

# MAINSTREAMING BIODIVERSITY INTO TOURISM DEVELOPMENT

## Report on Status, Trends and Relevant Activities (complement to CBD/COP/14/INF/1)

Secretariat of the Convention on Biological Diversity, World Tourism Organization, November 2018

### I. Introduction

Decision XIII/3, paragraphs 109 (d,e,f,g) and 111 (b) requested the Secretariat to compile information from various sources to support Parties in decision-making for sustainable tourism development and rural community tourism, including existing guidance, tools, and messaging approaches on biodiversity mainstreaming. To this end, the Secretariat and the World Tourism Organization (UNWTO):

- Researched available information and reached out to other United Nations agencies such as UN Environment (UNEP) and the UN's Educational, Scientific and Communications Organization (UNESCO), to international organizations such as IUCN and global NGOs, and to a network of experts, to identify the status and latest trends in sustainable tourism as related to the CBD agenda and recent decisions;
- Compiled the results of reports on celebrations around 2017, as the UN's International Year of Sustainable Tourism for Development, as a special year for mainstreaming biodiversity into tourism planning and operations; the wide range of activities reported allows for a global view of the status and perspectives on the subject; and
- The Secretariat of the CBD also collected and summarized input from Parties through a survey distributed via Notification 2018-070 sent on 9 August 2018, asking for input by 30 September 2018. The survey focused on the adoption of new policies, programmes and frameworks, generation and use of information on the positive and negative impacts on biodiversity of tourism for decision-making, promotion of capacity-building on development and implementation of financial instruments, such as entrance and tourism service fees, concessions and licenses, use of various communication, education and public awareness tools, in particular on rural community tourism and sustainable ecotourism activities and operations.

This report and analysis offers background on relevant and guiding UN frameworks (section II), short summaries and updates on the most relevant global, regional and national initiatives and programmes (section III), an analysis of globally relevant initiatives from the perspective of the CBD agenda (III), information on the Sustainable Tourism Programme of the UN's 10-Year Framework of Programmes on Sustainable Consumption And Production Patterns (IV), contributions of the Secretariat of the Convention on Biological Diversity (V), outcomes of the survey with Parties (VI) and suggested conclusions (VII). A brief summary and section VI have been submitted to the fourteenth meeting of the Conference of the Parties as part of information document CBD/COP/14/INF/1, on updates on mainstreaming progress in the sectors of agriculture, forestry, fisheries and tourism.

### II. Background

In the outcome document of the UN Conference on Sustainable Development, held in Rio de Janeiro, Brazil, from 20 to 22 June 2012, entitled "The Future We Want" (A/71/173), the General Assembly stressed that the interactive, cross-cutting nature of the tourism sector allowed it to create linkages with other sectors and make significant contributions to the three aspects of sustainable development: economic, environmental and sociocultural, thus placing tourism high in priority in the implementation of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals. It further stated the need to support and invest in sustainable tourism activities and relevant capacity-building to empower small and medium-sized enterprises and indigenous communities by improving local welfare and livelihoods through the promotion

and conservation of the environment, wildlife, flora, biodiversity, ecosystems and cultural diversity. The role of tourism is specifically included in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production patterns and sustainable use of oceans, seas and marine resources, respectively. The cross-cutting nature of tourism, however, positions it to support all 17 Goals.

As a sector which depends so much on the natural environment, travel and tourism accounts for an estimated 5% of global CO<sub>2</sub> emissions. The sector consumes vast quantities of resources – for instance, tourism can strain freshwater resources, with tourist facilities using between 100 to 2,000 litres per guest, per night, far more than most local populations. Land use change and habitat degradation for resort development, energy consumption, food waste, and overall waste management are also pressing concerns.

Sustainable tourism is defined by the UNWTO as:

- tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems, and
- a process which meets the needs of present tourists and host communities whilst protecting and enhancing needs in the future.

### ***Tourism in Numbers***

- **Tourism contributes 10% of the world's GDP and 30% of exports in services globally;**
- **There were 1.326 billion international arrivals in 2017; 3.8% is the forecast annual growth in international arrivals up to 2030**
- **Total international tourism receipts reached 1.340 billion USD in 2017**
- **1 in 10 jobs worldwide are provided by tourism**

(UNWTO, 2017, updated via UNWTO Barometer October 2018)

## **III – GLOBAL, REGIONAL AND NATIONAL INITIATIVES AND PROGRAMMES**

### **International Year of Sustainable Tourism for Development, 2017**

The UN General Assembly in its resolution 70/193 proclaimed 2017 the International Year of Sustainable Tourism for Development and invited UNWTO to collaborate with governments, relevant organizations of the UN system, international and regional organizations and other relevant stakeholders to facilitate the implementation of the International Year.

Celebrations of the IYST benefitted from a Steering Committee, chaired by Samoa and consisting of 29 members from the public, private and civil sectors and academia, to guide and advise on activities. A Website was developed by UNWTO in three languages with a map of celebrations as well as spaces to share solutions, stories and knowledge on sustainable tourism ([www.tourism4development2017.org](http://www.tourism4development2017.org)), as well as a set of resources including social media materials as well as other audiovisual resources including the official IY2017 logo (available in five languages). The Secretariat collaborated with UNWTO and other agencies as reported below. The Year's achievements included 113,000 sessions and 71,000 users on the website, 410 dedicated events, 56 new cases of most effective practices, 30 additional knowledge sources and 45 publications, as well as a good level of outreach in social media with 12,713 followers on Facebook;

3,099 on Twitter and 10,450 views on YouTube. The campaign, with an estimated investment of over 15 million USD and mobilizing up to ten times more in indirect funding, also developed a consumer campaign ('Travel – Enjoy - Respect') aimed at raising awareness among travelers of their ability to promote positive change. The campaign includes a video, a set of tips elaborated by the World Committee on Tourism Ethics in all official languages and a consumer facing microsite in three languages ([www.travelenjoyrespect.org](http://www.travelenjoyrespect.org)).

