

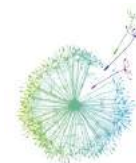
Advancing towards a clear North



ANNUAL MAGAZINE **2016/2017**



**Sustainable Tourism
PROGRAMME**
Committed to drive the change



**2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**

Acknowledgements

The Annual Magazine has been produced by UNWTO, the Ministry of Culture, Sports and Tourism of the Republic of Korea, Korea Tourism Organization and the Coordination Desk as part of their support to the programme and in collaboration with all network members and the 10YFP Secretariat.



**Sustainable Tourism
PROGRAMME**
Committed to drive the change



10YFP Sustainable Tourism Programme Highlights 2016/2017

**A collaborative platform involving over 130 organizations with one common goal:
Decoupling tourism growth from the increased use of natural resources**



Collective Impact

- Portfolio of Work 2016
- 135 Initiatives by 47 actors
- Overall value over USD 12 million

International Presence

- 6 International events
- Annual Reports to ECOSOC
- Annual Magazine



10YFP STP

137 Members + 4 Officers at
Coordination Desk

Knowledge Sharing

- Annual Conference 2016
- 2 MAC meetings
- 5 Climate Change related webinars



Research and Projects

- Global survey on tourism planning
- 3 Trust Fund projects
- 10YFP Indicators of success



Citation

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FOREWORD – Advancing towards a clear North



The 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) are guiding our common action towards a better world. The key role of sustainable tourism is explicitly mentioned in three of the 17 goals, yet the contribution of the tourism sector to the 2030 Agenda is much wider. This year of 2017, declared by the United Nations General Assembly as the International Year of Sustainable Tourism for Development, recognizes the potential for sustainable tourism to advance all 17 Goals, from gender equality to the fight against climate change or the end of poverty.

With international tourist arrivals forecast to reach 1.8 billion in 2030, the greatest challenge for the tourism sector is to shape this growth so it contributes to environmental conservation, resource efficiency and cultural preservation while creating inclusive economic opportunities. In

response to this challenge, the Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production was created in 2014 to blend the expertise, technical capacity and reach of governments, NGOs, international organizations, business, academia and consumer organizations. The programme's principal aim of accelerating the shift to sustainable consumption and production (SCP) patterns represents a new North for the tourism sector, enhancing its contribution to the SDGs on water, energy, climate change, oceans and land as well as its direct contribution to SDG 12 on sustainable consumption and production.

During its first two years of operation the Programme has grown to include over 130 actors collectively working to promote and implement sustainable tourism around the world. In this second edition of the Programme's Annual Magazine, a variety of

multi-stakeholder initiatives are highlighted. They focus on: developing and applying sustainable tourism policies; enhancing sustainability practices in the private sector; providing sustainability guidelines and technical solutions for all actors; and fostering investment for sustainable tourism.

Activities range from planning to reduce tourism's carbon footprint in the Bahamas to trainings in Mozambique and sustainability awards in Brazil. Initiatives on biodiversity conservation in New Zealand, creating linkages with local producers in Turkey and food waste reduction in hotels in Thailand are also part of the programme's portfolio.

These practical, on-the-ground projects illustrate the power and potential of this collaborative global network to make a positive impact on people and planet.

UNWTO together with the co-leads, the governments of France, Morocco and the Republic of Korea and the 10YFP Secretariat at UN Environment will continue to work in the framework of the Programme, with the fundamental support and commitment of the members of the advisory committee and many other programme partners. We hope this magazine will attract more partners to join us in working towards collective and responsible governance of this sector that is so crucial to sustainable development. We trust that the practical projects, experience and policies set out in the Magazine will inspire transformative action across the tourism sector contributing to build a more sustainable and resilient future for all.



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Catalyzing change

What you need to know about the 10YFP Sustainable Tourism Programme

10YFP Indicators of Success

The 10YFP STP Governing Structure

Milestones of 2016/2017

Trust Fund Projects





What you need to know about the 10YFP Sustainable Tourism Programme

A collaborative platform

During its second year of operation, the Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP STP) has continued to serve as a collaborative platform to bring together and scale up existing initiatives and partnerships and facilitate new projects and activities to accelerate the shift to sustainable consumption and production (SCP) patterns in tourism. The membership of the 10YFP STP has grown to involve over 130 proactive organizations working together to implement a variety of activities on sustainable tourism.

Working on the implementation of the Sustainable Development Goals (SDGs)

As an implementation mechanism for the Sustainable Development Goals (SDGs), in particular SDG12, with potential to advance other SDGs as well (among them SDG8 focusing on decent work and economic growth, SDG13 addressing climate change, and SDG14 and SDG15 on the conservation of marine and terrestrial resources), the 10YFP STP envisions a tourism sector that has globally adopted SCP resulting in enhanced environmental and social outcomes and improved economic performance.

SDG12

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



SDG12 calls specifically to ensure SCP patterns, the first target of which is the implementation of the 10YFP.

Target 12.1 aims to implement the 10YFP on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries.

Did you know?

1,235 MILLION
INTERNATIONAL
TOURIST
ARRIVALS IN 2016

International tourist arrivals (overnight visitors) in 2016 grew by 3.9% to reach a total of 1,235 million worldwide, an increase of 46 million over the previous year.

7%
OF WORLD'S EXPORTS
US\$1.4
TRILLION

International tourism represents 7% of the world's exports in goods and services, bringing the total value of tourism exports up to US\$ 1.4 trillion.

10%
OF WORLD'S GDP
(Direct, indirect and induced)

Tourism is one of the main economic sectors of the world, accounting for 10% of GDP (direct, indirect and induced).

1 IN 10
JOBS

Tourism is one of the driving forces of global economic growth, and currently accounts for 1 in 10 jobs worldwide.

1.8 BILLION
INTERNATIONAL
TOURIST
ARRIVALS IN 2030

International tourist arrivals worldwide are expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030.

What you need to know about the 10YFP Sustainable Tourism Programme

Advancing sustainable consumption and production in the tourism sector

SCP is about fulfilling the needs of all while using natural resources responsibly, including energy and water and producing less waste and pollution. SCP aims at promoting resource efficiency and sustainable practices for the industry as well as the consumers. Its implementation helps to reduce future economic, environmental and social costs by advancing the transition towards a low-carbon, green economy.

The concept of SCP is highly relevant to the tourism sector as natural resources are at the foundation of the sector's competitiveness. Tourism's above-average growth in the past decade not only comes with the responsibility to decouple from the increasing use of natural resources, but also with the opportunity to achieve multiplier positive effects using the sector as an enabling agent of change at all levels of its transversal value chain.

The 10YFP STP focuses on four Programme Work Areas

Policy: Integrating SCP patterns in tourism-related policies and frameworks

Evidence: Promoting collaboration among stakeholders for the improvement of the tourism sector's SCP performance - including the application of monitoring frameworks

Practice: Fostering the application of guidelines, tools and technical solutions to mainstream SCP patterns in destinations, enterprises and tourist behavior

Finance: Enhancing sustainable tourism investment and financing

Accelerating sustainable consumption and production globally

The Sustainable Tourism Programme is one of the six 10YFP programmes whose full scope involves over 500 actors, 129 national government focal points and 20 UN entities within the UN Interagency Coordination Group.

The six 10YFP programmes:



10YFP was adopted at the United Nations Conference on Sustainable Development, Rio+20, in June 2012 with the programmes being initiated between 2014 and 2015.

For further information, please click here.
<http://sdt.unwto.org/about-10yfp-stp>

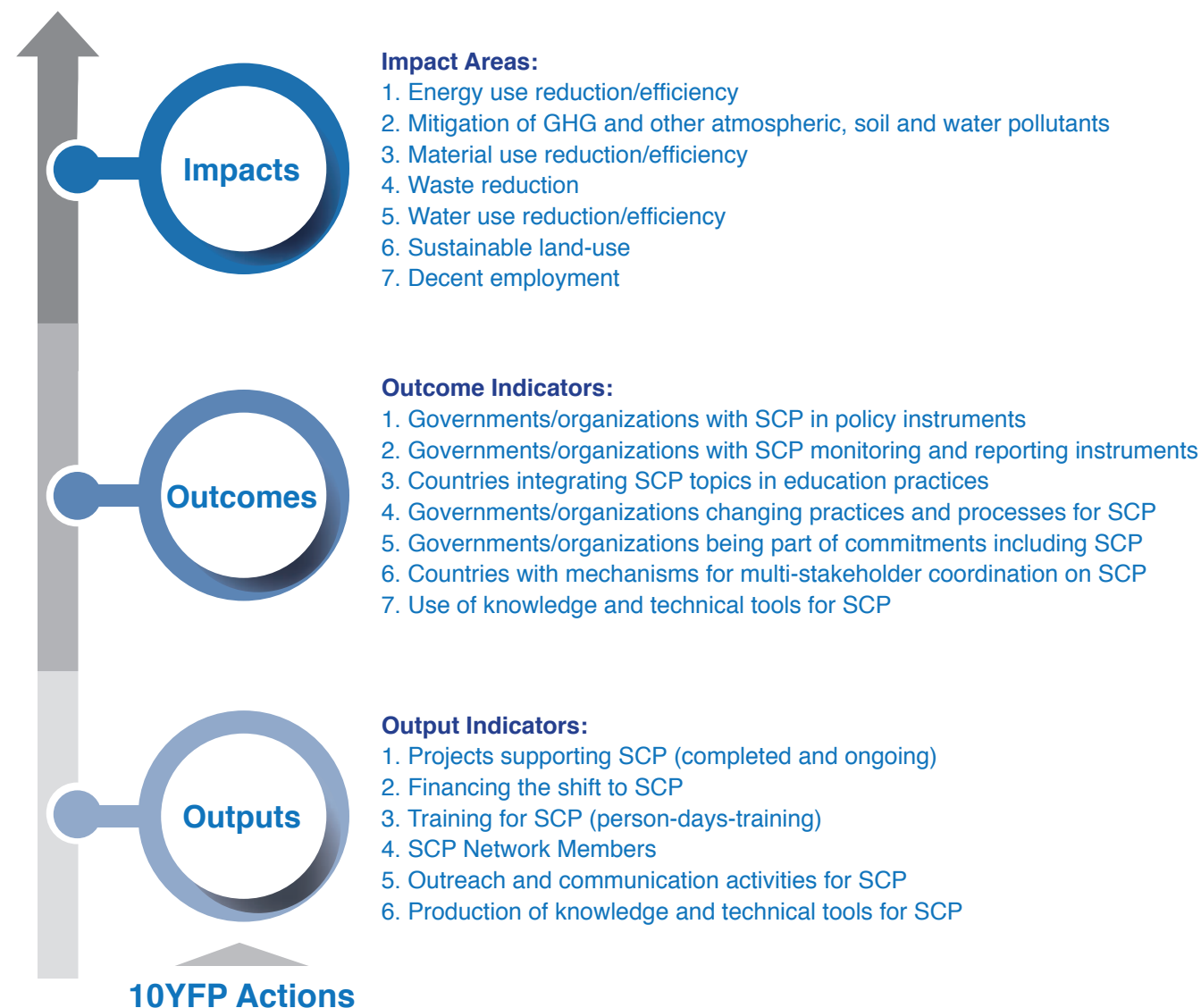


10YFP Indicators of Success

The Indicators of Success represent the monitoring and evaluation framework of the 10YFP and aim to guide and measure, in a participatory way, the collective impact in the shift to SCP patterns worldwide. The framework is intended to support 10YFP actors and other stakeholders to assess and improve their performance delivering SCP as well as to enable the 10YFP programmes to report, in an aggregated manner, the results of collective efforts towards a shared goal, with a view to demonstrating progress and reinforcing political and financial support.

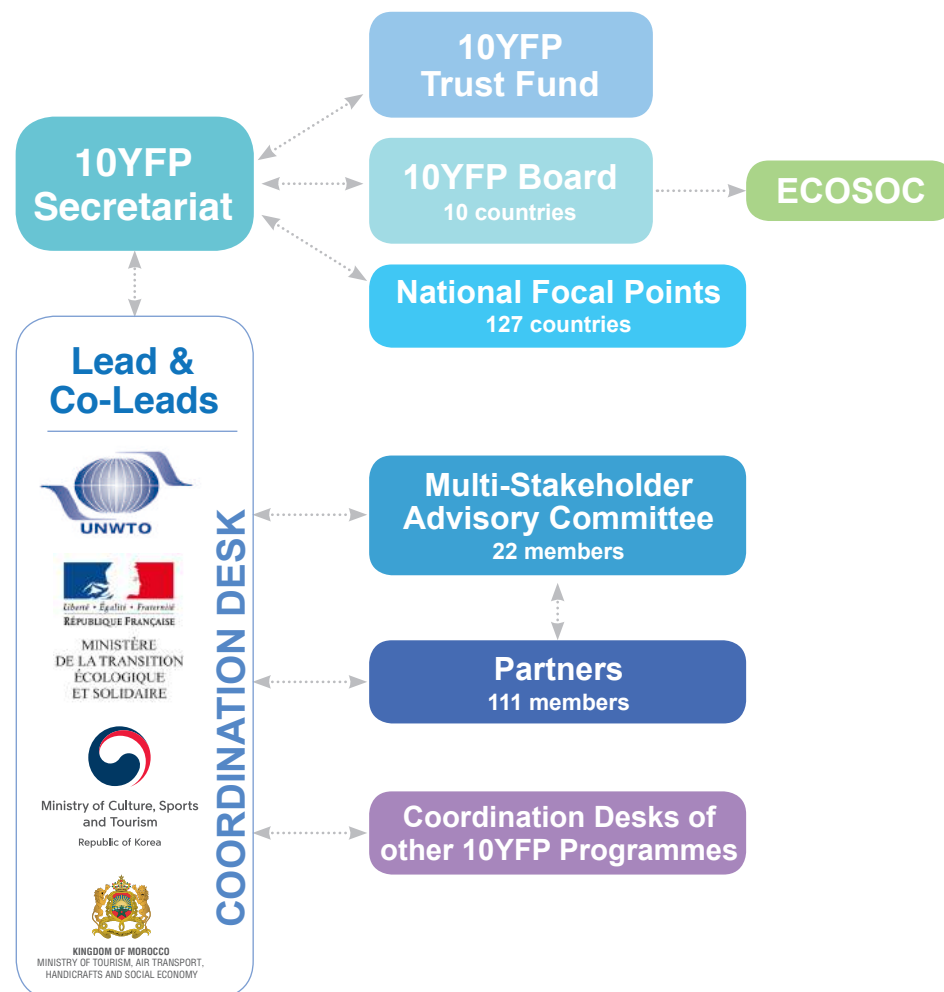
The 10YFP indicators are being applied by the 10YFP STP since 2016

At present, indicators for the output and outcome levels have been identified, as well as issue areas for the impact level. The framework is informed by the relevant SDGs and associated targets and indicators, especially those associated to SDG 12. In particular, the methodology behind outcome indicator on SCP in policy instruments has been submitted to the UN Statistical Commission and it is expected that it would become the official monitoring mechanism for SDG target 12.1.





The 10YFP STP Governing Structure



The 10YFP STP is led by the World Tourism Organization (UNWTO) with the Governments of France (Ministry for the Ecological and Inclusive Transition), Morocco (Secretariat of State for Tourism of the Ministry of Tourism, Air Transport, Handicrafts and Social Economy) and the Republic of Korea (Ministry of Culture, Sports and Tourism) and as Co-Leads and in collaboration with the 10YFP Secretariat at UN Environment.

A 22-member Multi-Stakeholder Advisory Committee (MAC), consisting of governmental agencies, non-governmental organizations, private sector businesses, intergovernmental organizations, national cleaner production centers as well as academia and UN agencies, is supporting the Lead and Co-Leads in their efforts to mainstream SCP patterns in the tourism sector. Currently, 111 organizations have joined the programme as Partners.

The Coordination Desk is formed by the staff provided by the Lead and Co-Leads and acts as the interface between programme actors and the 10YFP Secretariat.

The 10YFP Secretariat is based at the Division of Technology, Industry and Economics of the UN Environment in Paris. It is responsible for the overall coordination, administration of the Trust Fund and reporting to the Economic and Social Council (ECOSOC) via the 10YFP Board.

The 10YFP Board is composed of representatives from Albania, Argentina, Germany, Indonesia, Kenya, Mexico, Nigeria, Republic of South Korea, Romania, and Turkey.

National Focal Points (NFPs) play a role to ensure contact and coordination with the Board and the Secretariat for 10YFP. NFPs were identified by countries to support the 10YFP Secretariat in the implementation of SCP at the national level. NFPs can support STP actors in identifying country specific needs and advancing the implementation of sustainable tourism initiatives.

The 10YFP STP, together with the 5 other 10YFP programmes, serves as an open, inclusive and collaborative platform, and an incubator for ideas, expertise and resources to deliver SCP.



Milestones of 2016/2017

26-27
January
2016
Rabat,
Morocco

Piloting the branding guidelines at the Symposium on Sustainable Tourism in Africa

The Regional Symposium was organized by the Ministry of Tourism in collaboration with UN Environment and focused on the implementation of sustainable tourism policies. It was the first event to apply the [branding guidelines of the 10YFP](#), which allow network members to mark their events “As an initiative contributing to the 10YFP STP”.

20-21 April
2016
Abidjan,
Côte d'Ivoire

Discussing the implementation of SDG 12 at the Conference and Symposium on Accelerating the Shift towards Sustainable Consumption and Production Patterns

Held back to back with the Fifty-eighth Meeting of the UNWTO Commission for Africa and within the framework of Salon International du Tourisme d'Abidjan, the Conference gathered Ministers of Tourism of Africa, high-level officials, tourism stakeholders and Affiliate Members to exchange knowledge on the integration of SCP patterns into the tourism sector.

29 April
2016

Annual Report to UN ECOSOC

Based on the contributions of network members to the Portfolio Exercise for 2015, the Coordination Desk prepared the input of the [10YFP STP to the 10YFP Annual Report](#), which includes explicit reference to all contributors and was submitted by the 10YFP Secretariat to the UN ECOSOC.



4 May
2016

4th Meeting of the MAC

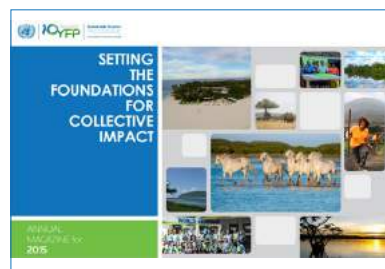
Committee Members discussed overall progress including the final selection of catalytic projects, the flagship projects process, the development of 10YFP indicators and the approval of new Partners.

7 May
2016

10YFP Board validates the selection of 3 project proposals to receive financing from the Trust Fund

The 10YFP Board, confirmed the selection of the following proposals covering the overall USD 500,000 earmarked for the first call for proposals of the 10YFP STP:

- 1) “Creating a sustainable community tourism model for South Africa” (South Africa), by Africa!Ignite
- 2) “Inca Alliance for Sustainable Tourism. Public Private Partnership Model for Innovative and Sustainable Ecotourism in Historical-cultural and nature destinations” (Peru), by Grupo GEA
- 3) “Regional South Pacific Tourism Organisation Sustainable Enterprise Programme for the South Pacific” (Fiji and Samoa), by Sustainable Travel International and South Pacific Tourism Organisation



Release of the first edition of 10YFP Annual Magazine

The first edition of the 10YFP STP Annual Magazine, titled “Setting the foundations for collective impact”, featured a selection of contributions from various Programme Actors to the 2015 Portfolio of Work through a series of interviews, case studies and reports from actions on the ground to showcase the implementation of sustainable initiatives and efforts to accelerate the shift towards SCP in the global tourism sector.

13 July
2016

5 September
2016

Hawaii, USA

Showcasing 10YFP STP through an iPoster Session at the IUCN’s World Conservation Congress

The iPoster was produced by International Union for Conservation of Nature Tourism and Protected Areas Specialist Group (IUCN TAPAS), Linking Tourism & Conservation, UNDP, UNWTO and the 10YFP Secretariat and was featured as part of the SDGs Journey - a compilation of side-events at the Congress which relate to initiatives focusing on the implementation of the SDGs.



Launch of Sustainable Tourism Webinar Series

The webinar on “World Heritage & Tourism in a changing climate” was the first of a series of five climate-related webinars promoted by the Coordination Desk of 10YFP STP and organized by UN Environment with support from France and Morocco, which all in all counted over 180 participants and hundreds of YouTube views.

Speakers: UNESCO World Heritage Centre Union of Concerned Scientists and UN Environment (moderator)



Sustainable Tourism Webinar 2: “The Paris Climate Change Agreement and its implications for tourism”

Speakers: Lund University (Sweden), University of Waterloo (Canada) and UN Environment (moderator)



6 June
2016



Milestones of 2016/2017

23 September
2016

Sustainable Tourism Webinar 3:
“Sustainable mobility as leverage of
reduction of CO₂ emissions in tourism
sector”

Speakers: Carte Blanche Conseil, Michelin
Group, Tourism Environment Consultants
and UN Environment (moderator)



8-9
September
2016
Copenhagen,
Denmark

**10YFP STP represented by programme
partners at the Workshop on Integrating
Energy Efficiency into the 10YFP**

Jointly organized by the 10YFP Secretariat and the Copenhagen Centre on Energy Efficiency, the workshop's objective was to integrate energy efficiency into the six different 10YFP programmes. Through an internal selection process, two STP network members were selected to represent the programme at the workshop: Asociación Civil Generación Par and Sustainable Tourism Partnership Programme.



