A Three-Year Journey for Sustainable Tourism
A Three-Year Journey for Sustainable Tourism
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ACKNOWLEDGMENTS

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ITF-STD CHAIR: Christian Brodhag.
ITF-STD COORDINATION: Thibault Devanlay (MEEDDM) and Stefanos Fotiou (UNEP).

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The report ‘A THREE-YEAR JOURNEY FOR SUSTAINABLE TOURISM’ has been written and edited by Andréa Zenôbio Gunneng, in co-operation with Helena Rey de Assis (UNEP) and Charles Arden-Clarke (UNEP).


DESIGN: Anderson Teixeira.
Tourism is widely recognized as one of the biggest industries in the world and offers great potential to both developed and developing countries in terms of income generation, foreign exchange earnings, and employment creation. This industry is very dependent on the quality of local environments and societies as tourists are often looking for esthetical and cultural attractive places to visit. Unfortunately, if tourism is not managed properly, it can damage the very resources that ensure its success and sustainability. This delicate balance engenders the need to develop policies for sustainable tourism that maximize benefits while minimizing its negative economic, social, cultural and environmental impacts.

Tourism policy development requires a strategy that integrates strategies for sustainable development, poverty reduction, and sectoral programs on climate change and biodiversity. Furthermore, this strategy should engage local, national and regional governments and consumers in the joint implementation of shared goals. At the local level, tourism pressures on natural resources require an integrated management of tourism activities to protect these resources to better ensure the long-term tourism benefits. At the national and regional level, policy makers should seek to adopt tourism policies that promote and protect the country as a tourism destination.

Policies approaching sustainable tourism development should promote change in consumer behaviour and stimulate demand for more sustainable products. In fact, the effectiveness of tourism policies are greatly enhanced by structures that allow coordination between all stakeholder groups, the development of tools that support the integration of sustainable management in business practices, and economic and legislative instruments that support sustainable tourism.

To address these issues, the setting up of a Marrakech Task Force for Sustainable Tourism Development began when, in February 2006, during the 9th Special Session of UNEP’s Governing Council, France announced its willingness and commitment to establish and chair an International Task Force on Sustainable Tourism Development (ITF-STD), under the Marrakech Process. This initiative has gathered experts from 18 countries, nine international organisations, regional organisations, NGOs and organisations of tourism enterprises, and developed and disseminated various tools to mainstream sustainability in tourism.

This report summarizes the various projects, tools, and achievements of the ITF-STD over the past three years and outlines its steps to transform into a UN Partnership for Sustainable Tourism. This transformation will provide the necessary foundation to continue the initiative’s progress. We hope that this document will facilitate the wider dissemination of tools and enhance sustainability in tourism through an increased awareness of ITF-STD’s activities to other stakeholders in the field.

Christian Brodhag
Chair of the International Task Force on Sustainable Tourism Development
THE THREE-YEAR JOURNEY OF THE ITF-STD

The Marrakech Task Force on Sustainable Tourism Development has completed a three-year programme of work (February 2009) that resulted in the development of capacity building tools, policy recommendations and guidelines, new partnerships and networks on sustainable tourism development.

This report presents the objectives and projects that have been developed by the International Task Force on Sustainable Tourism Development (ITF-STD) within the Marrakech Process and its mechanisms for supporting the elaboration of a 10-Year Framework of Programmes (10YFP) on sustainable consumption and production (SCP). The summary of the ITF-STD international meetings sets out its activities promoting SCP patterns in the global tourism industry and other stakeholders.

The set of policy recommendations on sustainable tourism development, which has been built upon the theoretical knowledge and practical experiences achieved through this three-year journey of the ITF-STD, is annexed here. Around 40 projects and their outreach are also detailed to illustrate the work of the Task Force and its partners on responding to the challenges of furthering the implementation of the sustainable tourism development concept. This report will be presented at the UN Commission on Sustainable Development (CSD) in the 2010/2011 cycle when the 10YFP on SCP will be discussed.

The three-year journey of the ITF-STD has enabled a transition of this initiative into a United Nations Partnership for Sustainable Development. This transformation will allow the Task Force for Sustainable Tourism to get even more out of the work it has already undertaken.

“Tourism, the world’s biggest industry, is booming. By 2020, the number of international arrivals by air and by sea could reach 1.6 billion annually. This growth brings the prospect of income and economic development to countless tourist destinations in rich and poor countries alike. The challenge is to manage this growth sustainably. Governments have a key role to play, but so too do individuals and families when planning and going on holiday.”

Achim Steiner
SCP AND THE MARRAKECH PROCESS

The Marrakech Process is a global multi-stakeholder process to support the implementation of Sustainable Consumption and Production (SCP) and the elaboration of a 10-Year Framework of Programmes on SCP (10YFP). The 10YFP will be developed by the CSD during the 2010/11 two-year cycle. The Process responds to the call of the World Summit on Sustainable Development (WSSD) and the Johannesburg Plan of Implementation (JPOI) to support regional and national initiatives to accelerate the shift towards SCP patterns, thus de-linking economic growth from environmental degradation.

UNEP and UN DESA are the leading agencies of this global process, with an active participation of national governments, development agencies, business and industry, civil society and other stakeholders. The first meeting devoted to developing the 10YFP took place in Marrakech, Morocco, in June 2003, hence the name.

Mechanisms of the Marrakech Process

The Marrakech Process is a dynamic platform that includes various mechanisms and stakeholders:

- SCP Programmes & Strategies – developed at the regional and national level
- UN Inter-Agency Network – with the participation of 12 UN Agencies
- Business Forum – facilitated by WBCSD & ICC to broaden business engagement in the Process
- NGO Forum – supporting participation of NGOs in the Process
- Cooperation Dialogue – engaging development agencies in SCP activities
- Marrakech Task Forces – led by governments with a focus on specific SCP issues
Marrakech Task Forces

In order to support the implementation of concrete projects, and to focus on specific themes, policies and capacity building to shift to SCP, the Marrakech Task Forces have been created with the participation of experts from developing and developed countries. The Marrakech Task Forces are voluntary initiatives led by governments which – in cooperation with other partners – commit themselves to carry out a set of concrete activities at national or regional level that promote a shift to SCP patterns. So far, seven Task Forces have been created and can be clustered in four themes:

- **Policy Tools and Programmes**
  - Sustainable Products (led by United Kingdom)
  - Sustainable Public Procurement (led by Switzerland)

- **Regional focused**
  - Cooperation with Africa (led by Germany)

- **Sector focused**
  - Sustainable Buildings and Construction (led by Finland)
  - Sustainable Tourism Development (led by France)

- **Social & Behavioural issues**
  - Education for Sustainable Consumption (led by Italy)
  - Sustainable Lifestyles (led by Sweden)

The Task Forces are carrying out a range of activities: an eco-label project in Africa; national action plans on SCP; capacity building to promote sustainable public procurement; projects and networks to encourage more sustainable products; tools and strategies for sustainable tourism; policy recommendations on sustainable buildings focusing on energy efficiency; promotion of sustainable lifestyles; and development of guidelines on education for sustainable consumption.
The International Task Force on Sustainable Tourism Development (ITF-STD) was officially created at the UNEP Governing Council in Dubai, United Arab Emirates, in February 2006, when France announced its willingness and commitment to initiate and chair this International Task Force under the Marrakech Process.

The main objectives of the ITF-STD are 1) to encourage the implementation of actions that promote sustainable tourism through the development of support tools and 2) to present new initiatives and support existing ones that may inspire pilot projects and good practices in other countries to foster sustainable tourism development as defined by the UN World Tourism Organization (UNWTO) in 2004:

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 heritage 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.

Fostering Global Sustainable Tourism Criteria

The Partnership for Global Sustainable Tourism Criteria (GSTC Partnership), which counts upon a wide stakeholder input and involvement, has developed a set of baseline criteria organized around the four themes of sustainable tourism: effective sustainability planning; maximizing social and economic benefits to the local community; reduction of negative impacts to cultural heritage; and reduction of negative impacts to environmental heritages. The overall objective is to engage all tourism stakeholders in adopting the criteria. To foster that, the GSTC is developing educational materials and technical tools to guide hotels and tour operators through the process of implementing sustainable tourism best practices.

The GSTC can be used as the basic guidelines for all sizes businesses to become more sustainable; for travel agencies to choose suppliers and sustainable tourism programs; for consumers to identify sound sustainable tourism programs and businesses; and for media to recognize sustainable tourism providers. It helps certification programs to ensure that their standards meet a broadly accepted baseline and offers governments, NGO’s and private sector a starting point for developing sustainable tourism requirements.

