



Integrating Sustainability in Tourism Public Policies

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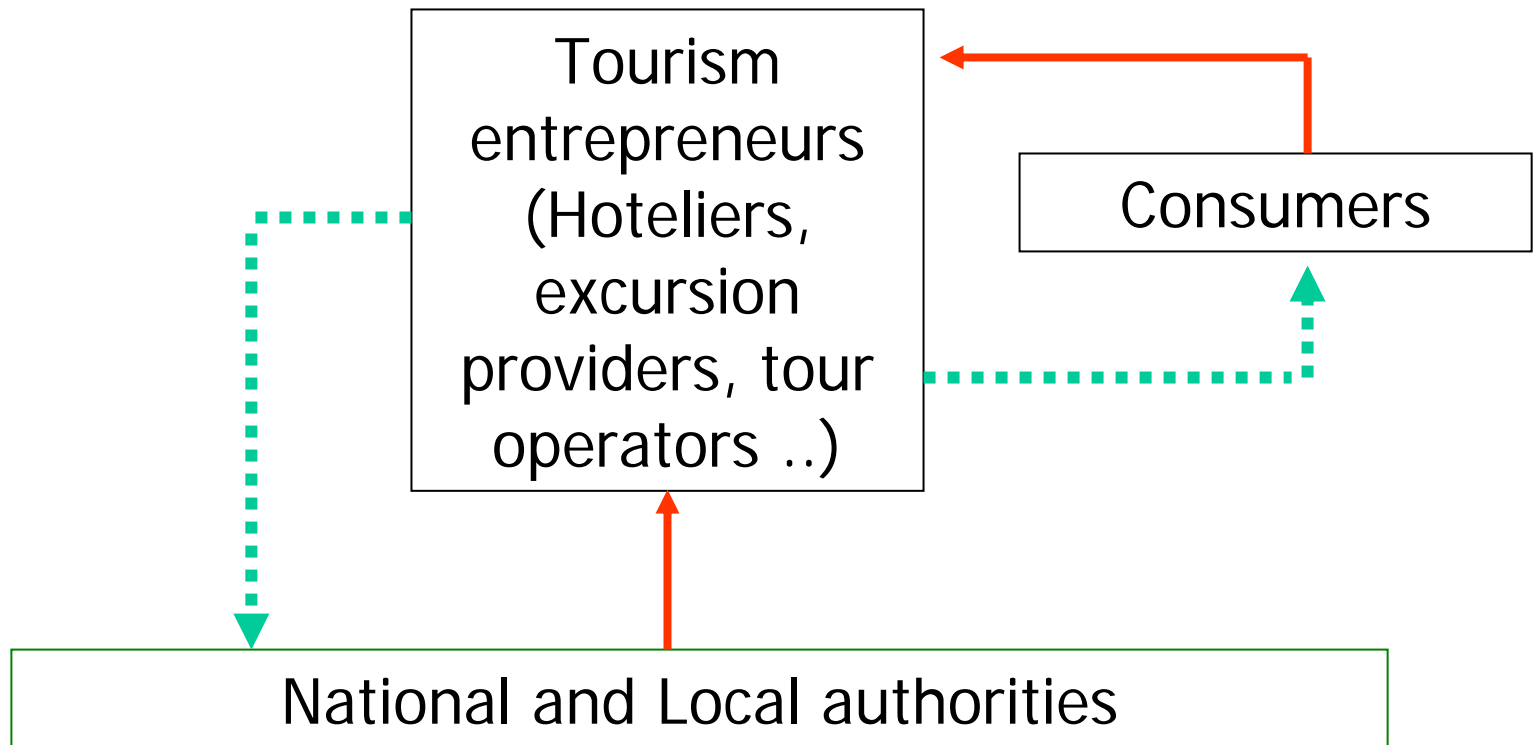


Tourism's potential sustainability

- One of the world's largest industries - jobs and business opportunities to steward populations (poverty alleviation)
- Financial and political support to conservation of nature
- Privileged instrument for environmental education
- Often less impacting than alternative uses (logging, mining, slash-and burn agriculture or monoculture) - also one of the few alternatives for LD and ECs and SIDS



A shared responsibility for Sustainable Tourism



A shared responsibility for Sustainable Tourism

- **Industry** promotes voluntary integration of environmental and social good practices in their business operations
- **Governments (including local authorities and protected areas managers)** integrate environmental, social and economic objectives into tourism policies and plans and provide the 'enabling environment' for private sector initiatives
- **Consumers** voice the demand for sustainable travel products and be a responsible 'holiday maker'