Participants at the workshop.

29 September
2016

5th Meeting of the MAC

Committee Members agreed on the light endorsement formula for flagship projects and discussed the preparations of the International Symposium and Annual Conference, the steps for reelection of the MAC, the first results of the work on 10YFP indicators, the draft Global Survey on Tourism Planning and new partner applications.

20 October
2016

Sustainable Tourism Webinar 4:
“Tourism transition at destination level:
methodologies and innovative projects”

Speakers: Defismed (moderator),
Toulouse School of Tourism,
Hospitality Management and
Food Studies, University of
Sousse (Tunisia)



6 November
2016

**10YFP Monitoring and Evaluation Framework finalized by
Inter-programme Task Force on Indicators**

The 10YFP Board approved the “Indicators of Success” prepared by the Task Force involving representatives from all six 10YFP programmes to be piloted from January 2017. The Task Force met monthly between July and October, including a one in-person meeting in September in Copenhagen, Denmark. The Task Force team from the 10YFP STP was formed by representatives from IUCN TAPAS, the Ministry of Tourism of Croatia, UNWTO and WTTC.

Milestones of 2016/2017

11-12
November
2016

Marrakech,
Morocco

International Symposium and Annual Conference of the 10YFP Sustainable Tourism Programme

The two events were part of a three-day Tourism Side Event during the 22nd Session of Conference of Parties of the United Nations Framework Convention on Climate Change (UNFCCC COP22) under the theme "Advancing sustainable tourism in a changing climate" and were organized by the 10YFP STP and hosted by the Ministry of Tourism of Morocco, with the support of the 10YFP Secretariat at UN Environment.

14 December
2016

Sustainable Tourism Webinar 5: "Management of coastal and mountain tourism areas endangered by climate change"

Speakers: ID-Tourism and Association of Actors of Sustainable Tourism, National Association of French Elected Officials of Coastal Areas and UN Environment (moderator)



The International Symposium brought together experts and business leaders dedicated to advancing sustainable tourism in a changing climate, with the aim to raise awareness on tourism and climate change-related issues and encourage the tourism sector to engage in actions that reinforce national commitments to the Paris Agreement and the 2030 Sustainable Development Agenda. The event discussed the need to address climate change from a sectoral perspective in order to identify synergies between the contribution of tourism industries to the Paris Agreement and the efforts being undertaken by tourism stakeholders operating internationally, which will foster a holistic approach that encompasses existing climate efforts, mechanisms and policies in the sector. The event also highlighted the need for partnerships with the private sector and the role of sustainable transportation to accelerate climate action in tourism.



(From left to right) the Panelists and Moderators of the International Symposium: Mr. Lucas Bobes, Amadeus IT; Ms. Susanne Becken, Griffith University; Ms. Elisa Tonda, UN Environment; Ms. Megan Epler-Wood, Harvard T.H. Chan School of Public Health; Dr. Dirk Glaesser, UNWTO; Mr. Vincent Benezech, International Transport Forum; Mr. Niclas Svenningsen, UNFCCC; Dr. Adam Markham, Union of Concerned Scientists; Mr. Hubert Vendeville, Butterfly Tourism; Ms. Rochelle Turner, WTTC; and Mr. Nicolas Perin, International Tourism Partnership. Ms. Jane Hupe, ICAO; Mr. Alexander Law, Michelin Group; and Ms. Jane Ashton, TUI Group were also Panelists at the event.

Access the Main Takeaways here
<http://cf.cdn.unwto.org/sites/all/files/docpdf/10yfpstpcop22ismaintakeaways.pdf>

The Symposium was followed by the Annual Conference of the 10YFP STP, wherein the members of the network discussed the annual progress, priorities and the future direction of the 10YFP STP. The event also fostered collective learning by providing a platform for programme actors to share knowledge, experiences and best practices on advancing SCP patterns in the tourism sector.

Catalyzing change

Milestones of 2016/2017

December
2016 -
February
2017

MAC elections

The MAC of the Sustainable Tourism Programme comprises of 22 members and the two year term of existing MAC ended on 5th November 2016. Seventeen MAC members renewed their term and five partners were elected new MAC members.

February
2017

Linking of Portfolio to 10YFP indicators of success

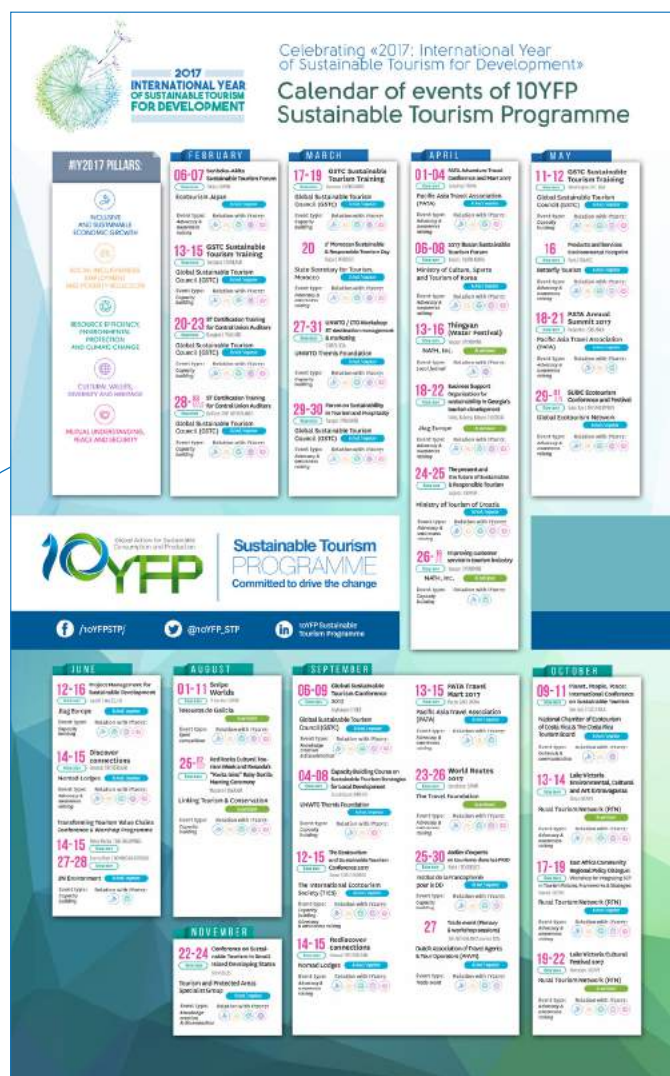
The 10YFP STP Portfolio Exercise for 2016 was linked to the 10YFP Indicators of Success. A total of 47 members of the 10YFP STP network linked over 135 initiatives to the Portfolio for 2016, resulting in an overall value of USD12 million.

March
2017

March 2017

Submission of 10YFP STP Report to ECOSOC

Based on the results of the Portfolio exercise, the report on the [contribution of the STP to the overall 10YFP report](#) was submitted for the High-Level Political Forum on Sustainable Development in 2017.



Milestones of 2016/2017

6-7 April

2017

Brasilia,
Brazil

Working group on “Sustainable Tourism for Development: How do one billion tourists become one billion opportunities?” 10YFP South-South Cooperation Conference on Sustainable Consumption and Production

Sustainable tourism was one of the themes discussed by a dedicated working group at the Conference focused on South-South cooperation. Members of the 10YFP STP had the opportunity to meet with representatives from governments, development agencies and experts to exchange their experiences and lessons learned from implementing South-South Cooperation and Triangular Cooperation projects focused on biodiversity protection and good governance.



Selected MAC members and Partners facilitated the Working Group on Sustainable Tourism at the South-South Cooperation Conference.



Participants shared best practices and insights on the guidelines and standards of sustainable tourism at the Forum.

6-8 April
2017

Busan,
Republic
of Korea

Busan Sustainable Tourism Forum

Co-hosted by the Korean Ministry of Culture, Sports and Tourism and the Korea Tourism Organization, the Forum aimed to share best practices and insights on the guidelines and standards of sustainable tourism and to promote the 10YFP STP among the private and public sectors and the academe.

24-25 April
2017

Zagreb,
Croatia



The awareness of participants on the potential of tourism to advance the implementation of the SDGs has been raised at the workshop.

Workshop on “The Present and Future of Sustainable and Responsible Tourism”

Organized by the Ministry of Tourism of Croatia, the workshop aimed to raise awareness on the potential of tourism to advance the implementation of the SDGs, in particular through the 10YFP STP. With a strong focus on SMEs, the workshop shared expertise and good practice across stakeholders of the Adriatic and Ionian Region and was rooted in the Sustainable Tourism Pillar 4 of the European Strategy for the region. This was the second workshop for which the 10YFP STP provided support to review the technical note and agenda.

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Catalyzing change



**Sustainable Tourism
PROGRAMME**
Committed to drive the change



Milestones of 2016/2017

**16-17 May
2017**
Paris,
France

10YFP Inter-Programme Meeting

The Meeting gathered for the first time the 10YFP Board, all 10YFP Lead, Co-leads and Coordination Desks, current donors and the 10YFP Secretariat, aiming to provide an update on the implementation status of the 10YFP and initiate the visualization of key priorities for 10YFP goals by 2022 and 2030. It included discussion sessions on communications and the implementation of SCP at regional and national levels.

Prior to the meeting, the 10YFP programme Coordination Desks met to share practices and lessons learnt on the portfolios, indicators of success, collaboration, resource mobilization and reporting, and to discuss the development of the 10YFP strategy for 2018-2022.



10YFP programmes Lead, Co-leads and Coordination Desks gathered for the first time on the occasion of the meeting of the 10YFP Board.

**5-7 June
2017**
Helsinki,
Finland

The World Circular Economy Forum

Sustainable tourism was one of the themes of the session on “Collective Impact for Sustainable Consumption and a Circular Economy”. The event’s objectives were to share the concept of consumption within the context of circular economy and to present the circular economy-related activities of the 10YFP programmes to new stakeholders.

The 10YFP STP was represented by two of its partners, future.camp® and gutundgut gmbh, whose initiatives are related to promoting sustainable lifestyles through tourism and showcasing new models and best practices of environmental management and Circular Economy solutions.



View of the room during the panel discussion with representatives from 10YFP programmes.

Sustainable tourism Webinar 6: “Financial tools for the sustainable development of tourism enterprises”

Speakers: Moroccan Chamber of Commerce and Industry, BPI France, the French Environment and Energy Management Agency, Individual Consultant in Sustainable Tourism in Morocco and CCI France (moderator)

**26 June
2017**



**Stay tuned
for the
2017/2018
milestones**



@10YFP_STP



10YFP Sustainable Tourism Programme



10YFP Sustainable Tourism Programme

1

Catalyzing change

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3



Improving SCP in Pacific Island hotels - The Sustainable Tourism Enterprise South Pacific Project of Sustainable Travel International (STI) and the South Pacific Tourism Organization (SPTO)

Trust Fund Projects

The 'Sustainable Tourism Enterprise Program for the South Pacific project' focuses on improving sustainable resource management in hotels in the Pacific. The project is being implemented under the auspices of the Pacific Sustainable Tourism Alliance.

The principal objective of the project is to improve the tourism sector's consumption and production patterns by developing a practical and accessible sustainability management toolkit that will build the capacity of tourism enterprises in the South Pacific Region, with Fiji and Samoa as the pilot destinations participating in the preliminary stage of the project. Improving SCP will be achieved by collaborating with local stakeholders to identify the barriers within the destination, training hotel managers on sustainability and best practices, and equipping 80 pilot hotels with a Sustainability Management System consisting of a digital toolkit to monitor energy use, waste reduction, water consumption, and sustainable sourcing.

Identifying the indicators

In Samoa, Sustainable Travel International (STI) advanced on stakeholder engagement during the first site visit in December 2016. Working with the Samoa Tourism Authority and the Samoa Hotel Association, STI held individual meetings with accommodation owners in the islands of Upolu and Savaii and hosted focus groups among accommodation owners to gather information on the private sector's sustainability issues, priorities, current activities and needs. The meetings directly informed which indicators would be important to measure sustainability in Samoa and the Pacific. The focus group also provided an opportunity to identify a set of hotels willing to test the data collection tool and indicators in the initial pilot.

Launching the Sustainability Management System in Fiji

In Fiji, STI met with the Fiji Ministry of Industry, Trade and Tourism and the Fiji Hotel and Tourism Association several times since the project's implementation to review SCP



Enjoying local customs at Lalomanu Beach in Samoa.
Photo credit: David Kirkland.

priorities and issues. STI has used the situational analysis, inventory of existing programs and consultations to create a draft set of indicators and a pilot data collection tool. These initial steps have paved the path to launch the full Sustainability Management System data collection tool and conduct the SCP training. In parallel, a resource manual is currently under design and will form the basis of the training module content. A draft governance model and incentive program has also been designed and is currently under revision by South Pacific Tourism Organization.

Through these completed activities, the project has progressed towards the long term objectives of a more robust economy and a better future for people and environments across the Pacific Islands.



For more information



www.sustainabletravel.org/our-work/regional-alliances/pacific/hotel-sustainable-resources-pacific



info@sustainabletravel.org



Sustainable Travel International



@STI_travel

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Catalyzing change



Sustainable Tourism PROGRAMME
Committed to drive the change



2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

Bringing international SCP goals closer to rural realities - Africa!Ignite's WOWZULU initiative offers a sustainable community tourism model for South Africa

In the KwaNzimakwe community on a mountain in KwaZulu-Natal, on the East coast of South Africa, tourists are guided past a natural spring to meet a local elder who shares stories about the area's history and culture. Here, they can pick vegetables in an organic garden, meet a local "Sangoma" or traditional healer, and walk across grasslands to a viewing site that looks out across a wide stretch of coastline.

These immersive encounters not only enrich the tourist experience in KwaNzimakwe, they also usher in economic and social benefits for the rural community thanks to WOWZULU, a community-based tourism initiative of the non-profit rural development agency Africa!Ignite. Implemented in partnership with the South African National Department of Tourism and Better Tourism Africa, WOWZULU's goal is to generate income for community tourism enterprises on the doorstep of popular tourist destinations by linking them to the wider tourism offer of the destination.

Creating inclusive tourism destinations

The crux of the WOWZULU model is the creation of inclusive tourist destinations, which fuse established commercial and emerging community-based tourism components into a larger, more diverse and more attractive tourism offer. In the process, the community benefits economically and socially, the wider destination benefits from the added tourist appeal, and tourists enjoy a wider range of attractions and experiences.

Over the first six months of implementation, Africa!Ignite and partners have liaised with a wide range of national, provincial and local stakeholders to get their buy-in to mold WOWZULU into a workable and sustainable community-based tourism model for South Africa. Its overall aims are for key stakeholders to research, document and strengthen WOWZULU as a sustainable tourism model that is both replicable and an example of best practice.

The project partners have also evaluated six different inclusive destinations to assess their progress towards the achievement of

environmental, social and economic sustainability. The next steps are to select one destination which will receive support to pursue certification as a sustainable destination, and to assist 24 commercial and community-based tourism entities in the destinations to conduct sustainability self-evaluations.

A story that speaks to communities

In addition to creating a sustainable community-based tourism model for South Africa, WOWZULU aims to help address two key challenges in the long term: first, finding a way to make sustainable tourism messages accessible to the tourism sector in rural African settings by telling a compelling story that speaks to rural communities, government structures and tourism enterprises, and second, ensuring that global sustainability challenges take rural realities into account, particularly since certain practices such as poaching of endangered species, poor farming practices and unsustainable harvesting of indigenous plants pose serious threats to environmental sustainability, compounded with the impacts of climate change.

Trust Fund Projects

The WOWZULU community-based tourism model envisions a truly inclusive global model for sustainable tourism, inspiring stakeholders at all levels of the sector and across the world.



Tour guide Benny Mbotho is showing tourists fossil beds during a WOWZULU coastal walk along South Africa's Wild Coast.

For more information


www.africaignite.co.za

Africa!Ignite

@Africa!Ignite





Fostering Public-Private Partnerships for SCP - Grupo GEA's Inca Alliance for Sustainable Tourism in the Southern Region of Peru

Trust Fund Projects

The Inca Alliance for Sustainable Tourism in the Southern Region of Peru project aims to promote sustainable tourism in the Macro Region of Southern Peru - specifically in the regions of Arequipa, Puno and Cuzco - by building a Public Private Partnership (PPP) Model with the active participation of public entities, private sector, locals and communities as key stakeholders.

The project began implementation in December 2016. Grupo GEA acts as the specialized technical secretariat to foster and develop a Framework of Principles and Agreed Procedures to encourage the adoption of good practices of sustainable tourism, including the design and implementation of recognition called "Sustainable Inca Alliance" (SIA) for tourism services and goods in the Macro Southern Region of Peru.

Tourism training and technical assistance

Apart from creating a recognized and replicable PPP model, the Peruvian initiative aims to build the management capacities of public

and private managers of the Macro Southern Region in line with sustainable tourism principles and procedures and provide training and technical assistance to public, private and community operators of tourist products and services for the application of eco-efficiency tools for resources and clean production with accreditation of the SIA.

Management committee examines present tourism situation

The project has advanced substantially with initial results that include the creation of a communication strategy to disseminate the benefits, advantages and opportunities of the project to target audiences and a sustainability workshop and establishment of a Management Committee in Arequipa, which reviewed the current situation of sustainable tourism in Peru's Macro Southern Region through a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis. Participants then reviewed the structure of the Internal Committee Rules and concluded with the establishment of the Management Committee, composed of a president,



Official photo of all members of the Management Committee in Arequipa, after the Projects launch.

executive councils and a specialized technical Secretariat.

The first report of the project elaborated the results of the Arequipa workshop, the sustainability analysis per region, and details of all the activities carried out since the signing of the project's contract. Currently, the project's Management Committee is undergoing a training program based on the results of SWOT analysis of the workshop.



For more information



www.alianzainca-turismosostenible.com/home/objetivos
www.grupogea.org.pe



grupogea@grupogea.org.pe



Grupo GEA



@GrupoGEA_PERU

As soon as a new call for proposals for Trust Fund Projects becomes available, the Coordination Desk will inform the network

Achievements on the ground





Achievements on the ground



10YFP STP Portfolio of Work

The 10YFP STP Portfolio of Activities has been designed as a tool for Programme Actors to include new and ongoing initiatives and activities under the umbrella of the Programme, given their potential to contribute to its overall goal and specific objectives.

The Portfolio aims to aggregate the efforts of network members towards a shared goal and to increase their visibility at the international level while boosting synergies and collective action among the Programme Actors and advancing the implementation of Programme Work Areas.

In 2016, a total of 47 members linked more than 135 initiatives spread over 50 countries to the Portfolio. The Portfolio is aligned with 10YFP monitoring framework and indicators and has a value of over USD 12 million.

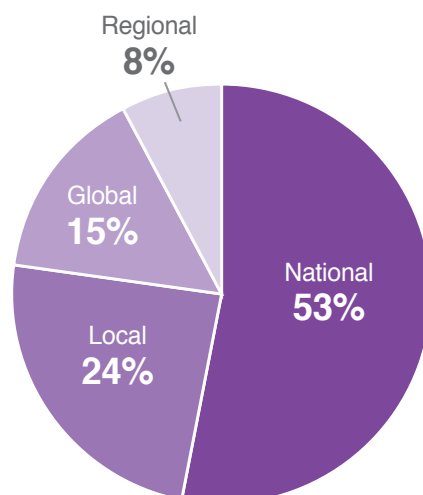
Sustainable Tourism Programme – Portfolio Exercise 2016

Indicator	2016
Projects supporting SCP (completed and ongoing)	31
Training for SCP (Person-Days-Training)	10,112
SCP Network Members	127
Outreach and communication activities for SCP	43
Production of knowledge and technical tools for SCP	38
Governments/organizations with SCP in policy instruments	2
Governments/organizations with SCP monitoring and reporting instruments	1
Governments/organizations being part of commitments including SCP	185
Mechanisms for multi-stakeholder coordination on SCP	1

2016 HIGHLIGHTS

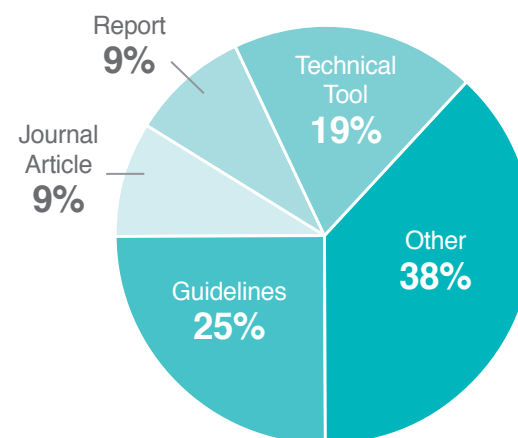
Person-days of training

10,112



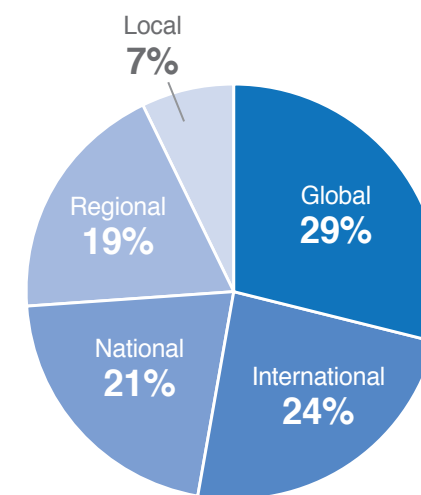
Knowledge resources and tools

38



Outreach and communication activities

43





CASE STUDY

Paving a low carbon pathway for tourism in Small Island Developing States - Bahamas Ministry of Tourism and Aviation assesses mitigation options

Key Activity on PWA1

Provide technical assistance for knowledge building on SCP principles and objectives in tourism policies and legal frameworks (1.1.4.)