For more information: www.sustainabletourismcriteria.org
TASK FORCE MEMBERS

Chair of the Task Force
France

Members countries
Bahamas, Brazil, Cambodia, Cape Verde, China, Costa Rica, Croatia, Germany, India, Madagascar, Mali, Morocco, New Zealand and Norway

Partner countries
Australia, United Kingdom and United States of America

ORGANIZATIONS

NGOs
Rainforest Alliance, The International Ecotourism Society (TIES), World Wildlife Fund (WWF), Tourism Concern, Ecotrans and IUCN

INTERNATIONAL BUSINESS ASSOCIATIONS AND COMPANIES
Tour Operators Initiative (TOI), Bureau International du Tourisme Social (BITSO), Roteiros de Charme Hotel Association, International Organisation for Standardisation (ISO), International Hotels and Restaurants Association, Fédération Universelle des Agences de Voyage (FUAV), Association of Corporate Travel Executives (ACTE) and International Institute for Peace through Tourism (IIPT)
Sustainable consumption and production (SCP) has the potential to provide a valuable contribution to poverty alleviation in developing countries. In the tourism sector, this contribution could be made through changes in the areas of energy efficiency, access to sustainable energy sources, waste management, water efficiency, etc. The promotion and implementation of SCP by the tourism sector ensure that natural resources are used in sustainable ways, which preserve biodiversity, reduce superfluous costs for present and future generations, and create economic growth with new jobs and business opportunities for the local people.

Moreover, since the global tourism industry has experienced outstanding growth in recent years, it has placed itself as one of the main drivers of development in many countries. In 2008, international tourist arrivals reached 924 million, up 16 million over 2007, representing a growth of 2%, and are expected to reach nearly 1.6 billion by the year 2020 (UNWTO 2009). International tourism generated US$ 856 billion (€ 625 billion) in 2007, or 30% of the world’s exports of services. The good news is that, at the same time that international and domestic tourist movements continue to grow, there is stronger evidence that tourism, if developed and managed in a sustainable manner and within the carrying capacity of ecosystems, can make a significant contribution to alleviate poverty, especially in rural areas, where most of the poor live and where there are very few other development options. Aiming to channel such resources, the ITF-STD has encompassed a number of projects developing mechanisms and capacity building tools through which the poor segments of the population can benefit directly or indirectly from tourism.

Priority Areas

Responding to the challenges of delivering policy guidelines and capacity building tools, and fostering new partnerships and networks on sustainable tourism development, the ITF-STD has focused its work on four priorities:

- Increasing awareness of the negative impacts tourism can have on the environment and biodiversity, focusing on prevention initiatives, notably in protected and ecologically sensitive areas.
- Protecting and showcasing the world’s cultural and natural heritage by promoting the sustainable management of resources and fostering employment in tourism destinations, particularly in developing countries.
- Promoting adequate governance at all levels to guide sustainable tourism development, taking into account local conditions and the diversity of stakeholders.
- Promoting platforms for mainstreaming sustainability into tourism development investments and financing.

In addressing these priorities, the Task Force has designed policy tools, projects and other activities to meet poverty alleviation objectives, particularly in developing countries. By working with a range of public and private sector bodies, and developed and developing country stakeholders, the ITF-STD has been well equipped to integrate the economic, social and environmental objectives required to achieve sustainable tourism development.

Contributing to Poverty Alleviation

Sustainable consumption and production (SCP) has the potential to provide a valuable contribution to poverty alleviation in developing countries. In the tourism sector, this contribution could be made through changes in the areas of energy efficiency, access to sustainable energy sources, waste management, water efficiency, etc. The promotion and implementation of SCP by the tourism sector ensure that natural resources are used in sustainable ways, which preserve biodiversity, reduce superfluous costs for present and future generations, and create economic growth with new jobs and business opportunities for the local people.

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Combating Climate Change

The ITF-STD has also been an umbrella for many projects and stakeholders aiming to increase awareness of the links between tourism and climate change and advance proposals to deal with the dual relationship that the tourism sector has with climate change, being both its victim and contributor. Climate change is already affecting the tourism sector through environmental impacts especially in certain destinations, such as mountain regions and coastal zones, what can lead to changes in the tourists' choices of destinations. Changing demand patterns and tourist flows will have impacts on tourism businesses and on host communities, as well as knock on effects on related sectors, such as agriculture, handicrafts or construction. At the same time, the tourism sector is responsible for about 5% of global CO2 emissions, especially through the transport of tourists, which generates 75% of all the emissions. The accommodation sector accounts for approximately 20% of emissions, and activities such as museums, theme parks, events or shopping contribute to 3.5% of emissions.

This double-edged relationship has led the ITF-STD to focus on projects that, on the one hand, anticipate and seek adaptation to the impacts of climate change on tourist destinations, and on the other hand, increase the sense of responsibility of the tourism sector on its contribution to greenhouse gas emissions, with the aim of reducing its footprint.

Building The Tourism Resilience

The response of the tourism sector to the current unprecedented economic crisis should include elements that reinforce sustainability parameters in tourism planning and management. Great challenges can also present great opportunities. Tourism can contribute to its own resilience and to the global economic recovery by shifting towards a green economy, pursuing a climate neutral strategy, including innovation in the use of cleaner energy and more efficient resource use. Combining these strategies and approaches contributes to the reduction of poverty, and to social and economic development within the carrying capacities of ecosystems. A strong leadership and a shared purpose are needed to guide the identification and implementation of these opportunities.

E-TOOL EMPOWERING ENVIRONMENTAL MANAGEMENT OF SMES

An e-tool has been developed by UNEP, in partnership with the French Environment and Energy Management Agency (ADEME) and the French Ministry of Ecology, Energy, Sustainable Development and the Sea (MEEDDM), in charge of green technologies and climate change negotiations. It is an outcome of the project ‘Capacity building for environmental management of SMEs in the accommodation sector’. This e-tool is a practical ‘ready-to-use’ instrument that allows managers of SME hotels to understand, develop, and implement environmental management practices especially regarding activities such as construction of buildings and landscaping, cooking and disposal of waste, use of water and energy. The objective is to improve the sustainability decision making of SME managers/owners in the hotel sector so that their activities affect positively the environment, contributing to climate change mitigation.

The e-tool has been designed to guide hotel operators in understanding the operational aspects of sound resource management and in finding daily management practices that influence hotel operators’ behaviour in relation to these principles. To optimise the uptake of the e-tool, capacity building seminars are being organised in each of the pilot destinations to train SME hotel owners/managers in its use. The aim is also to create a group of trained experts that will be able to develop national or regional training for environmental management in SMEs.

For more information: www.unep.fr/scp/tourism
INTERNATIONAL MEETINGS OF THE ITF-STD

Five meetings, including high-level participants, and one ITF-STD Steering Committee meeting have been convened to discuss sustainable tourism issues, define future projects, and analyse and evaluate current programmes of the Task Force on Sustainable Tourism Development. These were:


The First International Meeting defined the main areas of the Task Force’s Work Programme and served as a forum to engage and get commitments from the participating countries and organisations towards specific activities. The members agreed to focus their work towards six areas: 1) Task Force management; 2) policy tools; 3) good practices; 4) education and capacity building; 5) strategies and pilot projects; and 6) information, communication and networking.

Paris, France: 12th–14th March 2007

The main objective of the Second International Meeting was to agree on the Task Force’s Work Programme. A programme of work focusing on specific areas with concrete deliverables was designed and a set of projects and activities was developed to support the delivery of the Task Force’s outputs. These projects and activities cover: 1) capacity building, 2) policy tools, 3) corporate social and environmental responsibility, 4) local governance, 5) standards and certification processes for sustainable tourism, 6) financing sustainable tourism, 7) protection and promotion of natural and cultural heritage, and 8) education and communication. Examples of good practices were submitted by Task Force member countries including Bahamas, Costa Rica, Croatia, Morocco, and the US and by NGOs including Rainforest Alliance, Tourism Concern, Ecotrans, WWF and Tour Operators Initiative. They are available at the Task Force’s website.

Paris, France: 10th–12th December 2007

The Third International Meeting reviewed the current challenges related to the financing of sustainable tourism development, explored opportunities and partnerships with multi-lateral and bilateral financing institutions and donors to address these challenges. It also investigated the possibil-

MILESTONES

- **February 2006**: Creation of the Task Force on Sustainable Tourism Development at the UNEP Governing Council in Dubai, United Arab Emirates.
- **December 2006**: The first draft of the Programme of Work (PoW) is designed and the project implementation starts.
- **December 2007**: Third meeting (Paris, France). The first outputs are reported and the platform for discussing principles on sustainable investments and development projects in the tourism sector is provided.
- **September 2006**: First meeting (Paris, France). The main target areas are defined by the members and organisations to focus their work on.
- **March 2007**: Second meeting (Paris, France). The PoW is consolidated with additional definition of a set of projects and activities to be developed to create specific outputs from the Task Force.
The Fifth International Meeting adopted the policy recommendations on sustainable tourism development which will be presented at the 18th Session of the CSD when the 10YFP on Sustainable Consumption and Production will be discussed. The Task Force members also recommended to transform this initiative into a United Nations Sustainable Development Partnership, and developed a roadmap for this process. To further engage the private sector, the French Environment and Energy Management Agency (ADEME) has organised a one-day seminar to share best practices on sustainable tourism.