### **Sustainable Tourism Observatories**

In 2004, UNWTO launched the Global Observatories on Sustainable Tourism, now known as the UNWTO International Network of Sustainable Tourism Observatories (INSTO), to provide policymakers and tourism managers with a framework for regular gathering, analysis and communication of information related to tourism's impacts on the environmental, social and economic aspects of destinations. The goal of the Network is to support the development of better sustainable tourism policies through evidence-based decision-making in destinations around the world.

To connect destinations and foster knowledge-exchange, UNWTO hosts annual Global INSTO Meetings, at its headquarters in Madrid, Spain, where new, already established and interested destinations as well as other interested tourism stakeholders exchange experiences, learn best practices and advance together in their monitoring efforts. The content of the annual INSTO meetings changes annually to reflect the advances within the field of tourism measurement as the sector is currently experiencing a consolidation of measurement efforts at the local level, moving towards more strategically aligned and integrated approaches.

The 2018 Global INSTO Meeting was held on 22-23 October. As in previous years the meeting featured a mentoring breakfast designed to assist interested participants to better understand the process of becoming an observatory, gain insight into the work of INSTO and interact with existing observatories of the network. At this year's meeting, tourism stakeholders exchanged knowledge on achievements and challenges in measuring social, environmental and economic tourism impacts at destinations. In keeping with UNWTO's priority of promoting technological innovation that fosters sustainable tourism, participants took part in three workshops on the potential of geo-referenced information for destination planning.

The 2018 Global INSTO Meeting also accepted two new observatories to the network – Panama City, Panama and South Tyrol, Italy – taking INSTO's membership to twenty-four observatories worldwide.

### **Sustainable rural tourism, indigenous peoples and local communities**

Effective indigenous, rural and local approaches to tourism development as a means for the conservation of biodiversity and protection of cultural uses and assets should be taken into account in national-level strategies, plans and policies, especially for the tourism sector. Likewise, biodiversity-related work with indigenous and local groups has frequently favored tourism as a strategy for empowerment. The fifth national reports of various Member States to the Convention on Biological Diversity submitted in 2014 highlighted that well-integrated indigenous, rural and local tourism development contributed to biodiversity conservation and the promotion of environment protection. Whereas reports on indigenous tourism are more centered in parties with a significant indigenous population, such as Australia, New Zealand, Bolivia, Brazil, Peru, Ecuador and Argentina, the incidence of rural tourism is more widespread and global.

Rural development and infrastructure projects have also increased tourism opportunities, including visits to indigenous communities. Since the 2008 - 2012 Indigenous Tourism and Biodiversity Website Awards organized by the Secretariat of the CBD with support from the Heidehof Foundation (see <https://www.cbd.int/tourism/Award.shtml> and <https://www.cbd.int/tourism/Award2010.shtml>), indigenous peoples and local communities across the world have taken up sustainable tourism activities to an unprecedented level. As an indication, of the 54 communities participating in a World Bank Indigenous Community Development Project in Argentina in 2015, 75% chose to invest in tourism for one of the two projects financed by the project. Tourism investments have led to a new, empowering and sustained source of income for the indigenous peoples and traditional communities. The sustainable travel portal Planeta.com

organized its Indigenous Peoples Week's seventh annual celebration of social web storytelling about indigenous peoples and tourism in August 2017, with 33 postings of activities and other links.

The World Indigenous Tourism Alliance (WINTA) was founded to create and support an international network of indigenous individuals and groups dedicated to tourism development. Cooperating with the Pacific Asia Tourism Association (PATA), WINTA developed guidelines and practical checklists for indigenous tourism development. The 2016 "Larrakia Declaration" signed by those institutions contains a principle stating that "indigenous culture and the land and waters on which it is based, will be protected and promoted through well-managed tourism practices and appropriate interpretation." G Adventure, one of Canada's leading tour operators, supported by its Planeterra Foundation, has cooperated with various partners to develop guidelines for indigenous tourism which also stress "conserving natural and cultural resources, and assist communities to steward and protect these assets, which form the basis of their tourism business".

The last 35 years have seen a growth in rural tourism as urban populations increasingly seeking leisure and relaxation in the countryside. Changes to the countryside, increasing globalization, and growing competition between traditional locations and new destinations have raised tourist expectations, encouraging travel to places less well known. Rural areas around the world are offering opportunities ranging from traditional countryside activities, walking, mountaineering, cycling, horse riding, angling, bird watching and foraging, to the increasingly popular watersports of kayaking and canoeing. This category includes activities such as agritourism, ecotourism, visits to aboriginal communities, cultural and adventure tourism, sport, scientific and educational tourism, as well as health, well-being and gastronomic tourism. In Europe, this phenomenon has been consolidated over time, beginning in the late eighties.

Tourism spending by visitors in the English countryside, for instance, amounted to £12 billion annually and supported 380,000 jobs in 2016, also as one quarter of all holiday stays by British people in England are in the countryside, which provides 39% of the known accommodation capacity in England. In the EU, 36 % of nights spent by tourists in 2014 were in rural areas.

