that El Gouna, a destination in the Red Sea, will be used as a ‘permanent laboratory’ for sustainable tourism development and that a Sustainable Tourism Information Platform in the Middle East should be established.

Full “**El Gouna Declaration**” is available on-line at:
<http://www.unwto.org/sdt/events/en/det.php?id=360&lang=E>

- Creating the enabling environment for nature conservation and ecotourism development.
- Reducing poverty and providing community benefits.
- Supporting nature conservation through tourism.
- Monitoring tourism development and operations.

The Report presents an ample set of practical recommendations and good practices. Readers can also learn about the results of a case study exercise where a panel of experts, involving authorities, operators and community representatives, analysed tourism development in the Great Limpopo Transfrontier Conservation Area.

The **Summary Report** and full presentation documents of this Seminar, organized by UNWTO with the collaboration of the Ministry of Tourism of Mozambique, (5-7 November) is now available on-line at:
<http://www.unwto.org/sdt/events/en/det.php?id=222&lang=E>

4. Seminar on Ecotourism and Protected Areas in Africa, Mozambique, 2008



Session at the Seminar on Ecotourism and Protected Areas in Africa

The Seminar offered a forum of discussion and was designed to promote a **dynamic and rich exchange of experiences** through presentations, debates and working groups about the following key issues:



5. Protection of children in tourism

The **24th meeting of the International Task Force for the Protection of Children in Tourism** was held at the ITB Berlin on 13 March 2009. The meeting, which was attended by over 95 delegates, featured three main topics, namely the outcome of the Rio World Congress against Sexual Exploitation of Children and Adolescents held in Brazil in November 2008, the update on the UNWTO

Protect Children Campaign and a general reporting session.

The implications of the Declaration of the World Congress III for the tourism industry - and more specifically of those recommendations related to child sex tourism - were presented by ECPAT International, one of the Congress organisers. It was followed by a relaunch of the new UNWTO International Campaign to Protect Children from Exploitation in Tourism and by two examples of national campaigns recently carried out by the Italian Ministry of Tourism, and the Brazilian Ministry of Tourism.

The subsequent reporting session focused on a new Plan of Action designed by the Ministry of Tourism of Ecuador for the Regional Task Force for the Americas. Similarly, Child Wise (Australia) presented the South East Asian Plan (2009-2013) to combat child-sex tourism in the ASEAN countries. Other presentations featured Equations (India), UNICEF Japan Committee, the Ministry of Tourism of Brazil on a project in Fortaleza, the ECPAT Code of Conduct and two related training sessions carried out by the German DRV in Thailand and in the Dominican Republic.

The **report** of the 24th Task Force meeting (including presentations made during the meeting) is **available online** on the UNWTO website:

http://www.unwto.org/protect_children/task/en/pdf/berlin_08/Rep_24thTaskF.pdf

6. Update from the Tour Operators' Initiative (TOI)



TOUR OPERATORS INITIATIVE
FOR SUSTAINABLE TOURISM DEVELOPMENT

Andaman Sea Eco-region project (Thailand)

Following a joint field visit with WWF and consultations with local stakeholders, activities to be carried out in the Andaman Sea Eco-region's coastal area (particularly Phuket, Khao

Lak, Krabi) were identified: **waste water treatment; hotel staff training; and strengthen linkages** among tourism stakeholders to avoid overlaps while maximizing synergies and ensure proper information flow on ongoing activities undertaken by each actor.

TOI will also closely co-operate on Koh Khao Island (province of Phang Nga, district of Ta Kua Pa), with the UNWTO Consulting Unit Bonn for biodiversity and tourism development which is engaged on the island in developing biodiversity friendly tourism with local stakeholders since 2006. The island is still at the beginning of its touristic development and it is important to avoid possible negative impacts of mass tourism right from the start. In the short-medium term there is a concrete need for diversify the offer of eco-tourism products to extend tourists' stay on the island. In Koh Khao Island UNWTO activities are geared to develop community-based tourism and provide capacity building assistance.

The Tour Operators' Initiative for Sustainable Tourism Development contributed to the **UN Alliance for Civilizations/UN Global Compact publication on Doing Business in a Multicultural World** by giving practical examples on how the tourism industry, particularly tour operators, can make a substantial contribution to foster international understanding and peace through tourism.

Doing Business in a Multicultural World, launched at the 2nd Alliance of Civilizations Forum (Istanbul, 6 to 7 April 2009), is now available at:

http://www.unglobalcompact.org/NewsAndEvents/news_archives/2009_04_07.html (see from page 46 to page 48).

For more information on TOI, please visit:

<http://www.toinitiative.org> and
<http://www.unwto.org/sdt/fields/en/global.php?op=2&subop=5>

7. Launch of the Italian version of “Indicators of Sustainable Development for Tourism Destinations”

Tourism is nowadays one of the global engines of development. Well managed and planned it can be a positive force bringing benefits to destinations around the world. On the other hand, if poorly planned and deficiently managed, tourism can contribute to degradation. In order to avoid the possible negative impacts of tourism, the use of **sustainable indicators** has been actively promoted by the UNWTO as an **essential instrument for policy-making, planning and management** process at destinations.