The Caribbean is home to many Small Island Developing States (SIDS), where tourism is a main economic activity supporting the livelihood of many local communities. In 2016, the region welcomed over 29 million tourists to its idyllic islands for the first time in history. Amidst a changing climate, however, the Caribbean islands are particularly vulnerable, owing to their geographical isolation, limited size and availability of natural resources. Faced with this reality, it is imperative that small island nations pursue climate change adaptation measures and low carbon pathways.

In The Bahamas, where tourism accounts for 45% of its national GDP and employs roughly half of the Bahamian workforce, a greenhouse gas (GHG) emissions inventory was implemented in Harbour Island as part of the Caribbean Climate Smart Islands Project (CCSIP), a regional technical cooperation initiative supported by the Inter-American Development Bank (IDB). CCSIP aims to demonstrate ways of moving towards a low carbon and climate resilient development through the implementation of targeted

measures in three pilot islands: Harbour Island in The Bahamas, Caye Caulker in Belize, and Tobago in Trinidad and Tobago.

Harbour Island's Tourism GHG inventory

The methodology used to develop Harbour Island's Tourism GHG inventory is based on the Footprinting Tool of the Caribbean Carbon Neutral Tourism Program, which builds on the tools and guidelines to calculate emission factors from the UNFCCC and the International Panel on Climate Change.

The mechanism aims to provide a consistent platform for the development of GHG inventories in the tourism sector of the Caribbean, while acknowledging the challenge of allocating emissions to tourists, locals, or the tourism workforce. Therefore, instead of accounting for tourism-related GHG emissions per se, the methodology reflects the total emissions of islands that rely on tourism or are considered a touristic destination as a whole.

The methodology resulted in a detailed analysis of the following sources of GHG emission in Harbour Island:



Electricity consumption: The electricity consumed is generated on the neighbouring island of Eleuthera and is supplied to the island through two different submarine cables with the grid falling under the responsibility of Bahamas Power & Light company. The main consumers of electricity in Harbour Island are hotels and residents. Properties often have diesel generated backup electricity which is mainly used in the case of blackouts or to operate smoothly during high season. There are incentives offering tax exemptions for the import of energy efficient appliances and products including air conditioned units.



Transportation (land/water/air): There are daily ferry services from Nassau to Harbour Island with different types of vessels in use for the transportation of passengers and goods and, every Tuesday, cylinders of diesel and gasoline. There is no airport at the island and crossing from Eleuthera relies on water transportation

such as water taxis. Vehicles on Harbour Island include golf carts (approx. 1500 with only 10 being electric), motorcycles and construction equipment (approx. 100 trucks). Residents and visitors temporarily bring their vehicles to the island (approx. 400 cars).



Waste: There are 2 private contractors recruited by the Local Board that rotate on a monthly basis and handle and separate waste with the aim to recycle as deemed necessary. All the waste generated in Harbour Island is then shipped to a landfill in Eleuthera. Batteries are separated at the landfill to be transported to Nassau for recycling, while wood trimmings and paperboards are grinded down into mulch and used by farmers. Tyres are stocked in a separate area at the landfill. With regards to wastewater, all properties at Harbour Island have a septic tank and there is one private entity that collects waste water and transports it to Eleuthera for disposal.



Water consumption: There is a water pipeline connecting Harbour Island with Eleuthera, where the wells are located.



Harbour Island is only accessible by sea via ferry from Nassau or crossing from Eleuthera by water taxi.

The methodology also intended to look at the use of refrigerants at Harbour Island, mainly used by the air conditioning units at hotels, but data was not available. Calculating the footprint for waste and water consumption was also not possible as information from local stakeholders was not available.

Findings and way forward

In total, Harbour Island generates about 61,350.45 tons of CO₂eq (carbon dioxide equivalent), with electricity consumption as the main GHG emissions source (56% of total emissions), followed by transport (44% of total emissions). While recognizing that several dimensions remain to be addressed and further investigated - the electricity and transport sectors are identified as priority sectors for climate change mitigation measures in Harbour Island. Interventions such as energy efficient light improvements, installation of solar PV installation, electric bike rental and electrification of golf carts, among others are some of the proposed mitigation measures that could help Harbour Island in reducing its carbon footprint and becoming low (or zero) carbon in the future. Other action could be implemented for the replacement of refrigerants currently used in obsolete A/C units and appliances and



Bay Street is the main street on the Harbour Island where hotels and residences are located.

Water is distributed using electric pumps and the Water and Sewage Corporation has back up capacity for situations of power supply disruption. Several hotels at Harbour Island also have reverse osmosis systems installed to produce fresh water and as the wells that are currently being utilized by the corporation are aging, there are plans of installing a reverse osmosis plant in Eleuthera as well as an additional pipeline to Harbour Island.

the installation of rainwater collection and storage systems could be explored to reduce the pressure on freshwater sources. Lastly there are plenty of opportunities to reduce power consumption by making behavior and lifestyle changes – where tourism can play a crucial role.

The Bahamas Ministry of Tourism and Aviation is taking the findings into account to collaborate with agencies both in the public and private sectors to position Harbour Island as one of the first carbon neutral destination in The Bahamas.

The findings are also expected to inform the upcoming development of a National Tourism Master Plan within the framework of the National Development Plan of The Bahamas.



For more information:



www.bahamas.com
Ministry of Tourism & Aviation, Bahamas
@VisitTheBahamas

Programme Work Area 1: Policy

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Achievements on the ground



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Programme Work Area 1: Policy



Achievements on the ground



Conserving protected areas of Honduras - National Council of Sustainable Development of Honduras supports the elaboration of six public use plans for protected areas

In 2016, the Government of Honduras approved several initiatives related to sustainable tourism practices, among which was the elaboration of six public use plans for protected areas in Honduras, aiming towards the orderly and effective management of sustainable tourism in protected areas that form part of the National System of Protected Areas of Honduras (SINAPH, from the Spanish, Sistema Nacional de Áreas Protegidas de Honduras). The National Council of Sustainable Development of Honduras (CONADES) supported the development of the plans in collaboration with environmental and tourism authorities.

The public use plans stem from the implementation of the National Strategy for the Sustainable

Development of Tourism of Honduras to 2021 which has among its objectives the harmonization of tourism development with the conservation of natural resources through the development of both public use plans and management plans for protected areas. The objectives of the public use plans are to serve as framework documents analyzing the initial situation of potential public use in a protected space.

They contain a series of objectives, strategies, lines of action and key points that direct the sustainable tourism development model and the guidelines that will govern the activities of visitors to the protected area. Public use activities will therefore play a fundamental role in the

conservation of protected areas, supported by income generated from ticket collection, commercial service contracts and other services offered to the visitors.

The plans were based on the 2016 methodological guide that focused on a participatory and dynamic process developed by the National Institute for Forest Conservation and Development, Protected Areas and Wildlife in the quest to standardize the methodology for the elaboration of public use plans in the SINAPH.

The methodology incorporates the concept of sustainable tourism use in protected areas so that the tourism activities carried out are not only financially viable, but also compatible with the

Key Activity on PWA1

Develop and promote guidelines for integrating SCP principles in tourism related policies, strategies, plans and legal frameworks (1.1.2.)

biodiversity conservation objectives of the protected areas that make up the SINAPH.



La Tigra National Park, Honduras.
Photo credit: Josiah Townsend

For more information:



www.conades.hn
info@conades.hn



National Council for Sustainable Development of Honduras

Harnessing national instruments for action at destination level - Indonesia Ministry of Tourism's approach to sustainable tourism development

In recent years, Indonesia has put forward tourism policies that champion sustainable tourism along its fundamental cultural, environmental and economic dimensions to

serve as the baseline for national tourism development.

These core tenets of sustainability are enshrined in Law 10 of 2009, which mandates that "Tourism shall be intended to: increase economic growth; improve people's welfare;

Key Activity on PWA1

Develop and promote guidelines for integrating SCP principles in tourism related policies, strategies, plans and legal frameworks (1.1.2.)

eradicate poverty; overcome unemployment; preserve nature, environment and resources; promote culture; raise the nation's image; foster a sense of patriotism; strengthen

national identity and unity; and strengthen international relationships.” and the National Plan for Tourism Development 2010 – 2025 which prioritizes the development of 88 National Strategic Tourism Areas and identifies additional 222 National Tourism Destinations across Indonesia’s vast territory.

Enabling destination-level planning

A key aspect of Indonesia’s tourism national-level planning is its commitment to a bottom-up, participatory approach that engages local communities, the private sector and relevant government bodies, aiming to create a common platform that addresses the diverse set of needs and concerns.

One of the main goals of the National Plan is to cascade down the participatory approach and enable destinations to develop destination-level tourism master plans which are context-sensitive and owned by local stakeholders. For this purpose, the Ministry of Tourism has developed Guidelines of Integrated Tourism Planning that can be applied both at regional and local level.

In 2016, already 83 destinations have developed destination-level plans with financial support from the Ministry of Tourism or development agencies. This exercise has proffered stakeholders a sense of

commitment and responsibility, facilitating the transition to the implementation and monitoring phase of the plans.

‘Ten new Balis’

In 2016, the Ministry of Tourism with support from the World Bank has embarked on a project aimed at opening up ten new destinations or ten “new Balis” that will contribute to diversifying the offer of the country while bringing socio-economic benefits along. The new destinations are Lake Toba in North Sumatra, Tanjung Kelayang in Bangka Belitung, Tanjung Lesung in Banten, Thousand Islands regency in Jakarta, Borobudur in Central Java, areas of Bromo, Tengger and Semeru in East Java, Mandalika in West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, Wakatobe in South Sulawesi and Norotai in North Maluku.

The implementation of plans developed with financial stimulus from the government is overseen by a National Working Group which has links to other ministries and meets six-monthly. Plans elaborated in collaboration with development agencies or as part of projects are assessed by the Presidential Office for Monitoring which meets every three months, or on an ad hoc basis, to determine critical success factors

or provide solutions for specific issues.

Providing recognition for best practices

The Sustainable Tourism Observatories Sustainability Awards are part of the national programmes focused mainly on the promotion of sustainable tourism practices at the destination-level. Both programmes have as their foundation the Sustainable Tourism Destination Guidelines launched in 2016 which outline 41 criteria and 104 indicators to measure the progress towards sustainability at destinations.

Some 30 destinations have been approved for pilot implementation of the criteria and standards, ten of which have the potential to become national-level Sustainable Tourism Observatories (STOs) that would advance evidence-based decision making and timely measurement for the sustainable management of tourism resources and activities and co-exist with the Wonderful Indonesia Sustainable Tourism Observatories. When performing optimally, these monitoring centers would have the opportunity to be recognized internationally by being proposed by the Ministry of Tourism to integrate the UNWTO International Network of Sustainable Tourism Observatories (INSTO) in addition to the existing three Indonesian INSTO observatories located in the regions of Lombok, Pangandaran and Sleman.



Representation of Indonesian traditional dance.

The Indonesia Sustainable Tourism Awards have also been created to encourage destinations to self-assess their performance according to the Guidelines and against those leading sustainability practices, opening up the possibility to gain visibility for their best practices and to inspire other destinations in Asia-Pacific, while supporting visioning Indonesia as a sustainable tourism hub in the region.



For more information:



www.indonesia.travel/en
Ministry of Tourism, Republic of Indonesia
[@Kemenpar_RI](https://twitter.com/Kemenpar_RI)

Programme Work Area 1: Policy

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Achievements on the ground



Programme Work Area 1: Policy



Achievements on the ground



Mainstreaming sustainability in tourism strategies of francophone Small Island Developing States through technical support - an initiative of the Francophone Institute for Sustainable Development

Key Activity on PWA1

Develop materials for awareness raising and multi-stakeholder engagement in sustainable policy-making and good governance approaches (1.1.3.)

On the occasion of the International Year of Small Island Developing States (SIDS) in 2014, the International Organization of La Francophonie (OIF) launched an initiative to bring together stakeholders in the francophone Indian Ocean islands of Comoros, Madagascar, Mauritius and Seychelles with the objective to define a roadmap for the formulation of sustainable tourism strategies for francophone SIDS, as the sector had been identified as a priority for the socio-economic development of these countries within the overall Economic Strategy of the International Francophonie.

The roadmap was adopted in 2015 and the initiative was soon extended to involve additional

SIDS such as Cabo Verde, Dominica, Guinea Bissau, Haiti, Saint Lucia, Sao Tome and Principe and Vanuatu, as well as the Dominican Republic as an observer to the initiative.

Supporting the implementation of a common roadmap

The Francophone Institute for Sustainable Development (IFDD) has been supporting the implementation of the roadmap by providing technical support for the integration of sustainability criteria in tourism strategies and operations, capacity building for tourism professionals and the steering of a working group to discuss common challenges and strengths. In 2016, with financial support



The SIDS experts workshop on sustainable tourism held in Mahe, Seychelles, in 2016 was open to policy makers from Comoros, Cabo Verde, Dominica, Guinea Bissau, Haiti, Madagascar, Mauritius, Saint Lucia, the Seychelles, Vanuatu and the Dominican Republic (observer).
Photo credit : IFDD.

from the Principality of Monaco, IFDD also extended support to two NGOs in Haiti and Madagascar to start the implementation of pilot projects. IFDD also mobilized the ambassadors of francophone SIDS in Paris to present the progress achieved and gain additional support for the initiative.

During 2017, IFDD plans to launch two guides focused on sustainable tourism in SIDS - one tailored to project leaders on the formulation and management of tourism projects, and another for policymakers on devising strategies and policies - and will support the implementation of additional pilot projects in Comores, Magagascar, Sao Tome and Principe and the Seychelles.



For more information:

www.ifdd.francophonie.org
 Institut de la Francophonie pour le Développement Durable
 @IFDD_OIF

Programme Work Area 1: Policy

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Achievements on the ground



Embarking in the development of Nationally Appropriate Mitigation Actions for tourism - The Moroccan Secretariat of State for Tourism of the Ministry of Tourism, Air Transport, Handicrafts and Social Economy in step to reduce emissions

Key Activity on PWA1

Develop realistic short- and mid-term operational plans indicating measurable outcomes, responsibilities, resource input and timelines (1.2.1.)

Marrakech is at the heart of Moroccan tourism. Exuding Morocco's cultural soul and modern spirit, the city is also a gateway to the majestic mountainscapes of the High Atlas region. Today, Marrakech is at the core of Morocco's commitment to position itself as a sustainable, low-carbon tourism destination in the global arena.

The Moroccan Secretariat of State for Tourism of the Ministry of Tourism, Air Transport, Handicrafts and Social Economy launched a project in the context of the International Climate Initiative (IKI), which the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear

Safety supports on the basis of a decision adopted by the German Bundestag, and in alliance with UN Environment and UNDP, to assess the climate impact of tourism in Marrakech and elaborate a Nationally Appropriate Mitigation Action (NAMA) with the ultimate aim of reducing the GHG emissions of the tourism sector of Morocco.

In 2017, the carbon footprint of tourism in Marrakech for 2015 was measured by specialized consultancy firms, Carbone 4 and TEC Conseil, with the participation of international experts. The Moroccan Secretariat of State for Tourism and other relevant national and local stakeholders were solicited to collect the data needed for the carbon footprint calculation, which indicated that tourists' origin-destination transport was the first source of emissions responsible for 54% of total GHG emissions in 2015, followed by tourist accommodations (16%), tourism activities (13%), waste

generation and catering (each 8%), and transport within Marrakech (1%).

Pioneering with a sectoral NAMA

The NAMA process is based on the vulnerability analysis and the GHG emissions of the Moroccan tourism sector. Based on an international benchmark, a set of measures was defined and thereafter presented to the stakeholders for discussion. A baseline was computed out of the initial carbon footprint, considering socioeconomic aspects and assumptions for the development of the tourism sector from the present until 2030.

Based on the main emission sectors, five potential NAMAs for the Moroccan tourism sector were presented, centered around:

- CO₂ Optimizing the energy and emissions of the accommodation sector
- CO₂ Developing low carbon means of transport, including tramways and train use
- CO₂ Reducing emissions of tourist arrivals in the country through airplanes and network efficiency
- CO₂ Promoting sustainable and low carbon tourism
- CO₂ Optimizing food production and food waste management

A multi-criteria analysis was carried out for each of these proposals through cooperation with the Secretariat of State for Tourism and selected actors from public and private institutions. Based on the evaluations, the proposal for a low carbon accommodation sector was chosen as the main NAMA for the Moroccan tourism sector, since many actors and regulations were already in place in this area. The Secretary of State for Tourism is currently set to take the next step in disseminating the selected NAMA and defining it with more concrete details for its implementation.



Horse-drawn carriages: a way to enjoy authentic and eco-friendly rides around Marrakech.

Photo credit: www.blogdesvoyageurs.fr.

For more information:

- www.tourisme.gov.ma/en
- The Moroccan Secretariat of State for Tourism of the Ministry of Tourism, Air Transport, Handicrafts and Social Economy
- [@moroccotourism1](https://twitter.com/moroccotourism1)





Sustainable corporate policies, a competitive advantage - TUI reaps the benefits of its Better Holidays, Better World sustainability strategy for 2020

“Think Travel, Think TUI” captures the shining vision of the TUI Group, the world’s leading integrated tourism business with operations in 180 countries, 31 major source markets and over 20 million customers. The global tourism enterprise is anchored by its core belief that travel is a transformative force for good, reflected in its efforts towards creating unforgettable travel moments while striving to shape a better world through more sustainable holiday products, employment creation and multicultural understanding.

TUI’s vision is underpinned by its Better Holidays, Better World 2020 strategic framework for sustainability and the work of the TUI Care Foundation. In addition to the three strategic pillars of work launched in 2015 - Step lightly, to reduce the environmental impacts of holidays; Make a difference, to positively impact people and communities; and Lead the Way, to pioneer sustainable tourism projects - TUI developed a fourth pillar in 2016, Care More, which aims to build the best place to work so TUI employees can provide customers with truly memorable holidays.

Each pillar sets specific targets by 2020, including operating Europe’s most carbon-efficient airlines and reducing the carbon intensity of operations by 10%, delivering 10 million greener and fairer holidays a year by 2020; investing €10 million each year by 2020 to support good causes, particularly through the channel of the TUI Care Foundation, and achieving an employment engagement score aligned with the top 25 global companies.

Triggering on-the-ground sustainable action

In its Better Holidays, Better World 2016 report, TUI communicated its ongoing progress under each sustainability pillar. Among the company’s notable outcomes in 2016 are: realizing 6.3 million “greener and fairer holidays” in hotels that have achieved sustainability certifications; TUI airlines remaining up to 30% more carbon efficient than the global industry norm; and engaging 846,000 customers on sustainable excursions geared towards benefitting local communities. By setting these specific targets, TUI is triggering sustainable action

on the ground among tourism suppliers worldwide.

In 2016, TUI also reviewed their strategy against the framework of the SDGs, using the goals as a benchmark in assessing their activities. This exercise has resulted in several initiatives that traverse several SDGs, encompassing beach clean ups, water desalination at hotels in Spain and the Maldives, sustainable agriculture programmes in Greece, Spain and Turkey, and microalgae production in Bonaire Island, the Netherlands, as part of their sustainable aviation fuels strategy.

Notably, TUI’s reporting is directly linked to SDG target 12.6, which is “to encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.”

Upholding the business case for sustainability

TUI’s commitment to sustainability has proven time and again that sustainability makes perfect business sense. The Group

Key Activity on PWA1

Develop realistic short- and mid-term operational plans indicating measurable outcomes, responsibilities, resource input and timelines (1.2.1.)



In partnership with Futouris, the TUI Care Foundation is helping farmers in Crete get their produce to market, by creating linkages with the tourism sector.

reported sales of €17.2 billion for the financial year 2015/16. Among Investor Indices, TUI was named the global industry sector leader by the Dow Jones Sustainability Index and made it to the Climate A list of the Carbon Disclosure Project.

