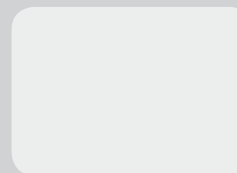
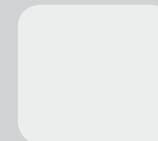
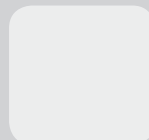
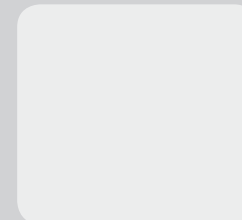
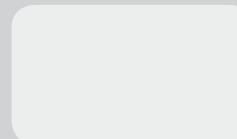




Sustainable Tourism
PROGRAMME
Committed to drive the change

SETTING THE FOUNDATIONS FOR COLLECTIVE IMPACT

ANNUAL
MAGAZINE for
2015



Driving the Change

The 10YFP Sustainable Tourism Programme is set to harness the power of the one billion tourists who travel the world every year as a force for good.



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

Tourism is in the midst of profound growth and transformation.

In 2015, tourism reached yet a new milestone with 1.2 billion international tourist arrivals, cementing six consecutive years of above average growth. Considering that tourist numbers stood at a mere 50 million in the 1950s, tourism has become as one of the biggest and fastest expanding economic sectors in the world.

Such extraordinary growth comes with a caveat - with the world's natural and cultural heritage being tourism's greatest assets, sustainability has become an indispensable part of the tourism conversation. No longer can we tread a business-as-usual path in tourism development, given the increased stress on our natural resources, the congestion and deterioration of heritage sites, and the disruption of social and cultural values of local communities. Sustainability must go hand in hand with tourism growth to ensure the sector's long-term viability, wealth creation, and empowering benefits for communities across the world.

This is the resounding call of the 10YFP Sustainable Tourism Programme - a call for a significant shift towards more sustainable practices reflecting

the Sustainable Development Goals of the United Nations. Launched in November 2014, the 10YFP STP's political mandate provides the opportunity to drive the collective changes that are paramount in the tourism sector through efficiency, innovation and adaptability.

Since the Programme's inception, it has been encouraging to witness the remarkable work that has been implemented on the ground, guided by the mandate of the 10YFP STP. In this inaugural issue of the 10YFP STP Annual Magazine, we have highlighted various sustainable tourism initiatives of our Multi-Stakeholder Advisory Committee members and global partners. Each in itself is a tourism success story, providing an insightful perspective on sustainability by approaching it through the prism of partnership, policy, people and planet.

We hope that these pages will continue to inspire a greater consortium dedicated to a genuine transformation of the global tourism sector. Let us continue to move forward in our collective impact towards more sustainable tourism development across the world!





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Catalyzing Change

What you need to know about the 10YFP STP

Who's who in the 10YFP STP

Milestones of Year 1

Building catalytic and flagship projects





What you need to know about the 10YFP STP

The 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) was adopted at the United Nations Conference of Sustainable Development, Rio+20, in June 2012 as a global framework of action leveraging international cooperation to accelerate the shift towards sustainable consumption and production (SCP) in both developed and developing countries. Under this framework, the 10YFP Sustainable Tourism Programme (STP) was launched in November 2014.

What is SCP?

SCP is about fulfilling the needs of all while using fewer resources, including energy and water, and producing less waste and pollution. SCP is about increasing resource efficiency, promoting sustainable infrastructure and sustainable lifestyles, and providing access to basic services, green and decent jobs and better quality of life for all.

Towards a transformed tourism sector

The 10YFP STP envisions a tourism sector that has globally adopted SCP, resulting in enhanced environmental and social outcomes and improved economic performance. Its mission is to catalyze a transformation for sustainability, through evidence-based decision making, efficiency, innovation, collaboration among stakeholders, monitoring and the adoption of a life cycle approach for continuous improvement.

Through the development and implementation of activities, projects and good practices in resource efficient and low-carbon tourism, 10YFP STP steers the tourism sector towards enhanced sustainability by reducing the loss of biodiversity, preserving ecosystems and cultural heritage, while advancing poverty alleviation and sustainable livelihoods.

The 10YFP STP offers an immense opportunity for global sustainable tourism over the next decade, ensuring that the sector contributes effectively to sustainable development, all within the framework of the Sustainable Development Goals (SDGs), the main blueprint for the 2030 Agenda for Sustainable Development.

Why a 10YFP Programme on Sustainable Tourism?

One of the most significant characteristics of tourism is its transversal nature as an economic sector with multiple links across related industries, elaborate supply chains and multi-stakeholder networks.

These can be used to systematically encourage the shift towards more sustainable development of the sector. Adopting a life cycle approach in tourism design and operations will also engage consumers in actively promoting SCP.

Did you know?

- ✈ Tourism is one of the main economic sectors in the world, accounting for 10% of GDP (direct, indirect and induced), 7% of the world's exports, and one in 11 jobs.
- ✈ In 2015, international tourist arrivals grew 4% and reached a total of 1.2 billion - a record sixth straight year of growth.
- ✈ UNWTO forecasts international tourists to reach 1.8 billion by 2030.
- ✈ SDG 12 focuses on ensuring SCP and includes targets related to the sustainable management and efficient use of natural resources, food loss, waste generation, sustainability reporting of businesses and the development and implementation of tools to monitor sustainable development impacts for sustainable tourism, among others.



What you need to know about the 10YFP STP





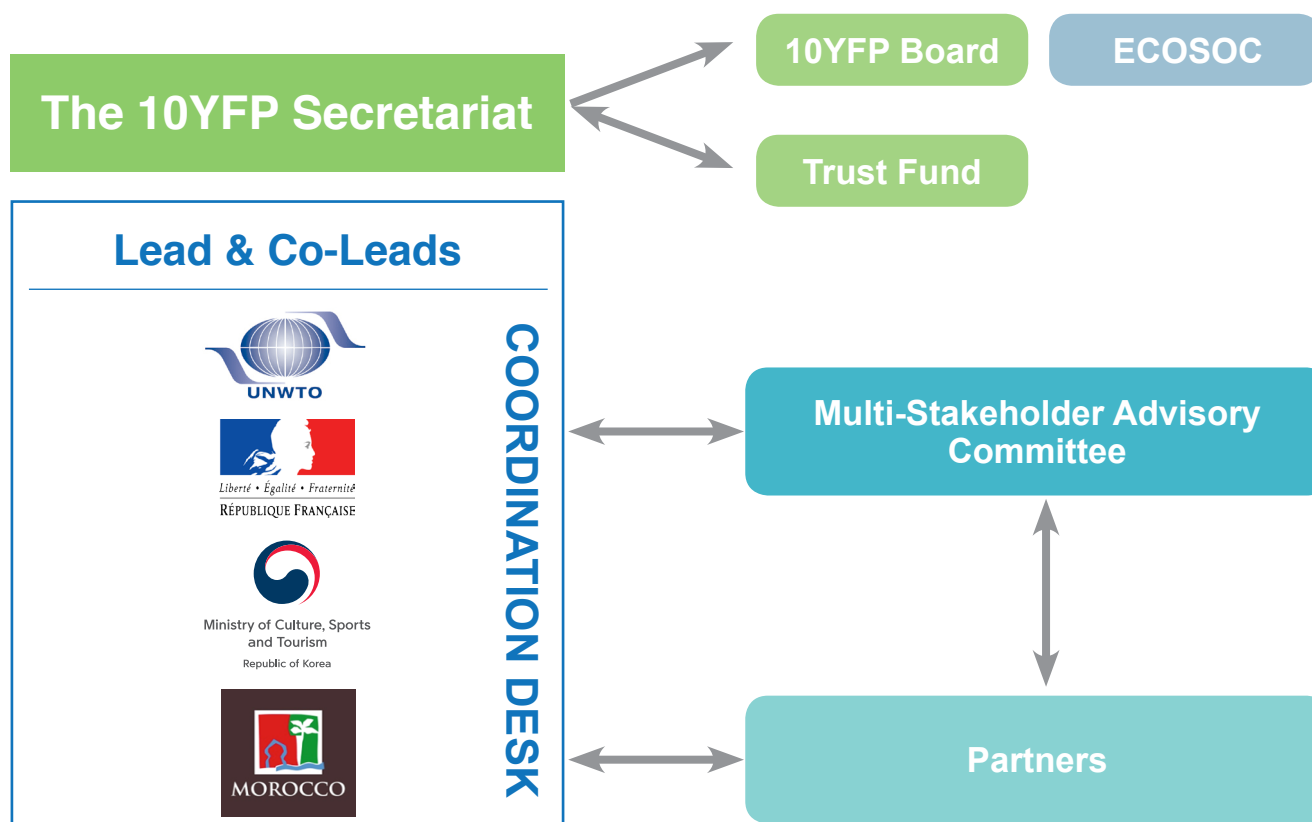
Who's who in the 10YFP STP

The 10YFP STP is led by the World Tourism Organization (UNWTO), and co-led by the Ministry of Culture, Sports and Tourism of the Republic of Korea, the Ministry of the Environment, Energy and Marine Affairs of France and the Ministry of Tourism of Morocco. 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, 86 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 (DTIE) of the United Nations Environment Programme (UNEP) 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 STP - Governance





Who's who in the 10YFP STP

Multi-Stakeholder Advisory Committee

 www.itsmorefuninthephilippines.com	 한국생태관광협회 Korea Ecotourism Society www.ecotourism.or.kr	 www.fairtrade.travel	 Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety www.bmub.bund.de/en
 www.fedetur.org	 GLOBAL SUSTAINABLE TOURISM COUNCIL <i>travel forever</i> www.gstcouncil.org	 TAPAS GROUP <small>TOURISM AND PEACE ASSOCIATION OF SOUTHERN AFRICA</small> www.iucn.oscar.ncsu.edu	 www.japan-ecolodge.org
 KITTS <small>Korea Institute of Tourism & Travel Studies</small> www.kittsedu.org	 www.mtide.gov.cv	 Ministry of Tourism REPUBLIC OF CROATIA www.mint.hr	 tourism Department: Tourism REPUBLIC OF SOUTH AFRICA www.tourism.gov.za
 OECD BETTER POLICIES FOR BETTER LIVES www.oecd.org/cfe/tourism	 Rainforest Alliance www.rainforest-alliance.org	 RETOSA <small>REGIONAL TOURISM ORGANISATION OF SOUTHERN AFRICA</small> www.retosa.co.za	 South Pacific Tourism ORGANISATION www.spto.org
 SUSTAINABLE TRAVEL INTERNATIONAL Making A Better World The Destination www.sustainabletravel.org	 THE INTERNATIONAL ecotourism SOCIETY www.ecotourism.org	 TUI GROUP www.tuigroup.com	 UNDP <small>Empowering people, improving nations</small> www.undp.org
	 UNEP www.unep.org	 WORLD TRAVEL & TOURISM COUNCIL www.wttc.org	



Milestones of Year 1

**5 November
2014**
London, UK

10YFP STP Launch at World Travel Market (WTM)

The 10YFP STP was launched on the occasion of World Responsible Tourism Day.