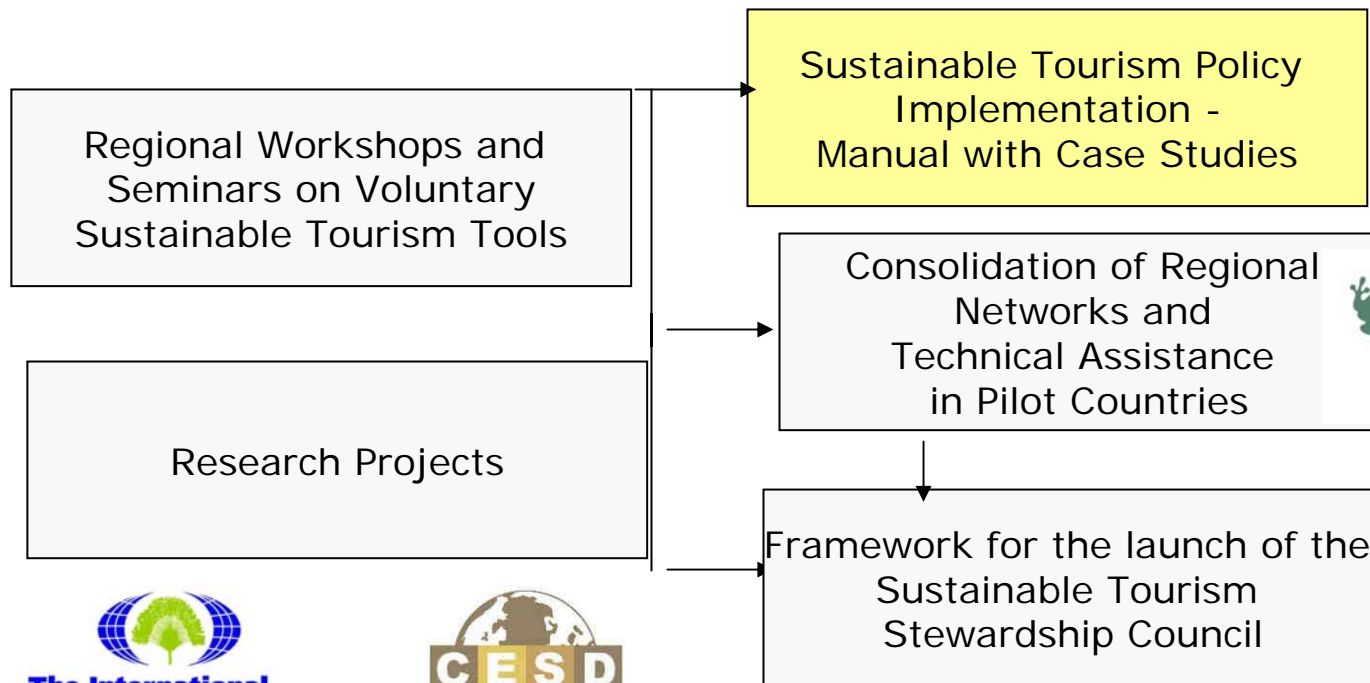
Challenges in integrating sustainability in tourism development

National and local 'Sustainable tourism' strategies, weakened by:

- unclear principles
- confusion in terminology
- being restricted to certain types of tourism
- inadequate consultation with local stakeholders
- insufficient resource assessment
- not being linked to implementation tools
- Low enforcement of national and international legislation and investments in infrastructures



Partnership Components



International response

- Guidance to governments at national and local level on how to integrate sustainability into tourism policies (not separate plans/documents)
- Identify appropriate structures and processes for policy formulations
- Propose aims for effective policies
- Present the range of tools to implement defined policy goals



International response

- UN Commission on Sustainable Development (1999)
- The WTO Global Code of Ethics for Tourism (1999)
- Convention on Biological Diversity's Guidelines on Biodiversity and Tourism Development (2001 and 2003)
- Quebec Declaration on Ecotourism (2002)
- World Summit on Sustainable Development (2002)



Agenda for sustainable tourism

- Enterprise viability
- Local prosperity
- Employment quality
- Local control
- Social equity
- Social integrity
- Visitor fulfilment
- Cultural richness
- Biological diversity
- Environmental responsibility



Principles for developing a sustainable tourism agenda

- Taking a holistic approach
- Planning for the long term
- Recognising limits
- Addressing global and local impacts
- Equating sustainability and quality
- Pursuing multi-stakeholder engagement
- Reflecting all impacts in costs
- Precautionary principle / minimise risks
- Address full life cycle impacts
- Consider functional alternatives



Some tools for implementing policy

- Economic instruments – admissions, taxes, financial incentives etc.
- Setting standards and certification
- Capacity building and learning areas
- Promoting sustainable consumption - marketing and information
- Destination indicators, monitoring and benchmarking



Some tools for implementing policy

- Land use planning / development control
- Integrated area management
- Regulations – development and operations
- Impact assessment requirements
- Design guidelines
- Infrastructure and transport development



The main elements of the handbook

- Guidance on policy making for more sustainable tourism – process and coverage
- Identification of a range of tools to use in implementation
- Practical examples of good practice
- References to information sources



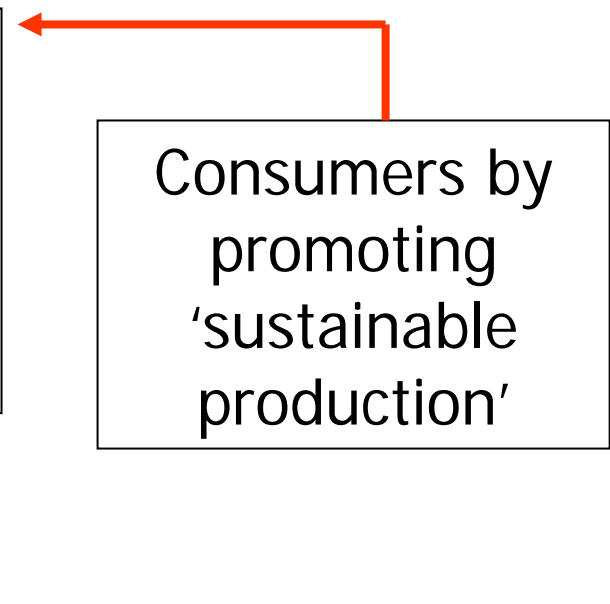
UNEP's overall strategy for Sustainable Tourism



Tourism entrepreneurs by promoting 'sustainable consumption'

Consumers by promoting 'sustainable production'

National and Local authorities by supporting the creation of the 'enabling environment'





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