San Jose and Arenal, Costa Rica: 9th–11th June 2008

A milestone of the Fourth International Meeting was the drafting of the first set of policy recommendations to support sustainable tourism development that are structured around a simplified life cycle of the tourism value chain. These recommendations are scheduled to be presented at the CSD in 2010/2011. In relation to proposed work on sustainable investments and financing, the Task Force gained further support from participating financial institutions and organizations, such as the Inter-American Development Bank/Multi-lateral Investment Fund (IADB/MIF). The World Bank Group communicated its decision to host the launch of the SIFT Network at the World Bank’s headquarters in 2009.

Marrakech, Morocco: 19th–22nd April 2009

The Fifth International Meeting adopted the policy recommendations on sustainable tourism development which will be presented at the 18th Session of the CSD when the 10YFP on Sustainable Consumption and Production will be discussed. The Task Force members also recommended to transform this initiative into a United Nations Sustainable Development Partnership, and developed a roadmap for this process. To further engage the private sector, the French Environment and Energy Management Agency (ADEME) has organised a one-day seminar to share best practices on sustainable tourism.

Bamako, Mali: 20th–22nd October 2008

The meeting of the Task Force’s Steering Committee held in succession with the International Forum for Responsible Tourism (FITS), organized by two Task Force members, France and Mali, advanced the policy recommendations on sustainable tourism development. The members of the Steering Committee also initiated the discussions on the future of the initiative, which was presented at the 5th ITF-STD International Meeting, in Marrakech (April 2009).
OUTCOMES

The International Task Force on Sustainable Tourism Development (ITF-STD) has implemented its Programme of Work by developing a number of projects and actions under the following activity areas:

- Policy tools – Work related to broad policy recommendations, standards and certification processes, international financing mechanisms, governance issues and some specific policy tools.
- Good practices – Collection, classification and dissemination of good practices on sustainable tourism development, which are available at www.veilleinfotourisme.fr/taskforce
- Education and capacity building – Development and dissemination of training manuals and e-learning tools focusing on the main stakeholders of the tourism value chain.
- Strategies and pilot projects – Work on Corporate Social and Environmental Responsibility (CSER) related issues; frameworks for national and regional sustainable tourism development strategies; and pilot demonstration projects.
- Information, communication and networking – Dissemination of information, collaboration between websites, networking activities, sharing of good practices, and awareness-raising activities.

The policy recommendations address key stakeholders – governments including local authorities, indigenous and local communities, international organisations, the private sector, NGOs and consumers. These recommendations are built upon the projects of the ITF-STD and lessons learned on promoting sustainable tourism. A shorter version of this document will be produced and adapted to address all key stakeholders. The full content of the ‘Policy Recommendations on Sustainable Tourism Development’ is in Annex.

The implementation of the ITF-STD set of policy recommendations to sustainable tourism development will require an integrated open-ended process engaging all relevant stakeholders. To this end, the recommendations are structured around a simplified life-cycle of the tourism value chain, including:

- Tourism planning
- Tourism operations and management
- Tourism investment
- Tourism promotion and marketing
- Capacity building
- Consumption of tourism products and services
- Monitoring and evaluation of tourism development

Policy Recommendations

During the 5th International Meeting of the International Task Force on Sustainable Tourism Development (ITF-STD) in Marrakech, Morocco, April 2009, its members agreed on a set of policy recommendations to reinforce sustainability parameters in tourism planning and management. The overall aims are to guide tourism stakeholders on the identification of opportunities and their strategies of implementation to improve the economic resilience of the sector, guarantee long-term sustainability of tourism development and engage the tourism industry on key universal concerns such as poverty alleviation and climate change.

The recommendations will be presented during preparations for the 18th Session of the UN Commission on Sustainable Development in 2010, where the development of the 10-Year Framework of Programmes (10YFP) on Sustainable Consumption and Production (SCP) will be discussed. It was also acknowledged at the UNWTO General Assembly by a group of Member States in October 2009. Members of the Task Force recommended this document to be disseminated among all relevant stakeholders who have responsibilities for sustainable tourism development.
POLICY RECOMMENDATIONS ON SUSTAINABLE TOURISM DEVELOPMENT
Using a Life Cycle Approach
Projects Implemented by the Task Force Members and Partners

The members of the ITF-STD and other partners have developed around 40 projects, policy tools, methodologies and publications to promote sustainable tourism development. Some of them have been initiated by the Task Force or implemented under its auspices. Other projects initiated and implemented independently of the Task Force have simply benefited from

<table>
<thead>
<tr>
<th>POLICY TOOLS, METHODOLOGIES AND PUBLICATIONS FOR CAPACITY BUILDING ON SUSTAINABLE TOURISM DEVELOPMENT</th>
<th>PROJECT / METHODOLOGY / POLICY TOOL / PUBLICATION</th>
<th>SHORT DESCRIPTION</th>
<th>TARGETED TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Passport</td>
<td>An internet-based campaign, 'Green Passport', aims to raise tourists' awareness of their potential to contribute to sustainable development by making responsible holiday choices.</td>
<td>Consumers, governments, youth</td>
<td></td>
</tr>
<tr>
<td>Sustainable Investment and Finance in Tourism (SIFT) network</td>
<td>A knowledge and investment network meant to mainstream sustainability into tourism development investments and financing. The main outcome of this network will be the establishment of a common and voluntary standard to encourage greater sustainability in tourism investments.</td>
<td>Public, private and multilateral investors, financing and development organisations</td>
<td></td>
</tr>
<tr>
<td>Improving environmental management of SMEs in the accommodation sector (E-tool)</td>
<td>Development of an e-tool for the accommodation sector to improve its environmental performance, followed by capacity building seminars that enhance the uptake of the e-tool and the creation of local experts groups to develop training for environmental managers in SMEs.</td>
<td>SMEs of the accommodation sector</td>
<td></td>
</tr>
<tr>
<td>Disaster risk management for coastal tourism destinations responding to climate change</td>
<td>A practical guide for decision makers and local communities to support coastal tourism destinations to prepare and respond to natural disasters and the impacts of climate change.</td>
<td>Local, municipal and community planners, local governments, industry, other tourism stakeholders</td>
<td></td>
</tr>
<tr>
<td>Sowing the Seeds of Change</td>
<td>A CD-ROM teaching pack (capacity building tool) for the integration of sustainable tourism and environmental principles in the hospitality schools educational curricula.</td>
<td>Tourism students, hospitality schools, tourism businesses</td>
<td></td>
</tr>
<tr>
<td>Promoting heritage-based tourism: Preserving today's treasures for tomorrow's generations (Central America)</td>
<td>Identification of capacity building needs of key tourism stakeholders at all levels and development of training materials for promoting cultural and natural heritage as an asset for sustainable tourism in Central American countries.</td>
<td>National park managers, Ministries of Culture, Environment, and Tourism, ecotourism and culture-based tourism businesses</td>
<td></td>
</tr>
</tbody>
</table>
increased synergies and networking that the Task Force has provided (they are listed in the table in this order). In cooperation with the ITF-STD, these projects on sustainable tourism have promoted significant positive social and environmental impacts at all levels, and leveraged a number of other local and national SCP and tourism related projects. These are as follow:

## TOURISM DEVELOPMENT PROMOTED BY THE ITF-STD MEMBERS AND PARTNERS

<table>
<thead>
<tr>
<th>LANGUAGE</th>
<th>AVAILABLE AT (WEBSITE) &amp; CONTACT PERSON</th>
<th>POTENTIAL PARTNERS TO SCALE UP &amp; REPLICATE</th>
</tr>
</thead>
</table>
| English, French, Portuguese, Greek, German, Spanish, Chinese | www.unep.org/greenpassport  
Contact: Helena Rey  
E-mail: tourism@unep.org | Ministries of Tourism and/or Environment, national tourism boards, destination management organisations, NGOs, tourism business associations |
| English                          | www.unep.fr/tourism  
Contact: Charles Arden Clarke  
E-mail: tourism@unep.org | Banks, multilateral and bilateral financing organisations, private investors, development agencies, foundations and donors               |
Contact: Erica Allis  
E-mail: tourism@unep.fr | National tourism boards, national and local business associations of the accommodation sector                                      |
| English                          | www.unep.fr/tourism  
Contact: Ruth Coutto  
E-mail: ruth.coutto@unep.org | Public, private and community stakeholders                                                                                      |
| French, English, Arabic          | www.unep.fr/SOWINGTHESEEDS/  
Contact: Helena Rey  
E-mail: tourism@unep.fr | Hospitality schools, international, regional and national educational associations, colleges and universities                     |
| Spanish, English, French         | www.rainforest-alliance.org  
E-mail: sustainabletourism@ra.org | SICA, Ministry of Culture, World Heritage Sites, UNESCO, IUCN, NGOs, development agencies                                      |
<table>
<thead>
<tr>
<th>Project / Methodology / Policy Tool / Publication</th>
<th>Short Description</th>
<th>Targeted To</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sustainable coastal tourism: The Integrated Coastal Zone Management (ICZM) approach</strong></td>
<td>An operational manual for integrating sustainability in tourism planning and management in coastal zone development to promote sustainable use of resources and increase long-term sustainability of this sector.</td>
<td>Governments</td>
</tr>
<tr>
<td><strong>Building capacity on climate change and tourism</strong></td>
<td>Work programme to assist developing countries and countries with economies in transition to adapt planning and management practices to the impacts of climate change in the tourism sector.</td>
<td>Ministries of Tourism and Environment</td>
</tr>
<tr>
<td><strong>Sustainable Tourism Stewardship Council (STSC)</strong></td>
<td>A coalition of tourism associations, NGOs and government agencies aiming to set universal minimum standards for certification of sustainable programs and accredit those that meets them. The minimum standards will be based on the Global Sustainable Tourism Criteria.</td>
<td>Governments, certification programmes, tourism industry</td>
</tr>
<tr>
<td><strong>Partnership for Global Sustainable Tourism Criteria (GSTC)</strong></td>
<td>A coalition of more than 30 organisations to mainstream sustainability into tourism by providing clear guidelines and criteria which have been designed to serve as the minimum requirements any tourism business should aspire to reach in order to protect and sustain the world’s natural and cultural resources while ensuring tourism meets its potential to alleviate poverty.</td>
<td>Tourism industry</td>
</tr>
<tr>
<td><strong>Tourism and sustainable development: The French experience</strong></td>
<td>Under the auspices of the French committee for sustainable tourism, a compilation of French good practice examples in sustainable tourism was conducted. These good practices illustrate the variety of solutions that can contribute to make tourism a key component for a sustainable development. Intended for all tourism stakeholders, it was in particular distributed on the occasion of the 3rd meeting of the ITF in December 2007.</td>
<td>Managers, policy markers, tourism promoters, NGOs</td>
</tr>
<tr>
<td><strong>Practical guides to good practice in specific destinations</strong></td>
<td>A series of publications targeting tour operators and other tourism stakeholders aiming to improve sustainable tourism development practices in destinations such forests, deserts, etc.</td>
<td>Tour operators</td>
</tr>
<tr>
<td><strong>World heritage sustainable tourism community of best practice</strong></td>
<td>Development of a web-based platform for the sharing of information, communication and networking to promote sustainable tourism best practices at and around World Heritage Sites.</td>
<td>World Heritage site managers, States Parties, tourism industry, private sector and investors, visitors and tourists, local communities</td>
</tr>
<tr>
<td>LANGUAGE</td>
<td>AVAILABLE AT (WEBSITE) &amp; CONTACT PERSON</td>
<td>POTENTIAL PARTNERS TO SCALE UP &amp; REPLICATE</td>
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<td>----------------------------------------</td>
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</tr>
</tbody>
</table>
| English, French | www.unep.fr/tourism  
Contact: Helena Rey  
E-mail: tourism@unep.fr | Ministries of Environment and Physical Planning, Ministries of Tourism, local communities |
| English | www.unep.fr/tourism  
Contact: Helena Rey  
E-mail: tourism@unep.org | UN organisations, Ministries of Tourism in the Caribbean, Latin America, Africa, Mediterranean, and Asia Pacific regions |
| English | E-mail: sustainabletourism@ra.org | Ministries of Tourism, certification and eco-labelling programmes for tourism, tourism industry associations |
| English, French, Spanish | www.sustainabletourismcriteria.org  
E-mail: sustainabletourism@unfoundation.org | Ministries of Tourism and Environment, national and local tourism boards, accommodation sector, tour operators |
| French, English | www.veilleinfotourisme.fr/taskforce | Public and private sectors |
| Arabic, English, French, Portuguese, Spanish | www.unep.fr/tourism  ;  www.toinitiative.org  
Contacts: Helena Rey and Cristina Civili  
E-mails: tourism@unep.fr  ;  ccivili@unwto.org | Ministries of Tourism and/or Environment, national tourism boards, destination management organisations, NGOs, tourism business associations |
| English | www.nwhf.no  
Contact: Cecilie Smith-Christensen  
E-mail: nwhf@nwhf.no | World Heritage Sites, national government, ministries, intergovernmental organizations, development agencies |
<table>
<thead>
<tr>
<th>PROJECT / METHODOLOGY / POLICY TOOL / PUBLICATION</th>
<th>SHORT DESCRIPTION</th>
<th>TARGETED TO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certification for Sustainable Tourism – CST Label (Costa Rica)</td>
<td>Costa Rica’s governmental certification process, one of the world’s first, free of charge, implemented since 1997, with over 110 certified hotels and tour operators.</td>
<td>Travel and tourism industry</td>
</tr>
<tr>
<td>Environment management for the accommodation sector (Morocco)</td>
<td>This project aims to provide capacity building for improving the Moroccan industry of tourism, environmental performances, and its competitiveness at the national, regional, and international levels.</td>
<td>Accommodation sector</td>
</tr>
<tr>
<td>Addressing climate change and tourism: A small island state perspective</td>
<td>The project builds capacity and skills in small island states to address the challenges of climate change.</td>
<td>Chambers of Commerce, hotel employers associations, hotel employees associations, national tourism organisations, tourism development companies, departments of meteorology, Ministries of Agriculture, environment agencies, water suppliers, energy suppliers, national trusts, community groups, national and local NGOs</td>
</tr>
<tr>
<td>Costa Rica tourism and climate change strategy</td>
<td>A government / private sector project that aims for Costa Rica to become a climate neutral destination by the year 2021 through the gradual incorporation of vulnerability analysis, establishment of metrics, education and awareness campaigns, compensation and mitigation practices in the tourism sector.</td>
<td>Civil society, tourists, travel and tourism industry</td>
</tr>
<tr>
<td>Sustainable tourism development strategies</td>
<td>An activity to improve the integration of sustainability in national tourism policies and to raise awareness on the need for greater coherence between tourism and other policies that influence tourism sustainable development.</td>
<td>Policy makers, tourism operators, tourism enterprises</td>
</tr>
<tr>
<td>Excellence in Energy for the Tourism Industry (EETI)</td>
<td>Developed within the framework of the Intelligent Energy – Europe Programme, the project focuses on actions to foster energy efficiency and the rational use of energy resources in the accommodation sector, especially SMEs hotels. Its main goal is to reduce greenhouse gas emissions and costs in the hotel sector in Europe.</td>
<td>SMEs hotels, hotel associations, national tourism bodies, destinations, tour operators, suppliers and manufacturers in the field of energy efficiency and renewable energy use</td>
</tr>
<tr>
<td>Conserving biodiversity through good practices in the hotel industry (Brazil)</td>
<td>The experience of the ‘Roteiros de Charme Hotel Association’, Brazil, in implementing its ethics and environmental code of conduct aiming to mainstream sustainability into the accommodation sector.</td>
<td>Accommodation sector, tourism managers, local community</td>
</tr>
<tr>
<td><strong>LANGUAGE</strong></td>
<td><strong>AVAILABLE AT (WEBSITE) &amp; CONTACT PERSON</strong></td>
<td><strong>POTENTIAL PARTNERS TO SCALE UP &amp; REPLICATE</strong></td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Spanish, English</td>
<td><a href="http://www.turismo-sostenible.co.cr">www.turismo-sostenible.co.cr</a> ; <a href="http://www.visitcostarica.com">www.visitcostarica.com</a> E-mails: <a href="mailto:giggrillo@hotmail.com">giggrillo@hotmail.com</a> ; <a href="mailto:scerrato@ict.go.cr">scerrato@ict.go.cr</a></td>
<td>NGOs, travel industry associations, tourism businesses, tour operators, car rentals, theme parks, restaurants, airlines</td>
</tr>
<tr>
<td>French</td>
<td>Contact: Salma Chekkouri E-mail: <a href="mailto:schekkouri@tourisme.gov.ma">schekkouri@tourisme.gov.ma</a></td>
<td>Ministry of Tourism and Handicrafts, NGOs, tourism business associations and federations</td>
</tr>
<tr>
<td>English</td>
<td><a href="http://www.bahamas.com">www.bahamas.com</a> Contact: Earlston McPhee E-mail: <a href="mailto:emcphee@bahamas.com">emcphee@bahamas.com</a></td>
<td>Oxford University Centre for the Environment, Caribbean Community Center for Climate Change, relevant regional climate change bodies</td>
</tr>
<tr>
<td>Spanish, English</td>
<td><a href="http://www.visitcostarica.com">www.visitcostarica.com</a> Contact: Gina Grillo E-mails: <a href="mailto:giggrillo@hotmail.com">giggrillo@hotmail.com</a> ; <a href="mailto:patricia@horizontes.com">patricia@horizontes.com</a></td>
<td>SICA, multilateral organisations, UNWTO, universities, NGOs, travel industry associations, tourism businesses, tour operators, car rentals, theme parks, restaurants, airlines</td>
</tr>
<tr>
<td>English, French</td>
<td><a href="http://www.oecd.org/cfe/tourism">www.oecd.org/cfe/tourism</a> Contact: Alain Dupeyras E-mail: <a href="mailto:alain.dupeyras@oecd.org">alain.dupeyras@oecd.org</a></td>
<td>Governments</td>
</tr>
<tr>
<td>English</td>
<td><a href="http://www.climatesolutions.travel">www.climatesolutions.travel</a> E-mail: <a href="mailto:sdt@unwto.org">sdt@unwto.org</a></td>
<td>Tourism business associations</td>
</tr>
<tr>
<td>Portuguese</td>
<td><a href="http://www.roteirosdecharme.com.br">www.roteirosdecharme.com.br</a> Contact: Monica Borobia E-mail: <a href="mailto:hotel@roteirosdecharme.com.br">hotel@roteirosdecharme.com.br</a></td>
<td>International and national associations of the accommodation sector, educational institutions</td>
</tr>
<tr>
<td>PROJECT / METHODOLOGY / POLICY TOOL / PUBLICATION</td>
<td>SHORT DESCRIPTION</td>
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<tr>
<td>Pilot projects in Small Island Developing States (SIDS)</td>
<td>A series of pilot adaptation projects aiming to integrate sustainable tourism development into national climate change adaptation strategies. It addresses policy issues, environmental impact assessment processes, and improvement of climate information for long-term strategic tourism planning to be implemented at selected demonstration areas.</td>
<td>Policy makers, Ministries of Tourism, Environment, Urban Planning and Infrastructure, Fisheries and Economy, tourism private sector associations (tour operators, hotels, tourism board etc.), NGOs, academic institutions</td>
</tr>
<tr>
<td>Ways towards sustainable tourism</td>
<td>A WWF multimedia toolkit presenting in-depth information on five best practice examples in marine and coastal areas, approaching residues management, funding for nature conservation and livelihood improvement, protected areas management, certification of tourism products and cross-national cooperation on tourism-related topics.</td>
<td>Tourism industry, tour operators, protected areas management, local and national communities, NGOs, local stakeholders</td>
</tr>
<tr>
<td>DestiNet</td>
<td>A knowledge networking portal/tool designed as a common space for sustainable tourism stakeholders to map and develop more sustainable destinations and tourism supply chain products/services. Users can upload their own information, or search and display any content related to sustainable tourism from local to global level.</td>
<td>Tourism administrators, businesses, NGOs, consultants, academic bodies, tourism supply chain products/services</td>
</tr>
<tr>
<td>Tourism for Nature and Development: A toolkit of good practices</td>
<td>A resource for tourism planners and practitioners providing practical guidance to support biodiversity conservation and poverty alleviation in the tourism sector.</td>
<td>Governments, development agencies, businesses, NGOs</td>
</tr>
<tr>
<td>Green Travel Bridge</td>
<td>A joint public private partnership to identify SMEs providers of sustainable tourism products and services in selected Latin American countries that comply with the Global Sustainable Tourism Criteria (GSTC). At the same time, German SMEs tour operators and travel agencies will be encouraged and qualified to commercialize these products on the European and German travel markets.</td>
<td>SMEs providers of sustainable tourism products and services in selected Latin American countries, German SMEs tour operators and travel agencies</td>
</tr>
<tr>
<td>World Heritage Alliance (WHA) for sustainable tourism</td>
<td>An industry-led initiative to mainstream sustainability into tourism for the protection of the World Heritage and foster economic development for local communities in and around these sites.</td>
<td>Governments, travel and tourism industry, and civil society</td>
</tr>
<tr>
<td>LANGUAGE</td>
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</tbody>
</table>
| English  | www.unwto.org/sdt  
E-mail: sdt@unwto.org | Coastal destinations, tourism facilities, local communities, governmental departments of Agriculture, Health, Water, Education etc., tourism operations, environmental managers, local communities, educational institutions |
| English  | www.wwf.de  
Contact: Petra Bollich  
E-mail: petra.bollich@wwf.de | International, regional and national educational and businesses associations |
| English  | http://destinet.ew.eea.europa.eu  
E-mail: info.destinet@ecotrans.de | National and international tourism organisations |
| French, English | www.cbd.int  
Contact: Secretariat of the Convention on Biological Diversity  
E-mail: secretariat@cbd.int | UN organisations, tourism organisations and local planners, natural and cultural heritage areas |
| Spanish, German | www.asr-berlin.de  
E-mail: info@asr-berlin.de | UNEP, NGOs, Sustainable Tourism Certification Network of the Americas, DestiNet, GSTC |
| English  | www.worldheritagealliance.org  
E-mail: worldheritagealliance@unfoundation.org | NGOs, UN partners, travel industry associations, tourism businesses, tour operators, airlines |
<table>
<thead>
<tr>
<th>PROJECT / METHODOLOGY / POLICY TOOL / PUBLICATION</th>
<th>SHORT DESCRIPTION</th>
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<tbody>
<tr>
<td>World Heritage Sustainable Tourism Initiative</td>
<td>A framework for activities and projects, building capacity, business development and marketing techniques to create processes for using tourism to promote site conservation.</td>
<td>World Heritage site managers, local communities, visitors, tour operators</td>
</tr>
<tr>
<td>Sustainable tourism and conservation at the Riviera and Costa Maya (Mexico)</td>
<td>A partnership between WWF, Tour Operators' Initiative (TOI) and the Mesoamerican Reef Tourism Initiative (MARTI) to promote sustainable tourism planning and development aiming to the coastal habitats' protection, and the adoption of Good Environmental Practices by TOI hotel suppliers in that region.</td>
<td>Hotels, tourism industry suppliers, governments</td>
</tr>
<tr>
<td>Destinations</td>
<td>Promotion of strategies for a continuous planning and management process for sustainable tourism development in the southern Mediterranean Nations.</td>
<td>Managers, policy-makers, tourism promoters, NGOs</td>
</tr>
<tr>
<td>Sustainable coastal tourism in Africa</td>
<td>Demonstrating and capturing best practices and technologies for the reduction of land-sourced impacts resulting from coastal tourism and the formulation and implementation of national and regional policies and strategies for sustainable tourism development.</td>
<td>Tourism operators, public and private sectors, Sub-Saharan African Ministries of Tourism and Environment</td>
</tr>
<tr>
<td>The Davos process</td>
<td>A programme within the tourism sector and in the context of the wider UN to respond to climate change challenges in relation to tourism sector through four key actions: mitigation, adaptation, application of new technology and securing financial resources.</td>
<td>UN entities, private sector, tourism authorities, researchers, policy makers, NGOs</td>
</tr>
<tr>
<td>Sustainable Tourism – Eliminating Poverty (ST-EP) programme</td>
<td>Accessing the influence of sustainable tourism development to alleviate poverty by promoting appropriate strategies and policies, and implementing projects aimed to foster sustainable development.</td>
<td>Local communities, tourism enterprisers, government officials and decision makers, NGOs, private sector organisations</td>
</tr>
<tr>
<td>E-tourism: A tool for sustainable tourism development and autonomy of destinations</td>
<td>An e-tool to promote information and communication technology (ICT) through an electronic training package, aimed to enhance SMEs competitiveness in the tourism sector of developing countries and equipping stakeholders with technological tools for the implementation of suitable e-business models.</td>
<td>Tourism enterprises of developing countries, local suppliers, private sector, including SMEs</td>
</tr>
<tr>
<td>LANGUAGE</td>
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</tr>
</tbody>
</table>
| English                | http://whc.unesco.org  
Contact: Art Pedersen  
E-mail: A.Pedersen@unesco.org | IUCN, ICOMOS, ICCROM, UNWTO, UNEP, GEF, STSC, Sustainable Tourism Stewardship Council (STSC), Sustainable Investing and Financing for Tourism (SIFT) Network |
| English, Spanish       | www.toinitiative.org ; www.wwf.de  
Contact: Andrea Leber  
E-mail: toiwwfcooperation@googlemail.com | Tour operators, hotels, developers, Ministries of Environment and Physical Planning, Ministries of Tourism, local communities |
| French, English, Arabic| www.life-destinations.org  
Contact: Zeljka Skaricic  
E-mail: zeljka.skaricic@ppa.htnet.hr | Tourism investors, Ministries of Environment and Tourism of the Mediterranean countries, NGOs |
| English                | www.unwto.org/sdt  
www.unwto.org/regional/africa/menu.htm  
GEF Website: http://gefonline.org/projectDetailsSQL.cfm?projID=2129 | Regional Information Coordination House (RICH), Environmental Information Management and Advisory System (EIMAS), UNIDO |
| English, French, Spanish, Russian | www.unwto.org/sdt ; www.unwto.org/climate  
Davos Declaration: www.unwto.org/pdf/pr071046.pdf  
E-mail: sdt@unwto.org | Tourism operators, national and local governments, industry, communications networks |
| English, French, Spanish | www.unwto.org/step/  
E-mails: sdt@unwto.org ; techcoo@unwto.org | Governments, international and bilateral development agencies, corporations, civil society |
| English, Spanish       | www.unctad.org  
Contacts: Nathalie Eulaerts ; Jean-Francois Baylocq  
E-mails: nathalie.eulaerts@unctad.org ; jean-francois.baylocq@unctad.org | Governments, UNCTAD |
### POLICY TOOLS, METHODOLOGIES AND PUBLICATIONS FOR CAPACITY BUILDING ON SUSTAINABLE TOURISM DEVELOPMENT