**27 January
2015**
Madrid, Spain

1st Meeting of the Multi-Stakeholder Advisory Committee (MAC)

The first MAC Meeting was held in Madrid with participation from 16 MAC members (12 in person and four online), Lead and two Co-Leads.

Session on 10YFP STP within the framework of the 5th Conference of the Global Partnership for Sustainable Tourism (GPST)

The state of the affairs of the 10YFP STP was presented to the 10YFP STP Actors (i.e. Lead, Co-Leads, MAC and Partners), particularly to Partners transitioning from the Global Partnership on Sustainable Tourism to the 10YFP STP.

**25 February
2015**
Windhoek,
Namibia

Open MAC Meeting “Towards Sustainable Consumption and Production in the Tourism Sector” at FITUR GREEN 2015

Members of the MAC shared, to an audience of over 200 tourism professionals, success stories, initiatives, projects and experiences aimed at maximizing tourism’s unique potential to accelerate the shift to SCP across the tourism value chain.

**28 January
2015**
Madrid, Spain

**30 April
2015**

2nd Meeting of the MAC

With participation from 15 MAC members (online), Lead and two Co-Leads, the Meeting resulted in the approval of the Operational Terms of Reference (ToR) of the 10YFP STP, which detail the roles and responsibilities of all the 10YFP STP Actors as well as the operating mechanisms and operating principles.



Milestones of Year 1

May
2015

Launch of the Portfolio of Activities

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.

14-15 May
2015
New York, USA

1st Global Meeting of the 10YFP

Representatives from the six 10YFP programmes attended with a view to promote the 10YFP as an implementation mechanism of the SDGs and Post-2015 Development Agenda and to increase the synergies with current regional and national strategies as well as across 10YFP programmes for the operationalization of the collective impact approach.

10YFP Flagship Project Development Workshop

A team from the 10YFP STP integrated by representatives from France, Morocco and UNWTO and six representatives from organizations involved in the development of flagship projects attended the Workshop. The STP team presented five concept notes and carried out their evaluation following the criteria and guidance from the 10YFP Secretariat which led to a shortlist of three concept notes with potential to become endorsed by the Programme.

15-16 July
2015
Paris, France

18 August
2015

Launch of the Call for Proposals to the 10YFP Trust Fund for the 10YFP STP Catalytic Projects

The first call for proposals to the 10YFP Trust Fund for the 10YFP STP Catalytic Projects was launched, earmarking USD 500,000 to fund three projects.

September
2015

Launch of the 10YFP STP Social Media

@10YFP_STP
 10YFP Sustainable Tourism Programme



Milestones of Year 1

12-17
September
2015

Presentation on the 10YFP STP at the General Assembly of UNWTO

The 10YFP STP was presented during the Plenary Session to 900 delegates from 120 countries, including 70 Ministries of Tourism and over 100 Affiliate Members from academia and private sectors. More in-detail presentations were delivered during the meeting of the Regional Commissions and Technical Committees which precede the General Assembly.

29 September
2015

3rd Meeting of the MAC

The Meeting successfully advanced the development of tools for the Programme to gain additional international visibility, as well as the operational mechanisms to trigger action on the ground. New Partners to the 10YFP STP were approved, increasing the total number of partners to 77.

Stay tuned
for the
milestones
of 2016

Completion of the 10YFP STP Portfolio 2015

Inputs from Lead, Co-Leads and MAC members were included. In 2016, the 10YFP STP Partners will also be invited to frame their activities under the 10YFP STP Portfolio.

31 December
2015

Closing Call for Proposals to the 10YFP Trust Fund for the 10YFP STP Catalytic Projects

The 10YFP Secretariat received over 300 project proposals out of which 120 were eligible as per the criteria outlined in the call. The Technical Evaluation process subsequently began. In the beginning of 2016, the final selection of projects will be made public.

16 October
2015

Release of Guidance Documents

Including the comments of the 10YFP Secretariat, Lead, Co-Leads and MAC members, Guidance Documents for Programme Actors to take action were released on: the use of 10YFP STP Logo; branding of events; and labelling of awards.

1 December
2015



Building catalytic and flagship projects

A Resounding Call for Change

In August 2015, the first call for proposals for the 10YFP Trust Fund of the 10YFP STP was launched, offering USD 500,000 to fund implementation projects. More than 300 proposals were received by October 2015, and these have since been evaluated by representatives from the Lead, Co-Leads, MAC and the 10YFP Secretariat.

Charles Arden-Clarke, Head of the 10YFP Secretariat of the United Nations Environment Programme (UNEP), welcomed the response and high quality of many of the proposals received. “The breadth of the response shows high awareness of the Sustainable Tourism Programme. There are a lot of people interested in the field who want to engage, and who see the Programme as a promising global platform for collaboration and for securing finance.”

The outcome reflects the wide-reaching impact of the recently adopted SDGs that feature sustainable tourism as specific targets under Goals 8, 12 and 14. Attainment of targets in these goals will be supported by the 10YFP STP.

“There is a very strong overlap between the work of the Programme and the SDG targets on sustainable tourism,” Mr. Arden-Clarke says. “This overlap establishes the STP front and center as a key implementation mechanism for the sustainable tourism targets in Agenda 2030 for the next 15 years. The Programme has already assembled more than 120 actors to work on sustainable tourism, and its work activity areas show a very good match with the three SDG targets on sustainable tourism.”

The adoption of the SDGs has also raised considerable interest in Sustainable Consumption and Production (SCP) among donors, given that SCP-related targets can be found in 13 of the 17 goals. “The transversal positioning of SCP in the SDGs has dramatically raised the profile of this issue with donors. This is also the case with stakeholders in other sectors of the economy such as food, energy and building and construction.”

Moving forward, Mr. Arden-Clarke stresses that the full potential of the SDGs still

needs to be realized, emphasizing the need to further contribute to policies for sustainable tourism, improve the performance of the private sector on SCP issues, and promote more sustainable holidays among consumers. “One of the most interesting work activities is sustainable investment and finance for tourism - it’s extremely forward-looking and vitally important, and the STP has made this one of its four foci.” There is a lot of potential interest to be explored between parts of the tourism sector wanting to shift to a more sustainable tourism model, and private investors and companies becoming increasingly interested in investing in sustainable tourism.

“Actors in the STP should move fast on implementation. The Programme is well positioned at the forefront of the SDGs, and can make a very significant contribution to the 2030 Agenda on Sustainable Development.”



Charles Arden-Clarke
Head of the 10YFP Secretariat

Achievements on the ground 2015

Programme Work Area 1

10 Million Better Campaign of Sustainable Travel International
Case study: the St. Kitts and Nevis sustainable destination toolkit
Exploring forest - based ecotourism in Southeast Asia
France creates Ecotourism Center of Excellence

Programme Work Area 2

Case study: the TAPAS Group - promoting sustainable tourism in protected areas
Holidays with a clear conscience: Interview with Nivashnee Naidoo of Fair Trade Travel
Collaboration for Sustainable Tourism: a Destination Workshop in Marrakesh, Morocco
Raising the global standard - the GSTC Sustainable Tourism Program

Programme Work Area 3

Synergy for sustainability - the Sustainable Landscapes Consortium of the Rainforest Alliance
Small island destinations find solutions to adapt to climate change
Walking the Talk - making travel and sustainability inseparable

The 10YFP STP Portfolio 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 increase the visibility of initiatives and activities at the international level as well as to boost synergies and collective action among the Programme Actors while advancing the implementation of the different Programme Work Areas. Overall, in 2015, 10YFP STP Lead, Co-Leads and MAC linked activities worth over USD 2 million to the Portfolio. In 2016, the Partners will also be invited to link their own activities to the Portfolio.

Programme Work Area 1:

Integrating SCP patterns in tourism related policies and frameworks

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Achievements on the Ground 2015



10 Million Better Campaign of Sustainable Travel International

The ripple effect of positive change in travel and tourism: 10 Million Better

For more than two decades, Sustainable Travel International (STI) has helped over 100 destinations safeguard their natural and cultural heritage and improve the livelihoods of millions of people through travel and tourism.

In 2015, STI took two significant steps in aligning the interests of people, planet, and tourism - convening the first annual Travel & Tourism Collective Impact Summit and launching the 10 Million Better messaging platform.

The Travel & Tourism Collective Impact Summit provided a forum to discuss critical issues related to tourism's global impacts and to leverage the sector's opportunities to contribute significantly towards achieving the SDGs. The Summit was attended by 50 leaders from tourism destinations, major travel companies, industry associations, NGOs and sustainability experts. Participants agreed to chart a new course forward through collective action, wherein governments, businesses and travelers jointly business.

The occasion was also a great opportunity to spread awareness about the 10 Million Better campaign, rallying the tourism sector to make a public commitment to improve lives and protect destinations through travel and tourism. STI aims to positively impact the lives of 10 million people by 2025.

In September 2015, the Impact Counter went live to track the multiplier effect of sustainable tourism initiatives on people's lives.

Targeted improvements include growth of income and opportunities, better protection of natural and cultural resources and heritage attractions, and natural resource decoupling for more efficient use.



For more information, visit:

www.sustainabletravel.org or

info@sustainabletravel.org or

+1-917-677-5731

[Sustainable Travel International](#)

[@STI_travel](#)

Key Activity on PWA1

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



Participants of the 1st Annual Travel & Tourism Collective Impact Summit

Programme Work Area 1:

Integrating SCP patterns in tourism related policies and frameworks

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Achievements on the Ground 2015



CASE STUDY

The St. Kitts and Nevis sustainable destination toolkit

In 2005, government-owned sugar plantations in Saint Kitts and Nevis were shut down due to the declining world prices for sugar. Since then, tourism has replaced sugar as the top economic driver in the two-island Caribbean country and has been growing at a remarkable rate.