However, the direct economic benefits from tourism to indigenous peoples and local communities are rarely as great as hoped. At the Yewae Visitor Center in the Colombian Amazon, while the communities receive around 10% of the center's net income as equity partners and twenty community members enjoy full time employment, the community pays a high cultural and environmental cost. The number of visitors has doubled in the past four years, which means more pressure on natural resources to produce crafts and food for tourists. Visitors also expose indigenous communities to a new level of consumerism and, for better or worse, the economic benefits also lead to new needs: flash lights, electronic tools and excessive consumerism. In only five years the younger generations are showing a new and marked disinterest in using the Tikuna language, and in being or looking Tikuna. Increased participation in the cash economy and decreasing biodiversity can result even from a sensitive and responsible tourism sector.

On one hand tourism provides the strongest economic driver to restore, protect and promote indigenous and rural cultures, and on the other hand it can also diminish and destroy those cultures especially when tourism activities impinge on the rights to land and self-determination. World Bank specialists have concluded that tourism can benefit indigenous peoples and local communities when it is well-managed, and when the following guidelines are respected:

1. Project scale – keep the project small, the community should stay in control;
  2. Project type – stress participation in community activities - eco tourism will bring in more "responsible tourists";
  3. Market tourism by relating directly to conservation efforts and to sustainable biodiversity;
  4. Develop tourism as part of a livelihood strategy for individuals and for the community;
  5. Develop tourism hand in hand with the revitalization of indigenous culture;
  6. Assure management and control of tourism throughout the region by indigenous organizations;
- and

7. Consolidate indigenous demands of territory, identity and autonomy in any and all tourism projects.

### **Sustainable Tourism in Islands and Small Island Developing States (SIDS)**

Island biodiversity is essential for development and quality of life of their residents, even more than in other environments, due to the natural geographical restrictions, and the higher levels of fragility and endemism. For SIDS, moreover, there is direct and critical dependency of local communities on biodiversity and related ecosystem services (food, fibers, construction materials, medicine, livelihood, etc.) The TEEB study indicated that the general level of dependence on biodiversity is inversely related to GDP, i.e. the more developed a society, the less it may depend directly, daily, on the benefits from biodiversity. Moreover, islands and SIDS often possess the natural attractions (beaches, coral reefs, nearby mountains and others) and cultural traditions that make tourism destinations feasible. Finally, and particularly for SIDS, there are serious restrictions on other forms and sectors of economic development beyond subsistence livelihoods.

This is why this sector has become the main economic activity for many SIDS, creating much needed job opportunities and bringing in important income and foreign exchange earnings. The number of international tourists visiting SIDS destinations increased from 28 million in 2000 to 44 million in 2016. In the same period, exports from tourism grew from US\$ 26 billion to US\$ 58 billion. Tourism accounts for over one quarter of the Gross Domestic Product (GDP) in at least seven SIDS and represents 9% of the overall exports. Tourism has been key in the graduation of Samoa, Seychelles, Cabo Verde and the Maldives from Least Developed Country (LDC) status.

The commonality of SIDS Parties' challenges and expectations in the CBD and their critical mass in a consensus-driven legal instrument (43 Parties or 22% of Parties), as well as their cohesiveness as a UN group have made it possible for them to fully use the CBD as a cooperation and advocacy platform. The adoption of the Programme of Work on Island Biodiversity (PoWIB) in 2006, and its in-depth review in 2012 through decision XI/15, has given them a natural channel for coordination. The PoWIB includes activities related to sustainable tourism in its goal 4, and particularly in its priority actions listed on item 4.2.5.

More recently, UNWTO co-organized Conferences on Sustainable Development of Tourism in Islands in 2013 and 2014 in Reunion Island and Nassau, which resulted, respectively, in the adoption of the Réunion Island Declaration on Sustainable Tourism in Islands and the Nassau Declaration on Tourism as a Key Sector for Development in Island States.

Subsequently, UN-led negotiations around the 3<sup>rd</sup> International SIDS Conference led to the adoption of the S.A.M.O.A. Pathway in September 2014, which recognizes, in its paragraph 30, that sustainable tourism represents an important driver of sustainable economic growth and decent job creation and recommends the following actions related to biodiversity:

- Diversifying sustainable tourism through products and services, including large-scale tourism projects with positive economic, social and environmental impacts and the development of ecotourism, agritourism and cultural tourism;
- Designing and implementing participatory measures to enhance employment opportunities, in particular of women, youth and persons with disabilities, including through partnerships and capacity development, while conserving their natural, built and cultural heritage, especially ecosystems and biodiversity;
- Establishing an island, food and sustainable tourism support initiative based on community participation, which takes into consideration ethical values, livelihoods and human settlements, the landscape, the sea, local culture and local products, in collaboration with the World Tourism Organization, the United Nations Development Programme, the United Nations Environment

Programme, the United Nations Human Settlements Programme, the Food and Agriculture Organization of the United Nations, the United Nations Educational, Scientific and Cultural Organization, regional development banks and regional and national agricultural, cultural, environmental and tourism authorities where they exist;

- Establishing and maintaining, where necessary, the governance and management structures for sustainable tourism and human settlements that bring together responsibilities and expertise in the areas of tourism, environment, health, disaster risk reduction, culture, land and housing, transportation, security and immigration, planning and development, and enabling a meaningful partnership approach among the public and private sectors and local communities.

