



ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACION MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

Regional Seminar on

How Sustainable Tourism can benefit from and contribute to an emerging Green Economy in Africa?

Ouagadougou, Burkina Faso

7 June 2011



Technical Note

Introduction

Within the context of the Green Economy Initiative launched by the United Nations in 2008, UNWTO has introduced tourism as one of the main sectors that stands to benefit from greener policies and that at the same time can contribute to the goals of the Initiative. A major component of this process is the Green Economy Report which makes a case for, and provide guidance on, investing in specific environmentally significant sectors as medium and long term economic strategy.

The Green Economy is defined as an economy that results in improved human well being and reduced inequalities over the long term, while not exposing future generations to significant environmental risks and ecological scarcities. This concept therefore also embraces social and economic aspects.

Tourism in the green economy refers to tourism activities that can be maintained in their social, economic, cultural and environmental context and therefore supports and reinforces the concept of sustainable tourism. Tourism faces a multitude of sustainability related challenges such as energy, greenhouse gas emissions, water consumption, waste management, loss of biological diversity, effective management of cultural and natural heritage. It also needs to integrate, specially in developing countries, a poverty reduction approach.

Objectives

The seminar will introduce the main findings of the research on tourism as a green economy sector, highlight the main challenges and opportunities facing the public and private sector, and present a model which assumes green investment scenarios.

Specific areas where UNWTO has undertaken recent research will be also

presented, such as the interrelations of tourism with climate change, biodiversity and heritage. Ongoing projects in Africa combining environmental sustainability with poverty reduction will be presented and discussed with a view to replicate them and to spread their positive results.

Tuesday 7 June 2011

- **08.15 – 09.00 Registration of participants**

- **09.00 – 09.30 Welcome remarks**

- **09.30 – 11.15 First Session**

“Green tourism strategies - challenges and opportunities”

Key note presentation: Tourism in the Green Economy – UNWTO

Panel discussion: *Representatives of African countries and private sector*

Panelists are expected to share their experiences in the application of green strategies to the sustainable development of tourism, such as for instance: the replacement of unsustainable sources of energy by renewable ones, climate change adaptation, waste management, etc.

- **11.15– 11.30 Coffee break**

- **11.30 – 13.00 Second Session**

“Linking green tourism with poverty alleviation”

Key note presentation: The Coast project: linking environmental sustainability and poverty alleviation – UNWTO Consultant

Panel discussion: *Representatives of African countries*

Panelists are expected to present examples on how sustainable development of tourism and green economy go hand-in-hand with sustaining economic development and poverty reduction in Africa. References to current ST-EP projects in Africa will help make the case.

- **13.00- 15.00 Lunch**

- **15.00 – 16.30 Third session**

“Linking green tourism with biodiversity conservation”

Key note presentation: Tourism and biodiversity - UNWTO Consultant

Panel discussion: *Representatives of African countries*

Panelists will be introduced to a broad range of issues related to tourism and biodiversity, including on the value of natural resources and ecosystem services, and will be invited to present current initiatives on sustainable tourism and biodiversity conservation including the use of the Guidelines on Biodiversity and Tourism Development.

- **16.30 – 16.45 Conclusions/Recommendations**

- **16.45 – 17.00 Closing Ceremony**