To help ensure that tourism in St. Kitts and Nevis benefits culture, heritage, environment and community livelihoods, the country's Ministry of Tourism partnered with STI in 2012 to pilot a sustainable destinations toolkit. Owing to the success of this demonstration programme, the toolkit has now been scaled and replicated in eight other destinations in the Caribbean and Central America.

Key Activity on PWA1

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



Saint Kitts

Programme Work Area 1:

Integrating SCP patterns in tourism related policies and frameworks



Achievements on the Ground 2015



A model toolkit tackling key destination challenges

The sustainable tourism programme in St. Kitts and Nevis first gained traction when Royal Caribbean Cruises Limited (RCL) sponsored the country's participation in the Global Sustainable Tourism Council (GSTC) Early Adopters Program. This raised awareness and interest in sustainable tourism in the country, leading to a series of follow-up activities implemented by STI and the Ministry of Tourism including the training of government officials and the establishment of the Inter-agency Sustainable Destination Management Council (IASDMC) in 2013.

IASDMC has since initiated its own action projects to address key destination challenges related to climate change, poverty reduction and competitiveness.

In St. Kitts and Nevis, the demonstration programme created a new tourism strategic plan with a strong focus on economic competitiveness, environmental and cultural sustainability, and community empowerment. In addition, a travel philanthropy programme was developed as a supplemental source

of funding to support sustainable tourism development projects in the island.

The Programme has successfully engaged 50 stakeholders from across a range of sectors such as tourism, agriculture, women's affairs and infrastructure in collaborative action planning in destination management.

Mitigating climate change

Climate change adaptation remains a critical concern for St. Kitts and Nevis. On this front, IASDMC has successfully carried out mitigation initiatives, including a water conservation project for the island's tourism sector and a tree planting project that seeded 2,000 fruit trees in every constituency to protect coastal areas while providing additional produce for local communities. A total of USD 18,500 was donated by local tourism businesses to fund tree planting activities.

Each council member of IASDMC also contributed to climate change mitigation measures through their respective government agencies and private sector

businesses. Successful outcomes included the establishment of the first 20-acre protected area at Frigate Bay Salt Pond to protect coral reefs, and three solar farms reducing the country's fuel imports by some 80,000 gallons per year and putting one megawatt of solar energy back into the national grid from solar panels at the airport. Moreover, there was a 200% increase in green investments from 2012 to 2013, including an award-winning agro-tourism farm development, Kittitian Hill.

Increasing productivity, competitiveness and access to markets

As a result of the IASDMC's work, a series of sustainability marketing initiatives were undertaken that benefited St. Kitts and Nevis as a destination product, including:

- Q Leading the Caribbean in terms of Foreign Direct Investment (FDI) with total of USD 2,090 in FDI/per capita, the highest in the region by a wide margin
- Q A 145% increase in tourism investments between 2014 to 2015, creating 3,200 new jobs

- Q An increase in the number of flight arrivals by major airlines, including American Airlines, Delta, US Airways, British Airways and Air Canada
- Q A 31% increase in cruise visitors
- Q A 3.2% increase in overnight visitors between 2013 to 2014
- Q A doubling of per day visitor expenditure to USD 179/day over the last five years

St. Kitts and Nevis also gained distinction as the winner of the Caribbean Tourism Award for Destination Stewardship in 2014. It was ranked at #3 for the first time ever in the US News and World Report's list of the Best Islands in the World and was counted as one of the top destinations in [the New York Times article, "52 Places to Go in 2015"](#).

Contributing to poverty eradication

St. Kitts and Nevis' poverty assessment, conducted once every five to six years, showed that 22% of the country's population was living below the national poverty line in 2008. Since 2012, the direct, indirect and induced impacts of each project intervention

Programme Work Area 1:

Integrating SCP patterns in tourism related policies and frameworks

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Achievements on the Ground 2015



have been carefully recorded, and showed that an estimated 17,500 people were positively impacted by the sustainability programme. Additionally, the visitors' philanthropy programme for 2015 plans to raise USD 25,000 for sustainability initiatives over the next two years for further tree-planting activities and local food events.

The country's economy has also been climbing steadily, registering a 4% income, rising from USD 91 million in 1995 to USD 263 million in 2013.

A scalable and replicable solution

Thanks to the programme's success in kick-starting locally-driven sustainable tourism initiatives, STI has taken the destination toolkit model to another level through the Sustainable Destination Alliance for the Americas (SDAA) in Antigua and Barbuda, the Bahamas, Barbados, Dominica, Honduras, Jamaica, Nicaragua, Panama.

Using an innovative public-private sector partnership, supported by the US government

through the United States Permanent Mission to the Organization of American States (OAS), RCL, and Caribbean Tourism Organization (CTO), an estimated 105,000 community members positively impacted by the project at the close of 2015.

USD 95,000 was generated for sustainable tourism through destination co-financing and USD 160,000 was sourced from other donors of sustainable tourism projects.

385 stakeholders from across sectors such as tourism, agriculture, women's affairs, economic development and infrastructure were engaged in collaborative action planning, while 240 individuals from the public and private sector were trained in sustainable tourism development and sustainable tourism communications. A total of 21 public-private sector working groups were formed to steward action initiatives.

A multi-actor/multi-programme initiative

IASDMC in St. Kitts is chaired by the Assistant Permanent Secretary for Tourism, Diannille

Taylor-Williams. It includes representation from organizations such as the Bureau of Standards, the Ministry of International Transport, the Investment Promotion Agency, the Ministry of Sustainable Development, and Departments of Water Services, Culture, Marine Resources, and Environmental Health.

Private sector representatives include electricity provider SKELEC, the St. Kitts and Nevis Chamber of Industry and Commerce, the Sea Turtle Monitoring Network, the Hotel and Tourism Association, and Kittitian Hill.

For more information:

<http://www.sustainabletravel.org/sdaa>



A beach clean-up event on Earth Day, supported by the Heart of St. Kitts Foundation.

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Integrating SCP patterns in tourism related policies and frameworks

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Achievements on the Ground 2015



Exploring forest-based ecotourism in Southeast Asia

In recent times, the global forestry sector has explored the potential of ecotourism as a model of alternative, market-based approaches for forest use. Against this backdrop, Southeast Asian countries have tremendous potential to develop forest-based ecotourism as an economically viable, long-term and sustainable tourism segment. The subregion boasts of a wide and diverse range of natural assets, including tropical rainforests, mangroves, lakes, limestone caves, mountains, waterfalls, islands and wildlife.

To meet the growing demand for forest-based ecotourism, Southeast Asian destinations need responsible and well-managed forest-based ecotourism programmes to minimize the potentially harmful impacts of tourism on the environment. A quality assurance standard for nature-based sites is urgently needed in order to improve the overall management of forest sites and increase visitor satisfaction. Developing forest-based ecotourism also requires extensive protection and conservation measures, improved tourism facilities, interpretation centers, safety measures, and the active participation of local communities.

In response, the Association of Southeast Asian Nations - Republic of Korea (ASEAN-

RoK) Forest Cooperation (AFoCo) developed a landmark training course on forest-based ecotourism. This course was first delivered in Sarawak, Malaysia on 30 November to 4 December 2015. It aimed at expanding knowledge on forest-based ecotourism programmes and sustainable consumption and production in tourism, sharing information and experiences on forest-based ecotourism gathered by ASEAN Member States (AMS) and RoK, and strengthening the network of forest-based ecotourism between AMS and RoK. Ecotourism Korea, a member of the 10YFP STP MAC, provided the Programme's curriculum development and the course trainers.

The course participants honed their knowledge on forest-based ecotourism, the challenges in implementing and ensuring sustainability at forest-based destinations, setting quality standards, and engaging local communities. As the course came to a close, participants deliberated over ways to implement forest-based ecotourism in a sustainable manner. Groups presented a diagnosis of the ecotourism development in their corresponding regions, applying sustainable tourism criteria and strategies for continuous improvement.



Participants of the AFoCo Landmark Program Training Course on Forest-based Ecotourism



Trainers of the AFoCo Landmark Program Training Course



For more information, visit:

www.ecotourism.or.kr

[Ecotourism Story](#)

Key Activity on PWA1

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

Programme Work Area 1:

Integrating SCP patterns in tourism related policies and frameworks



Achievements on the Ground 2015



France creates Ecotourism Center of Excellence



Revin City in France



For more information, visit

www.developpement-durable.gouv.fr
[France Écologie Énergie](#)
[@ecologiEnergie](#)

Key Activity on PWA1

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

France has consistently been a top tourism destination in the world. In 2014, it affirmed its leadership position as the most visited country in the world with 83.8 million international tourists.

Following the Marrakech Process that supports the elaboration of the 10YFP on SCP, France has recognized sustainable tourism as a priority sector and is now fully committed to implementing the objectives of the 10YFP STP. Within this framework, some 30 French initiatives from the public

and private sector have been identified by the French Committee for Sustainable Tourism.

Over recent years, France has been attracting a growing number of international tourists seeking environmentally-friendly tourism. The country is blessed with exceptional natural heritage, including the second largest maritime territory in the world that harbors 10% of the world's coral reefs and lagoons as well as a diverse range of wildlife. Yet in spite of France's

tremendous potential for ecotourism and sustainable tourism initiatives, it still lacks recognition internationally as an ecotourism destination.

In response, the Ministry of Foreign Affairs and International Development has created a Center of Excellence dedicated to the development and promotion of country's ecotourism, including "slow travel" - journeying across long distances using eco-friendly modes of transport, and accommodations close to nature and

Programme Work Area 1:

Integrating SCP patterns in tourism related policies and frameworks

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Achievements on the Ground 2015



France creates Ecotourism Center of Excellence



White Camargue Horses running on the water, Parc Regional de Camargue, Provence, France.

local communities. Forty public and private actors were auditioned for the Center under the leadership of Guillaume Cromer, Managing Director of ID-Tourism, President of the National Network of Sustainable Tourism Actors (ATD) and Director of the International Coalition for Responsible Tourism.