TUI Airlines were also ranked among Europe’s leading most carbon-efficient airlines. By rising to the sustainability challenge, the TUI Group has shown that realizing memorable travel moments can leave a better world along the way.

For more information:

www.tuigroup.com/en-en
[TUI Group](#)
[@TUIGroup](#)





Planning transformative holiday experiences - Villages Nature® Paris offers immersive encounters with sustainable landscapes



Every detail of the extraordinary gardens of Villages Nature is designed to minimize the site's ecological footprint.
Photo credit: Ludovic Lecouster.

Nature is the principal architect in Villages Nature® Paris, a groundbreaking new theme resort set to open in September 2017. Located in the birthplace of the International Climate Agreement, Villages Nature® Paris is an idyllic destination where man and nature thrive in harmony. It represents a milestone in sustainable tourism planning as every detail is designed to minimize the site's ecological footprint and revolutionize tourism practices.

Villages Nature® Paris will offer guests five immersive worlds - the Aqualagon, one of the largest waterparks in Europe heated entirely with geothermal energy; the BelleVie Farm, a real-life farm ground with animals, vegetable gardens and greenhouses; Extraordinary Gardens, four gardens inspired by the four elements of earth, fire, air and water; the Forest of Legends, an adventure zone with mysterious trails and treehouses; and the Lakeside Promenade, a recreational area with hanging gardens

as its backdrop. Guests are also welcome to stay in premium accommodations seamlessly integrated into the resort's extraordinary landscapes.

A blueprint for sustainability

Villages Nature® Paris is an innovative approach to sustainable tourism as its blueprint is centered around the concrete targets of a Sustainable Action Plan based on Bioregional's 10 principles of One Planet Living: zero carbon, zero waste, sustainable transport, local and sustainable materials, local and sustainable food, sustainable water, natural habitats and wildlife, culture and community, equity and economic development, and health and happiness.

Villages Nature® Paris' Sustainable Action Plan details commitments at every phase of development, whose progress is evaluated annually by the Sustainable Development Advisory Board, a public governing body in France. In its Annual Review for 2015/16, Villages Nature® Paris reports the highlights of its outstanding SCP outcomes for 2016, including 100% heat energy from geothermal sources, a carbon footprint that

Key Activity on PWA1

Develop realistic short and mid-term operational plans indicating measurable outcomes, responsibilities, resource input and timelines (1.2.1.)

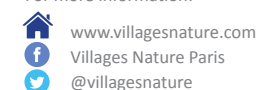
is 28% lower than the baseline average, and 37% of Aqualagon water cleaned and reused onsite.

Leading responsible lifestyles

Villages Nature® Paris aims to lead the way in reconciling large-scale tourism with the critical need for sustainable development, recognizing that tourism and leisure activities do not necessarily result in resource and energy waste, and can even generate positive impacts on the environment and local economy. It counts on three levers for positive change – making the best use of local resources, embedding sustainability in decision making processes, and creating an engaging guest experience that inspires sustainable change.

Villages Nature® Paris aspires to be a transformative experience to encourage visitors to adopt responsible lifestyles even as they step beyond the park grounds.

For more information:



Programme Work Area 2: Evidence



Achievements on the ground



Committed to measuring tourism's impact in Adriatic Croatia - the Croatian Sustainable Tourism Observatory (CROSTO)

Key Activity on PWA2

Identify among existing systems a set of common sustainable tourism indicators for national and/or destination level monitoring and global reporting and establish a data collection system (2.1.3.)

Croatia stands out as a tourism jewel along the Adriatic Sea with its crystal clear waters, long coastlines stretching over a thousand kilometers, and numerous islands. The coastal Adriatic region remains the most popular tourism region in a country that has seen its tourism numbers rise exponentially over the past decade, making sustainability a crucial aspect of its tourism development.

Croatia's firm commitment to sustainability has been underscored in its Tourism Development Strategy 2020, which aims at fostering innovation in the framework of sustainable tourism.

A significant step towards more sustainability and evidence-based decision making processes was the establishment of the

Croatian Sustainable Tourism Observatory (CROSTO), which joined the UNWTO International Network of Sustainable Tourism Observatories (INSTO) in 2016. Hosted by the Institute for Tourism in Zagreb, CROSTO oversees the systematic measurement and monitoring of sustainable tourism at the regional level and encourages the promotion of measurement and monitoring of sustainable tourism at the local level.

The Zagreb Institute for Tourism has many years of experience related to issues such as sustainable development and the measurement of impacts, stemming from their work in advising local communities on sustainable tourism development through destination development plans, conducting visitor satisfaction surveys, and producing several specific scientific research papers related to this field. In addition, Croatia has gained experience in monitoring sustainable tourism through the implementation of the European Tourism Indicator System (ETIS) in pilot destinations such as Mali Lošinj, Split and Crikvenica. Of those three, Mali Lošinj received the ETIS Economic Value Achiever Award in April 2016.

The operations of the Observatory benefit from the breadth and depth of insights gathered on sustainable tourism practices over the years. In order to measure and

monitor the development of sustainable tourism in Croatia, the main destination-specific issue areas that the Observatory has started monitoring include local and tourist satisfaction with tourism, local economic benefits and employment, tourism seasonality, energy, water and waste control, and spatial development control.

Owing to INSTO's holistic framework, CROSTO has been able to incorporate its experiences with ETIS and aims at further expanding its efforts by promoting the application of ETIS among more local communities while simultaneously encouraging and fostering the establishment of more local tourism observatories for which CROSTO will serve as regional coordinator in the future. As the future regional monitoring center, CROSTO seeks to lead the overall commitment to sustainable tourism development of the country through promotions, education and knowledge transfer.



Sustainability is a crucial aspect of tourism development in the Adriatic Coast, the most popular tourism region of Croatia.

For more information:

www.mint.hr/default.aspx?id=4493





CASE STUDY

Leveraging sustainable tourism to conserve biodiversity – UNDP building the proof of concept

Key Activity on PWA2

Identify workable models, policy drivers and incentives to promote participatory approaches to public, private and civil society cooperation and joint action on tourism at national and local level (2.2.2.)



Giraffes at Etosha National Park Namibia.
Photo credit: Midori Paxton.

UNDP-supported projects, with financing from the Global Environment Facility (GEF), are bringing innovative models and schemes to help countries leverage the benefits of sustainable tourism for development. With successful experiences in Cape Verde, Cuba, Dominican Republic, Egypt, El Salvador, Guatemala, Honduras, Jordan, Seychelles, and Panama, among others, UNDP supports aiming at mainstreaming biodiversity conservation into the tourism sector. UNDP is also helping communities

and management authorities of protected areas to diversify and make their sources of income more sustainable.

The concept

Nature-based tourism and ecotourism are increasing exponentially in developing countries, bringing tourists to explore exotic, yet often threatened, natural environments, while supporting conservation efforts and observing wildlife.

Nature-based tourism not only directly supports conservation, it also contributes to a more sustainable and inclusive national economic vision. It promotes poverty eradication, food and water security and job creation – leading to the achievement of multiple Sustainable Development Goals.

Tourist attractions often feature fragile biodiversity – including rare birds, animals, fish and plants – and precious ecosystems such as coral reefs and rainforests. The sector has a vested interest in preserving the air, water, forests and biodiversity of particular areas, being the main assets that attract tourists and enrich their travel experience.

Ensuring the rigorous planning of land use and infrastructure and other physical developments for tourism, developing business models that create economic opportunities for local communities and creating sustainable public private partnerships are essential for tourism and biodiversity to have a symbiotic relationship.

The Kokoda Trail in Papua New Guinea, a WWII and UNESCO World Heritage site, is now protected with a 100 km corridor on either side of the walking track. The trail generates approximately US\$1.2m–US\$1.6 million annually, according to local ranger Ryan Luxsie, whose wife sells fruit and drinks to walkers tackling the trek.

The proof

Namibia

Game parks and conservancies are the centrepiece of the Namibia's tourism industry, which is the mainstay of Namibia's economic development. There, sustaining tourism means maintaining nature – the very asset that draws visitors from around the world. A government-commissioned study recently revealed that tourism in Namibia contributes more than 20 per cent of GDP and provides over 20% of the country's employment. Community-tourism initiatives supported by UNDP provide



direct benefits and opportunities for people who live inside and around national parks. The Tourism and Wildlife Concessions Policy provides a best-practice model for engaging communities as custodians and beneficiaries of protected landscapes through a system of concessions.

Dominican Republic

A Small Island Developing State (SIDS) in the Caribbean, the country relies heavily on foreign revenue from tourism. The National Labor Force Survey reported that tourism is a source of direct and indirect employment for more than 300,000 people. The ocean and ocean conservation-related issues are intrinsically linked to the wealth of the nation. In the Dominican Republic, UNDP has recently started a project titled “Conserving Biodiversity in Coastal Areas Threatened by Rapid Tourism and Physical Infrastructure Development” in collaboration with the Ministry of Environment and Natural Resources and Ministry of Tourism. This project intends to strengthen policy, legal and planning framework in the tourism sector, addressing the direct threats to biodiversity from coastal tourism development and activities.

Seychelles

In 2016, Seychelles hosted 327,000 international tourists and the number is increasing by 10% each year. Over 40% of them arrive to visit the spectacular terrestrial and marine protected areas in both Inner and Outer Islands, generating revenue that is directly reinvested into maintaining the natural ecosystems, rehabilitating coastal forests, mangroves and coral reefs, and protecting spawning and refuge areas that helps protect the nation’s fisheries. With support from UNDP, the National Parks Authority is developing partnerships with local businesses and island owners to establish new marine protected areas that will protect migration routes, turtle nesting beaches and globally important seabird colonies, in consultation with commercial fisheries. The protected area system is the foundation on which the Blue Economy is being built.

Mexico

The Sian Ka’an Biosphere Reserve in Mexico receives thousands of visitors every year. Awarded a series of grants by the GEF Small Grants Programme via the Community Management of Protected Areas Conservation initiative, Community



Beach of La Digue Island, Seychelles.
Photo credit: Torsten Dickmann-Seychelles Tourism Board.

Tours Sian Ka’an is an alliance of three sustainable ecotourism cooperatives that work directly with the Punta Allen and Muyil indigenous communities. The business broke new ground by hiring the first female tour guide in the Sian Ka’an Biosphere Reserve, and continues to expand opportunities for local women by offering new roles and economic ventures traditionally reserved for men. In 2006, it won the Equator Initiative Prize and earned a spot on the Condé Nast “Green List” for the high quality of their tours. More recently, it was awarded a certificate of excellence by TripAdvisor.

Way forward

Looking ahead, UNDP and its partners will continue to work with developing nations to pioneer integrated approaches that enable the tourism sector to protect the biodiversity and ecosystems it depends on and building the proof of concept for sustainable tourism as an effective tool to preserve biodiversity.

For more information:



www.undp.org
United Nations Development Programme
@UNDP



Programme Work Area 2: Evidence

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Achievements on the ground



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



Swabian Alb Biosphere Reserve wins Germany's Federal Competition for Sustainable Tourism Destinations

The Swabian Alb Biosphere Reserve, located in the German state of Baden-Württemberg, won the 2016/17 edition of the Federal Competition for Sustainable Tourism Destinations in Germany. Competing against a total of 27 applicants, the Biosphere Reserve convinced the jury with its sustainable tourism concept that protects the environment and nature while ensuring an economic future for the region, fostering well-being and quality of life as well as a common identity for local communities.

The national competition, first conducted in 2012-2013, is a joint initiative of the German Federal Ministry for Environment, Nature Conservation, Building and Nuclear Safety (BMUB), The Federal Agency for Nature Conservation and the German Tourism Association aiming to

raise awareness and mainstream successful sustainability concepts for destinations and to honor the efforts of outstanding destinations. The competition's jury, composed of experts from the tourism sector, tourism associations and ministries, assesses applicant destinations according to 40 ecological, economic, social and management-related sustainability criteria, including the protection of nature and landscape, the common good and quality of life, and local prosperity.

Few regions in the world can match the diverse landscape of Swabian Alb, with its striking mountain ranges, karst topography stretching over 200 kilometers, and crater lakes that hint at its volcanic activity in prehistoric times. Since the Swabian Alb was recognized

by UNESCO as a biosphere reserve in 2009, and eventually a Global Geopark in 2015, tourism has sharply increased, prompting a large number of regional initiatives including over 200 sustainable projects, half of which were investments in the tourism sector. Over 1,500 citizens contributed ideas for the biosphere's sustainable development framework, and 106 companies are partners in the biosphere region after meeting strict criteria, including certification in environmental protection for large businesses and at least one energy efficiency or environmental consultation for small businesses. All partner hotels have introduced the European environmental management system EMAS, the strictest environmental management system in Europe. For winning the competition, the biosphere



Representatives of the winner destination framed by Parliamentary State Secretary Florian Pronold (right) and the President of the German Tourism Association Reinhard Meyer (left).

Reserve Swabian Alb will be promoted in a nationwide media campaign in selected advertising areas in railway stations.



For more information:



www.bundeswettbewerb-tourismusdestinationen.de
(German only)

www.bmub.bund.de/en



Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, Germany



@bmub

"Tourism for All", the certification for barrier-free tourism in Germany

Sustainability and inclusiveness are defining elements of the German federal government's tourism policy that go hand in hand in removing one of the major travel

obstacles for people with disabilities - the lack of reliable and comprehensive information on barrier-free tourism offers along the tourism service chain.

To address this challenge, the German Federal Ministry for Economic Affairs and Energy (BMWi) supports the development and introduction of "Tourism for All", a

national labeling and certification system of tourism offers for people with various kinds of disabilities. The labelling and certification criteria have been jointly

developed by associations representing the interests of people with disabilities and federal and state tourism marketing organizations.

An integral part of the system is a database to record and rate barrier-free tourism offers and features interfaces for its integration into tourism destination websites. Labeling and certification are open to all kinds of tourism service providers, including hotels, tourist information centers, airports and

conference centers, and a wide range of tourism-related facilities, such as museums, swimming pools and theme parks.

The database, which is scheduled to go online in 2018, is based on licenses that can be acquired by tourism marketing organizations of the German federal states and supra-regional tourism enterprises and organizations, such as hotel groups and mobility associations. As of June 2017, there are already 12

license holders and almost 2,000 certified tourism enterprises and facilities. Through license and certification fees, the system is designed to become self-financing after an initial pilot phase starting in 2018.



For more information:



www.bmwi.de/Navigation/EN

Federal Ministry for Economic Affairs and Energy, Germany

@BMWi_Bund



Blind people in the old quarter touching the tactile city model, Fischmarkt Square.
Photo credit: Erfurt, Barba.

Brazilian tour operators association at the forefront of national sustainability awards

Cambará Eco Hotel in the state of Rio Grande do Sul, Brazil, was selected as the winner of the Top Sustainability and the Hospitality Award of the 2016/17 edition of the Brazilian Tour Operators Association (Braztoa) Awards. The hotel was honored for its environmentally sustainable operations, from collecting and reusing rainwater and composting organic residue for fertilizer use in its gardens, to delivering recyclables and supporting local farmers by creating projects that help them sell their products.

Co-organized by Braztoa and the Ministry of Tourism of Brazil, the annual Awards were created in 2012 to spotlight outstanding initiatives of tourism companies and organizations, aiming to encourage investment in more sustainable practices in the tourism sector.

To raise awareness and promote the best practices of the winners, Braztoa delivers a series of lectures called “SEEDS”, which stands for “Sowing the Excellence of Sustainable Development” in Portuguese. In November 2016, the SEEDS lectures

attracted a total of 67 participants, composed of tourism agents and managers, business owners, past winners, government officials and members of the academia. These lectures are continuing in 2017.

Further viewing:



Watch the lectures online

Video of all the Awards winners

For more information:



Braztoa Awards website

www.braztoa.com.br/eng

Brazilian Tour Operators Association

@braztoa



Speakers of the first edition of the “Sowing the Excellence of Sustainable Development” SEEDS lectures.



Fair Trade Tourism sets standards in “Voluntourism”

“Voluntourism”, or international travel that combines tourism with volunteering, has been gaining popularity over recent years. To tackle the challenges associated with voluntourism, such as as putting verifiable safeguard measures in place when dealing with vulnerable children and wildlife, Fair Trade Tourism (FTT) became the very first certification scheme in the world to review its certification standard to include additional criteria for tourism products with volunteer offerings. Since then, FTT has seen an upsurge in both the supply and demand for volunteer tourism products in Africa, many of them focused on so-called conservation or orphanage programmes.

Launched in 2016, the new FTT criteria do not allow for any physical interaction by tourists or volunteers with a range of captive animals. They also do not permit tourists or volunteers to interact with any child or vulnerable person unless this takes place under continuous, qualified adult supervision. Several organizations are now in the certification process under these new criteria. The first one successfully audited this year is the [Shamwari Conservation Experience](#) near Port Elizabeth. [Calabash Tours](#), also in Port Elizabeth, which has led the way in responsible volunteering not only in Africa but around the world for decades, was also recertified this year.

Believing that that responsible voluntourism programmes should benefit host communities and have positive social, economic and environmental impacts, FTT is committed to helping ensure that African tourism upholds a positive image in the world.



For more information:



www.fairtrade.travel
info@fairtrade.travel
Fair Trade Tourism
@FTTourism



The late Paul Medema, founder of Calabash Tours - one of the tour operators certified for responsible volunteering, with beneficiaries of a community project supported by the Calabash Trust.

Pool of regional experts to implement sustainability standards for accommodation in Southern African states

In July 2016, a regional Master Class course on “Quality Standards for Accessible and Sustainable Tourism Development in Southern Africa”, was held in Mozambique as part of the regional programme on the Harmonization of Tourism Facilities Classification and

Grading Systems in Southern Africa. The course, tailored for trainers, was provided by the Regional Tourism Organisation of Southern Africa (RETOSA) with the support of the Commonwealth Secretariat of South Africa and attended by a total of 42 participants from all 15 RETOSA Member

States, composed of government officials responsible for the registration, classification and grading of tourism facilities in their respective countries.

The Master Class course aimed to create a pool of regional experts to work with

RETOSA to implement the regional tourism quality standards for accommodation facilities. This springboarded from an agreement forged earlier in the year between RETOSA’s member states to market Southern Africa as a single destination by ensuring that

accommodations across the region meet the minimum required tourism quality standards.

The course covered sustainable practices related to water, energy and biodiversity conservation, waste management, and responsible purchasing and community engagement and relations. As a result, the pool of trainees was the first in the region to have the skills to assess facilities based on key issues in the tourism sector, including universal accessibility and

sustainable consumption and production of tourism goods and services.

Looking ahead, the regional programme is expected to be further expanded at national and local levels by the trainees in collaboration with RETOSA.

For more information:

www.retosa.co.za
info@retosa.co.za
 Regional Tourism Organization of Southern Africa
[@RETOSAOnline](#)



Officials responsible for the registration and grading of tourism facilities in Southern Africa participated in Master Class on sustainability standards.

The Tourism Company develops tourism standards for protected areas in the South Caucasus

The South Caucasus countries of Armenia, Azerbaijan and Georgia have a varied network of state-owned protected areas featuring mountain ranges, biodiverse forests, wetlands and semi-desert landscapes. In these three countries, ecotourism has been identified as a valuable source of income for the rural economy and for protected area conservation and management. However, despite the presence of on-the-ground staff in the protected areas, visitor facilities and management are in need of improvement, while engagement with local tourism businesses has been largely unstructured.

Against this backdrop, in 2016 and 2017 The Tourism Company, together with German-based AHT Group AG, has prepared Regional Ecotourism Guidelines as a common approach to be followed by individual protected areas. The Guidelines, covering stakeholder engagement and evidence gathering through to action planning, product development, capacity building, marketing and management processes, provide the basis for local plans and practical initiatives. The aim is to raise the quality and sustainability of the tourism offer in each protected area,

strengthen opportunities for trans-boundary experiences and promote the areas within a common South Caucasus brand.

The initiative drew on the principles and components of the European Charter for Sustainable Tourism in Protected Areas, demonstrating the value of higher level international standards as a starting point for local application. The project is part of the programme of the Transboundary Joint Secretariat within the Ecoregional Nature Protection Programme in the South Caucasus, financed by the German Ministry



Combining and managing cultural and natural heritage experiences in the South Caucasus.

of Economic Cooperation and Development through KfW and implemented by the WWF Caucasus Programme Office.

For more information:

www.thetourismcompany.com
info@thetourismcompany.com
[@TheTourismCo](#)



Programme Work Area 2: Evidence

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Achievements on the ground



**Sustainable Tourism
PROGRAMME**
 Committed to drive the change





Collaborative Forest Management in Central Uganda promoted by the African Union of Conservationists

To address the critical challenge of deforestation and forest degradation, the African Union of Conservationists (AUC) promotes Collaborative Forest Management (CFM) to help communities sustainably use and improve forests in Central Uganda.

Supported by Rufford Small Grant Foundation and working closely with local communities, CFM has promoted tourism as a way for them to make a livelihood from forest restoration activities.