<table>
<thead>
<tr>
<th>PROJECT / METHODOLOGY / POLICY TOOL / PUBLICATION</th>
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<tbody>
<tr>
<td>TrainForTrade Programme</td>
<td>A process that aims to strengthen capacities in the field of sustainable tourism for development through technical cooperation projects on capacity-development at the national and sub-regional levels.</td>
<td>Local communities, public, private sectors and civil society of African countries</td>
</tr>
<tr>
<td>Foreign Direct Investment (FDI) in tourism: The development dimension</td>
<td>A multi-country empirical study to assess information of the FDI impacts and facets of capital investment, transfer of technology and access to global markets in developing countries as a route to carry out sustainable tourism.</td>
<td>Policy-makers, hotel groups, transnational corporations, financial institutions</td>
</tr>
<tr>
<td>Global Observatory on Sustainable Tourism (GOST)</td>
<td>An initiative to facilitate the establishment of a network of observatories at all levels aiming to a systematic application of monitoring, evaluation and information management techniques, as key tools for the formulation and implementation of sustainable tourism policies, strategies, plans and management processes.</td>
<td>Policy makers, planners, and tourism managers</td>
</tr>
<tr>
<td>Green Star Hotel Initiative</td>
<td>Project to promote a continuous planning and management process for sustainable tourism development in the Southern Mediterranean countries. It provides a practical toolkit and training package to support the hotels in the implementation process. It aims to set up an environmentally friendly label for the accommodation sector applicable to destinations throughout Egypt and the Middle East.</td>
<td>Egypt’s tourism and hotel industries, accommodation sector managers and staff</td>
</tr>
<tr>
<td>Global Sustainable Tourism Alliance (GSTA)</td>
<td>A coalition of conservation and tourism development organisations, academic institutions, NGOs, IGOs and government agencies working together to create a set of global baseline criteria and practices for sustainable tourism development.</td>
<td>Local/indigenous Small, Medium and Micro-sized Enterprises (SMMEs), governments</td>
</tr>
</tbody>
</table>

