



PRESS RELEASE

New manual presents guidelines on sustainable tourism and management in sensitive biodiversity areas

Montreal, 3 July 2015 – Enforcing the notion that a healthy natural environment is one of the world’s most important tourism attractions, and that visiting nature serves to heighten awareness of its intrinsic value for us all, a new manual launched by the Secretariat of the Convention on Biological Diversity (CBD) presents guidelines on sustainable tourism and management.

Geared towards being both practical and accessible, *Tourism Supporting Biodiversity: A Manual on applying the CBD Guidelines on Biodiversity and Tourism Development*, highlights the important role tourism plays for biodiversity and aims to improve knowledge and materials to better integrate biodiversity into sustainable tourism development.

“The manual is a reference tool for planners, developers, managers and decision makers involved with tourism development and resource management in areas of sensitive biodiversity,” said Braulio Ferreira de Souza Dias, CBD Executive Secretary. “The purpose is to help them to mainstream biodiversity concerns and ecosystem services within sustainable tourism development.”

With its emphasis on management and governance, the manual, prepared as a result of experiences compiled by the Secretariat and decisions taken by countries at the eleventh and twelfth meetings of the Conference of the Parties to the CBD, reflects a wider perspective on approaches and experiences in sustainable tourism development and management. It serves to complement the more technical *User’s Manual on the CBD Guidelines on Biodiversity and Tourism Development*, published in 2007.

The manual is the result of a collaboration between the CBD Secretariat, the United Nations World Tourism Organization (UNWTO), the United Nations Environment Programme (UNEP), the International Union for Conservation of Nature (IUCN), and some 140 experts from around the world to identify current trends and upcoming issues and opportunities on the links between sustainable tourism development and the CBD agenda, and is meant to be used as a transformative tool for sustainable consumption.

“UNEP appreciates the collaboration and looks forward to replicating and improving the useful experiences listed in the manual at regional and local levels through activities and projects with partners



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and the tourism sector”, said Arab Hoballah, Chief of the Sustainable Consumption and Production Branch in the Division of Technology, Industry and Economics of UNEP. “Lessons learned can then be shared with Parties to help deliver a transformative change and transition to a truly inclusive green economy.”

“The focus is on the tourism sector to stop biodiversity loss,” said Dirk Glaesser, Director of UNWTO’s Sustainable Development of Tourism Programme. “It is also an enormous opportunity to engage with the more than one billion tourists travelling internationally and accelerate their preferences for more sustainable tourism products.”

The attention of CBD Parties to biodiversity and tourism development forms just one part of a wider international movement to promote and enhance the sustainability of the tourism sector. The manual, prepared in coordination with IUCN’s groundbreaking new publication, *Tourism and Visitor Management in Protected Areas: Guidelines for Sustainability*, with both publications providing a solid base for capacity-building and cooperation activities, was supported by the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety of the Government of Germany. Project leader Nicola Breier, Head of the Ministry’s Marine Biodiversity unit, said, “Germany is glad to have contributed to this effort also by sharing its diverse experiences in making sustainable tourism work for nature. We hope that this manual, as a tool to promote travel practices that benefit biodiversity, will be widely used by practitioners in the tourism sector.”

The manual is available online at: www.cbd.int/tourism/doc/tourism-manual-2015-en.pdf

Notes to Editors

The Convention on Biological Diversity (CBD) opened for signature at the Earth Summit in Rio de Janeiro in 1992 and entered into force in December 1993. The Convention on Biological Diversity is an international treaty for the conservation of biodiversity, the sustainable use of the components of biodiversity and the equitable sharing of the benefits derived from the use of genetic resources. With 196 Parties up to now, the Convention has near universal participation among countries. The Convention seeks to address all threats to biodiversity and ecosystem services, including threats from climate change, through scientific assessments, the development of tools, incentives and processes, the transfer of technologies and good practices and the full and active involvement of relevant stakeholders including indigenous peoples and local communities, youth, NGOs, women and the business community. The Cartagena Protocol on Biosafety and the Nagoya Protocol on Access and Benefit Sharing are supplementary agreements to the Convention. The Cartagena Protocol, which entered into force on 11 September 2003, seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 170 Parties have ratified the Cartagena Protocol. The Nagoya Protocol aims at sharing the benefits arising from the utilization of genetic resources in a fair and equitable way, including by appropriate access to genetic resources and by appropriate transfer of relevant technologies. It entered into force on 12 October 2014 and to date has been ratified by 62 Parties. For more information visit: www.cbd.int. For additional information, please contact: David Ainsworth on +1 514 287 7025 or at david.ainsworth@cbd.int; or Johan Hedlund on +1 514 287 6670 or at johan.hedlund@cbd.int