Over 40 participants have joined the initiative. CFM follows a participatory approach based on four "Rs": Roles, Rights, Responsibilities and Returns, in order to better collaborate with people to conserve forests.

This approach has raised the awareness of communities on the long-term income opportunities that restored forests can offer. As Mr. Joseph Lule, Chairman of a CFM group at Mpanga Central Forest Reserve said "If activities like tourism

value nature, forests mean prosperity for our grandchildren. We need to collaborate with AUC in utilizing global conservation innovations that have safeguarded our forests, and involve local communities in promoting tourism."



For more information:



Local Government leadership at the launch of the Collaborative Forest Management initiative which promotes tourism as a livelihood opportunity from forest restoration activities.

Linking Mayan communities and sustainable tourism through the Maya Ka'an initiative of Amigos de Sian Ka'an

The Biosphere Reserve of Sian Ka'an in the state of Quintana Roo, Mexico, is one of the most biodiverse sites in the world that showcases Mayan culture, history and communities.

Back in the early 1990s, Amigos de Sian Ka'an - one of the leading NGOs in Mexico dedicated to environmental

conservation and sustainable development - started a boat tour in the Sian Ka'an wetlands to obtain funding for its conservation. This activity eventually inspired the creation of an entire ecotourism destination within Sian Ka'an that led to the Destination Maya Ka'an initiative, which aims to minimize tourism's impact on environmental resources and

diversify tourism in Quintana Roo with ecotourism, rural tourism and adventure tourism activities.

Destination Maya Ka'an is rooted in the sustainable use of the attractions within the Biosphere Reserve of Sian Ka'an. It links the Mayan indigenous communities to the tourism value chain in Quintana Roo

to provide them with earning opportunities while simultaneously boosting the competitiveness of the tourism offer of the Mexican Caribbean. Destination Maya Ka'an has already generated a return on investment of approximately USD500,000 and is anticipated to increase even further, promising long-term social and economic benefits for the communities of Maya Ka'an.

The success of the project has been realized through the collective vision of multiple stakeholders supporting conservation and sustainable development of the area.



Representation of pre-Hispanic traditional dance by the Mayan indigenous communities of Quintana Roo.



For more information:

- www.mayakaan.travel
- www.amigosdesiankaan.org/en
- [Amigos de Sian Ka'an](#)
- [@AmigosSianKaan](#)

Tailor-made sustainability courses by the Italian Association for Responsible Tourism

The Italian Association for Responsible Tourism (AITR, from the Italian, Associazione Italiana Turismo Responsabile), one of the members of the European Alliance for Responsible Tourism and Hospitality (EARTH), aims to raise awareness of the values of sustainable and responsible tourism through strategic training activities provided by the AITR School. Each year, the school arranges a three-day training course that aims to promote knowledge transfer and uphold the standardization of criteria among members of AITR and new subjects interested in this topic. In January 2016, the AITR responsible tourism training

course was held in Bologna, Italy, with participation of 17 participants.

Apart from this core course, the AITR School also aims to meet the specific needs of members and non-members through tailor-made training modules that have been developed upon the request of boards, groups of operators, schools and universities.

Some of these examples include: training courses for educators tested in Milan; endorsement courses such as Methods and Strategies for Local Welcoming in small villages of nine Italian regions;

and an experiential workshop on communication addressed to tour operators.

Participants enrolled in AITR's courses become part of a community that shares a common vision on responsible tourism, creating relationships that endure long beyond the end of a training course.

For more information:

- www.earth-net.eu
- [European Alliance for Responsible Tourism and Hospitality](#)
- [@EARTH_Tourism](#)



The training course of AITR gathers participants with a common vision on responsible tourism.

Programme Work Area 2: Evidence

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Achievements on the ground





Federation of Community-based Tourism promotes collaborative innovation for better marketing in Kenya

The Federation of Community based Tourism Organizations (FECTO), a national membership organization of community based tourism enterprises in Kenya, organized the Collaborative Innovation Workshop with the support of Switch Africa Green to enable sustainable tourism innovation for community initiatives in Kenya. Participants of the workshop included representatives from county government, Tour Operators (TOs), Community Based Tourism Organizations (CBTOs) and civil society organizations.

Through multi-stakeholder discussions and a participatory agenda, the workshop provided participants an open floor to

share their insights on how to enhance partnerships among counties, civil society organizations, CBTOs and TOs. Immediate outcomes were seen in terms of the matchmaking between CBTOs and TOs.

Another milestone of the event was the introduction of the CBT marketing guideline, which aims to support CBTOs, TOs and counties in the improvement of their marketing strategies and sustainable development of business operations. Participants discussed and prioritized policies that can support CBT development and sustainability.

The presentation and dissemination of the CBT marketing guidelines fostered collaboration between the 8 counties and 5 civil society organizations that attended the event.

For more information:



www.fectokenya.org
info@fectokenya.org

Federation of Community based Tourism Organizations
@FECTOK



FECTO staff elaborating on the aspects of marketing for community based tourism enterprises during the collaborative innovation workshop.

Sustainable development of ecotourism workshop in Republic of Korea

An Ecotourism Workshop was held in Suwon, the Republic of Korea, as a pre-conference event of the Global Sustainable Tourism Conference in October 2016. The Workshop was organized by Korea Ecotourism Society

and the Asian Ecotourism Network to discuss the opportunities and challenges in the sustainable development of ecotourism.

During the workshop, several Asian cases as well as other cases from Peru and Australia were shared and discussed, drawing the active involvement of over 100 participants from around the world.

All of the participants were dedicated to sustainable tourism development. They agreed that ecotourism can assume a critical role in leading more sustainable development of tourism. The workshop also acknowledged the many challenges

in achieving SCP, owing particularly to the lack of strong and consistent policies and stakeholders' meaningful involvement. In response, the workshop called for continued cooperation among stakeholders as well as a strategic approach for sustainable ecotourism development and management.



For more information:

www.ecotourism.or.kr/blank-19
office@ecotourism.or.kr
 Korea Ecotourism Society



Workshop participants and speakers agreed that ecotourism can assume a critical role in leading more sustainable development of tourism.

NATH caters for training needs of the hospitality sector amidst tourism boom in Myanmar

Key Activity on PWA2
Promote and scale-up capacity building tools for sustainable tourism planning, design and operations (2.3.2.2)

As Myanmar continues to break record tourism numbers each year and steadily opens up to international commerce and business, the demand for hotel operations and airline passenger service department training have been on the rise. To cater to this demand, NATH Inc. has been conducting hotel operations training programmes in several multinational hotel chains and, airline ground service training programmes at various airlines in Yangon. These programmes deliver theoretical and practical components to students at in-house classrooms and practicums at hotels and at airports offering opportunities for private individual students, hotels and airlines to interact with potential employees and employers.

The courses fulfill NATH's objective to encourage trainers worldwide to travel, reach out to people in remote places, and equip them with the knowledge and skills needed to find employment or create jobs themselves, overall boosting their lives and the economy at the community, national, regional and international levels.

A significant part of NATH's mission is to reach out to underprivileged youths in remote places and various countries such as India, the Maldives and Myanmar to provide them with an expertise to help them build sustainable livelihoods and careers in the tourism sector.



Participants at the airline passenger service training, one of the courses designed to develop the skills needed by the airline passenger service department.

For more information:

www.nath-myanmar.com
 NATH
 @NATHMyanmar



Programme Work Area 2: Evidence

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Programme Work Area 2: Evidence



Training and entrepreneurship

Rainforest Alliance molds local potters in Costa Rica with tourism entrepreneur training

The town of Santa Ana, Costa Rica, is famous for its pottery. Pottery shops line the streets of Santa Ana and display creations made by local artisans. Today, visitors can not only purchase traditional handicrafts, they can also see the oldest potter in town and winner of the National Prize for Folk and Traditional Culture, Mario Hernández, working the clay on his old kick wheel as he tells the story behind the pottery shops. While visiting Santa Ana, tourists can also visit a clay pit, hike through beautiful landscapes, and eat delicious local Costa Rican food.

It's all part of "Pottery in Costa Rica", a tour created and offered by the Hernández family, who

introduced pottery to Santa Ana back in 1960. Since then, pottery has provided a sustainable living for dozens of local families and has become part of Costa Rica's cultural patrimony.

FUNDECOR, a local conservation NGO, encouraged the Hernández family to create the pottery tour and invited Mario's daughter, Ana, to improve it further through a training series for small tourism entrepreneurs provided by the Rainforest Alliance and funded by Citi Foundation. The trainings aim to strengthen rural and community tourism as a source of sustainable income by covering key areas such as sustainable tourism practices,

conservation, marketing, business administration and finance. The Hernández family has learned about responsible environmental practices and in turn, share information about local biodiversity with the community.

More than 600 entrepreneurs and 140 small and medium tourism businesses in different parts of the country have benefited from the training. The Rainforest Alliance also provided an online training platform and gave on-site technical assistance to 50 small and medium enterprises, tourism cooperatives, and community groups.



Ana Hernández has participated in trainings offered by the Rainforest Alliance to learn sustainable business practices.

For more information:

- www.rainforest-alliance.org
- info@ra.org
- [Rainforest Alliance](#)
- [@RnfrstAlliance](#)



UDYAMA's Sustainable Livelihood and Fair Climate Initiatives project for resilient communities in India

The state of Odisha, India is home to several popular tourist attractions such as the ancient city of Bhubaneswar, Harishankar waterfall, the Konark Sun Temple and Ranipur Jharial temple. Nearby these tourism landmarks, tribal and local communities that are susceptible to the effects of climate change are gaining a deeper understanding of climate-adaptive systems and sustainable lifestyles, thanks to the Sustainable Livelihood and Fair Climate Initiatives project of UDYAMA with the support of the ICCO cooperation.

Implemented in the Bolangir and Nayagarh districts, the project ensures livelihood security and supports the use of green energy among the economically challenged sections of the society, aiming towards boosting the livelihood and income of over 4,200 families through community resilient farming systems.

UDYAMA worked alongside multiple stakeholders to carry out landscape-based ecological activities in harmony with natural and cultural lifestyles such as sustainable farming, local forest preservation or soil and water conservation. Biomass training

was provided to facilitate understanding and use of green products readily available in the communities' households. Solar lighting units were provided in all 28 households in the village of Gochabari to wean their dependency on traditional kerosene lamps. Through the technical support of the Orissa Renewable Energy Development Agency and crux Power Ltd, small household biogas plants were built to improve cooking facilities. Several other green solutions were introduced, such as solar dryers and home lighting systems, fuel efficient stoves and treadle pumps as micro-irrigation systems. This initiative has also helped farmers to lead agro-



Community-led water harvesting is one of the climate-adaptive systems promoted by the project.

ecology development with a revenue model in which eco-tourism is one part.

For more information:

- www.udyama.org
- info.udyama@gmail.com



Programme Work Area 3: Practice

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Achievements on the ground



Mobilizing stakeholders to preserve marine and coastal ecosystems in the Philippines- The Coron Initiative of the Society for Sustainable Tourism and Development

Key Activity on PWA3

Promote application of tools for protection of biodiversity and cultural heritage (3.1.3.)

Coron Island is one the fastest developing prime tourist destinations in the Philippines, thanks to its rugged natural beauty and vibrant underwater attractions. As part of the archipelagic province of Palawan, proclaimed as a Man and Biosphere Reserve in 1990, Coron Island's Natural Biotic Area is currently on the Tentative List for inscription in UNESCO's World Heritage List.

Tourist arrivals to Coron have more than doubled in the past five years, reaching 178,000 in 2016 according to the Coron Municipal Office. The exponential increase

of tourism, coupled with booming economic activity over recent years, have called for sustainability initiatives to prevent environmental consequences and bolster economic and infrastructure development. These initiatives, along with continuous government support and multi-stakeholder coordination, have played a critical role in promoting Coron Island's development, particularly as reconstruction efforts after the devastating impacts of Typhoon Haiyan in November 2013.

Preserving Coron through sustainability tools and guidelines

The Coron Initiative (TCI), a project of the Society for Sustainable Tourism and Development Inc., has set environmental parameters to safeguard natural cycles in marine and coastal ecosystems and reduce the effects of global climate change. This ongoing project seeks to preserve the Coron and Calamianes Islands as attractive destinations for environmentally responsible tourism as well as create tools and guidelines on sustainability planning for businesses, agencies, NGOs, local government units and communities.

Supported by the Asia-Pacific Forum for Environment and Development Showcase Programme administered by United Nations Environment – Regional Office for Asia and the Pacific, the initiative has held a number

of educational and training conferences and workshops over recent years, which brought together public and private stakeholders from the tourism sector, government, and civil society. Notably, the Coron Initiative Sustainable Tourism Charter was presented to the local government units of Coron and Calamianes as a framework for sustainable tourism after the series of capacity building workshops that enhanced participants' knowledge and skills to promote environmental conservation and sustainable tourism development.

Grassroots and government

The project is aimed as the first in the country to adopt the GSTC Criteria, as TCI has been educating stakeholders to apply sustainable practices of green growth the grassroots way, by involving all sectors of society as well as all members of local host communities, particularly Coron's indigenous tribes.

TCI's activities have helped raise stakeholders' awareness on environment and sustainability issues, leading to collective action to further promote sustainable tourism, community empowerment and alternative activities supporting sustainable development in Coron. The initiative is set to proceed with the GSTC Sustainable Tourism Training Program for the more vulnerable coastal destinations around the Philippine archipelago and has

engaged local and regional stakeholders and national agencies, namely the Department of Tourism and the Department of Environment and Natural Resources, in the education and training of the local stakeholders. TCI serves as a replicable model for sustainable tourism development, environmental conservation and stewardship of ecotourism sites, as well as good governance for sustainability and resilience by local government units.



The iconic view from Kayangan Lake, Coron Island, a destination that has doubled tourist arrivals in the past five years.

Society for Sustainable Tourism & Development, Inc.



For more information:



www.sstdi.org

Society for Sustainable Tourism & Development, Inc.

@SSTDl



CASE STUDY

Integrating local farmers into the tourism supply chain - The Travel Foundation's "Taste of Fethiye" project

Key Activity on PWA3

Promote the sustainability tools and standards in tourism companies and encourage the development of tools and standards (3.2.1.)

Fethiye, in the Aegean region of Turkey, sits atop the ancient city of Telmessos. Today, it is one of Turkey's top tourist destinations, popular for the "gulet" or traditional Turkish yacht cruises in the Mediterranean. Fethiye is also renowned for its rich agricultural and cultural heritage, as showcased by its premier variety of fresh fruit and vegetables.

Against this background, the Travel Foundation's "Taste of Fethiye" five-year project, which was officially handed over in 2016 to FETAV – Fethiye's tourism, promotion, environment and cultural NGO, provides a replicable model for successfully connecting Fethiye's local farming communities to the hoteliers and wholesalers in its thriving tourism sector.

Background: closing the gap between small producers and the tourism supply chain

In 2009, many hoteliers and wholesalers in Fethiye had expressed significant interest in purchasing locally grown

fruit and vegetables. Alongside this, on the supply side, a number of farming communities were likewise interested in selling to the tourism sector, but needed ways to collaborate with producers, more sustainable production techniques, and a better understanding of the quantities and quality of fruit and vegetables required by hotels.

In response to this challenge, The Travel Foundation's Taste of Fethiye project aimed to integrate small, local producers into the larger, mainstream tourism supply chain. Its objective was to work with the existing tourism market with an initial focus on benefiting local farmers and safeguarding the environment.

As the project developed, even more benefits were realized, including additional revenue for the local farmers as tourism to Fethiye increased, thanks to agricultural excursions developed in partnership with the TUI Group.

The project's strategic and funding partners included TUI UK and Ireland, Thomas Cook, The Co-operative Travel and a host of supporting partners working with Fethiye hotels and 40 local farmers across five villages.

The approach: linking supply chains, enabling hotels with a labelling system

The project's aim was to prove that small, local producers can supply hotels at scale and in a commercially-viable way. This included helping producers to farm more sustainably, with greater yields and fewer pesticides, and improving their understanding of how to market their produce to hotels and tourism businesses. In addition to establishing supply-chain linkages, the initiative enabled hotels to verify locally-produced food with the "Taste of Fethiye" labelling system to help hotels promote the fresh, local food as a benefit to guests.



A hotel receives a delivery of fresh locally grown produce.

Capacity building with farmers

Focusing on five villages, 750 farm visits were made from 2012 to 2014 to improve farming practices and offer guidance on collaboration, marketing and hotel supply needs. 3,000 copies of the Sustainable



Agriculture Guidelines were disseminated through the Ministry of Agriculture and other channels to share best practices with farmers. When final distribution was complete, an estimated one in six farmer families in Fethiye had a copy of the Guideline. Working with local wholesalers, The Travel Foundation established production agreements with farmers and purchasing agreements with hotels.

Extending benefits to the wider community

The Travel Foundation developed and disseminated food-themed, self-guided



Taste of Fethiye inspired chefs to use fresh, local ingredients to serve up traditional Turkish dishes.

driving tours to encourage tourists to explore the rural area and spend locally. Together with the TUI Group, an agriculture excursion was developed, taking more than a thousand TUI customers to visit a Taste of Fethiye farm in 2015, providing the farmers with additional revenue.

The combination of better farming practices and improved market linkages created economic benefits for the farmers. They increased their income both by reducing their input costs and increasing yield per acre by, on average, 30% each. Between 2012 and 2014, farmers taking part in the project increased their revenue by approximately 24%. Total revenue from Taste of Fethiye sales now exceeds USD1 million.

Local market linkages

This project successfully proved that it is commercially viable for local small-scale farmers to supply high quality and competitively priced fresh fruit and vegetables to the tourism sector. As an example, 16 hotels in 2015 sourced on average between 70% and 85% of their entire fresh fruit and vegetable requirements from Taste of Fethiye.

In a survey conducted by the Travel Foundation among all the farmers involved in the project, 71% attested that Taste of Fethiye branding helped them achieve better sales and profits. In a related survey of 125 hotel customers conducted by the TUI Group in 2013, 62% of those surveyed felt more positive towards their hotel knowing it purchased locally grown, sustainable products. Approximately 200,000 tourists enjoyed Taste of Fethiye produce across the five years of the project.

Environmental resource protection

In terms of food transportation, buying local generally reduced food miles and associated CO₂ emissions, and helped some hotels to meet sustainability certification requirements. Yet the main environmental impact of the project came from working with 40 farmers of four villages in Fethiye to improve their agricultural practices, in particular, by dramatically reducing the levels of pesticides and artificial fertilizers used. 93% of farmers stated they were more aware of the environmental hazards that pesticide and fertilizer waste container could cause, and had thereby made changes in how they







The Travel Foundation's agricultural advisor (left) helping with best farming practices.

disposed of waste chemical containers in order to decrease pollution levels. FETAV plans to increase the number of farmers involved and aims to cover most of the small-scale farmers in the entire region.

With the successful handover from The Travel Foundation to FETAV in 2016, the Taste of Fethiye is upheld as an important business case for farmers and hoteliers in the area with the potential to become a sustainable model for tourism in destinations across Turkey and abroad.



For more information:

-  www.thetravelfoundation.org.uk
-  partnerships@thetravelfoundation.org.uk
-  The Travel Foundation
-  @travelTF

Programme Work Area 3: Practice

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Achievements on the ground





Greening hotel laundry services through evidence-based approaches by Betterfly Tourism

Each year in France, the production and treatment of bed linens and towels generates 470,000 tons of CO₂ over 10 million cubic meters of water consumption, and 15,000 tons of detergent. Laundry costs are not only often the most significant variable costs for hotels, but also the most damaging to the environment. Greenhouse gas emissions, together with energy, water, and natural resources consumption are among the key factors of environmental impacts.

It was this realization that led to Betterfly Tourism's engagement with an assessment study to measure the key impacts from the use of hotel laundry services per overnight stay. As an active member of the working group engaged in the ecodesign of hotel laundry services, Betterfly Tourism outlined

three clear objectives: to identify the sources of environmental damages resulting from laundry hotel services; to spread best practices and offer concrete solutions to reduce economic and environmental impacts; and to raise awareness among the tourism sector and other related industries, including hotel linen manufacturers, detergent producers and linen rental professionals.

Through the use of a life cycle assessment tool called Simapro, the working group concluded that 1KG of CO₂ emissions; 8,6 KWH of energy; 144 L of water and 9,1 E-7 KG SB¹ natural resources are consumed each guest night.

Various brainstorming sessions with stakeholders led to the identification of six main best practices and user-friendly

solutions to be implemented by hotels within the short-term that result in a significant reduction of environmental impacts, namely:

- Use of unbleached bed linens: potential gains of 32% CO₂; 42% energy; 28% water; 37% resources
- Use of blankets instead of duvets: potential gains of 15% CO₂; 13% energy; 22% water; 14% resources
- Use of microfiber towels: potential gains of 30% CO₂; 34% energy; 47% water; 36% resources
- Eco-driving: potential gains of 3% CO₂; 1% energy
- Optimization of cleaning processes: potential gains of 4% CO₂; 3% energy; 3,5% water and resources
- Optimization of linen management:

potential gains 4% CO₂; 3% energy, water and resources

Betterfly Tourism is committed to working with more tourism stakeholders in raising awareness and supporting the adoption of the best practices identified by the study.