The Fact Sheets of each project are available to download at [www.unep.fr/tourism](http://www.unep.fr/tourism) and [www.veilleinfotourisme.fr/taskforce](http://www.veilleinfotourisme.fr/taskforce)
<table>
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</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td><a href="http://www.unctad.org">www.unctad.org</a> Contact: Xavier Alphaize E-mail: <a href="mailto:xavier.alphaize@unctad.org">xavier.alphaize@unctad.org</a></td>
<td>UEMOA and ECOWAS Commissions, International Trade Center (ITC)</td>
</tr>
<tr>
<td>English</td>
<td><a href="http://www.unctad.org">www.unctad.org</a> Contacts: Anne Miroux ; Diana Barrowclough E-mails: <a href="mailto:Anne.Miroux@unctad.org">Anne.Miroux@unctad.org</a> ; <a href="mailto:Diana.Barrowclough@unctad.org">Diana.Barrowclough@unctad.org</a></td>
<td>Banks, multilateral and bilateral financing organisations, private investors, development agencies, foundations, donors</td>
</tr>
<tr>
<td>English</td>
<td><a href="http://www.unwto.org/sdt">www.unwto.org/sdt</a> E-mail: <a href="mailto:sdt@unwto.org">sdt@unwto.org</a></td>
<td>Tourism organisations, UNWTO, UN-Habitat Global Urban Observatory, research and educational institutions, managers of protected areas</td>
</tr>
<tr>
<td>Arabic</td>
<td><a href="http://www.greenstarhotel.net">www.greenstarhotel.net</a> E-mail: <a href="mailto:info@greenstarhotel.net">info@greenstarhotel.net</a></td>
<td>Hotels and resorts of the Middle East, GSTC, restaurants, travel agencies, diving centres, other guest services</td>
</tr>
<tr>
<td>Spanish, English</td>
<td><a href="http://www.gstalliance.net">www.gstalliance.net</a> Contact: Eileen Gutierrez E-mail: <a href="mailto:eguiterrer@aed.org">eguiterrer@aed.org</a></td>
<td>Conservation and tourism development organisations, academic institutions, governments, local tourism industry</td>
</tr>
</tbody>
</table>

www.unep.fr/tourism and www.veilleinfotourisme.fr/taskforce
OUTREACH

The projects developed by the ITF-STD members and partners approach all parts of the life cycle of the tourism value chain: planning, operations and management, investment, promotion and marketing, capacity building, consumption of tourism products and services, and monitoring and evaluation of tourism development. Together, the projects assemble a global network of tourism stakeholders working independently but towards a common overall objective: the promotion and development of sustainable tourism. Experts from different fields of knowledge from all over the world are ‘walking the talk’ and promoting sustainable tourism development to enhance the equity, environmental sustainability and economic viability of tourism development, while also combatting climate change.

Spreading the Word

The three-year of activities of the ITF-STD pursuing the development of policy guidelines and capacity building tools, and the creation or strengthening of partnerships and networks on sustainable tourism development have been reported in the global media including through: radio programmes, television reportages, e-media, blogs, articles in newspapers, and magazines. Some ITF-STD projects have also been spreading its word through e-newsletters and email lists. Such media reach, i.e. the size of an audience exposed to a journalistic work through a particular channel, has not just been composed of tourism media channels, but also ordinary tourists, influencing their perception of what a sustainable holidays can be, what a sustainable tourism destination is, and how their choices can promote sustainable development.

The launching of the Global Sustainable Tourism Criteria (GSTC) by the UN Foundation founder and chairman Ted Turner, together with UNEP’s Executive Director, Achim Steiner, at the IUCN World Conservation Congress in Barcelona on October 6th, 2008, for example, secured coverage in The New York Times and Travel Weekly along with announcements in the wire services such as Associated Press, Reuters, and PR Newswire. Just on that day, it was possible to register the events coverage in communication outreach which includes mention in 166 e-media websites, three printed newspapers and two radio programmes.

Another example of how the ITF-STD members have used the e-media to communicate with tourism stakeholders comes also from the GSTC Partnership. A draft of the indicators providing ways of measuring compliance with the criteria were posted for public consultation at its website (www.sustainabletourismcriteria.org) on April 9th through May 11th, 2009. Key stakeholders and partners were invited to take part in this process by participating in the public consultation and providing their suggestions to the performance indicators. The Sustainable Travel International published the call to participate in an e-newsletter that was disseminated to nearly 30,000 like-minded newsletter readers, spanning the spectrum from businesses, NGOs, governments and consumers. The TravelWeekly.com published a call for participation on its website. The Rainforest Alliance solicited feedback from all 908 contacts in their database and sent messages to 125 contacts of the Sustainable Tourism Certification Network of the Americas representing 23 countries in Latin America and the Caribbean. The World Heritage Alliance (WHA) Secretariat published the call to participate in their outreach communication to more than 65 WHA members and associate partners.
The Internet based campaign Green Passport has already been established as a reference point for responsible travellers. Its message has been spread and multiplied by the mass media in all countries where the campaign has been launched through different communication channels, such as TV and radio interviews, around 90 news articles, travel blogs and podcasts.

The Green Passport introduces to tourists simple ways to make every holiday a more sustainable activity. It’s about tourism that respects the environment and culture and supports the economic and social development of local communities. For every stage of a holiday, since the choice of a tourism destination, through how to plan the trip, how to get there and moving around in the destination, how to relate to the host community and its surroundings ecosystems, up to the choice of souvenirs, the trip back home and subsequent actions, for every stage the Green Passport sheds light on how tourists’ holiday decisions can make a difference. Through informed choices such as travelling light, tourists have the power to reduce their carbon footprint and contribute to combat climate change.

The Green Passport is an international campaign but, when implemented at the local level, its communication material is adapted to the peculiarities of the given destination. Its website has been developed in English, French, Portuguese, German, and soon in Spanish and Chinese. Its hardcopy version was launched in English and Spanish in June/09 during the World Environment Day celebrations in Mexico. The Portuguese version of the guide, as well as radio and TV spots, were launched in Brazil in October/09. It is also expected to launch specific Green Passport travel guides for Costa Rica and Ecuador by the end of 2009.

Recognising the communication value of the Green Passport, the European Commission decided to promote it to European stakeholders and to consider within the EC’s Tourism Advisory Committee the possibility of translation of the Green Passport into as many languages as possible.