### **Tourism and Protected Areas**

Since the late 80s, consistent research has proven that some protected areas provided with minimal infrastructure and access can be magnets for tourism development. Most Parties to the CBD have at least one national park attracting significant visitation and tourism– and generating significant revenue for the private sector in the destination, and related taxes to the local communities. When well-managed, attractions in the park or around it can return parts of the revenue generated in a small part of the area to offset the maintenance and operational cost of not only of the target park, but of a network of protected areas– and even cover needed visitor impact management capital investments, always as a complement to the appropriate public allocations. In fact, one of the most effective natural capital valuation techniques for protected areas (the contingency method) is based on the willingness of visitors to pay to experience the area as a tourist.

Very rarely, however, does the revenue captured even being to cover the cost of visitation and tourism, let alone the mitigation of impacts and restoration of ecosystems. In addition, even when a small part of the revenues is captured by the park agency, the investment of these resources is most often centrally defined and rarely covers the complete and actual cost of maintaining and restoring the park itself. Only around 10 Parties to the CBD have been able to set up park tourism systems that, through a feasible concessions and partnerships programme, pay back over 10% of the operating cost of national networks of protected areas. The perceived barriers are often institutional, legal and cultural, and are also due to difficulties in identifying feasible investment opportunities, lack of capacity on both sides for partnership development, and legal situations involving the handling of public revenues and contracts. Many of these difficulties could be minimized through effective capacity building and technical and scientific cooperation.

As the organization hosting several related programmes (the Man and the Biosphere programme, the World Heritage Convention, and the Global Geoparks Secretariat, as well as related research and education), UNESCO has been active on the issue. In 2015, in the context of its World Heritage and Sustainable Development Programme, UNESCO's World Heritage Centre produced a set of easily accessible 'How To' guides which together make up the World Heritage Sustainable Tourism Toolkit. The guides focus in particular on best practice approaches to sustainable economic development through tourism. UNESCO's Man and the Biosphere (MAB) Programme with its 669 sites in 120 countries has been a pioneering laboratory for sustainability since it was set up to foster economic development that is mindful of the need to preserve the environment and natural resources.

In December 2017 the UNESCO Chair and the UNITWIN-UNESCO network have produced relevant guidance on digital technologies such as Webanalytics and Big Data analysis to enhance tourist experiences at World Heritage sites, using diverse sources such as logfiles, social networks, mobile devices, apps and official databases.

UNESCO also designated 119 Global Geoparks, as important geological, natural and historical areas, in 33 countries. Likewise, UNESCO's Network of 116 Creative Cities in 54 countries is promoting action and innovation in tourism. For more information on the CBD/IUCN guidelines on tourism concessions and

partnership, and on the UNESCO/CBD Programme on Links between Biological and Cultural Diversity, please see below.

### **The UN World Tourism Organization's 2016 global implementation survey**

Early in 2016 UNWTO produced a wide-ranging report to monitor the implementation of resolution 69/233 in all its member States. UNWTO also sought input from agencies and programmes of the United Nations system, including the CBD Secretariat, as well as other international agencies.

Environmental concerns and biodiversity were of primary concern to 26 of the respondents (over 80%), including Small Island developing States such as Barbados and the Seychelles, whereas 14 of the respondents were specifically concerned with water management and the use of marine and coastal resources. There is a trend of integrating sustainable tourism development, including ecotourism, into existing frameworks and policies by a growing number of Member States. About 77 per cent of respondents indicated that they had strengthened environment protection and natural and cultural heritage frameworks; whereas 26 respondents reported the adaptation of new frameworks or the enhancement of policies and programmes that have a direct impact on local and indigenous communities and small tourism entrepreneurs in order to assure sustainable development of tourism.

The Framework Convention on the Protection and Sustainable Development of the Carpathians, of which are parties, adapted a strategy for sustainable tourism development, through which Romania, Serbia, Slovakia and several other nations and regions work together to promote and conserve natural and cultural heritage and values. Croatia reported on increasing rural and cultural tourism in their 2020 strategy for tourism development. Also in the Balkan region, the sustainable tourism initiative of the United Nations Industrial Development Organization (UNIDO) on regional networking for strengthening cooperation and fostering transfer and adaptation of resource efficient and cleaner production was implemented in the countries of South-Eastern Europe, focusing on sustainable consumption and production with regard to resource efficiency (energy, water and waste management) in the hotel industry to mitigate the environmental impacts of tourism. The project, implemented in 2013, echoed previous UNIDO projects in Romania and Bulgaria from 2007 to 2010.

The UNDP-implemented Small Grants Programme of the Global Environment Facility has continued to support sustainable tourism at the grass-roots level with more than 1,700 grants directly or indirectly connected with tourism and particularly ecotourism. In Guatemala, Honduras, El Salvador and Seychelles, UNDP, with the support of the Facility, helped to mainstream biodiversity conservation in the tourism sector. The Equator Initiative, a partnership between the United Nations, governments, civil society and businesses, has produced more than 70 case studies connected to ecotourism.

Guatemala, Indonesia, Saint Kitts and Nevis and Spain sought to integrate sustainability criteria from the Global Sustainable Tourism Council into tourism policies and master plans. Costa Rica, Romania, Spain and Turkey mentioned their efforts in implementing the Blue Flag criteria for sustainable development at beaches and coasts. Many respondents reported on the importance of preserving ocean habitats, wildlife and ecosystems through the Blue Flag criteria and sustainable fishing, among other things. Turkey further reported using the "Green Star" programme for accommodations.