The Environmental Footprint Pilot project was presented in Marrakech during COP22.

For more information:

- www.betterfly-tourism.com/en
- contact@betterfly-tourism.com
- Betterfly Tourism
- @BtflyTourism



Carmacal carbon calculator integrates carbon management into daily operations

Carmacal is a user-friendly application which allows tour operators and travel companies to measure comprehensively the carbon footprint of their tour packages, enabling the integration of

carbon management into their daily operations.

This innovative tool, which won the UNWTO Award for Innovation in Research

and Technology in January 2017, was developed by the Dutch Association of Travel Agents and Tour Operators (ANVR, from the Dutch, Algemene Nederlandse Vereniging van Reisbureaus), along

with a multi-stakeholder team consisting of leading educational institutes such as NHTV Breda University of Applied Sciences.

Travel companies need to register and buy a license in order to gain unlimited use of Carmacal. They can then enter their product (per travel component and per day) to find out its CO₂ emissions per travel segment as well as for the entire trip, and inform their customers of their carbon footprint. Carmacal is based on

activity databases, counting 32 million flights, 25 transport modes, 750,000 accommodations and 20 excursions. It encourages travel companies to apply carbon management practices and to create innovative products with a lower carbon footprint.

By showing the carbon footprint of each of the travel packages on their website, travel companies practice transparency and provide customers more informed choices and the possibility to opt for travel packages with a lower carbon footprint.



Measuring the carbon footprint of an entire travel or holiday package.

For more information:



www.anvr.nl/english/welcome.aspx
Dutch Association of Travel Agents and Tour Operators



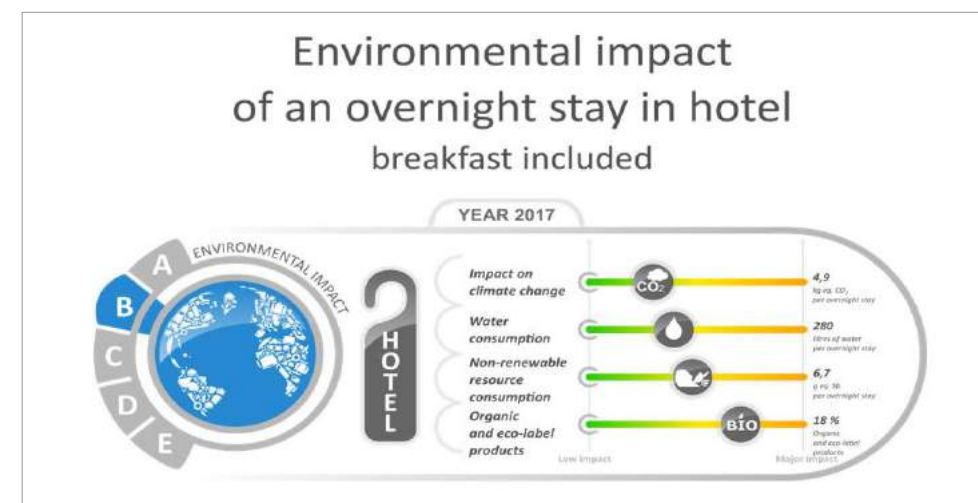
Environmental labels transparently communicate ecological footprint of hotels in France

What is the environmental impact of a hotel? Guests at a growing number of hotels in France and Morocco are now able to see quantified information of the hotel's ecological footprint through environmental displays. This initiative is led by the French Ministry for the Ecological and Inclusive Transition, with the support of ADEME (Agency for the Environment and Energy Management).

The labelling initiative aims to transparently communicate and summarize the main environmental impacts of hotels. The left side of the label presents the hotel's environmental rating, ranging from A to E, based on an audit carried out by Betterfly Tourism. The right side shows the hotel's impacts on climate change, water consumption, resource consumption and use of organic products, on a

scale ranging from "Low impact" to "Major impact". Below the label, the hotel reaffirms its environmental commitment, highlighting green actions already in place as well as plans in line for implementation. Currently, the online booking site Fairbooking.com works alongside the project to provide customers with a green search engine featuring the environmental displays.

Apart from its environmental objectives, the eco-labelling exercise aims to encourage hoteliers to reduce their operating costs through a customized pre-diagnosis and action plan on its utilities and consumables, and assess their performance against the European Commission's European Ecolabel.



To date, this pioneering project of the French Government has been deployed across 80 hotels in France and three hotels in Morocco. Looking ahead, 120 more French hotels are in line to be part of the initiative by the end of 2018.

For more information:



www.ecologique-solidaire.gouv.fr
Ministry for the Ecological and Inclusive Transition, France
@Min_Ecologie



Programme Work Area 3: Practice

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Achievements on the ground





gutundgut's sustainable design of public spaces

What do the Bhairab Kunda Solar Trekking trail in Nepal, the year-round Green Marathon in Zürich, and the Piz Amalia Music Festival have in common? These three diverse tourism projects are all successful outcomes of placemaking - a concept that originated in the 1960s when urban planners introduced a new approach in designing public spaces. Placemaking is a multifaceted creation process that aims to understand and design a place with all its ecological, economic and social components to create a holistic experience. It upholds the aggregate input of members of the community for whom the public space is intended.

This multidimensional approach is what anchors the work of gutundgut, which operates from the vantage point that architecture, tourism and culture complement one another. In developing projects, gutundgut works in close contact with the local population, believing that a project is only sustainable if the local population benefits - whether in form of work, welfare or enjoyment.

The principles of placemaking are enshrined in a recently completed project, the Vajra Eco Resort in Tatopani, Nepal, which is a sustainable hotel complex that donates part of its profit to social projects. gutundgut developed and implemented

the resort's master plan, which incorporates a solar kitchen, biogas recycling facility, organic vegetable garden, its own dairy factory and a small hydroelectric power station, making the hotel self-sufficient.

More than just a design philosophy, placemaking is an ongoing circular process of analysis, evaluation, implementation, monitoring and adaptation. Ultimately, this innovative methodology creates greater value for the community by uplifting its overall well-being.



Vajra Eco Resort in Nepal, self-sufficient by design.

For more information:



International Tourism Partnership's carbon and water measurement tools

The Hotel Carbon Measurement Initiative (HCMI) is a unique tool and methodology that enables hotels to measure and report their carbon footprint in a consistent way. HCMI can be used by hotels of any size, whether they are small guesthouses or 5-star resorts, anywhere in the world. HCMI was developed in 2012 by the International Tourism Partnership (ITP), a membership organization for global hotel groups that fosters collaboration for greater impacts in sustainable development and corporate responsibility, with the technical expertise of KPMG, in partnership with WTTC and 23 leading hotel groups.

The success of HCMI has spurred the development of a similar methodology that would enable the consistent measuring and reporting of water consumption. Thanks to the close collaboration of ITP members, the Hotel Water Measurement Initiative (HWMI) was created in 2016.

Today, HCMI and HWMI are two of the most prominent measurement tools of ITP, and are currently being used by over 24,000 hotels all over the world, counting 12,000 hotels using HWMI. These complementary, open source tools are helping the hotel sector build an extensive database of environmental data through the Hotel Footprinting Tool, which hotels and their corporate clients can use in their reporting, benchmarking,

and sustainability strategies. ITP is seeking to encourage more hotels to use these tools to raise their standards worldwide, and more businesses to request for information on the environmental footprint of accommodation providers.



For more information:



Open source tools are supporting over 30,000 hotels to measure their carbon emissions and water use.

Programme Work Area 3: Practice



Achievements on the ground



Sustainable Tourism PROGRAMME
Committed to drive the change



Circularity and innovation

Supporting hoteliers to champion food waste reduction with “the PLEDGE”

Food waste is still a largely uncategorized type of waste in most sustainability certifications and labels in the tourism sector. With the environmental impact of food waste reaching critical levels, more monitoring systems must be in place to calculate food waste costs in operations on a daily basis. In addition, hotel and restaurant managers are still using incomplete Key Performance Indicators, with the Food Cost percentage still being the industry standard, even if it does not accurately reflect food management efficiency.

As a response to this challenge, LightBlue Environmental Consulting has developed **The PLEDGE on Food Waste**, a pioneering third-party audited standard designa pioneering third-

party audited standard designed to cut food waste, save on food costs and get organizations’ efforts recognized. It aligns with LightBlue’s mission to offer organizations seeking to minimize their social and environmental footprint tailor-made solutions to cut operational expenses, increase employee efficiency and loyalty, and also improve the reputation of organizations that are operating more responsibly.

The PLEDGE is articulated around nine guidelines, which include integrating implementation of a food waste monitoring system, data tracking, internal and external behavioral change, revision of Standard Operating Procedures at critical food waste generation points and options for the redistribution and transformation of food waste.

The critical issue of food waste can only be addressed with a better understanding of the situation, higher employee engagement and by stimulating the already growing demand for more responsible and transparent food operations by restaurant owners - a challenge that the PLEDGE adopters in Thailand are tackling head on. As an incentive, the Thailand Convention and Exhibition Bureau is currently providing subsidies for organizations that take the PLEDGE. Sampran Riverside in Thailand, the first resort to adopt the PLEDGE, saw a reduction of food waste by more than 25% since its adoption.



Chef and staff practicing the handling of food waste – from identifying the category of food waste, to separating from plastic and paper, to weighting and recording.



For more information:

- <http://www.lightblueconsulting.com/>
- contact@lightblueconsulting.com
- LightBlue Environmental Consulting
- @LightBlueConslt

The Nearly Zero Energy Hotel (neZEH) e-toolkit

The neZEH e-toolkit, developed within the framework of the nearly Zero Energy Hotels (neZEH) initiative co-funded by the European Commission in the frame of the Intelligent Energy Europe Programme, is a practical tool for hotel owners to help them benchmark their energy consumption in comparison to neZEH levels. Appropriate measures for energy efficiency improvement and renewable energy integration are subsequently recommended in order to turn their properties into nearly Zero Energy Buildings (nZEB).

The neZEH e-toolkit is based on the UNWTO Hotel Energy Solutions e-toolkit, co-funded by the Intelligent Energy Programme, which since 2011 has engaged more than 20,000 users worldwide and 2,000 hotels in Europe to better understand how to become energy efficient and more competitive. It is designed to increase the energy efficiency capacity in the accommodation industry and to encourage hotel owners to proceed to energy renovation projects towards zero energy targets.

The user-friendly e-toolkit solicits answers with a short questionnaire and thereafter provides hoteliers with a report assessing their current energy profile. It shows the hotel’s performance in achieving nearly zero energy levels and provides an indicative set of appropriate renewable energy and energy efficiency measures.

The European Committee of the Regions, in its Opinion “**Tourism as a driving force for regional cooperation across the EU**” (2017), recommends the use of the two e-toolkits as support to climate-friendly projects in the sector.



Second neZEH International Conference “Nearly Zero Energy Hotels, the Potential for Change” at FITUR Green 2016, Madrid, Spain on 20th January 2016.

For more information:

- www.nezeh.eu/home/index.html
- www.unwto.org
- omt@unwto.org
- World Tourism Organization (UNWTO)
- @UNWTO





“My Green Butler” host training programme engages guests in resource conservation

Research shows that guests are an essential partner to help tourist accommodations to become more sustainable. Guests directly account for over half the resource used in a hotel and a higher share in self-catering accommodation. So if tourist accommodations are to achieve net zero carbon emissions, they must adopt measures beyond discreet guest encouragement to stimulate larger guest participation to save, whilst maintaining hospitality quality and guest satisfaction.

“My Green Butler” offers a solution to this challenge combining host skills training with a cloud-based digital advisory service which measures behaviour change and provides persuasive guest

advice. It was trialled with 1,000 guests at four sites in Australia over 17 months (May 2015-October 2016). Using a mixed method approach (controlled experiment using smart metering, big data, quantitative surveys and action research) researchers were able to understand resource saving opportunities, guest participation motivations, impact on guest satisfaction and identify capacity building opportunities for staff. Results showed savings of 34% electricity, 21% water and 20% gas. Notably, a fundamental lesson emerged during the system trial - the value of traditional hospitality offered by one to one contact. Guests responded positively to the host’s empathy, sustainability proposals and practical assistance.

Developed and patented by Crystal Creek Meadows in Kangaroo Valley, Australia, the service innovation is now being researched in Australia, Dubai and UK by the International Centre for Responsible Tourism and Griffith Institute For Tourism. The project aims to test the system with partner tourist destinations and tourist accommodation taking into consideration different climates, cultures and building types. Supporting the project include Dubai Sustainable Initiative, Ecotourism Australia, Emirates Wildlife Society/WWF, International Tourism Partnership, Sheraton, and Venus Bay. In addition, accommodation staff will receive the specialised skills training and outputs will introduce building owners and practitioners to sustainable reporting,

including measuring guest use and setting savings targets. Fiscal savings will be directed to local biodiversity conservation.



Engaging guests to partner with tourism accommodations for an enriching experience.

For more information:

www.icrtourism.com.au
www.mygreenbutler.com
info@icrtourism.com.au



The Responsible Tourist e-book: How to find, book and get the most from your holiday

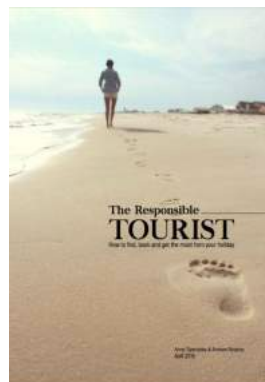
Travelling responsibly can provide an enriching holiday experience. Instead of just being a passing traveler, tourists can positively contribute to the wellbeing of places and people they visit.

“The Responsible Tourist,” released in May 2016, provides travelers with the tools they need to make informed decisions about their holidays. The book gives recommendations on

finding responsible destinations, using online booking platforms that promote sustainable holidays, and booking directly with a responsible hotel or tour operator.

“The Responsible Tourist” was co-authored by Dr. Anna Spenceley, international tourism expert and Chair of the IUCN World Commission on Protected Areas Tourism and Protected

Areas Specialist Group, and Andrew Rylance, an economic development specialist and Senior Project Advisor with the UNDP, currently supporting the development of long-term financial sustainability of the Seychelles' protected areas.



The cover page of the book, "The Responsible Tourist", giving recommendations on finding responsible destinations.



For more information:

www.sustainabletourismandconservation.wordpress.com
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“Green Trekking” campaign by Sustainable Tourism Foundation Pakistan

Key Activity on PWAS
Support the development of systems which incentivise consumers to take on more sustainable behaviours (3.4.3.)

The northern territories of Pakistan are home to the majestic mountain ranges of the Himalayas. With stunning landscapes composed of snow-covered mountain peaks, large glaciers and blue water lakes, the region has become a premier adventure and ecotourism destination. Increasing tourism activity over the last few decades has called for more responsible tourism practices, particularly along the most popular trekking routes, to preserve the fragile natural environment.

Responding to this challenge, the “Green Trekking” public advocacy campaign was launched by the Sustainable Tourism Foundation Pakistan (STFP), formed by a group of tourism professionals,

environmentalists and eco-friendly tourists promoting ecotourism and sustainable tourism in Pakistan. Brandishing the slogan, “take nothing but photos, leave nothing but footprints”, the campaign promotes a Code of Ethics for trekkers and visitors through pocket-sized leaflets written in English and Urdu. The Code offers guidance for trekkers on how to reduce dependency on firewood fuel, dispose of litter in an eco-friendly manner, help save wildlife, use water wisely and respect local culture and customs.

STFP has also prepared a multimedia presentation which has been shared on its website and social media page with over 5,000 followers to help raise



Dudipat Lake is encircled by snow clad peaks in Lulusar-Dudipatsar National Park, Pakistan, and accessible from June to late September.

awareness on the best practices in responsible and eco-friendly trekking.

For more information:

www.stfp.org
stfpak@gmail.com
 Sustainable Tourism Foundation Pakistan
[@letsexplorepk](https://twitter.com/letsexplorepk)



Programme Work Area 3: Practice

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Achievements on the ground



Programme Work Area 3: Practice



Achievements on the ground



Influencing behaviour

We Water Experience: Educating youth in sustainability, building the future of tourism

The decisions of young people today will shape the world tomorrow. Inspiring youth to conserve precious water resources is at the heart of an educational platform called the **We Water Experience** project, project, based on a virtual classroom designed by Tesouros de Galicia and funded by Inditex in China.

Through this platform, Chinese school-children aged 12 to 16 learn about water as a fundamental resource for human health, biodiversity and sustainability. The project aims to inspire students to adopt

responsible consumer practices. The project's educational sessions feature a video, available in English, Chinese and Spanish, which presents key concepts such as water cycle, water pollution, and water footprint and explains that imbalances often cause chain reactions in ecosystems - as an example, the warming of the oceans leads to the increase in frequency and intensity of tropical cyclones. Students are then encouraged to contribute to water and pollution management, even though small actions, such as not wasting food,

consuming local products, and using bicycles or public transportation, that, collectively taken, may lead to great results.

Since the project's inception in Beijing and Shanghai in 2013, the project has expanded today to eight additional provinces, owing to a group of dedicated volunteers invested in the project's message of instigating global change through local actions. As China continues to lead the country ranking in international tourism arrivals as well as global outbound travel,



Participant of the environmental education program, 'We Water Experience' in Beijing.

rising 6% in 2016 to reach 135 million outbound tourists, investing in Chinese youth's education sets the foundations for a more sustainable sector in the decades to come.



For more information:

www.tesourosdegalia.com/en
 Tesouros de Galicia
 @TesourosGalicia

Key Activity on PWAS
 Support the development of systems which incentivise consumers to take on more sustainable behaviours (3.4.3.)

COP22 Green Map helps tourists make informed travel decisions in Marrakech

During the 22nd Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC COP 22) held in Marrakech, Morocco in November 2016, the Ministry of Tourism of Morocco, UN Environment, the Michelin Group and Association Mawarid pour l'Environnement et l'Énergie collaborated

to create a Green Passport map. The map emphasized the importance of making informed travel decisions as a way to help Morocco shift towards more low carbon and resource efficient tourism products.

Apart from recommending places to visit, the map contained useful information

#GreenPassport

Read this map and travel slowly: Enjoy a walk, rent a bike, share a car or take public transport



DID YOU KNOW?

By using buses instead of cars in the city, you can halve your carbon emissions

Transport accounts for approximately 25% of global energy consumption!

Keep your waste until you can recycle it



DID YOU KNOW?

The average time needed for waste to disappear:

Paper: 2 to 4 weeks
 Tin cans: Up to 100 years
 Plastic lid: Over 450 years!

Turn the air-con down or off and switch to low energy settings on your devices



DID YOU KNOW?

By 2030, 13% of greenhouse gas emissions will come from refrigeration!

A cell phone charger consumes energy even when not in use and 1 to 5 watts when connected to a fully charged device! Saving 1 watt a day adds up to tons of CO₂ emissions every year!



Buy locally made crafts and support local businesses

on where to find local and organic food, hotels that were awarded with the Moroccan Sustainable Tourism Award or that meet Green Key labels and handcrafted products with national certification of quality among others. A total of 58 sustainable and local Marrakech companies were promoted

through the map in order to support SCP at destination level.

The map encouraged visitors to travel sustainably and reduce carbon emissions by renting a bike, sharing cars, or taking public transportation. It recommended key recycling and energy saving tips,

and also urged travellers to support the local economy by patronizing local green restaurants and Michelin-recommended establishments.

20,000 copies of the map were distributed during UNFCCC COP22 to help visitors make the best out of their visit to Marrakech.

This initiative was also advertised within the Royal Air Morocco on board magazine.

For more information:



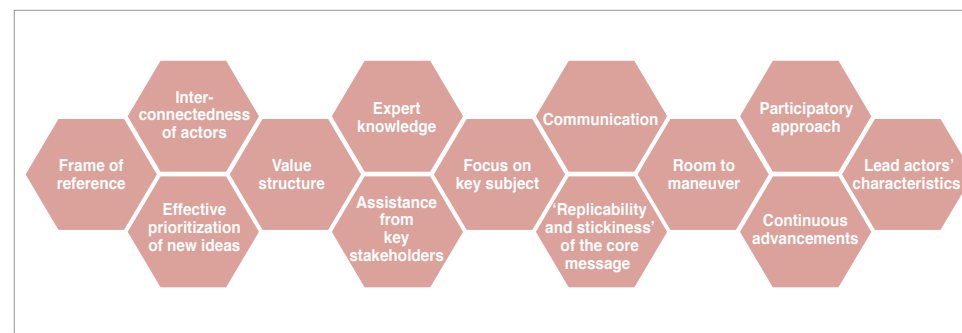
Research identifies 13 catalytic elements of sustainability based on lessons from the German tourism sector

With the aim to support tourism suppliers in meeting the challenge to mainstream sustainable tourism practices, the project '**Innovative catalysts boosting sustainability in the tourism sector based on examples from Germany**' was conducted in 2016 by UNWTO with support from BMUB. The project focused on identifying and analyzing distinct enabling areas ("catalysts") of sustainable tourism initiatives that have visibly accelerated the shift towards more SCP.