Several goals were established in a roadmap to promote sustainable tourism and highlight France as a key destination for ecotourism. Among these are improving accommodation capacities and associated services, developing river tourism, cycling activities and ecotourism routes, such as hiking trails. Additional objectives include implementing communication operations and structuring ecotourism offers, such as the extension of the "Quality Tourism" label to include ecotourism accommodation, the creation of a specific section on the website France.fr, or the organization of Slow Tourism awards.

Atout France, the public operator responsible for the development of tourism in France, participates through its cluster dedicated to the implementation of these missions. Other key players in ecotourism will also invest in the roadmap's implementation. The French national railway company Société nationale

des chemins de fer (SNCF), upholding its commitment to develop cycling by facilitating bicycle transportation in its trains, will continue its efforts through the establishment of an agreement with Atout France. Similarly, Waterways of France (VNF) has validated ecotourism as a new priority area for action and is now working closely with the Ministry.

In addition to the Center of Excellence, France is also promoting sustainable tourism in its bilateral cooperation agreements with several countries, including Cuba, Indonesia, Mexico, Republic of Korea and Vietnam. Responding to the increasing demand to support the creation of new tourism products and services that meet the SDGs, French public and private actors are contributing their expertise in sustainable tourism.

The Ministry also aims to support related sectors and companies with innovative know-how in sustainable tourism in advancing the development of mountain areas, ports and marinas.

With these initiatives set in place, France is poised to be not only a tourism leader, but a premier ecotourism destination committed to sustainable tourism.

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CASE STUDY

The TAPAS Group - promoting sustainable tourism in protected areas

The TAPAS Group, one of several voluntary groups convened under the International Union for Conservation of Nature (IUCN) World Commission on Protected Areas (WCPA), is a network committed to promoting sustainable tourism in protected areas.

Envisioning a future wherein tourism in protected areas is environmentally, socially and economically sustainable, its mission is to provide a forum where people can collaborate, stimulate dialogue, share expertise, disseminate knowledge, and enhance learning in order to enable the planning, development and management of sustainable tourism in protected areas. At the close of 2015, the TAPAS Group had over 350 members working in governmental agencies, protected area authorities, academia, the private sector, NGOs and consultancies worldwide.



Elephants grazing through protected areas in Africa



TAPAS GROUP
Tourism and Protected Areas Specialist Group

For more information, visit

www.iucn-osc.org/ncsu.edu

[Tourism and Protected Areas Specialist Group](#)

[@IUCNTourism](#)

Key Activity on PWA2

2.1.1. Establish and manage a repository for policies, projects and research on sustainable tourism (including the assessment and potential use of existing approaches)

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Overview: Safeguarding

The conservation of protected areas is a key platform for the 10YFP STP.

In recent years, the role of sustainable tourism in promoting conservation in protected areas has gained increasing recognition by the international community. In 2014, the United Nations General Assembly (UNGA) adopted by consensus a milestone resolution acknowledging the contribution of sustainable tourism to poverty eradication, community development and the protection of biodiversity. In the same year, the Conference of the Parties to the Convention on Biological Diversity (CBD) invited parties to "...build the capacity of national and subnational park and protected area agencies, ... to engage in partnerships with the tourism industry to contribute financially and technically to the establishment, operations and maintenance of protected areas...". These agreements manifest a growing, collective determination in the political sphere to advance conservation efforts in protected areas through increased technical expertise, knowledge transfer and sustainable tourism initiatives.

In response, IUCN WCPA, Tourism and Protected Areas Specialist (TAPAS) Group established a meaningful partnership with the 10YFP STP. Programme through various initiatives, the most recent of which is the 2016 edition of the Sustainable Tourism Best Practice Guidelines (BPG) and its accompanying online resource directory (ORD).

Advancing protected area tourism - the BPG initiative

The BPG initiative shares best practice examples of sustainable tourism from around the world, aiming to make protected area tourism a formidable and positive force to foster global conservation. This project was made possible through funding provided by IUCN WCPA, German Society for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit, GIZ), and the French Ministry of Foreign Affairs.

Since the release of the last edition of the BPGs in 2002, there has been substantial environmental, social and technological improvements in protected area tourism,

prompting the need for an updated set of guidelines. TAPAS subsequently launched the BPG Project in 2012, with support from the IUCN Global Protected Areas Programme and the WCPA. The new edition adopted a participatory development approach by engaging TAPAS stakeholders in knowledge sharing. This resulted in a total of 58 contributors from 23 countries covering all continents, representing a diverse range of stakeholders from academic institutions, protected area agencies, NGOs and the tourism sector.

2016 BPG Highlights - a collaborative approach

The 2016 (third) edition of the BPG, titled "Tourism and Visitor Management in Protected Areas: Guidelines for Sustainability" (Leung et al., 2016), is a significant update from its 2002 predecessor containing literature up to 2015.

Through the participatory approach, the current guidelines incorporate a wide range of case studies from 45 countries. Some important new focal areas include: emerging types of protected areas, policy

considerations under more diverse types of governance, new examples of positive and negative impacts, a revised set of management principles, a wider array of management tools, expanded guidance on partnership and concessions, and new guidelines on capacity building and sustainable financing.

The following are examples of updated focus areas:

-  The role of climate change in parks and tourism, with interactions between species affecting the attractions available to park visitors as well as weather changes and fire regimes affecting park accessibility.
-  The emergence of two entirely new systems since the release of the previous editions of the BPG. Some large parks in the USA now contract out the entire management of visitor facilities to private corporations. Park agencies in a few developing countries likewise contract out both conservation and recreation management to NGOs.

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The increasing reliance of nearby communities on tourism for income, employment and infrastructure. Public protected areas contribute to human health through biodiversity conservation and ecosystem services, while improving the physiological and psychological wellbeing of individual visitors.

Raised revenues for several park agencies through visitor and tourism activity fees. These systems differ significantly between nations, with proportions generally higher in developing nations than developed ones.

New technologies and social media that are affecting how tourists learn about parks, plan their visits and communicate with park agencies.

that expand on major topics. Moreover, a key goal of the ORD is to maintain the BPG document as a live resource. A submission link is provided on the ORD where new best practice case studies can be submitted directly to the editorial team, who then evaluate the validity of each new resource and, thereafter, add it to the corresponding chapter(s).

The constantly growing collection provides a wealth of new cases for the next edition of the BPG while being readily accessible to protected area managers, tourism professionals, and the academic community. As of February 2016, there were 79 full text documents archived in the ORD, all of which are searchable.

More information on this article:

The BPG will be available for free downloading on the IUCN website from mid-2016.

The ORD is currently hosted at a North Carolina State University server (<http://iucn.oscar.ncsu.edu>), and will be moved to a permanent IUCN server at a later stage.

The Online Resource Directory (ORD)

Funding for the BPG project contributed to the development of an ORD to supplement the BPG document.

The ORD aims to increase the accessibility of the cited documents in the BPG and to archive other best practice guides, handbooks, manuals and online publications



Tourists watching hippos on a boat tour

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Key Activity on PWA2

2.1.2. Research and disseminate good practices for establishing multi-stakeholder partnership structures at national and local levels



For more information, visit:

www.fairtrade.travel
[Fair Trade Tourism](#)
[@FTTourism](#)


Holidays with a clear conscience

Interview with Nivashnee Naidoo of Fair Trade Travel

Traveling with a clean conscience

The Fair Trade movement has come a long way since it first gained traction sixty years ago. Today, "fair trade" is a household name synonymous with just wages and decent working conditions for workers and farmers in developing countries.

Now, even our holidays can be enjoyed with a clean conscience, knowing that our travel itineraries contribute to sustainable development by uplifting the local economies of tourism destinations. This is traveling the Fair Trade Tourism way. The non-profit organization promotes sustainable tourism across southern Africa by advocating sustainable operations in tourism businesses through the Fair Trade Tourism certification programme.

Through partnerships with international tour operators such as Dreamtime Travel, the range of products with the Fair Trade Tourism seal - ranging from accommodations and tours - are incorporated in holiday packages. By choosing these certified itineraries, tourists directly support local communities and enterprises committed to responsible tourism practices.

In an exclusive interview, Fair Trade Tourism's Managing Director Nivashnee Naidoo talks about the growing sustainability movement in Africa, sustainable jobs and the key challenges in upholding the Fair Trade Tourism criteria in the Southern African Development Community (SADC) region.

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What are the main challenges of promoting sustainability and SCP in the SADC region through the Fair Trade Tourism criteria?

There is a number of development issues that are associated with the challenges. With what Fair Trade does, there are essentially two key challenges for me.

The first one has to do with the airline industry. The connectivity in the region is extremely inefficient, and over and above the price competitiveness, the fact that we're opening our skies dramatically and need to increase fuel efficiency. But before we even begin to talk about greenhouse gas mitigation-related issues in tourism in South Africa and other regions, we need to ensure that we make our airline connectivity more efficient.

The second challenge with regards to sustainability and what Fair Trade does is related to jobs. Fair Trade Tourism advocates for decent working conditions in tourism. We always have these fantastic statistics that talk about job creation within tourism, but a job doesn't mean that it's a good job. There are a number of jobs out there that are not always sustainable because of the seasonal nature of the travel industry.

Could you cite a specific example of these statistics that highlight the disparity?

For example, in a place like Hazyview in Mpumalanga, South Africa, where the big Kruger Park is, there are a large number of land developments for private game parks. Around these areas you have enormous communities that all try to earn some income from the tourism and agriculture industries. A study reported that the Kruger Park benefits 40,000 people in terms of jobs and livelihoods. 40,000 people sounds great, only to realize that there's an excess of 2 to 3 million people living along the Kruger Park. This brings me back to what I was trying to say earlier on – we want to be able to create jobs that are sustainable, not 40,000 jobs that are seasonal.

In essence, the conservation agenda needs to change, we need to find time for conservation that can be invested directly into business development and create entrepreneurship opportunities within these communities.

How does Fair Trade Tourism directly promote ethical working conditions?

We want our clients to ensure that they are paying fair wages. We don't want them to use people from the community and underpay them or have them work for no money. One of our criteria is to ensure that they pay fair wages according to the Hospitality Act of South Africa. Another criteria we look at is supply chain policies and community development. We try as best as possible within the scope of certification to ensure that these businesses adhere to those criteria and benefit the community.

Has there been support from the public sector to promote your initiatives in the SADC?