### **Voluntary standards and certification, and private sector engagement**

The use of voluntary instruments such as the development and application of measurable standards for environmental auditing, ecolabels and certification systems are part of the global toolbox for sustainable tourism. In this sense, the Secretariat early on proposed that the CBD Guidelines be incorporated into the criteria defined by the Global Sustainable Tourism Council (GSTC, see <https://www.gstccouncil.org>), a global, multi stakeholder membership organization dedicated to setting baseline sustainability standards for travel and tourism and being the standard's "curator". Born as a strategic coalition between the UN Foundation, UN Environment, the UN's World Tourism Organization and Rainforest Alliance, and

supported by many others including the CBD Secretariat, the GSTC brings together businesses, governments, non-governmental organizations, academia, individuals and communities as an accreditation body, i.e. “certifying certifiers” and periodically adapting and adjusting the standards via extensive public consultation also with a view to adhere to the Standards Setting Code of the ISEAL Alliance.

Solid and consistent sustainability standards serve not only for certification: they are also used as capacity building and awareness raising tools, as monitoring and evaluation tools, and input for policy development and regulatory guidelines. GSTC is the steward for two sets of criteria: those for sector itself (divided into accommodations and tour operations, with the latest review in December 2016 opening options also for standards in segments such as Meetings, Incentive, Congresses and Exhibitions or MICE, cruise lines and tourism attractions) and those for destinations. The influence of business-to-business standards can also not be overemphasized: more recently, a US\$ 5 million partnership between WWF and Royal Caribbean line to make its supply chain more sustainable, including food sourcing with the Marine Stewardship Council and broad requirement for GSTC certification for tour operators serving cruise clients, can change operations for the entire sector in the Caribbean.

The Rainforest Alliance has been working for over 20 years on application of voluntary tourism sustainability standards and certification for biodiversity protection, supported by training for tourism enterprises and verified by external audits. A recent study (2014) evaluated the effects of this approach by examining the impacts over time on 78 criteria (requirements) for environmental and social best practices adopted by more than 200 tourism businesses in eight countries. Performance was significantly higher following training than at baseline across all seven threat categories. Improvements were greatest for businesses in the lowest third of performance at baseline (laggards) and smaller but still important for those in the middle third; the highest performers at baseline registered no net improvement. The results indicate that the Rainforest Alliance system is serving not only to recognize and reinforce good practices but also to drive incremental improvement in tourism enterprise sustainability.

One of the challenges for sustainable tourism certification is the relatively small penetration of the instrument into the mainstream markets. The Destinet Tourism 2030 Atlas, an independent portal which brings together the global community of people and organisations working for making tourism more sustainable (<https://destinet.eu>) lists over 200 sustainable tourism certification systems, yet those instruments still only cover less than 2% of the volume of tourism operations worldwide. Visitors to the site can click on the [Global Certification Quickfinder](#) with the map of 240+ certification programmes (<https://destinet.eu/resources/tools/certification-quickfinder> ).

The private sector is under increasing pressure to demonstrate the relevance and impact of their work to the 2030 Sustainable Development and Climate Agendas, however, only large multinational companies participated in business coalitions to discuss the impacts of SDGs, biodiversity and climate targets in their operations, especially large hotel chains.

To this end, UN Environment has organized an expert group meeting based on their relevant work on life cycle assessment within tourism value chains. The meeting’s objective was to apply life cycle thinking on the global tourism sector impacts to select the key (or core) monitoring indicators and targets that reflect the requirements of the 2030 Sustainable Development Agenda and the Paris Agreement. The meeting was part of UN Environment’s work on the private sector to facilitate the application of science-based information in a business context, highlighting the use of multi-stakeholder dialogue and interventions in tourism value chains. Indicators that were elaborated and selected during the meeting in Paris were presented to the representatives of the tourism industry during a Consultation meeting that took part in Marrakech, Morocco on 10th of November 2016 during the UNFCCC Conference of Parties (COP22).

Based on the recommendations of this meeting, this document has been updated and evolved through a public consultation process with industry and experts, into a guidance document incorporating all relevant and new information, priorities or best practices to support measuring and reporting environmental performance of the tourism private sector.

During the publication consultations and meetings, experts expressed the following recommendation in regard to the private sector and biodiversity:

- Represent wildlife and nature-based tourism as its own distinct tourism product. This will allow for research capacity and knowledge development around this value chain now and into the future. The need to establish wildlife and biodiversity indicators are essential for measuring and planning tourism development. These indicators should remain relevant to the SDGs and Paris Agreement, and convey the importance of wildlife and biodiversity in tourism practices and value chains.

Some of indicators recommended by experts and industry on biodiversity are:

<u>Expert recommended indicators</u>	<u>% of coastal and marine areas that are protected<sup>1</sup></u> <u>% of recognized organic or certified sustainable goods sourced for in-scope tourism business operations e.g. food, amenities, chemicals</u> <u>% of animal based meat (i.e. beef, pork, chicken, fish) sourced from sustainable stocks / sources</u>	
<p><u>UNSD Specific indicator</u></p> <p>“Sub-Component 2.3: Land”</p> <p>“Sub-Component 2.5 Biological resources”</p>	<ul style="list-style-type: none"> <li>▪ <u>Area under land use categories</u></li> <li>▪ <u>Imports of fish and fishery products</u></li> </ul>	<ul style="list-style-type: none"> <li>- <u>Measurement: Area (by type of land use e.g. use of built-up and related areas; land used for maintenance and restoration of environmental functions etc.)</u></li> <li>- <u>Measurement: currency, mass, volume</u></li> </ul>
<p><u>Requirement of the 2030 SDGs indicators and targets</u></p>	<p><u>#12.2 By 2030, achieve the sustainable management and efficient use of natural resources</u></p> <p><u>#14.5: Conserve at least 10% of coastal and marine areas by 2020 consistent with national and international law and based on best available scientific information</u></p> <p><u>#15.1: By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements</u></p>	