For more information: tourism@unep.org, www.unep.org/greenpassport
At the 5th International Meeting of the International Task Force on Sustainable Tourism Development (ITF-STD), in Marrakech 21st April 2009, the Task Force members recommended to enhance and expand the Task Force’s work programme by transforming this initiative into a United Nations Partnership for Sustainable Development. The aim is to give the ITF-STD partnership a broader base and longer term strategic planning, so that it can engage in the multi-stakeholder, cross-sectoral collaboration required to support implementation of the policies, voluntary initiatives and capacity building activities that it has helped to design.

Partnerships represent an effective way for governments, civil society and the private sector to pool their expertise, resources and complementary strengths, in tackling challenging economic, social and environmental issues. At the same time, this UN partnership approach to implementation of sustainable development provides an effective and dynamic framework of operation to address overlapping interests of key stakeholders. Together, the involved partners can combine what governments are mandated to deliver, what business needs to do to maintain its “licence to operate” while still making a profit, and what civil society wants from tourism, both in recreational terms and as a sustainable livelihood option, protecting the integrity of ecosystems. The Partnership should be able to enhance sustainable tourism development efforts at all levels (local, national, regional and global), and engage more key actors, including governments, local authorities, development cooperation agencies, private investors and media organisations.

By becoming a UN Partnership for Sustainable Development, the ITF-STD will be able to benefit from a worldwide and well-recognized venue to showcase its activities, namely the CSD Partnerships Database. It will also be able to participate more effectively in the work of the Commission on Sustainable Development, coordinating its activities with the wider group of stakeholders engaged in that forum, and thus expanding its existing network and projects.
The International Task Force on Sustainable Tourism Development is a voluntary initiative led by France. Its main objective is to encourage the implementation of actions that promote sustainability in tourism by developing tools that support the various stakeholders in achieving this objective. The Task Force also presents and disseminates existing initiatives to inspire the replication of pilot projects and good practices on sustainable tourism. The Taskforce is comprised of members from 18 developed and developing countries, nine international organisations, seven non-governmental organisations, and seven international business associations.

The recommendations will be presented during preparations for the 18th Session of the UN Commission on Sustainable Development in 2010, where the development of the 10-Year Framework of Programmes (10YFP) on Sustainable Consumption and Production (SCP) will be discussed. It was also acknowledged at the UNWTO General Assembly by a group of Member States in October 2009. Members of the Task Force recommended this document to be disseminated among all relevant stakeholders who have responsibilities for sustainable tourism development.

A shorter version of this document will be produced for communication purposes. The policy recommendations address key stakeholders – governments including local authorities, indigenous and local communities, international organisations, the private sector, NGOs and consumers. These recommendations build upon the projects of the ITF-STD, and lessons learned on promoting sustainable tourism.

I – Introduction

Tourism is one of the world’s fastest growing industries and an important source of foreign investment and employment for many developing countries. According to the UNWTO statistics 903 million international tourists travelled in 2007 with an average annual increase of over four percent since the year 2000. In spite of the 2008 economic and financial crisis, which has continued into 2009, the same statistics indicate that the global figure will reach one billion international tourists by the end of this decade and 1.6 billion by the year 2020. These millions of people are already consuming and will continue to demand enormous quantities of energy, water, and other natural resources to support their tourism activities. Domestic tourists also add to this sector’s environmental footprint. On one hand tourism will bring additional income to local communities and will increase direct and indirect employment at this level. On the other hand, the increasing demand for basic goods and services from tourists will often cause price increases that negatively affect local residents whose income does not increase proportionately.

As it is a large and growing industry, tourism is often scrutinized in terms of its impacts on the environment, economy, culture and societies. Some reviews highlight the power of tourism to contribute to economic growth while others emphasize the negative impacts to ecosystems, indigenous societies and cultural heritage. It is thus clear that tourism can have positive or negative impacts depending on how it is planned, developed and managed. Developing ‘sustainable tourism’ means that strategies are in place to promote the positive impacts and minimise the negative.

The concept of sustainable tourism is applicable to all forms of tourism in all types of destinations, including the mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development. Sustainable tourism requires the establishment of a suitable balance between these three dimensions to guarantee long-term sustainability of tourism development.
The response of the tourism sector to the current unprecedented economic crisis should include elements that reinforce sustainability parameters in tourism planning and management. Great challenges present great opportunities. Tourism can contribute to its own resilience and to the global economic recovery by pursuing a climate neutral strategy, as well as innovation in the use of cleaner energy and more efficient resource use. Combining these strategies and approaches contributes to the reduction of poverty, and to social and economic development within the carrying capacities of ecosystems. A strong leadership and a shared purpose are needed to guide the identification and realization of these opportunities. This document aims to provide a set of policy recommendations to achieve this.

II – A vision for sustainable tourism development

Given the important, but relatively unexploited potential of tourism to contribute to the achievement of the Millennium Development Goals (particularly in developing and least developed countries), international organisations, governments, local authorities, the private sector, consumers and the civil society are asked to foster sustainable consumption and production (SCP) patterns for tourism, with the following overarching objectives:

- Tourism continues to be an important economic sector capable of attracting foreign direct investments and supporting sustainable economic development, the production of fairly distributed wealth, the creation of employment opportunities and poverty alleviation, particularly in developing countries and least developed countries.

- The destination’s local society and environment can absorb and benefit from the positive effects of tourism and such sustainable tourism development also provides ways of protecting and enriching the knowledge from local and indigenous culture.

These economic benefits from the tourism sector can be offset by negative environmental and socio-cultural impacts, which should be addressed and reduced through planning, policies and regulations. Voluntary mechanisms, access to training, fostering communication for transferring of knowledge, access to financial mechanisms, as well as consultations with local communities based on sustainability parameters, all have a key role to play in constructing these solutions.

In order for all forms of tourism to become more sustainable, the systematic application of sustainability objectives and criteria to new and existing infrastructures and services should be encouraged. This also includes improved governance, rethinking the existing infrastructure at destinations, especially with the assistance of relevant public and private operators, identifying innovative modes of travel, and strengthening the development of various ‘niche’ tourism segments (e.g. ecotourism, community or rural tourism, heritage or cultural tourism) to become a more significant share of the market and a major form of tourism for some countries.

Given the cross-sectoral characteristics of the tourism industry, this document’s references to the private sector cover the transportation to and from tourist destinations, the tour operators, the accommodation/hotel chains, and all the economic activities generating resources, products and services throughout the entire tourism value chain.

III – Recommended approach

Recognizing that the implementation of this vision will require an integrated open-ended process engaging governments at all levels, international organisations, businesses, NGOs and consumers, the recommendations are structured around a simplified life-cycle of the tourism value chain, including:
III.1 – Tourism planning

There is a need to integrate sustainable tourism planning into national and regional development plans to strengthen action on the ground and build the skills and resources needed to apply them effectively. Public policies, governance mechanisms and stakeholders’ involvement should be incorporated into the framework outlined in the national and regional development plan. Planners should identify and utilize legal and fiscal regimes, information, knowledge, evaluation tools, and cooperative processes among professionals and civil society.

Several umbrella recommendations, guidelines and principles are used to frame planning as a continuous process. These include:

III.1.1 – The principles of the Global Code of Ethics for Tourism adopted by UNWTO and endorsed by the UN General Assembly and the recommendations and guidelines provided by Multilateral Environmental Agreements and conventions as appropriate, including the Convention on Biological Diversity (CBD), the World Heritage Convention, the United Nations Framework Convention on Climate Change (UNFCCC), the United Nations Convention to Combat Desertification (UNCCD) and the Code of Conduct for the protection of children against sexual exploitation in travel and tourism:

- Tourism planning at the national and sub-regional levels should coordinate and interact with the local level.
- Planning should be closely connected to policies for sustainable development, i.e. national sustainable development strategies, poverty reduction strategies, and local Agenda 21.
- Public and private institutions and organisations engaged in tourism planning, including tourism master plans, should make use of credible scientific methods and tools encompassing economic, environmental and social approaches and assessments for sustainable development that will help stakeholders related to different components of the value chain understand their environmental and socio-cultural impacts. They then should work to maximize benefits and reduce negative impacts.

III.1.2 – Experience has shown that a plan is more effective if produced by a multi-stakeholder participatory planning process (NGOs, local authorities, community based organisations, enterprises, experts, and Destination Management Organisations, etc.), as well as through the development of partnerships at local, national, regional and international levels. Establishing structures to enable this participatory process ensures that different stakeholders, especially local communities, have their say in how tourism is developed and managed. They are, in turn, encouraged to reflect on agreed priorities for tourism in their own work. It is thus a two-way process.

The effectiveness of policies will be thus enhanced by the setting up of structures that would allow coordination between all stakeholders, and the adoption of a balanced mix of tools, including economic and legislative instruments and Strategic Environmental Assessments. Structures which promote the implementation of the provisions of multilateral environmental agreements relating to the obligations for conservation and environmental protection, prevention and control of pollution, and sound management of natural resources will also contribute to the planning of sustainable tourism development.

