The role of a net positive approach for tourism

2023 Global INSTO Meeting
UNWTO Headquarters, 21-22 November 2023
Biodiversity is vital for tourism

A direct attraction at the heart of nature-based tourism products and activities

If sustainably managed, tourism has the unique ability to spur environmental responsibility and conservation.
65% of the 80 policies reference the term biodiversity or biological diversity at least once.

51% reference the term biodiversity or biological diversity in the context of these assets being visitor attractions.

34% reference tourism as a positive force in biodiversity conservation.

21% reference biodiversity as an area of potential impact from tourism.
PROMOTING BIODIVERSITY ACTION ON TOURISM
UNWTO report: The Integration of Biodiversity in National Tourism Policies

Objectives:

- To maximize a mutually beneficial relationship between tourism and biodiversity conservation
- Based on the review of 80 National Tourism Policies
- To understand if they prioritize the conservation and sustainable use of biodiversity.
UNWTO report: The Integration of Biodiversity in National Tourism Policies

FINDINGS:

• 65% of the 80 policies reference the term biodiversity or biological diversity at least once
• 51% reference the term biodiversity or biological diversity in the context of these assets being visitor attractions
• 34% reference tourism as a positive force in biodiversity conservation
• 21% reference biodiversity an area of potential impact from tourism
Kunming-Montreal Global Biodiversity Framework (GBF)

What it means for our sector?

TARGET 14: MAISTREAMING, full integration of biodiversity safeguards into operations and decision-making.

TARGET 15: ASSESSING AND REDUCING IMPACTS, to progressively reduce negative impacts on biodiversity and biodiversity-related risks, and increase [nature] positive impacts.

TARGET 16: PROMOTING SUSTAINABLE USE, sustainable consumption choices are enabled, and food waste reduced by half.
Nature Positive Tourism Partnership

- UNWTO, WTTC and SHA
- Committing the sector to contribute effectively to reverse biodiversity loss and achieve a nature-positive world by 2030
- For a future where our sector not only adopts nature positive actions but helps restore and regenerate
- Supporting the implementation of the Kunming-Montreal Global Biodiversity Framework (GBF)

Launched at CBD COP 15, Montreal, December 2022
Unsustainable tourism practices can have significant impacts on biodiversity. The commitment and role of tourism as a leading sector, to halt and reverse biodiversity loss and to protect and restore nature is critical.

• Net Positive Alliance launched at the UN Biodiversity Conference (COP 15) for the sector to contribute effectively to reverse biodiversity loss and achieve a nature-positive world by 2030.

THANK YOU

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