There's always government support with regards to entrepreneurship and small business development. A small business cannot sustain itself unless it takes the initiative to move on after the funding stops. There are government programmes for social responsibility and entrepreneurship in business development, but it's limited and has a life span – the business needs to go on from there in order to be stable and sustainable.

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Looking at your customers, have you seen a rise in customers who prefer ethical holidays?



It's been nominal that the interest isn't what we'd like it to be. But we are reassured by the fact that more people are becoming aware of the concept of fair trade and sustainability in tourism and we certainly hope that with our practices and activities that will increase.

How has the Fair Trade Tourism certification impacted the businesses and operations of tourism enterprises? What are the indicators to gain this qualification?

Fair Trade's intervention through the certification process has a tremendous impact on the business development services we provide. Not all of those businesses go to the end point of certification but they've certainly benefited from enhancing their businesses through our business development services.

There were 11 countries selected in the SADC region for piloting tourism SCP. Could you give an example of one you are particularly proud of?



Mozambique is one of the countries that is absolutely trying their best, so much so that Dreamtime actually has them as part of their package tours. Madagascar, Botswana, Namibia, through their own labels, have a good element of sustainability practices. Botswana has actually got a national standard on sustainable tourism, and they pay for it, which means that they would go and certify businesses according to their national standard at no cost to the business to ensure that there's consistency in all the types of businesses in that country when it comes to sustainable practices.

Are there any plans to promote fair trade tourism to reach a wider customer base?

Absolutely. We are always in a constant drive for product acquisition. We try to market it as best as we can in whatever platform. We work with partnership organizations. We work with key stakeholders within the tourism industry. For example, we have the private sector voice of tourism in South Africa called the Tourism Business Council of South Africa. We advocate through their channel, through the private sector over and above the public sector.

Do you assess their performance in the long term?

Yes, the certification lasts for 3 years. On an annual basis we do checks with them to ensure that the certification is still valid. Being the small NGO that we are, we do as much as we can in terms of keeping abreast with our clients and ensuring that they have all the kind of assistance they need while they certify with us and certainly through the business development process.

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Will there be more SADC countries that will be involved in the near future?



Yes, the number is definitely growing. At the moment affiliated countries are Mozambique, Madagascar, Namibia and Tanzania. We are almost on the brink of signing a mutual agreement with Botswana and Kenya. Swaziland and Mauritius have spoken to us because they are currently finalizing their own national standards, they can't get Fair Trade certification in those countries yet, but it will certainly be done once their national standards have been approved and implemented.

Would you say then that sustainable tourism is becoming a priority in these countries?

Absolutely. Previously, when you talked about sustainability or responsible tourism, people used to think about saving the ozone layer or "tree huggers". That kind of understanding has totally transformed, and people are making better choices. The fair trade movement internationally is by far the biggest sustainability movement, and I think that is slowly but surely trickling down to Africa.

Could you elaborate on your partnership in terms of data sharing and information exchange with Dreamtime?

Dreamtime shares our principles on fair trade and sustainability so we're quite comfortable to allow them to be able to market and share our vision and market access for fair trade products. So essentially Fair Trade Tourism would approve tour operators like Dreamtime, to be able to package fair trade holidays or itineraries. A fair trade holiday essentially has to include 50% or more of bed nights on their itinerary. Dreamtime has been approved by us and has already got fair trade packages that are part of their holidays.

With respect to the goals of the 10YFP STP, is there any area you'd like the Programme to scale up?



For me, awareness - there's not enough awareness on sustainability and sustainability practices. We are just a mere drop in the ocean in South Africa and parts of Africa in terms of movement on sustainability. I think there's definitely a need and a wish for people to move towards sustainable practices but there's just not enough awareness around it and advocacy for it. The marketing and promotion of sustainability practices to all different stakeholders, whether it's a consumer or business, is vital.

Looking ahead, what are your long term goals for Fair Trade Tourism?

Certainly more awareness raising because inevitably that would be the roadmap to ensuring more sustainable practices and support for more businesses to be certified. Once the awareness is created, businesses would hopefully want to transition towards the fair trade certification process.

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Collaboration for Sustainable Tourism: a Destination Workshop in Marrakesh, Morocco

The Ministry of Tourism of Morocco held a national workshop on “Sustainable tourism and means of promotion and communication for the Moroccan destination” on 10 June 2015. The workshop aimed to introduce participants to the life cycle approach of sustainable tourism development, with a special focus on communication and promotion approaches of sustainable tourism projects. Tourism professionals, representatives of the National Tourism Board, media and academics from Africa and around the world participated in the workshop.

The first plenary session of the destination workshop on “Sustainability and life cycle approach” aimed at raising participants’ awareness of the importance of SCP patterns across the travel and tourism sector, as well as the role of lifecycle thinking and management to work towards a tourism sector that consumes less resources and has significantly less negative impacts on the natural and social environments.

The second plenary session of the workshop on “Promoting leading sustainable tourism projects and initiatives” put a spotlight on the importance of engaging all stakeholders in the promotion of sustainable tourism through targeted communication and marketing strategies. Through experts’ presentations and interactive discussions,



Plenary session on “Promoting leading sustainable tourism projects & initiatives”



For more information, visit
www.tourisme.gov.ma

Key Activity on PWA2

2.2.2. Identify workable models, policy drivers and incentives to promote participatory approaches to public, private and civil society

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the session provided participants an insight into successful approaches to building and sustaining a platform for sharing best practices.

The final part of the workshop, dedicated to thematic focus groups, explored ways to reinforce communication on sustainable tourism initiatives at the destination level.

» The first focus group discussed the opportunity to set a national framework reference that engages all actors towards SCP and aligns them with priority action areas of tourism sustainability in Morocco. One of the main suggestions that generated consensus among the participants is the idea of a “Moroccan Charter for

Responsible & Sustainable Tourism” to be approved and signed by main Moroccan tourism stakeholders representatives.

» The second focus group consulted the former recipients of “the Moroccan Sustainable Tourism Awards” (MSTA), and their strategies on increasing their visibility among the Moroccan tourism sector and promoting their initiatives internationally.

» The third focus group aimed at exploring the use of digital technology for sustainable sustainable tourism promotion. Participants exchanged views on a proposal to build a digital network, envisioned to be a platform for

showcasing successful initiatives and sustainability best practices, that will bring together sustainable tourism actors and their projects.

The workshop concluded with a closing session on sharing key lessons learned from each focus group and their agreed roadmap for launching the first actions towards better promotion of sustainable tourism in the Moroccan destination.



Focus group activities on setting a national framework reference for sustainable tourism



Panel Discussion



Audience discussion

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Raising the global standard - the GSTC Sustainable Tourism Program

Key Activity on PWA2

2.4.1. Promote the application of quality and sustainability standards at destinations (by using existing tools such as ETIS, GSTC etc.)



Training Partnership between GSTC and DASTA

The Global Sustainable Tourism Council (GSTC), the global initiative dedicated to promoting standards for sustainable tourism, now offers on-site training classes for tourism professionals around the world with the aim to raise awareness of the importance of sustainability practices across the travel and tourism sector.

Designed as a 3 to 4-day training course, the GSTC Sustainable Tourism Training Program offers participants a unique opportunity to gain in-depth understanding of the GSTC criteria and indicators. Participants also expand their knowledge on the requirements to achieve sustainable tourism certification through case studies, knowledge exchange and best practice examples of leading tourism enterprises and destinations.

In 2015, GSTC successfully carried out the program in various international locations, including Bangkok, Thailand, Jakarta, Indonesia and Guanajuato, Mexico with collaboration from local, national and regional partners.

Global courses

In Bangkok, participants from a number of Asian countries representing various

businesses and institutions honed their knowledge of sustainability in a 3-day training course focused on global trends and examples of viable sustainable tourism practices. Three trainers from Thailand's Designated Areas for Sustainable Tourism Administration (DASTA) became authorized to conduct the training class throughout Thailand in the Thai language on behalf of GSTC. The program was offered in association with the Asia Ecotourism Network (AEN) and the Pacific Asia Travel Association (PATA).

Following the World Tourism Day event held in Jakarta, two multi-day training sessions for key tourism officials and industry leaders from various destinations were carried out in partnership with the Ministry of Tourism of Indonesia. A key outcome has been an agreement forged between GSTC and the Ministry of Tourism to provide training support in the development of sustainable tourism policies and practices in Indonesia.

In Guanajuato, participants representing the travel and tourism sector in Mexico and Latin America addressed how the GSTC criteria have been implemented in destination management. The training process included a panel discussion with federal and local authorities across

the public and private sector discussing issues of empowerment, entrepreneurship, financial resources and tools to safeguard cultural heritage through tourism.

For 2016, the GSTC plans to continue expanding the Sustainable Tourism Training program with upcoming training events to be held in Cape Town, South Africa, Washington DC, U.S.A and Crete, Greece.



SUSTAINABLE TOURISM
TRAINING

For more information on the GSTC Sustainable Tourism Training program, visit

<http://www.gstccouncil.org>

[Global Sustainable Tourism Council](#)

[@GSTCouncil](#)

<https://www.flickr.com/photos/gstc/>



GSTC Sustainable Tourism Training program in Guanajuato

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Feature Interview

Synergy for Sustainability

The Sustainable Landscapes Consortium of the Rainforest Alliance

“The jungle is what gives us life,” shares Tomas Grefa, a member of the San Victoriano Cuyabeno local community in the Ecuadorian Amazon. “It is full of medicines, it’s like a pharmacy. We have everything - plants, food. We have always lived off the jungle.” This “jungle pharmacy” is in fact the Cuyabeno Wildlife Reserve in eastern Ecuador, one of the most fragile and biodiverse ecosystems in the country and one of the few protected areas in the world. Teeming with life, the 603,380 hectare-wide Amazonian paradise encompasses eight macro-ecosystems that include coffee-colored rivers, expansive lakes and lush rainforests. It is also home to 580 species of birds and a remarkable number of unique wildlife native to the region, including endangered species such as Amazon dolphins and manatees.