<sup>1</sup> A clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values” (Dudley, N. (Ed.) Guidelines for Applying Protected Area Management Categories. (IUCN, 2008))

	<p><u>#15.4: By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development</u></p> <p><u>#15.5: Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species</u></p>
<u>Relevance to the Paris Agreement</u>	<ul style="list-style-type: none"> <li>• <u>Nationally determined contributions (NDCs) of relevant country</u></li> <li>• <u>Article 2 relating to resilience, low carbon development</u></li> </ul>
<u>Life cycle perspective</u>	<p><u>From the recognition that food production (agriculture, fisheries) as well as other sectors with significant land use (such as forestry-derived products) are significant contributors to biodiversity loss, the indicators have taken into account the impact from sourcing and production of food (and other products), by stipulating that sustainable sourcing criteria be prioritized.</u></p>
<u>Metrics already in use</u>	<p><u>Total or ratio of land area – hectares, area</u></p> <p><u>See Annex III.C for enhanced metrics</u></p>

### **Leakages, Pollution and Plastics**

According to FAO, in SIDS where tourism is the dominant activity, 50 to 95 percent of food and beverages are imported. Besides the carbon bill, enormous quantities of packaging will end up in land fields and affect local ecosystems and promote loss of biodiversity. According to UN Environment’s research, coastal tourism and commercial fishing industries generates approximately 20% of the plastics found within the marine environment – more recent reports may increase this to close to 40%. The engagement of the tourism sector, particularly in coastal and island areas, is critical to revert the unsustainable accumulation of plastics globally.

### **IV - THE SUSTAINABLE TOURISM PROGRAMME OF THE UN’S 10-YEAR FRAMEWORK OF PROGRAMMES ON SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS**

The 10-year framework of programmes on sustainable consumption and production patterns was an outcome of the United Nations Conference on Sustainable Development in Rio de Janeiro in 2012 and was welcomed by the General Assembly in its resolution 70/193. The framework recognizes sustainable tourism, including ecotourism, as a significant driver for sociocultural and economic change, and thus proposed the sector as one of its 6 initial programmes. The One Planet Sustainable Tourism Programme (formerly known as the Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production -10YFP-) is led by UNWTO and co-led by the Governments of France, Morocco, and the Republic of Korea, while the Secretariat of the One Planet Network is with UN Environment. Its 150 members aim at catalysing change in tourism operations until 2022 towards sustainability through evidence-based decision-making, innovation, collaboration among stakeholders, monitoring and the adoption of a life-cycle approach for continuous improvement and are committed to decouple tourism growth from the increased use of natural resources. In 2016/2017, USD 12 million were invested under the programme in 135 Initiatives by 47 actors, including annual Conferences, symposia and webinars. In November 2016 in Marrakech, Morocco, its symposium ran parallel to the 22nd Session of the Conference of Parties of the United Nations Framework Convention on Climate Change under the theme "Advancing sustainable tourism in a changing climate" and was followed by the programme’s Annual Conference. The 10YFP tourism programme also held working group meetings on South-South and

triangular Cooperation focused on biodiversity protection and good governance, forums on Circular Economy solutions, and workshops and webinars on issues such as coastal and mountain tourism, World Heritage status and financing sustainability, and produced a report on its achievements to date. An examination of the 45 case studies in the Annual Magazine<sup>2</sup> indicated that 21 (almost 50%) have a biodiversity-related component.

The 10YFP STP network includes currently more than 150 actors comprising the following categories and representation: Non-governmental Organizations (31%), Private Sector–business oriented/ for-profit (19%), Governments (15%), Academia (9%), Experts -technical centres and service providers (7%), Private Sector – industry associations, business organizations/ not-for-profit (9%), International Organizations (7%), Partnerships, networks and consortia (2%) and Media (1%).

During the 2017 Annual Conference in Botswana, members of the network have developed the Kasane Call for Action on Sustainable Tourism. This Call to Action is for all governmental agencies; international organizations; financial institutions and donors; non-governmental, grassroots and other civil society organizations; the private sector<sup>3</sup>; academic institutions; communicators and the media; and travellers to join forces advancing sustainable consumption and production in tourism worldwide. Related biodiversity recommendations are:

- Contribute to the sustainable management and efficient use of natural resources.
- Ensure biodiversity conservation and sustainability practices in land, ocean and inland water-bodies use.
- Support community conservancies, biological corridors, private reserves, national parks and other forms of terrestrial, coastal and marine protected areas.
- Improve facilities and services in protected areas using sustainable production practices.
- Ensure participation and empowerment of local communities in recognising the value of wildlife as a renewable resource.
- Ensure participation and endorsement from local communities when managing conservation projects.
- Stop illegal and inappropriate use of wildlife in tourism activities.
- Assess the economic value of species and their habitats for tourism.
- Increase the economic benefits from the sustainable use of terrestrial and marine resources through tourism.

## **V - CONTRIBUTIONS OF THE CONVENTION ON BIOLOGICAL DIVERSITY AND THE SECRETARIAT**

Parties to the CBD adopted guidelines on Biodiversity and Tourism Development for Sensitive Ecosystems in 2004 (decision VII/14). Subsequent decisions (X/20, XI/6, XII/11) have reiterated their usefulness and requested the Executive Secretary to provide additional guidance on their implementation. Thus, the Secretariat published two User's Manuals, the first (2007, "Managing Tourism and Biodiversity", see <https://www.cbd.int/doc/programmes/socio-eco/tourism/tourism-manual-en.pdf>) with a more technical approach and the second, "Tourism Supporting Biodiversity", 2015, see

<sup>2</sup> <http://sdt.unwto.org/annualmagazine-10yfp-stp> - a summary is provided as Annex 1.