Intensive literature review and desk research were combined with multiple rounds of in-depth phone and field interviews with key stakeholders such

as accommodation services, attractions, products, tourism organizations and destinations, among others, followed by a Delphi survey that allowed for an in-depth feedback from these actors. As a result of the overall exercise, a total of 13 catalysts were identified, as seen in the figure. For instance, in the analyzed initiatives, a strong and broad variety of connections of the lead with other external individuals and groups (Interconnectedness of Actors) and dialogue-oriented and continuous communication with relevant stakeholder groups (Communications) could be found.

While some of the catalysts were found to have specific roles in developing and



Elements with catalytic function

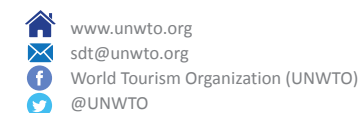
strengthening the overall sustainability concepts behind the initiatives, others offered insight into the components that are essential for the scalability and replicability of the initiatives.

The project illustrated the large scope of innovative activities in tourism in Germany and sought to emphasize the diverse efforts made by all types of stakeholders along the tourism supply chain in mainstreaming sustainable tourism development, with a view to

facilitating their replication and integration into current and future initiatives within the framework of the 10YFP STP and beyond.



For more information:



Sustainable design exhibition spotlights Chinese architecture and urban space

A special exhibition titled “Applied research for architecture and cultural heritage - Experience carried out in experimental research laboratories of Department of Civil Engineering and Architecture” was held at the University of Pavia, Italy, to showcase research project results related to sustainable design and development.

Held on the occasion of the 3rd International Conference on Documentation, Conservation and Restoration of the Architectural Heritage and Landscape Protection in October 2016, the exhibition focused on Chinese sustainable architecture and urban space and

featured ongoing international projects including: “Rural-Urban Interaction and Design Harvest” with Tongji University and Kunming University of Science and Technology; “Climate action addressing the built environment: Design for smart and sustainable neighborhood with the aim to create a bridge of knowledge between U.S.A.-Europe-China” with the Massachusetts Institute of Technology; and “Re-Urbanization, Re-Use and Re-Generation for suburban China of 2050: a perspective of the Yangtze River Delta Region and Shanghai” with Tongji University.



The exhibition, representing the research projects results related to sustainable design and development has been installed under the porticos and arches of the XV century building in Pavia downtown

The event was organized by the China Lab for Architecture and Urban Studies, a laboratory and international research network conducting research inspired by China’s rapidly progressing urbanization. The organization’s long-term goal is to encourage dialogue about the future of design in emerging markets and strengthen collaboration between

Chinese and EU researchers on the fields of architectural and landscape design for sustainable tourism.

For more information:

www-4.unipv.it/tcattaneo
www.chinaurbanlab.org
chinaurbanlab@gmail.com



Mediterranean conference tackles challenges of climate change in tourism - DEFISMED hosts conference in Marrakech, Morocco

In anticipation of the UNFCCC COP22, numerous experts in tourism, climate change and sustainability gathered in Marrakech, Morocco, for a two-day conference themed around “Territorial

development and tourist transition in the Mediterranean in a changing climate”, organized by Defismed in partnership with the Hassan II Academy of Sciences and Technology.

Held in June 2016, the conference tackled critical issues impacting tourism to the Mediterranean, including the effects of climate change, demographic shifts and the depletion of resources on

the natural environments, the growing concentration of human population on shores, and the impact of mass tourism amidst growing demand for green destinations.

It stressed three principal challenges for the region going forward: leveraging the participatory economy in generating value for the region's destinations, strengthening the development role of tourism at the local and regional levels, and advancing mechanisms for financing the economy in a changing climate.

The Conference attracted over a hundred participants from several Mediterranean

countries, all of whom signed a letter of commitment after the event to commit to advance tourism that is more sustainable and resilient to climate change.



For more information:



www.defismed.fr/
contact@defismed.fr
 Defismed



Participants at the conference.

Sustainable Tourism Forum in Japan, ready for the next century

In Japanese society, the cultural concept of “wa” (harmony), is a cornerstone belief that emphasizes the lasting continuation of a peaceful community over individual interests. Japanese companies encourage *wa* by bearing the responsibility not only for their customers and employees, but also for biodiversity and the community over several generations. It comes as no surprise that Japan has the most number of long-established companies in the world, including seven companies over 1,000 years old.

The spirit of *wa* was upheld at the Japan Senboku-Akita Sustainable Tourism Forum 2017, which envisioned the

long-term future of sustainable tourism in Japan with the theme ‘Sustainable tourism destinations looking into 100 years from now’.

Held in February 2017, the Forum focused on accelerating the SDGs while setting a long-term vision that goes as far as the next century. Nearly 150 participants attended the Forum, which was co-organized by Ecotourism Japan with the cooperation of the UNWTO Regional Support Office for Asia and Pacific, Japan Ecotourism Association, Japan Tourism Agency, Akita Prefecture, JR East Akita Branch, Akita International University, Senboku City, Tazawa-Kakunodate Tourism Federation and Warabi-za.

The Forum cemented a strong commitment to work in harmony with nature and local communities with the signing of the Senboku Akita Declaration on Sustainable Tourism, co-signed by Mistuhiro Kadowaki, Mayor of Senboku City, Masaru Takayama of the Asian Ecotourism Network and Kouichi Mori of Ecotourism Japan. The Declaration forged an agreement to show “strong commitment toward the implementation of sustainable tourism as a tool to revitalize local community, pursue the happiness and well-being of the residents, and to protect our irreplaceable nature.”



Participants at the Japan Senboku-Akita Sustainable Tourism Forum 2017 looked into 100 years ahead.



For more information:



www.japan-ecolodge.org/english
 Japan Ecotourism Association

Key Activity on PW3
 Raise consumer awareness of sustainability measures being taken in a destination or company at point of experience (3.4.2.)

Programme Work Area 3: Practice

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Achievements on the ground



Programme Work Area 4:



Achievements on the ground



Tourism partnerships and concessions in protected areas - Guidelines, training and cooperation by IUCN's Tourism and Protected Areas Specialist Group



Southern African delegates at the first concessions workshop in South Africa

underutilize tourism as a means to contribute towards the financial sustainability of protected areas.

The Biodiversity Secretariat worked with IUCN's Tourism and Protected Areas Specialist Group (TAPAS Group), a globally recognized network of over 450 experts within the World Commission on Protected Areas, to design relevant capacity building activities in this area. With generous financial support of the Governments of Germany and the Republic of Korea, an initiative managed by IUCN and implemented by members of the TAPAS Group focused on the following:

- Development of [guidelines on tourism concessions and partnerships for protected area authorities](#), to provide information to support protected area authorities in their development and use of tourism partnerships and concessioning to contribute financially and technically to protected areas through sustainable tourism.

- Development of capacity for staff of protected area authorities and the relevant ministries working on tourism and concessions, through participation in networking and training workshops. Three meetings in South Africa, Namibia and Mozambique provided opportunity for practitioners from 13 southern African countries to meet, debate, and learn from one another.
- Promotion of technical and scientific cooperation among counterpart agencies in various countries on the development of tourism concessions policies within national park systems.



For more information:

- www.iucn.org/theme/protected-areas/wcpa
- IUCN WCPA Tourism and Protected Areas Specialist Group
- @IUCN

Key Activity on PWA4

Develop guidelines for sustainable tourism investment and finance (4.3.2.)



Generic stages and characteristics of concessioning

The Convention on Biological Diversity (CBD) has been addressing the closely linked areas of biodiversity and tourism development since 2004. A report presented to the Conference of the Parties by the CBD Secretariat at its 11th meeting in 2012 concluded that the tourism sector is the largest global market-based contributor to financing protected area systems in many countries, through entrance and other user fees, partnerships and concessions. However, many Parties to the Convention



CASE STUDY

Championing wildlife and habitat conservation through business acumen and community-driven enterprises - The Long Run supports nature tourism businesses worldwide

Key Activity on PWA4

Facilitate linkages with local value chains and investment in related businesses (4.2.2.)

Sustainable tourism can create economic opportunities that directly benefit conservation and encourage local communities to become champions of wildlife conservation. This is what inspires The Long Run, one of the world's largest sustainable development initiatives, to gather a community of like-minded, pioneering destinations from around the world that showcase how profit goes hand in hand with healthy ecosystems and prosperous communities.

207,000 directly benefitted from member programmes and activities.

The ultimate goal of The Long Run is to conserve wilderness and nature for the future by leveraging the power of business. Wildlife, beyond its intrinsic, social and cultural values, can be also the basis for local economic development and conservation.

Guided by the 4Cs Framework of Conservation, Community, Culture and Commerce, The Long Run integrates sustainability into all its business decisions to support, connect and inspire nature-based tourism businesses around the world to excel by following the highest standards of sustainability. To date, its members have collectively and directly protected 5.6 million acres of nature, over 30,000 species - including 276 endangered or threatened species. The Long Run's annual survey showed that over 521,000 people were targeted by community support, and over

Borana Ranch, Kenya - Rhino conservation leads to increased security and community engagement with conservation

Borana is one of the first ranches to develop tourism and recognize wildlife as a lucrative opportunity in Kenya. Today, it is one of Laikipia County's leading conservancies, having created the largest rhino habitat of 100,000 acres in Africa together with Lewa Wildlife Conservancy. Despite rhino protection being Borana's largest



Rhino protection is Borana Ranch's largest expenditure to ensure security against armed poaching.



Cottar's Community Conservancy was one of the first businesses in Kenya to shift focus to photographic tourism.

expenditure to ensure security against armed poaching, it has also been crucial in maintaining the ranch's biggest and most profitable asset, leading to landscape protection, increased employment and security in local communities, and a unique visitor experience.

Caiman Ecological Refuge, Brazil - Protecting jaguar populations provides viable business activities

The Caiman Ecological Refuge hosts the Onçafari Project, a conservation initiative that aims to promote ecotourism in the Pantanal wetlands. In 2016, two orphan jaguar cubs were released into the wild.

Notably, the project has focused on acclimating a small population of jaguars to allow visitors to see them from a safe distance while also contributing to jaguar research. Since the start of the project, the probability of jaguar sightings in Caiman have increased from 35% in 2013 to 72% in 2016, ensuring the long-term sustainability of Caiman's ecotourism product. Caiman seeks to demonstrate to other land owners that jaguars are a valuable resource that provides opportunities to diversify income streams and enhance current activities, proving that conservation-based ecotourism represents a viable business alternative over exploitative and unsustainable industries in the Pantanal.

Tahi, New Zealand - Engaging local communities in habitat conservation and restoration

By engaging and encouraging the surrounding communities to get involved in restoration and weed control activities over the last ten years, Tahi has significantly enhanced its biodiversity to become a habitat to more bird species than many of New Zealand's most important nature reserves. To date, 280,000 indigenous trees have been planted and 14 wetlands have been rejuvenated, creating a habitat for 70 species of birds. The community's collective effort has also led to the release of kiwis - flightless birds native to New Zealand that had not been seen in the region in decades - creating a great sense of pride and achievement in the area.

Cottar's 1920s Camp, Kenya - Maasai community involved in wildlife conservation funded by tourism revenue

Once a leading safari hunting company, Cottar's Camp was one of the first businesses in Kenya to shift focus to photographic tourism in the 1960s. Through the Cottars Wildlife Conservation

Trust (CWCT), Cottar's Camp has been actively engaged in the preservation of natural habitats and wildlife in the wider Mara ecosystem. CWCT has worked with a land committee comprised of representatives from the Maasai community - the owners of the Olderikesi Ranch where Cottar's Camp is built - to successfully establish the Olderikesi Conservancy in 2016. Funded by tourism revenue, the Conservancy demonstrates that conservation-based tourism is a competitive economic activity which can be complemented by other compatible land use activities.

Overall, through their vision, passion and commitment, the members of The Long Run demonstrate that tourism, if well managed, can create economic opportunities that directly benefit conservation and help local communities to become champions of wildlife conservation.



For more information:



www.thelongrun.com



info@thelongrun.com



The Long Run



@thelongrunorg

Programme Work Area 4:

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Achievements on the ground





10YFP Lead and Co-Leads action under Programme Work Area 4

Networking with financial institutions on sustainable tourism

During the 2016 International Symposium and Annual Conference of the 10YFP STP, which were held in parallel to UNFCCC COP22, the Lead and Co-leads of the Programme organized a networking event between STP actors and financial institutions to discuss potential synergies and collaborations on sustainable tourism. Organisations such as the African Development Bank, ADEME, CAF-Latin American Development Bank and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) participated in the event and presented their work priorities.

Working group on resource mobilization

The Coordination Desk of the 10YFP STP takes an active part in the working group on resource mobilization led by the 10YFP Secretariat on Resource Mobilization which meets monthly. This working group aims to ensure effective coordination across 10YFP programmes and the 10YFP Secretariat in approaching donors and countries as well as to share information that can enable enhanced collaboration for joining forces in resource mobilization between the programmes. The working group was created as part of the recommendations outlined by the 10YFP resource mobilisation strategy.

Dissemination of calls for proposals on social media networks

The Coordination Desk regularly updates the 10YFP STP's Twitter, LinkedIn and Facebook accounts with the latest information on call for proposals from major financing institutions working on topics related to the activities of STP actors.

Webinars on financial tools for the sustainable development of small and medium-sized enterprises in tourism

The Coordination Desk is promoting webinars, co-developed by UN Environment and the Government of France in English and French on financial tools for the sustainable development of tourism small and medium-sized enterprises.

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Getting to know the network members

Interview with the Global Sustainable Tourism Council

Interview with the World Travel & Tourism Council

World Map of 10YFP STP Members

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| Multi-Sakeholder Advisory Committee |



www.fairtrade.travel



Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety

www.bmub.bund.de/en

FEDETUR
FEDERACIÓN DE EMPRESAS DE TURISMO DE CHILE

www.fedetur.cl



www.gstcouncil.org



TAPAS GROUP
Tourism and Protected Areas Specialist Group

www.iucn.org/theme/protected-areas/wcpa



<http://www.japan-ecolodge.org/english/>



www.subturismo.gob.cl



www.diplomatie.gouv.fr/en



www.bahamas.com



Ministry of Tourism
REPUBLIC OF CROATIA

www.mint.hr/default.aspx?id=4493



BETTER POLICIES FOR BETTER LIVES

www.oecd.org/cfe/tourism



www.rainforest-alliance.org



www.retosa.co.za



www.rtnkenya.org



www.southpacificislands.travel



www.sustainabletravel.org



www.ecotourism.org



www.thelongrun.com



www.tuigroup.com



www.undp.org



www.unep.org



www.wttc.org



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Lead


www.unwto.org

Co-leads


www.ecologique-solidaire.gouv.fr


Ministry of Culture, Sports
and Tourism

<http://www.mcst.go.kr/english>


KINGDOM OF MOROCCO
MINISTRY OF TOURISM, AIR TRANSPORT,
HANDICRAFTS AND SOCIAL ECONOMY

www.tourisme.gov.ma/en

Partners

Academic Institutions and Research Centers



China
architecture
culture
lab

www.chinaurbanlab.org


Universidad
Andrés Bello

www.unab.cl/admision/carreras/ecoturismo

www.ufpe.br

www.institut-francais-du-tourisme.com


University of
Bedfordshire

www.beds.ac.uk/research-ref/intour

The International Centre for Responsible Tourism
"Making better places for people to live in, and better places to visit"

www.icrtourism.org

www.kittsedu.org

www.nath-myanmar.com

www.osenu.odeku.edu.ua


Parks, Recreation, and Tourism
THE UNIVERSITY OF UTAH

www.health.utah.edu/health-kinesiology-recreation/recreation


RUSSIAN INTERNATIONAL
ACADEMY FOR TOURISM

www.rmat.ru/enmain

www.unive.it/ciset

Industry Associations, Business Organizations - not for profit


www.aetav.com.ar

www.braztoa.com.br

www.cci.fr

www.anvr.nl/english/welcome.aspx

www.ih-ra.com


International
Tourism
Partnership
www.tourismpartnership.org


www.pata.org

www.roteirosdecharme.com.br

www.sustainable-event-alliance.org



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Industry, Individual Companies, Private Sector Representatives - for profit

 www.betterfly-tourism.com/en	 Bromelia Consult	 www.cinnamonhotels.com	 www.clubmed.fr , www.clubmed-corporate.com
 www.consulting-elementerre.com/en	 www.deselephantsetdeshommes.org	 www.erlebnisevent.de	 www.freedom.is
 www.gutundgut.ch	 www.hannahsbeachresort.com	 www.icrtourism.com.au	 www.jlageurope.com
 www.lightblueconsulting.com	 www.nomadlodges.com	 www.pabloealarcon.blogspot.com	 www.peninsulapapagayo.com
 http://www.roh-sustainability.com/	 www.sociallyhq.com	 www.sustainabletourismandconservation.wordpress.com	 www.thetourismcompany.com
 www.tourisk.com	 www.trainingaid.org	 travganic.com	 www.destinationecuador.com
 www.villagesnature.com			



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Partners

International Organizations

 www.arso-oran.org	 www.acs-aec.org
 www.ifdd.francophonie.org	

Media

 www.viatiao.com	
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National, Regional or Local Governments and Agencies

 www.bonito.ms.gov.br	 www.digeca.go.cr
 www.tourism.gov.ph	 www.bogotaturismo.gov.co
 eng.me.go.kr/eng/web/main.do	 www.miambiente.gob.pa
 Ministry of Tourism, Investment and Business Development, Cabo Verde	 www.conades.hn
 www.tourism.gov.za	 www.nemaug.org
 www.stlucia.org	 The Embassy of the Republic of Suriname in France, Republic of Suriname

Non-governmental Organizations, Foundations, Civil Society

 www.tourisme-durable.org	 www.africainignite.co.za
 www.afruc.org	 www.amigosdesiankaan.org/en
 Asociación Civil Generación Par	 www.anel.asso.fr
 www.facebook.com/Association-Pina-APOPE-1415080143373063/?rc=ARRRa1xP9dZC2uuv...jhaR48BZU9v6SLCO9-n2ZPCOMDYoK8BVo_6ZX&ref=uf	 www.tric.info/en
 Center for Environmental Governance	 www.defismed.fr
 www.ecotrans.org	 www.ekoenergy.org
 www.fectokenya.org	 www.festfoundation.eu



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 www.fundecooperacion.org	 www.futurecamp.vision	 www.globalecotourismnetwork.org	 Green Pilgrimage Network
 www.theuiaa.org	 www.intoorg.org	 www.islandsustainabilityalliance.wordpress.com	 www.jtb.or.jp/english
 www.ecotourism.or.kr/blank-19	 www.ltandc.org	 www.plan21.org	 www.grandsitedefrance.com/en.html
 www.sstdi.org	 www.spiritmongolia.com	 www.stemisa.co.za	 www.stfp.org
 www.stpp.co.za	 http://www.tesourosdeg Galicia.com/en	 www.facebook.com/IntasaveCaribsave	 www.world-bays.com
 www.thetravelfoundation.org.uk	 www.udyama.org	 www.wrap.org.uk	

Partnerships, Networks and Consortia

 www.earth-net.eu	 www.oits-isto.org/oits/public/index.jsf
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Technical Centres and Service Providers

 www.assistasia.org	 www.cesid.it/news/title
 https://www.facebook.com/CNPMLTA/?fref=ts	 www.grupogea.org.pe
 www.iri.org.lb/lcpc.html	 www.cnpcd.ro/en
 www.pml.org.ni	 www.serc.bg
 www.facebook.com/STTAKenya	 www.vncpc.org/en



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Interview with the Global Sustainable Tourism Council: Pushing sustainability for global tourism - The GSTC Criteria as a touchstone for tourism businesses and destinations



Randy Durband, GSTC CEO, speaking at GSTC2016 Suwon, South Korea

Since 2007, the Global Sustainable Tourism Council (GSTC) has been operating as a worldwide coalition that aims to foster understanding of sustainable tourism practices, using the GSTC Criteria as the framework for universal sustainable tourism principles.

The GSTC Criteria, which serve as the foundation for GSTC's role as the global Accreditation Body for Certification Programs for sustainable accommodations, tour operators, and destinations, is centered around four sustainability pillars: sustainable management, socioeconomic impacts, cultural impacts and environmental impacts. There are currently two sets of

GSTC Criteria - the GSTC Industry Criteria, composed of two subsets of performance indicators for hotels and tour operators; and the GSTC Destination Criteria, focused on the sustainable management of tourism destinations. GSTC does not directly certify any products or services; it accredits Certification Bodies using the GSTC Criteria or their own "GSTC-Recognized" standards to certify and have verified to GSTC the neutrality and competence of their certification programs.

In an exclusive interview, GSTC Chief Executive Officer and focal point of GSTC in the 10YFP STP MAC, Randy Durband shares the progress of the GSTC Criteria in improving SCP in destinations around the world, their impacts on policy development, and strategies employed by the organization to foster closer multi-stakeholder collaboration.