Key Activity on PWA3

3.1.2. Promote application of sustainable destination planning instruments, best practices, models, and procedures with an integrated approach



View of the Cuyabeno landscape

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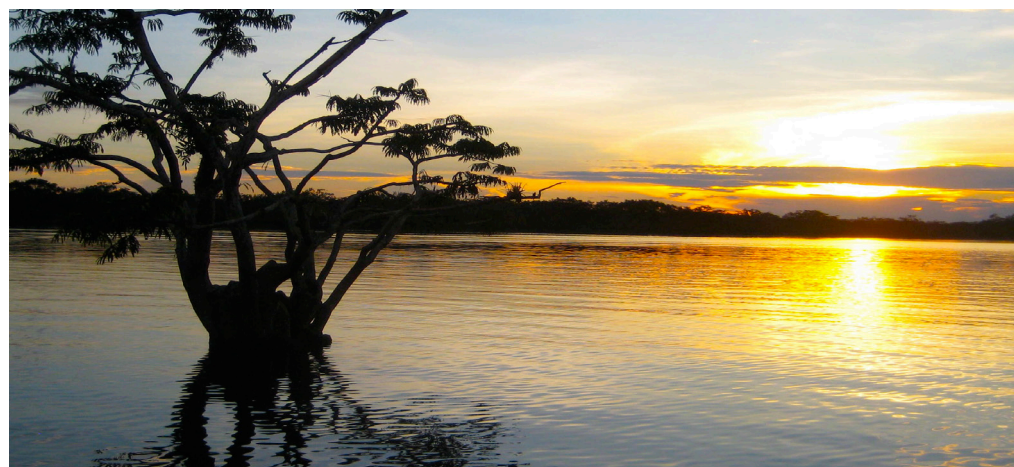


Rise in tourism

Over recent years, Cuyabeno has been seeing a steady rise in tourism, with an estimated 10 to 15% growth each year. In 2015, it welcomed about 15,000 tourists, or an additional 1,000 tourists a year.

With tourism showing no signs of slowing down, the Rainforest Alliance, a key partner of the 10YFP STP, created the Sustainable Landscapes Consortium - an innovative new model for sustainable tourism whose ultimate aims are to reduce tourism impacts, protect unique wildlife species, and generate sustainable economic alternatives for indigenous communities within the Cuyabeno Wildlife Reserve.

By adopting an integrated landscapes approach, the Consortium engages all actors across the tourism value chain, including local governments, producer associations, cooperatives and indigenous communities. These synergies between multiple stakeholders allow them to face problems and develop solutions together, based on local conditions and experiences.



Sunset on Cuyabeno lagoon

An integrated approach

“Our work in Cuyabeno generated great interest with the government,” says Veronica Muñoz, Rainforest Alliance’s Sustainable Tourism Manager for Ecuador. She shares that this integrated approach has actively brought together the Ministry of Environment of Ecuador (MAE), private sector enterprises and indigenous communities to jointly create solutions for more sustainable tourism in Cuyabeno.

“The Ministry of Environment decided to apply the planning tools we developed to other protected areas, and as a result,

we have developed the Destination Management Methodology, a guide to planning and organizing tourism activities within a protected area.”

It is the first time the Rainforest Alliance has worked closely with MAE, which has granted them key advantages such as permission to work within protected areas as well as develop two management tools that serve to organize tourism within these sites - the Visitor Management Plan and the Tourism Operations Manual.

“We try to address our everyday problems with these two tools,” says Veronica. “We

have included regulations in transportation, safety procedures, agreements between communities and the private sector, rules related to bird watchers and mammals, and guides on how to be a responsible tourist when you are inside the jungle.”

In partnership with the Ecuadorian government, the Rainforest Alliance’s pioneering work in Cuyabeno has been replicated in other protected areas in the Ecuadorian Amazon, including the Yasuni National Park and the Limoncocha National Biological Reserve.

Revitalizing culture

The indigenous Siona people, who own part of the land being developed as a tourist area, are active partners of the Consortium. While a few have been employed as tour guides in the lodges within Cuyabeno, a number of them are providers of river boats, the primary mode of tourist transportation around Cuyabeno. To support their ventures, the Rainforest Alliance has provided them with training programs focused on improving their management skills, including pricing and negotiating with the private sector and the Ministry of Environment.

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Sustainable Tourism PROGRAMME
Committed to drive the change

“Indigenous communities are part of the operations, they are part of the tourism value chain,” asserts Veronica. “They noticed that the tourists were growing and they now have a good possibility to work in tourism. Not only can they protect their land, they can also have a better livelihood.” She admits that engaging the communities in Cuyabeno proved to be a challenge at first, but as they became more involved in tourism activities, they soon realized the value of enhancing the quality of the services they provided, including improving safety procedures and the use of motorized transport.

More importantly, these communities have started to see tourism as a way of safeguarding their heritage. “They’ve seen that tourism is the only way that they can preserve and protect the areas that they have taken care of for hundreds of years.”

Bringing tourists closer to the communities has also helped revitalize and conserve some of the Siona’s cultural traditions, such as the use of traditional dress and knowledge sharing with a local shaman on the use of forest plants for medicine. Siona women have even revived traditional bread-making activities using manioc flour, a staple of many indigenous peoples of the Americas for centuries.

“Another kind of visitor”

Collaboration with the private sector has enabled the Rainforest Alliance to strengthen community initiatives in improving their business models. With greater demand for sustainably produced goods and services, local production of pineapples, yuca, manioc and corn increased. Handicraft projects such as Sani Warmi, a handicrafts production initiative, created more employment options for women in local communities.

Veronica believes that working with private enterprises has also helped introduce a shift in tourist behavior in Cuyabeno over the years. “Tourists have been visiting for 25 to 30 years. In the past, they didn’t have good practices - they would camp anywhere, they didn’t care about where they threw their garbage, cut parts of the forest and captured wildlife species,” she shares. Together with the private sector, they created more sustainable solutions including a change in water treatment, better garbage management, improved transportation safety procedures, better training for tour guides working inside the protected area, and more education for tourists on the value of biodiversity.

“That’s why I think Cuyabeno is now taking another kind of visitor; people that study and care about the environment. They are also willing to pay more for the services because there is better quality.”



A consortium for change

Veronica believes that the Sustainable Landscapes project has driven a positive change in sustainable tourism to Cuyabeno.

“It was very good for me to talk with the private sector and with the communities because now they have more knowledge and awareness to take care of the environment. They know they have to take care of the biodiversity because it’s the most important thing for their businesses and for sustainable tourism. We had to do many things, but we are now doing the right work to start that change - the change that we can see now.”



www.rainforest-alliance.org
[Rainforest Alliance](#)
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Cuyabeno Lodge from the air

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Small island destinations find solutions to adapt to climate change

Turquoise waters, sandy beaches, coral reefs teeming with vibrant fish – there is little wonder why small island destinations are some of the world’s top tourist hotspots. Yet small islands have become particularly vulnerable to the damaging impacts of climate change.

Frequent and extreme weather events, such as typhoons, droughts, floods, coastal erosion and unpredictable seasonal weather patterns pose serious risks to the fragile ecosystems of small islands. These risks affect the islands’ tourism sector - a main source of livelihood for many local communities.

Responding to these challenges, the United Nations Development Programme (UNDP) has been supporting governments, tourism businesses and local communities in the Maldives, Mauritius and Samoa – counted among the world’s most emblematic island destinations – to help them adapt and enhance their resilience in response to climate change.


www.undp.org
[United Nations Development Programme](#)
[@UNDP](#)
[United Nations Development Programme](#)
[UNDP](#)

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Resilient nations.

Key Activity on PWA3

3.1.4. Develop, share and interlink climate change mitigation and adaptation plans and foster integrated planning of vulnerable tourist zones (coastal zones, mountainous areas, etc.)



Maldives



Samoa



Typhoon impacts on a small island

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The Maldives - marshalling joint action by resorts and local communities

In the Maldives, the Tourism Adaptation Project, financed through the Global Environment Facility – Least Developed Countries' Fund (GEF-LDCF), has given small grants to repair eroded beaches, replant mangroves, raise awareness of their protective properties, improve waste management, and establish breeding platforms for a variety local bird populations. All these activities have been jointly implemented by resorts and local communities sharing the same atoll lagoons, helping them understand how adaptation to climate change positively impacts their businesses and livelihoods.

In line with this project, the Maldives Tourism Adaptation Platform (MTAP) was set up by the Maldives Ministry of Tourism to manage the grant schemes along with the membership of non-government partners, including the association of tourism industries, island councils and civil society organizations. The platform has not only allocated grants but also spearheaded stronger policy coordination. As a result of pilot activities, the project is developing a comprehensive policy guide to recommend practical solutions as a response to the challenges caused by climate change.

For more information:

Social media campaign:



https://www.facebook.com/MaldivesTourismAdaptationPlatform/info/?tab=page_info

Maldives' Ministry of tourism:



<http://www.touriam.gov.mv/?projects=tap-project>



Maldives: Kudafari Planting small grant project – supporting grouper and pearl farming as an alternative livelihood linking to tourism supply



Mauritius: Ecosystem based adaptation for protection of lagoon and coast - involvement of tourists in mangroves plantation campaigns

Mauritius - implementing adaptation projects in coastal zones

The coastal zones of Mauritius face irreversible damage from the onslaught of climate change, with accelerating sea level rise and the increasing frequency and intensity of tropical cyclones resulting in economic loss, humanitarian stresses, and environmental degradation. In response, a Coastal Zone Adaptation project funded by the Adaptation Fund has been tackling shoreline erosion issues, with a special focus on the Mon Choisy beach, a high-potential tourism area.

Detailed plans apply hybrid solution strategies such as beach nourishment, seagrass restoration and wave attenuation. Additionally, a voluntary marine conservation area will be created to protect nature and their ecosystem services. These measures are part of the National Coastal Zone Adaptation Strategy that addresses all perceived climate change risks with recommendations for supporting policies and regulations, including the Environmental Impact Assessment.

For more information:

Climate change adaptation in Mauritius' coastal zone:



<http://www.adaptation-undp.org/projects/af-mauritius>

Adaptation Fund:



<https://www.adaptation-fund.org/project/climate-change-adaptation-programme-in-the-coastal-zone-of-mauritius/>

Programme Work Area 3:

Fostering the application of guidelines, tools and technical solutions to improve, mitigate and prevent tourism impacts and to mainstream SCP patterns among tourism stakeholders

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Samoa - enhancing the resilience of local communities

In Samoa, a project implemented by the Samoa Tourism Authority, funded by GEF-LDCF, focuses on small to medium scale tourism operations that are run by local families offering beach accommodation, catering and recreational services mostly in the form of traditional ‘fale’, an open beach hut, and are connected to the many small villages around the coastline of the two main islands of Upolu and Savaii.