<sup>3</sup> Given the cross-sectoral characteristics of the tourism sector, references to the "private sector" in this Call to Action cover a broad spectrum of businesses including transportation to and from tourist destinations, tour operators, travel agencies, accommodation providers and hotel chains, cruise lines, conferences and events, food and beverage, and all economic activities that generate resources, products and services in the tourism value chain.

<https://www.cbd.int/tourism/doc/tourism-manual-2015-en.pdf>) more focused on management and governance issues.

More recently, tourism was one of the four economic sectors examined for mainstreaming since COP 12. Decision XIII/3 mentions tourism in many aspects:

- Cross-sectoral mainstreaming (paragraph 17 d) - Create and strengthen cross-sectoral coordination mechanisms, as appropriate, that enable biodiversity mainstreaming across agriculture, forestry, fisheries and aquaculture, tourism and other sectors, and establish milestones for the mainstreaming of biodiversity in national agendas
- Fisheries (paragraph 73) - Competent intergovernmental organizations to create opportunities for communities to benefit from alternative uses of natural resources, such as ecotourism in parallel with artisanal fishing;
- Tourism (paragraphs 77 – 82) - Parties and other Governments to develop and adopt policies, programmes and frameworks for sustainable tourism; to generate information on the positive and negative impacts on biodiversity of tourism for decision-making, to promote capacity-building, on financial instruments, such as entrance and tourism service fees, concessions and licences, to complement and support public/private investment in the establishment and maintenance of protected area systems; and to work with the World Tourism Organization on the promotion of 2017 as the International Year of Sustainable Tourism for Development.
- Gender (paragraph 101) – Parties recognize the vital role of women in mainstreaming biodiversity in agriculture, forestry and fisheries, and tourism and other sectors as well as the need to take fully into account the role, rights, needs and aspirations of women.

#### International Day for Biological Diversity 2017 (IDB2017)



22 MAY 2017  
INTERNATIONAL DAY  
FOR BIOLOGICAL DIVERSITY  
Biodiversity and Sustainable Tourism

There has been a long and productive cooperation between the CBD Secretariat and UNWTO since 2000, resulting in the signature of a Memorandum of Understanding in 2009, in regular mutual consultations and in many joint publications and initiatives. Inspired by the UN's International Year for Sustainable Tourism, the Executive Secretary, in consultation with the COP Bureau, chose the theme "Biodiversity and Sustainable Tourism" to coincide with the 2017 International Year of Sustainable Tourism for Development as proclaimed by the United Nations General Assembly in its resolution 70/1931. Celebrations were submitted through an interactive online form shared with the website of the United Nations Decade on Biodiversity ([www.cbd.int/2011-2020/dashboard/submit/event/new](http://www.cbd.int/2011-2020/dashboard/submit/event/new)).

At least 95 Parties and 14 other organizations/entities have celebrated the IDB to varying degrees and held a variety of activities. The IDB2017 logo was designed by the pedagogical staff members of the Environmental Education Center (E.E.C.) of Kastoria, Greece, and made available in 24 languages.

Between January and June 2017, over 10,000 people visited the site according to Google analytics, the Twitter page reached 75,000 impressions, Facebook reached over 62,000 people, and 90,000 visualizations

on Instagram. A press release was published on 22 May 2017 along with two press briefs. More details are available at [www.cbd.int/idb/2017](http://www.cbd.int/idb/2017).

#### Guidance on tourism concessions and partnerships for protected areas

Acting on decision XIII/3, the Secretariat of the CBD, IUCN and UNWTO released “*Guidelines for tourism partnerships and concessions for protected areas: generating sustainable revenues for conservation and development*” in September 2017, at the 22<sup>nd</sup> Session of the United Nations World Tourism Organization General Assembly (UNWTO) in Chengdu, China. Designed to support protected area authorities and the private sector to contribute financially and technically to biodiversity conservation, the guidelines were developed as part of a project called “Tourism partnerships and concessions in protected areas: Cooperating for success”, executed on behalf of the CBD Secretariat by three members of the Tourism and Protected Areas Specialist Group (TAPAS Group) of the IUCN World Commission on Protected Areas, Dr Anna Spenceley, Dr Sue Snyman and Professor Paul Eagles. Government representatives from the ministries of tourism and environment, protected area agencies, and tourism boards in Botswana, Lesotho, Madagascar, Malawi, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe contributed to the guidelines. Representatives of the CBD, International Finance Corporation, UNWTO and other members of the TAPAS Group also provided input. Funding for the project was provided by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety and by the Government of the Republic of Korea through the Bio-Bridge Initiative. Originally published in English, Spanish and French, the guidelines will be launched in Arabic at CBD COP14 and in Portuguese shortly thereafter. In 2018 the IUCN WCPA TAPAS Group also published Best Practice Guidelines on “Visitor and tourism management in protected areas”, becoming the third publication on tourism and protected areas in the series.