The GSTC-Industry Criteria were revised for the third time in December 2016, What improvements have been made in this third version?

“ The first two versions were designed specifically for hotels and tour operators. With the latest revision, a

framework was created to open the possibility of creating future versions specific to other subsectors, such as MICE, Cruise, or attractions, or other subsectors, though we do not have specific plans in place for any of those. And we changed the name from GSTC Hotel and Tour Operator Criteria to GSTC Industry Criteria. We separated the performance indicators and made distinct sets for hotels/accommodations from tour operators. ”

The GSTC Criteria cover a broad and comprehensive scope under its four pillars. Is there room for compromise?

“ GSTC-accredited Certifying Bodies tolerate only a very low level of compromise. Occasionally some flexibility is necessary or appropriate, but in general we strive for rigorous compliance. There are lapses, but those are few for a certification scheme that includes full-day audits and require renewals of certifications. ”

How then do they rectify these lapses?

“ The concept of continuous improvement is inherent in all this. One of the brilliances of the system is its multi-



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tiered structure of continuous improvement. The first time a hotel or tour operation gets certified, there might be some non-compliance issues pointed out by the certifier. Any good certification has to have renewals, so at the renewal process, they have to show that they've made progress. At the next tier, the certification body gets accredited by us. We, as an accreditation body, strive to adhere the codes of excellence set by the ISEAL Alliance, the global body that sets the codes for sustainability in all sectors. We go through a similar process looking at the Certification Body as when they are looking at a hotel.”

How do you convince hotel businesses, tour operators and destinations that achieving certifications based on the enhanced GSTC Criteria is a lucrative endeavour?

“ This has been a challenge, because while consumer and traveler demand for sustainable products is increasing in all markets where such market research surveys have been conducted, that demand unfortunately remains secondary to price and brand attributes of suppliers and destinations. However, although travelers don't seem to make decisions based primarily on sustainability practices, they are increasingly expecting destinations to be managed sustainably and travel providers such as hotels to operate sustainably. In other words, not operating sustainably can be harmful to brands, so doing the right thing is more about risk management than promotional strategy.

Meanwhile, on the product-placement side of the marketing equation, progress is being made in terms of industry leaders pushing sustainable practices across their supply chains.”

Among the four sustainability pillars of the GSTC Criteria, which has been the most difficult for hotels to address?

“ The hardest challenges for them are the environmental side in general - waste management, energy reduction, carbon emissions reductions. The breadth of all the things they need to be working on is the most difficult challenge.”

The GSTC Criteria for destinations has been tested since 2012. Since then, have there been marked improvements in the certification systems for these destinations, in particular regarding SCP and resource efficiency? Which particular cases would you consider role models in this regard?

“ Destination certification is relatively new and there are not a large number of adopters as yet. While we know of more than 200 hotel certification schemes, there are fewer than five for destinations. This is led by EarthCheck, which is GSTC-accredited and has certified a number of destinations in Mexico and elsewhere, followed by two Certification Bodies whose standards

are GSTC-recognized - meaning their standards include the GSTC Destination Criteria - Biosphere Responsible Travel and Green Destinations. GSTC is engaged with all of the credible certifiers working in SCP for destinations that we're aware of.

It's important to note that standards - including the GSTC Criteria as global baseline standards - don't exist merely as a basis for certification. The GSTC Destination Criteria have impacted SCP in far greater ways than through certification at this point. Standards are firstly used as a basis for training and awareness-raising. We provide the Criteria in the public domain, so we cannot measure how much they are applied, but clearly their reach is extensive and deep. We constantly hear about their application as a model for policy development, training, regulatory guidelines, measurement systems, and more.”

Could you give some tangible examples of this?

“ On the policymaking side, the Ministry of Tourism of Indonesia created national destination sustainability standards that were based on the GSTC criteria and gained GSTC Recognition, and they're now applying these in destinations throughout Indonesia in the hopes of creating a national certification scheme. That has involved a major amount of training of destination managers throughout the country. We've been heavily involved in that training so that has a profound impact on SCP because those managers are far more attuned now and put into practice concepts they hadn't thought about three

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years ago. We are doing similar initiatives in Thailand, and in Korea there were city standards for sustainability that started being developed last year, and they're making plans to apply those in urban tourism. Mexico is doing a tremendous amount of work and is very tuned in to the GSTC criteria.

India and Ecuador have developed national standards based on the GSTC criteria, though in both cases we look forward to more tangible applications of the standards.

What strategies have you employed to foster multi-stakeholder collaboration around the goal of sustainability?

“ Everything we do is truly global and involves stakeholders of various types – from industry, public sector, NGOs, academia, and expert consultants. We do this by encouraging membership from all regions and all types of stakeholders, encouraging engagement in working groups from varied sources, and seek that type of balance in our Board of Directors and our staff. Twelve out of the 19 seats for the Board of Directors are elected seats, and in our election process guidelines, we ask our members to consider geographic diversity, gender balance and diversity of types of organizations. The members are responsive to that and this helps to guide them in their voting decisions.

When we create and revise GSTC Criteria, we aggressively seek a wide range of input during the public consultation phase.”



Global Sustainable Tourism Conference held October 2016 in Suwon, Republic of Korea

GSTC, World Wildlife Fund and Royal Caribbean have forged a partnership aiming to improve the sustainability commitment of the sector. Could you give a background about this and tell us what we can learn from this example?

“ The formal partnership is between WWF and Royal Caribbean (RCL), who announced a five-year, USD5 million collaboration starting February 2016 for WWF to assist RCL in making their supply chain more sustainable. They set a number of targets, including carbon emissions reductions on a per unit basis, and two targets regarding sustainable consumption - Marine Stewardship Council (MSC) certified sustainable fish and seafood and having

all tour operators facilitating land-tour shore excursions on all their brands certified sustainable by GSTC-accredited certification bodies for operators by 2019.

The takeaway for other industry players is to recognize that becoming certified sustainable from a Certifying Body accredited by the GSTC provides a clear message of their level of commitment to SCP by selecting verified providers of the certification.”

For more information:



www.gstcouncil.org



info@gstcouncil.org



Global Sustainable Tourism Council



@GSTC_





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Interview with the World Travel & Tourism Council: Tourism for tomorrow Sustainability at the forefront of the dialogue with the travel and tourism private sector

People, planet and profit. Counting over 150 of the world's top Travel & Tourism enterprises as Member companies, WTTC strives to promote the tourism sector's long-term growth and prosperity through a harmonious balance between tourism businesses and the people, cultures and environments of global destinations.

WTTC has three main priority areas of advocacy: "Freedom to Travel", which is about getting bonafide travellers moving easily across cross borders regardless of their passport, age, disability or sexual orientation; "Policies for Growth", centers around having the right business environment with the right regulatory framework and levels of taxation for travel and tourism businesses to thrive; and "Tourism for Tomorrow", which is built upon the fact that businesses and the sector to think about the long term for Travel & Tourism to thrive into the future.



The winner of the Innovation Award at the 2017 Tourism For Tomorrow Awards, 'Mapping Ocean Wealth' by the Nature Conservancy, presented at the WTTC Global Summit in Bangkok, Thailand

WTTC's Research Director and focal point of WTTC in the 10YFP STP MAC, Rochelle Turner shares some key lessons learned and recent developments in mainstreaming sustainability in Travel & Tourism.

How has sustainability been elevated to become a core component of WTTC's work?

“ Our Tourism for Tomorrow pillar is integral to the organization and it really shows how important we see sustainability in ensuring there is a future longevity in the sector. The ultimate milestone - and the one thing that we should be proud of - is that sustainability has been elevated to such a level that it is absolutely integral to the work we do and our advocacies for governments and the wider industry.

The reason for this is that today there is a lot of recognition that the errors of the past must not happen again. Tourists, certainly in some parts of the world, tend to use more resources than local people, and so, what is the value of these tourists if resources are not being shared effectively? Over the years there's been some bad practices and we admit we've seen a lot of waste and water scarcity, we've seen communities that haven't benefited as much as they can - or some that haven't benefited at all - from Travel & Tourism. We've seen development that has taken place wherein the environment isn't as protected or isn't as stable as it could be. We've come to recognize these errors and companies are more enlightened and make sure that they incorporate sustainability into their planning from the very beginning.

In a world that has currently over 1.2 billion international tourists and four to five billion domestic travelers a year - and that is only growing as our population grows - we're not in a position to be able to just create a sector that doesn't account for responsibility. ”

How have WTTC's Tourism for Tomorrow Awards positively impacted the winners over the past years?

“ Tourism for Tomorrow, as a strategic pillar, incorporates the Tourism for Tomorrow Awards. The Awards herald the best practices of Travel & Tourism enterprises across the world in different categories - in how they act with communities, how they support and bring destinations to life, how they are innovative, how they support people and development and how they interact with the environment.

They are incredible examples of companies that are using



A diverse network



tourism in the best possible way. We had an example years ago wherein the Sri Lankan loris was brought back from extinction, and a wasteland was turned into a protected wetland.

Winning an Award is an incredibly rigorous process where independent expert judges assess each of the criteria we use for each of the categories, which includes an on-site visit. The winners recognize the value in having won a Tourism for Tomorrow Award, and so we try and help the winners get as much publicity as we can. ”

What key lessons have you learned from the past winners?

“ We have a day of learning in advance of the WTTC Summit where we host the Awards, so we invite all of the Tourism for Tomorrow finalists to come and share their information about their projects. To them, it’s really useful and valuable to be in an environment with other people who are cutting edge in sustainable tourism. There’s also been examples over the years where people from one organization go and learn from another organization - an African winner a few years ago went to Brazil for a three-month exchange to learn about how each other’s operations work. We have some really amazing examples of learning, sharing and community developing among these people who keep in touch years later and all keep striving to make their businesses as sustainable as they can be, and also reach out and help other organizations and the industry more widely. ”

Could you tell us more about the current WTTC campaign, “Is it Too Much to Ask?”

“ “Is it Too Much To Ask?” tries to get consumers to think a bit more about the responsibilities that they have. There are ten pledges and the overall pledge is, “if I don’t see how a company is behaving responsibly, then I’m going to ask”, or “if I see bad practices I’m going to make a complaint.” This idea of pledging is getting consumers to start thinking ahead of time about their holidays and about what they’re going to do. It tries to educate the consumer to think about the things they might take for granted. It asks if there is a better way, and if there isn’t one, then we need to try and convince companies that there needs to be a change. ”

How do your members see themselves in relation to the SDGs?

“ This year’s WTTC Summit was an official event of the International Year of Sustainable Tourism for Development, and as such we linked it very heavily to the SDGs. We got our members to talk specifically about how their organizations are invested in trying to make sure that they are aligned with the SDGs. Having our Summit aligned with the International Year was a real opportunity to bring the SDGs and sustainability to the forefront, to make it absolutely integral to the discussion and to understand that while companies need to have growth, development and profits in order to thrive, they can do so in a way that isn’t exploitative - a way that doesn’t overuse resources, that is fair in its work practices, and can develop in the right ways to help achieve the SDGs overall. ”

What measures do you think are still needed to accelerate SCP even further?

“ We need a lot more measurement. We need companies to start thinking about their footprint and compare it to the areas that they work in, to see whether they’re using the right level of water, managing waste and recycling wherever possible. Companies can start actually assessing their contribution to the SDGs but it takes a lot more measurement and a lot more management, and hopefully we’ll see that over the years ahead.

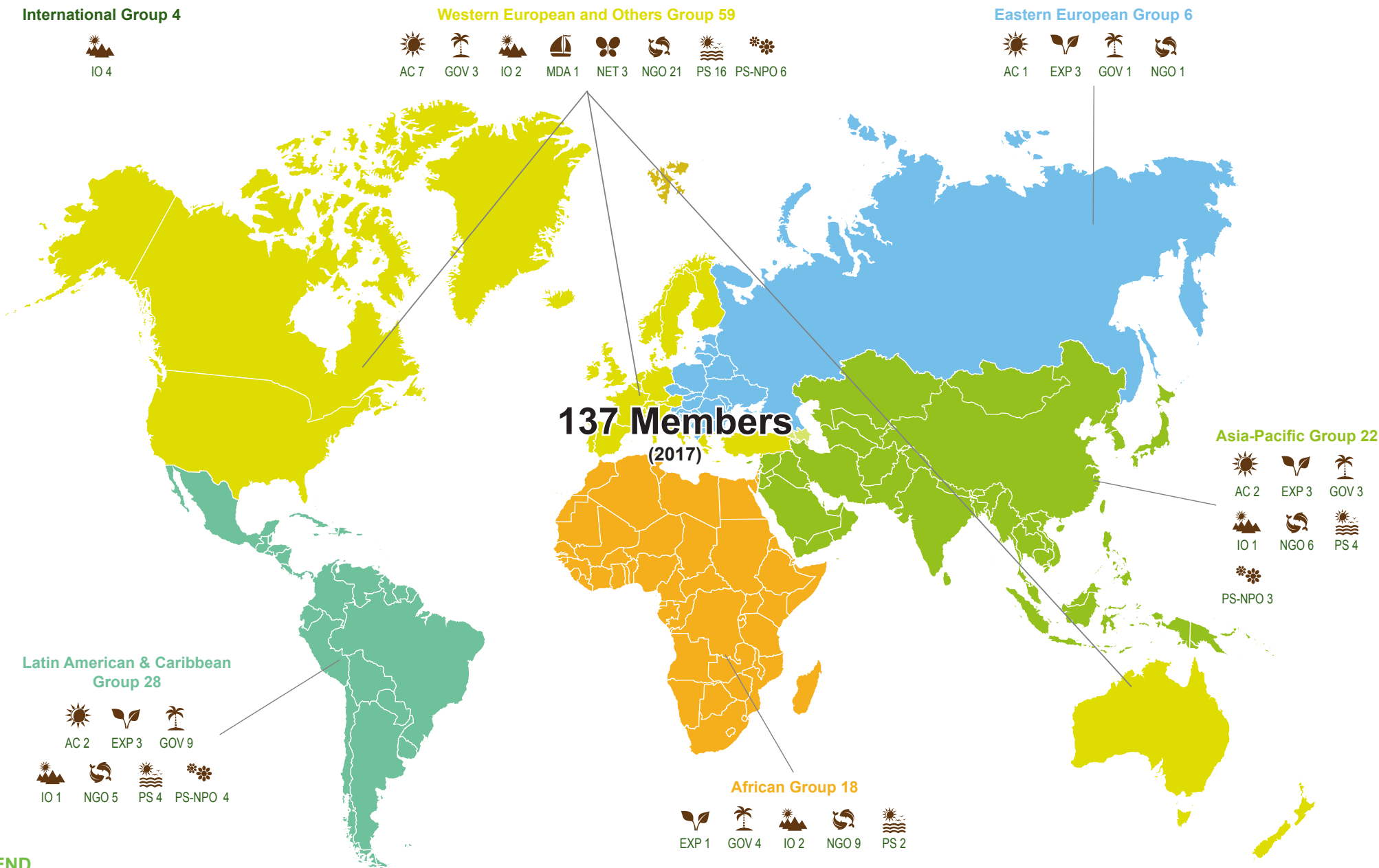
We will be releasing an update of our Sustainability Reporting paper in September this year, which provides companies within but not restricted to Travel & Tourism, guidelines on how to report on environment, sustainability and governance operations within their businesses. Enhancing measuring, monitoring and reporting is extremely important in order to grow sustainable practices within our sector. ”



For more information:

www.wttc.org
[World Travel & Tourism Council](#)
[@WTTC](#)

World Map of 10YFP STP Members

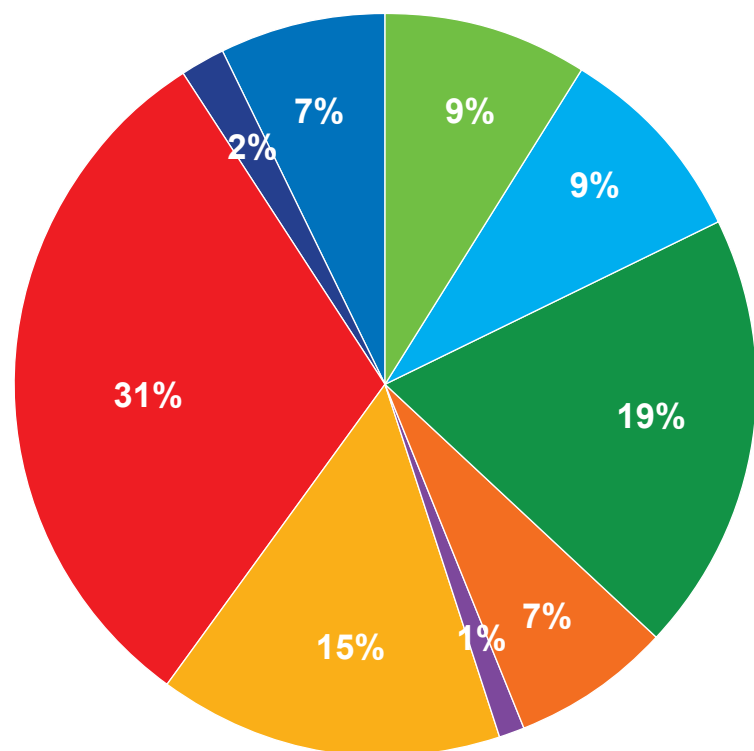


LEGEND

- AC: Academic Institutions and Research Centers
- EXP: Experts (technical centres and service providers)
- GOV: National, Regional or Local Governments and Agencies
- IO: International Organizations
- MDA: Media
- NET: Partnerships, Networks and Consortia
- NGO: Non-governmental Organizations, Foundations, Civil Society
- PS: Industry, Individual Companies, Private Sector Representatives - for profit
- PS-NPO: Industry Associations, Business Organizations - not for profit

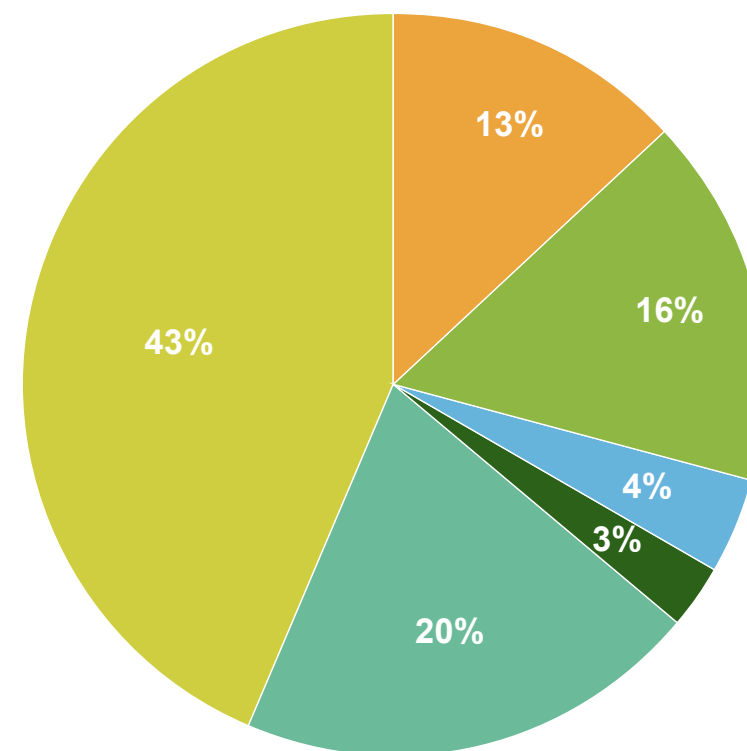


Type of Organization



- Academic Institutions and Research Centers
- Industry Associations, Business Organizations - not for profit
- Industry, Individual Companies, Private Sector Representatives - for profit
- International Organizations
- Media
- National, Regional or Local Governments and Agencies
- Non-governmental Organizations, Foundations, Civil Society
- Partnerships, Networks and Consortia
- Technical Centres and Service Providers

Geographical distribution by UN Regional Groups



- African Group
- Asia-Pacific Group
- Eastern European Group
- International Group
- Latin American and Caribbean Group
- Western European and Others Group

Join the Network

The 10YFP STP provides networking opportunities for the exchange of knowledge and best practices and the development and implementation of initiatives in resource efficient and low-carbon tourism, reducing the loss of biodiversity, preserving cultural heritage, alleviating poverty, improving sustainable livelihoods and adapting to the reality of a changing climate.

By becoming Partners, you will:

- + Access a global network of organizations and experts working together to accelerate sustainable consumption and production patterns in the tourism sector and advance the related SDGs
- + Learn from other partners in the programme, share experiences, lessons learned, best practices and tools
- + Participate in public fora, discussions and debates while advocating for the programme and gaining international visibility
- + Create synergies with other network members for the implementation of future activities and build fundraising coalitions

Join us today!

The 10YFP STP is open to all organizations and individual experts (legal entities) that are interested in joining a collaborative platform to support the implementation of the Programme.

Interested in joining us? Please find the application form here, <http://sdt.unwto.org/networking-10yfp-stp>

Please print only when necessary and on eco-friendly paper.



**Sustainable Tourism
PROGRAMME**
Committed to drive the change

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