The project supports clusters of small operators at distinguished local destinations around the country’s coastline in order to establish management plans for Tourism Development Areas (TDAs). The plans integrate climate risks and adaptation measures prepared with local operators and communities and are fully aligned with key national strategies and plans. These plans include the Community Integrated Management Plans, the Integrated Watershed Management Plans and the Village Sustainable Management Plans.

On-the-ground measures were implemented to reduce shoreline erosion, enhance water supply and to climate-proof tourism-related infrastructure. Tourism operators have also been connected to the Climate Information and Early Warning System, which transmit warnings on extreme events and provide short term and seasonal forecasting as well as longer term projections on potential measures to tackle climate change impacts.

In addition, the project supports product diversification in the tourism sector as a measure of addressing both climate and economic adaptation. One example is the development of tourism sites and activities further inland, and the promotion of cultural and natural programmes, apart from traditional beach activities, in case of rainy and stormy weather conditions. Tourism operators have also been connected to the Climate Information and Early Warning System, which transmit warnings on extreme events and provide short term and seasonal forecasting as well as longer term climate projections on potential measures to tackle climate change impacts.

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Samoa: Community leaders and tourism operators at Manono presenting their 3D model built by the community and marked to discuss environmental and management issues and adaptation responses on the island and its surrounding lagoon area - a visual tool for destination planning.

For more information:

Photo story:

<https://undp-adaptation.exposure.co/a-warmer-welcome>

Enhancing climate-resilience of communities in Samoa:

<http://www.undp-alm.org/projects/ldcf-tourism-samoa>

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Jane Ashton

Key Activity on PWA3

3.1.4. Develop, share and interlink climate change mitigation and adaptation plans and foster integrated planning of vulnerable tourist zones (coastal zones, mountainous areas, etc.)

Walking the talk - making travel and sustainability inseparable

Flying Europe's most carbon-efficient airlines. Promoting greener and fairer holidays. Creating jobs and educational opportunities for local communities. Committing hotels to social and environmental good practices. It's an ambitious bucket list for achieving sustainability, but the world's leading tourism business is committed to achieving these goals within the next five years.

TUI Group has built a powerhouse organization with its vast portfolio of tourism businesses comprising over 300 hotels, 6 airlines, 13 cruise liners, 1,600 travel agencies and online portals, spread over 180 regions. Yet being at the top has not kept their feet off the ground, anchored by its core corporate philosophy that upholds a global responsibility to sustainability. As one of the industry's pioneers in sustainable tourism, with a commitment spanning over 20 years, TUI is guided by a vision to make travel and sustainability inseparable by minimizing environmental impacts, respecting cultures and people, and bringing economic benefits to local communities.

The commitment to sustainable tourism is enshrined in TUI's Better Holidays, Better World sustainability strategy for 2015 - 2020, geared towards a systemic change for more

sustainable tourism practices and policies. The strategy involves a three-pronged call to action: Step lightly, to reduce the environmental impacts of holidays through their operations; Make a difference, to catalyze positive change for people and communities through their value chain and customers, and Lead the Way, to pioneer sustainable tourism projects influencing the wider tourism industry.

With this strategy, TUI has defined ambitious goals by 2020, including operating Europe's most carbon-efficient airlines and reducing the carbon intensity of their operations by 10%, delivering 10 million greener and fairer holidays, and investing 10 million Euros per year by 2020 to enhance the positive impacts of tourism supported by the TUI Care Foundation.

In an exclusive interview, TUI's Director of Sustainability, Jane Ashton, shares the positive effects of sustainability on cost efficiency, customers and communities.

Literally millions of euros in cost-benefits over the years can be attributed directly to a systemic reduction of natural resources throughout our business supply and value chain.

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What is the business case for sustainability?

We have realized that the more effort we put into this area, the more benefits we experience. We are convinced that it is a better way of operating our business - better for us, our customers and our communities where we operate, and better for the environment.

To give you an example of some of the benefits we've realized – just focusing on reducing the use of resources such as carbon, water, food, waste, chemicals across our operations – gives us an immediate cost-benefit. Literally millions of euros in cost-benefits over the years can be attributed directly to a systemic reduction of natural resources throughout our business supply and value chain.

What about your customers – has there been a shift in customer behavior towards more sustainable travel?

From our research, we don't experience a high number of customers overtly asking for more sustainable holidays, yet it is something they care about and value in their holiday, and they appreciate a tour operator like TUI which is demonstrably addressing these issues.

I started working on sustainability around 2001 to 2002, between then and now I've seen a shift in overall societal expectations of all products and corporate behavior. Customers will be expecting companies with reputable brands – like TUI – to be looking at working conditions, environmental performance and community support in their supply chain. They're checking that we're reaching good standards, and not just the hotels, but also our excursions, and transport. They expect us to make carbon reduction targets and report on that transparently - that's the behavioral shift that is really marked in the last 10 to 15 years.



TUI is working to embed sustainability across the customer journey

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How have you enhanced the visitor experience through sustainable tourism?

In our experience, a focus on sustainability helps customers have a better and more authentic experience. One example of something we've piloted over the years is developing excursions called the TUI Collection, which specifically involve local communities – eating in local restaurants, going to places with outstanding natural beauty, interacting with communities. When we've asked customers what they like about these excursions - the sustainability, the local flavor and community attractions, and the transparent efforts to reduce environmental impact throughout the excursion, rate very highly in their satisfaction.

What synergies were created with local and government stakeholders in implementing the projects under your sustainability strategy?

We're very much aware that in order to make systemic change we need to collaborate with the right partners. We've selected and worked with partners over the years to form collaborations where we play to our strengths and they play to their strengths.

We continue to focus on the operations of our own businesses, but it's only through working with the right partners on the ground that we can actually affect change and maximize the benefits that tourism industries can bring to destinations.

For our Better Holidays, Better World sustainability strategy, collaborations are very high on our agenda – not only with NGOs but also with several business partners. We develop pilot projects, which we often mainstream and look at as win-win situations for the customers, for the tour operators and for the communities so they can get involved in the value chain. We've partnered with The Travel Foundation, GIZ, GSTC, who then engage local NGOs, local authorities and community groups and bring them to the table to develop projects which really respond to the local perspective and needs.

We have recently established the TUI Care Foundation as the channel through which to engage partners and scale up our destination projects.



The TUI Care Foundation supports a traditional wine growing business in Lanzarote which offers employment to young people with disabilities.

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In Jamaica, TUI supports projects to develop cultural excursions in collaboration with the Travel Foundation



Nearly 600 students have been trained at one of TUI's hotel schools in Morocco

Are there any other areas that TUI would like to be more involved in?

One area where TUI would particularly like to scale up is the role we can play in educating more local people to be able to work in the hotels. Youth education and formal vocational training for us is one of the key areas that we want to engage in.

We do have a lot of hotels within the TUI Hotels and Resorts portfolio - over 300 hotels now, which will be growing fairly significantly over the next few years. We've already got 3 or 4 examples of hotel schools where we can train local people to have vocation-based qualifications. It is interesting to see how important employment is as a benefit driver – probably the most important benefit of tourism in communities where we operate.

How has being part of the 10YFP advanced your work with sustainability so far?

I've been really encouraged by the way that UNWTO and UNEP have been actively working to bring together collaborations of some of the key organizations that are working in this space, and to actively try to scale up a lot of these initiatives that are going on.

The role of the UN and the 10YFP Programme could be to join up a lot of the great work and the great organizations that have been involved in this work so that it could really be scaled, particularly to bring in the local and national authorities – not just the tourism authorities but also the other departments that both impact and are impacted by sustainability. The increased linking to the UN Sustainable Development Goals is really playing an active role in helping governments create performance aligned to those goals. They create performance indicators appropriate to each destination that they can then take a baseline and measure progress on the indicators key to their destination. I think it's all about joining the dots and bringing the right people together to collaborate and shift the speed of change.



www.tuigroup.com/en-en
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TUI Group Corporate

Collective Impact

Join the Network
10YFP STP Partners

Annex

Portfolio of Activities of the 10YFP STP



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Collective Impact



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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 implement a variety of activities in sustainable tourism
- + 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
- + Build fundraising coalitions through flagship projects and apply for funding from the 10YFP Trust Fund

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.](#)