Within this framework, the recommended tourism planning approaches are:

- Planning defines a vision for tourism and other public use development and management. It includes zoning systems with the appropriate visitor experiences aligned with the zone.
- Desired conditions serve as the basis for planning and product development. Descriptions of desired conditions are based on local, regional and national values, existing national legislation, and the goals and objectives of management authorities. Consultation with relevant constituencies is recommended in formulating desired conditions.
• Plans are developed so as to preserve destination values by outlining processes to monitor change, evaluate threats and opportunities, and permit public and private leaders to respond to key values so as to maintain the destination’s sense of place.

• Planning can also address the potential negative impacts of extensive tourism operations on land and property prices and the consequent evolution of ownership patterns, as well as on local assets such as the aesthetic value of landscapes.

• Planning is a process which provides important opportunities to build community and constituency engagement, to better understand changing expectations and environmental and social conditions and to support local values. By involving constituencies in the planning process, conflicts can be resolved and the constituencies develop the sense of responsibility and ownership needed for the implementation of plans. The establishment of a council comprised of those constituencies, including the tourism industry, helps to understand and reflect the different values attached to tourism and its outcomes. Moreover, the engagement of the tourism industry is important in the development and implementation of the plans. The value-chain perspective would thus enhance the understanding of the various roles of different tourism players and enhance opportunities for cooperation and collaboration.

• Planning facilitates cooperation and collaboration between ministries of tourism and similar agencies, and ministries of culture, departments of conservation, and ministries of the environment.

• Planning is viewed as a mechanism for building the technical capacities and proficiencies of management in public conservation institutions and agencies. Building the capacity of a specialist or coordinator within the agency in charge of tourism planning is essential.

• A plan is developed and implemented by public staff at the local level. An external consultant can mentor the local planner during the developmental phase of the plan. However, local professionals should be involved in producing the plan. This contributes to the sense of ownership by management, local communities or other constituencies; recommended tools, methods and timetables are then better gauged to the technical, financial and governance capacity of management.

• Coordination between destinations within a region usually improves planning. Considering the ties among regional assets and attractions during the planning phase will create opportunities for linking all the regional attractions of a destination. If properly planned, it may also diminish pressures on certain attractions. It can also help to maximize the complementary roles of various agencies and organisations in management and economic development issues.

• Governments and all stakeholders should consider promoting regional and/or sub regional approaches to sustainable tourism development.

III.2 – Tourism operations and management

III.2.1 – Tourism businesses and public institutions in charge of tourism should adopt innovative and appropriate technology to improve the efficiency of resource use (notably land, energy and water), tackle the challenges of climate change, minimize emissions of greenhouse gases (GHG), and the production of waste, while protecting biodiversity.

III.2.2 – Tourism operations and management should respect the legislated and/or planned objectives related to tourism development and management, as set out by local and national authorities; this includes conditions related to the environment, economy, and socio-cultural concerns.

III.2.3 – Operations should use internationally recognized standards for sustainable tourism.

III.2.4 – Tourism actors should participate actively in the initiatives and processes put in place or supported by the International Task Force on Sustainable Tourism Development like the ‘Davos Process’ on climate change and tourism, the Sustainable Investment and Finance in Tourism (SIFT) Network, the Sustainable Tourism Stewardship Council (STSC) etc.; and use the tools developed by the
International Task Force projects and other relevant voluntary initiatives.

**III.2.5** - Tourists can make more sustainable choices if efforts are made to communicate clear information on labels claiming sustainability. In this respect, two strategic developments are necessary: better consistency between such labels and a clear validation of content on labels. A wide variety of communication techniques and claims (based on sound underlying data) can also ensure that the public has the best possible information, delivered in the most appropriate way, which will allow them to make to most sustainable choices in their tourism selection.

**III.2.6** - There is also a need to inform, educate and work collaboratively with the tourism industry to integrate sustainability into their policies and management practices, and secure their active participation in developing sustainable tourism.

**III.3 – Tourism investment**

**III.3.1** - Financing from national and international organisations (public and private) dealing with investments in public infrastructure related to tourism or investments in private tourism businesses should estimate their social and environmental impacts and adopt economic measures to compensate and offset unavoidable impacts.

**III.3.2** - Regulatory instruments with fully integrated environmental and social criteria should be applied in tendering, licensing and permit-approval procedures. These instruments should also include and support the application of tools, such as Strategic Environmental Impact Assessments, Environmental and Social Impact Assessments, and related enforcement and monitoring processes. Moreover, regulatory instruments contributing to sustainability should be designed to help governments to build institutional capacity and develop streamlined and coordinated procedures for this purpose.

**III.3.3** - The estimation of the expected benefits of tourism development on the basis of the 'Total Economic Value' that includes ecosystem services and social accounting benefits should be considered in investments decision-making. Particular emphasis should be given to the inclusion of impacts in societies and local communities.

**III.3.4** - Corporations should adopt corporate social and environmental responsibility (CSER) principles in their tourism investments. Traditional investors should be invited to strengthen their commitments towards responsible investments, because they are among the key actors currently able to promote sustainable practices.

**III.3.5** - Methods and tools based on new economic and financial approaches can support decision makers to identify and make sustainable investments, including methods developed through environmental economics that estimate the expected Return on Investment (ROI) and Internal Rate of Return (IRR).

**III.3.6** - The criteria for sustainable investments in the tourism sector should be adopted within the spirit of the “Equator Principles”. The criteria should also prioritize investments on projects developed by Small, Medium and Micro-sized Enterprises (SMMEs) that steer sustainable consumption and production processes in tourism businesses in order to facilitate the access to specific funds or financial resources by micro and small investors. The creation of new financial and investment tools or mechanisms to support SMMEs aiming at sustainability should be promoted.

**III.3.7** - Investment in sustainable infrastructure is of priority importance in successful tourism development.

**III.4 – Tourism promotion and marketing**

**III.4.1** - Marketing strategies should promote the idea and need for sustainability. Existing promotion and distribution channels should emphasize sustainability as a primary option for tourism development and to influence consumer choices.

**III.4.2** - Governments, businesses and civil society organisations should be encouraged to make all meetings, incentives, conferences and excursions (MICE) activities as sustainable as possible, using both policy and technical tools to ensure responsible execution of these activities.

**III.4.3** - The ‘success’ of tourism destinations should be evaluated not only in terms of ‘arrivals’, but also in terms of economic and social benefits that stay in the destination, and in terms of limitation of the negative environmental and social impacts.
III.4.4 - The development of an event-related communication strategy should be encouraged in order to mainstream the sustainability message, particularly encouraging the use of the media in major sports events to promote sustainable tourism.

III.4.5 - The use of local goods and services in the tourism sector, which minimizes economic leakages, should be promoted. These products and services have a strong role in leveraging additional local investment, creating employment for the local workforce and helping these actors to be competitive, while offering concrete opportunities to contribute to the conservation of the natural and cultural environment.

III.4.6 - Opportunities provided by modern Information and Communication Technologies (ICT) to raise awareness on sustainable consumption and operations in tourism should be part of the marketing activities.

III.4.7 - As part of socio-economic sustainability, tourism businesses should be promoted by conventional and modern marketing techniques that ensure adequate access of local tourism small and medium enterprises (SMEs), local communities and other suppliers (especially in developing countries) to domestic and international markets.

III.5 – Capacity building

III.5.1 - All stakeholders should be encouraged to build capacity for sustainable tourism and apply this capacity in their internal operations as well as to influence the decision of other stakeholders. Within this framework, the capacities of local communities and indigenous populations should be enhanced, while respecting their traditions, and enabling them to build sustainable, community-based initiatives.

III.5.2 - International organisations, NGOs, academia and knowledge-brokers should be engaged to support the capacity enhancement of all stakeholders, including national governments, for the achievement of sustainable tourism objectives.

III.6 – Consumption of tourism products and services

III.6.1 - Consumers should be encouraged to use locally developed products and services that generate local employment and support initiatives for social and infrastructure community development including, among others, education, health, and sanitation.

III.6.2 - Consumers (individuals, businesses and public sector) of tourism products and services should be encouraged to evaluate the environmental, socio-cultural footprint and economic implications of their decisions. They should also be inspired to purchase local sustainable tourism products and services, including products such as crafts, food, etc.

III.6.3 - Guidelines for the behaviour of tourists at destinations should be promoted using networks, media and other communication channels, such as information from service providers and operators through the whole value chain of tourism.

III.7 – Monitoring and evaluation of tourism development

III.7.1 - Governments and businesses should set baseline and measurable targets, review progress and report towards the achievement of sustainable tourism objectives. The UNWTO guide on ‘Indicators for Sustainable Tourism’ should be used for examples of practical applications.

III.7.2 - Given that an activity can be acceptable in one context and very harmful in another, monitoring and evaluation approaches should be adapted to the specific context of each local destination according to resources, forms and volumes of tourism, management capacity, etc.

III.7.3 - The concept of a ‘Global Observatory on Sustainable Tourism’ may be considered as an initiative to establish a network of regional, national and local observatories. Its objective would be the promotion of systematic application of monitoring and information management techniques, as well as related communication and reporting processes, supporting informed decision-making in sustainable tourism matters.