The UNWTO's publication “Indicators of Sustainable Development for Tourism Destinations: A Guidebook” is considered the most comprehensive resource on this topic. Aimed at reaching the major possible diffusion, it has been translated to Italian with the financial and technical support of the Province of Rimini. The Italian version was officially launched on 2 April in Rome. Mr. Luigi Cabrini participated in this event in order to support and encourage the use of this publication as a tool for making better decisions regarding sustainable tourism at destination level.

8. Collaborative Actions for Sustainable Tourism (COAST) Project

UNWTO SDT cooperates with UNIDO and UNEP to carry out this project which aims to demonstrate best practices & strategies to reduce the degradation of marine and coastal environments of transboundary significance and to enhance sustainable practices. The global objective of the project will be to **support and enhance the conservation of globally significant coastal and marine ecosystems and associated biodiversity** in sub-Saharan Africa, through the reduction of the negative environmental impacts which they receive as a result of coastal tourism. There are nine countries involved: Cameroon, Gambia, Ghana, Nigeria, Senegal, Kenya, Tanzania, Mozambique and Seychelles. This project includes countries from four out of the five Large Marine Ecosystems (LMEs) in Africa and its implementation will complement

ongoing national efforts to address concerns in the coastal and marine environment.

9. UNWTO, new member of the UN-Water

A responsible water management is of great importance to achieve sustainability within the tourism sector. UNWTO, **responding to the need of an efficient water resources management**, has actively promoted the use of sustainable tourism indicators as planning and management instruments in order to monitor tourism impacts at destination and company level. Furthermore, several UNWTO's publications, such as “*Climate Change and Tourism – Responding to Global Challenges*” and “*Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices*”, embrace related water issues, such as water availability and conservation, drinking water quality and sewage treatment, among others.



In order to stress the relevance of water for the tourism sector and to contribute to the common efforts of the UN, in January 2009, **UNWTO became the 26th member of UN-Water**. Set up in 2003, UN-Water's goal is to achieve a better coordination of the UN system and to strengthen coherence among UN bodies in its effort to work more effectively on water and sanitation issues, which are among the most urgent challenges of our time.

For further information about UN-Water, visit the UN-Water's Web site: <http://www.unwater.org/flashindex.html>

10. Recent SDT Activities and Events

Date and Place	Event
25-28 November 2009 <i>Rio de Janeiro, Brazil</i>	World Congress III against Sexual Exploitation of Children and Adolescents
8-9 December 2008 <i>Bhutan</i>	Workshop for the Himalayas on the Development of indicators for Destination Management
3-4 December 2008 <i>Bogota, Colombia</i>	VI International Seminar "Climate Change: Solutions for the Tourism industry"
3-6, 9-12 December 2008 <i>Poznan, Poland</i>	United Nations Climate Change Conference (UNFCCC), COP 14
12 December 2008 <i>Frankfurt, Germany</i>	TOI Board Members Meeting
17-19 December 2008 <i>El Gouna, Egypt</i>	International conference for decision makers on standards for sustainable tourism in the Middle East
13-14 January 2009 <i>Farsan Island, Saudi Arabia</i>	Capacity Building Workshop. Tourism Destination Management: Strategies and actions for competitiveness
29 January 2009 <i>Cologne, Germany</i>	TOI Board Members Meeting
4-7 February 2009 <i>Thailand</i>	Andaman Sea Eco-region Project meetings and field visit (TOI)
23 February 2009 <i>Brussels, Belgium</i>	Tourism Sustainability Group experts meeting. EU commission
27 February 2009 <i>Munich, Germany</i>	Reisepavillion Fair 2009 Sustainable Tourism Round-Tables
12-13 March 2009 <i>ITB Berlin, Germany</i>	Meeting of the Executive Committee and 24th meeting of the Taskforce for the Protection of Children in Tourism TOI participation in the Panel on "Challenges and solutions" - Corporate Social Responsibility (CSR) Day
13 March 2009 <i>Berlin, Germany</i>	Andaman Sea Eco-region Project meeting (TOI)
16-18 March 2009 <i>Paris, France</i>	Global sustainability Tourism Criteria and Stewardship Council Joint Meeting
27 March 2009 <i>Bonn, Germany</i>	Andaman Sea Eco-region Project meeting (TOI)
2 April 2009 <i>Rome, Italy</i>	Launch of the Italian version of "Indicators of Sustainable Development for Tourism Destinations"
2-3 April 2009 <i>Paris, France</i>	TOI Board Members meeting TOI Strategic meeting
14-16 April 2009 <i>Karnataka, India</i>	UNESCO Workshop on World Heritage Sustainable Tourism Initiative
20-22 April 2009 <i>Marrakech, Morocco</i>	Taskforce meeting on Sustainable Tourism Development

For more information about UNWTO Sustainable Development of Tourism Department

<http://www.unwto.org/sdt/>

The World Tourism Organization (UNWTO) is a UN Specialized Agency that serves as a global forum for tourism policy and issues. Its Members include 161 countries and territories as well as over 370 Affiliate Members from the public and private sectors. UNWTO's mission is to promote and develop tourism as a significant means of fostering international peace and understanding, economic development and international trade.

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