Contact

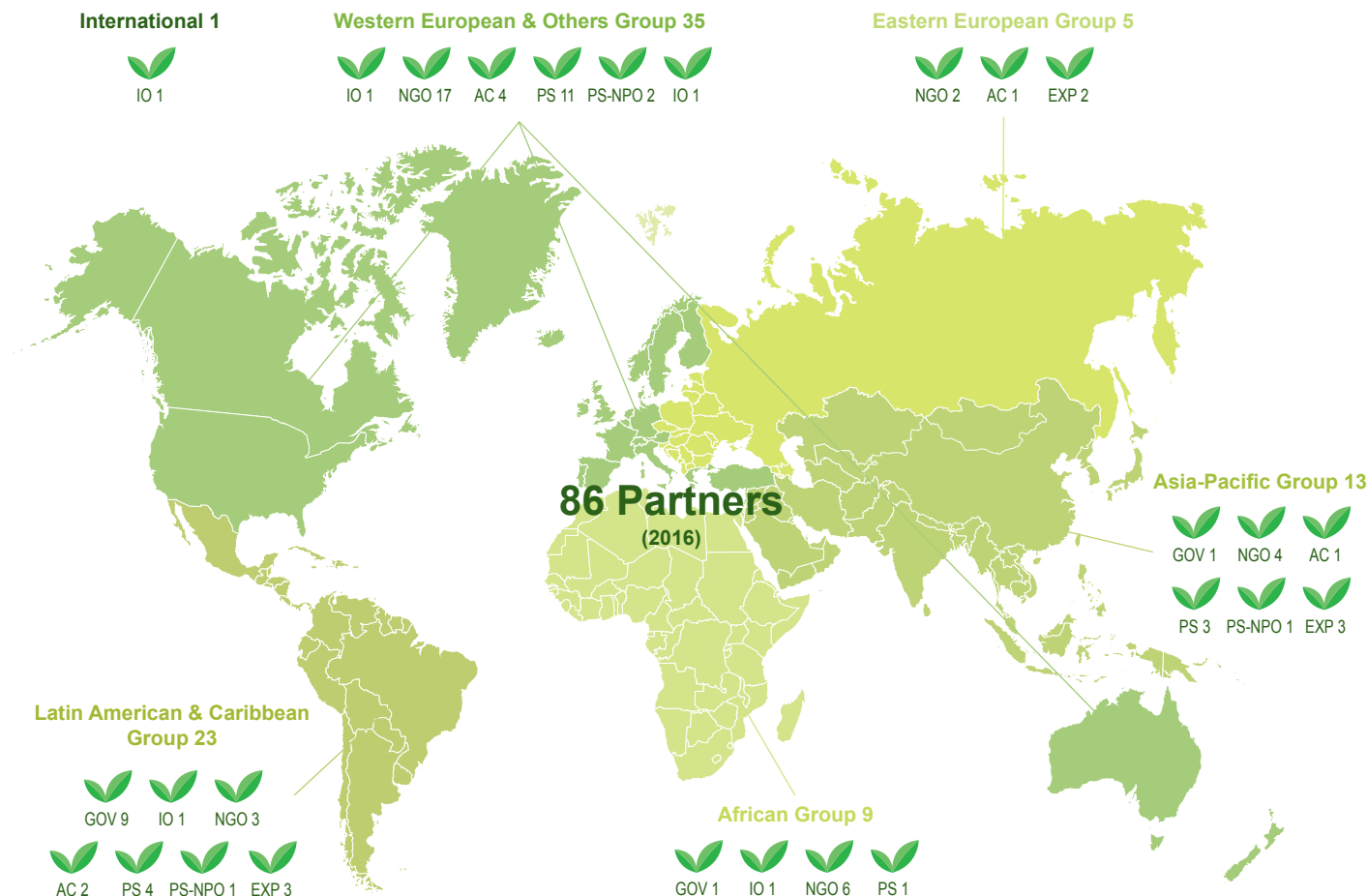
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🌐 <http://sdt.unwto.org/sustainable-tourism-10yfp>

🐦 @10YFP_STP

📘 10YFP Sustainable Tourism Programme



LEGEND

GOV: Government
IO: International Organization
NGO: Non-Governmental Organization
AC: Academia
PS: Private Sector (business oriented/ for-profit)

PS-NPO: Private Sector (industry association, business organizations/ not-for-profit)
EXP: Experts (technical centers and service providers)
NET: Networks (partnerships and consortia)
MDA: Media
Other



10YFP STP Partners

National, Regional or Local Governments and Agencies

- Bahamas, Ministry of Tourism and Aviation
- Brazil, Bonito City Hall
- Chile, Subsecretary of Tourism
- Colombia, Bogota Instituto Distrital de Turismo
- Costa Rica, Ministry of Environment and Energy (Department of Environmental Quality Management)
- Honduras, National Counsel for Sustainable Development
- Panama, Ministry of Environment
- Republic of Korea, Ministry of Environment
- Republic of Suriname, The Embassy of the Republic of Suriname in France
- Saint Lucia, Saint Lucia Tourist Board
- Uganda, National Environment Management Authority

International Organizations

- African Organisation for Standardisation (ARSO)
- Association of Caribbean States (ACS)
- Institut de la Francophonie pour le développement durable (IFDD)
- United Nations Office for Sustainable Development (UNOSD)

Non-governmental Organizations, Foundations, Civil Society

- Acteurs du Tourisme Durable, France
- African Union of Conservationists (AUC), Uganda
- Amigos de Sian Ka'an, A.C., Mexico
- Asociación Civil Generación Par, Argentina
- Association Nationale des Elus Littoral (ANEL), France
- Association Pinna for the Development and the Promotion of Ecotourism, Tunisia
- Brest Transboundary Infocentre, Belarus
- DEFISMED, France
- future.camp®, Switzerland
- EcoTrans, Germany
- European Alliance for Responsible Tourism and Hospitality (EARTH), Belgium
- Federation of Community based Tourism Organizations (FECTO), Kenya
- Fest Foundation, United Kingdom
- Green Pilgrimage Network, United Kingdom
- International National Trusts Organisation (INTO), France
- Island Sustainability Alliance CIS Inc., Cook Islands
- Japan Travel Bureau Foundation, Japan
- Linking Tourism & Conservation, Norway
- Organisation Internationale du Tourisme Social (OITS), Belgium
- Réseau des Grandes Sites de France, France
- Rural Tourism Network, Kenya
- Society for Sustainable Tourism & Development Inc. for Asian Ecotourism Network (SSTD), Philippines
- Sustainable Tourism Foundation Pakistan (STFP), Pakistan
- STPP, South Africa
- Tesouros de Galicia, Spain
- The Intasave Partnership, United Kingdom
- The Long Run (TLR), United Kingdom
- The Travel Foundation, United Kingdom
- Udyama, India
- WRAP, United Kingdom

Academic Institutions and Research Centers

- Federal University of Pernambuco (UFPE)
- Escuela de Ecoturismo, Universidad Andres Bello, Chile
- Institute for Tourism Research, University of Bedfordshire (INTOUR), United Kingdom
- Institut Français du Tourisme (IFT), France
- International Center for Responsible Tourism (IRCT), Leeds Beckett University, United Kingdom
- NATH, Inc., Myanmar
- The International Centre for Studies on Tourism Economy, University of Venice, Italy
- Russian International Academy for Tourism, Russia

Industry, Individual Companies, Private Sector Representatives - for profit

- Bromelia Consult, Brazil
- Club Méditerranée, France
- EVEA Tourisme, France
- Freedom - Explore Experience Empower, Australia
- Gutundgut gmbh, Switzerland
- Hannah's Beach Resort & Convention Center, Philippines
- International Centre for Responsible Tourism, Australia
- Jlag Europe, United Kingdom
- John Keells Maldivian Resorts Ltd., Maldives
- Les Villages Nature Val d'Europe S.A.S., France
- LightBlue Environmental Consulting, Thailand
- Pablo Estuardo Alarcón Figueroa, Guatemala
- Tourisk Inc., Canada
- Peninsula Papagayo, Ecodesarrollo Papagayo SA, Costa Rica
- Puravera S.L., Spain
- Spenceley Tourism and Development cc, South Africa
- The Tourism Company, United Kingdom
- Training Aid, Germany
- Tropic Ecological Adventures/Waponi, Ecuador

Industry Associations, Business Organizations – not for profit

- Brazilian Tour Operators Association (BRAZTOA), Brazil
- Dutch Association of Travel Agents and Tour Operators, Netherlands
- International Hotels & Restaurants Association (IH & RA), Switzerland
- Pacific Asia Travel Association (PATA), Thailand
- Roteiros de Charme Hotel Association, Brazil

Technical Centres, Service Providers and Experts

- Asia Society for Social Improvement and Sustainable Transformation (ASSIST), Philippines
- Centro Nacional de Producción Más Limpia, Colombia
- Centre for Sustainable Industrial Development, SPPC, Lithuania
- Grupo GEA, Centre of Ecoefficiency and Social Responsibility, Peru
- Industrial Research Institute/ Lebanese Cleaner Production Center (LCPC), Lebanon
- National Center for Sustainable Production and Consumption (NCSPC), Romania
- National Cleaner Production Center, Nicaragua
- Social and Environmental Responsibility Centre (SERC), Bulgaria
- Vietnam Cleaner Production Centre (VNCPC), Vietnam

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Programme Work Area 3 (Outcome 3):		Fostering the application of guidelines, tools and technical solutions to improve, mitigate and prevent tourism impacts and to mainstream SCP patterns among tourism stakeholders										Programme Coordinators:				France / Morocco
Objective:	Research and exchange best practices and experiences to identify existing and effective sustainability tools and the requirements to overcome bottlenecks for further and more effective application. A whole-of-industry approach will ensure the consideration of destination specific priority areas and a shift among consumers from acknowledgement to action. Destinations and the private sector are actively pursuing the potential of introducing key green technologies to enhance competitiveness.															
Outcome Indicators:																
Sub-Programmes (Outputs)	Key Activities	Portfolio 2015														
		Action		Output Indicators	10YFP STP Stakeholder Reporting	Other Stakeholders Participating (mark implementing agency if different from reporting entity)	Link	Timeline								
								2015								2016
							M	J	J	A	S	O	N	D	➔	
3.4. Influence consumers towards sustainable buying decisions and travel behaviours	3.4.1. Develop sustainable tourism campaigns addressed to tourists and citizens 3.4.2. Raise consumer awareness of sustainability measures being taken in a destination or company at point of experience															
		3.4.2.a.	Continue with Follow the Frog campaign in partnership with The Guardian	-Number of page views; page views distribution per country; engagement rate; social media fans/followers and email increase	-Rainforest Alliance	-The Guardian and partnet companies										
		3.4.2.b.	Include content on sustainable tourism in Rainforest Alliance's social networks, publications and website	-Number of page views; page views distribution per country; engagement rate; social media fans/followers and email increase	-Rainforest Alliance											
	3.4.3. Support the development of systems which incentivise consumers to take on more sustainable behaviour															
	3.4.4. Engage tourism providers (especially online travel agencies and web platforms) to promote and to transition towards sustainable tourism	3.4.4.a.	Establish alliances with online booking engines and others to highlight Rainforest Alliance CertifiedTM hotels and operators in Latin America.	-At least 3 partnerships established-Online traffic generated to Rainforest Alliance CertifiedTM businesses through those online partners (targets to be defined in 2016)	-Rainforest Alliance	-Targeted online partners										
	3.4.5.Improve consumer´s access to information about sustainable destinations and businesses	3.4.5.a.	Launch profiles of Rainforest Alliance CertifiedTM hotels and operators in an interactive global map available on the main Rainforest Alliance website	-Global maps with profiles of Rainforest Alliance CertifiedTM tourism operations launched-Online traffic generated to Rainforest Alliance CertifiedTM businesses through the map (targets to be defined in 2016)	-Rainforest Alliance											
		3.4.5.b.	Collaboration agreement with TRIVAGO portal to measure impact of sustainability certification scheme in certified hotels in Chile	-Agreement with TRIVAGO signed in 2016 leading to the measurement of impacts of certification in hotels	-FEDETUR	-TRIVAGO	3.4.5.b.									



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