#### Other events

Sustainable tourism was the subject of a roundtable session at the High-Level Segment of COP 13, in early December 2016, attended by approximately 70 delegates and co-chaired by His Excellency Enrique de la Madrid, Minister of Tourism of Mexico and Mr. Taleb Rifai, Secretary-General of the United Nations World Tourism Organization (UNWTO). During the session, delegates agreed that natural capital, and natural protected areas in particular, are a major asset for tourism development, yet appropriate programmes and policies need to be in place. Many plan to diversify their tourism products and services to include more nature-based and community-based tourism. Participants shared some successful approaches, including:

- Awareness raising campaigns and education of hosts, guests and tourism professionals, including tour guides;
- Application of tools such as “limits of acceptable change” for visitor impact management;
- Establishing community-managed conservancies;
- Certification of sustainability through standards and eco-labels;
- Payback mechanisms such as tourism fees and corporate sustainability taxes;
- Awards, support and recognition of sustainability champions and leaders;
- Coherent master plans and policies for sustainable tourism, with able institutions charged to implement them.

Most interventions, mentioned also in the “Cancun Declaration on Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-Being” adopted at the event, focused on the need to better monitor and measure impacts of tourism on biodiversity, through scientifically consistent data to guide decision-makers and policy makers. Speakers also highlighted the critical role of local authorities and traditional communities in the sustainability of tourism, and the need to provide incentives and capacity building to these players.

The Rio Conventions Pavilion also held a session on Tourism and Fisheries Management during COP, organized by the Global Islands Partnership (GLISPA). Presentations and discussions, chaired by Dr.

Kedrick Pickering, Deputy Premier, British Virgin Islands, and Ms Kate Brown, CEO of GLISPA, focused on showcasing solutions from islands and from other States, as tourism destinations and “biodiversity hotspots.” Ms. Teresa Solis, Vice-Minister of Tourism, Mexico, highlighted her country’s progress towards sustainable tourism. Ms. Therese Yarde, CARICOM, discussed sustainable tourism and fisheries in the Caribbean Community. In the afternoon participants focused on integrating sustainable fisheries management into wider sustainable development frameworks including tourism.

Finally, as a follow up to the participation of the CBD’ Executive Secretary in the 22<sup>nd</sup> UNWTO General Assembly, in Chengdu, China, the Secretariat contributed to the Second UNWTO/UNESCO Tourism and Culture Conference, in the Sultanate of Oman in December 2017, intended to better coordinate actions, at global and national levels, across those two Ministries, and as a closing event of 2017 as the UN’s International Year on Sustainable Tourism for Development.

The contribution and role of environment and biodiversity to the Tourism and Culture conference sessions was substantive, with at least 30% of cases examined having connections to the CBD agenda. As a follow up, separate negotiations are underway with UNESCO to develop capacity building options to support sustainable tourism as a lower-impact and complementary livelihood option for indigenous peoples and local communities in rural environments, specifically working with the World Heritage Centre’s tourism programme and the Man and the Biosphere Reserves programme and liaising through the Liaison Group of Biodiversity-related Conventions. With UNWTO, the Secretariat discussed cooperation in supporting tourism concessions and partnerships in protected areas through the “Guidelines for tourism partnerships and concessions for protected areas” mentioned above, producing information on the economic contribution of tourism and visitation to protected areas, and the review and expansion of the current MoU.

## **VI – OUTCOMES OF A SURVEY WITH CBD PARTIES**

10 Parties responded to the survey sent through Notification 2018-070 sent on 9 August 2018. Individual surveys are displayed at [www.tourism.cbd.int](http://www.tourism.cbd.int). The main findings are summarized below.

In *Australia*, the Indigenous Advancement Strategy is the principle framework through which the Australian Government funds and delivers a wide range of activities specifically for Aboriginal and Torres Strait Islander people. Implementation includes activities that seek to improve employment outcomes, stimulate and drive economic development and increase social participation. For instance, approximately 70 Traditional Owner clan groups participate in the management of the Great Barrier Reef Marine Park, and the Great Barrier Reef Marine Park Authority (GBRMPA) is collaborating with Traditional Owner groups to develop a suite of sea country management arrangements including Traditional Use of Marine Resources Agreements and Marine Park Indigenous Land Use Agreements.

An environmental management charge is associated with commercial and tourism operations, non-tourist charter operations, and facilities, operated under a permit issued by GBRMPA. Funds received are applied directly to management of the Marine Park. CEPA activities in the park focus on visitor education, showcasing transparent use of funds from entrance fees, outlining obligations of operators and customers, and branding and marketing the image of the park. At least two awards are given to sustainable Indigenous business, the AwardsSupply Nation’s Supplier Diversity Awards and the annual National Aborigines and Islanders Day Observance Committee Awards. As for monitoring, the example provided focused on Eye on the Reef, a reef monitoring and assessment program that enables anyone who visits the Great Barrier Reef to contribute to its long-term protection by collecting valuable information about reef health, marine animals and incidents.

*Egypt* is implementing an ecotourism strategy in collaboration of the governmental agencies, local authorities, and local communities. Criteria for the establishment of ecolodges were based on CBD

publications and inputs from experts from various countries. Visitor Centres exist in Protected areas with different themes reflecting the cultural and natural heritages, serving over one million tourists that visit protected areas and practice ecotourism. The southern Red Sea has been defined as an ecotourism site, where local communities get involved in activities and are aided to develop shelters, local foods, safaris and diving products, and many other facilities.

All tourism and visitation projects must prepare an environmental impact assessment in accordance with Environmental Law. Staff of Nature Conservation Sector follow up during operation and enforce the law. Violators must pay compensations, based on the damaged caused, reports are sent to the court and the money is used for rehabilitation and restoration activities. Certification is used for instance at Samadi Dolphin House in the Red Sea to tour operators, and tourists are trained before getting into the water.

The islands of *Antigua and Barbuda* are updating the 2008 CTO Sustainable Tourism Policy Framework and have developed a National Sustainable Tourism Development Plan. The Tourism Master Plan came to an end in 2017 and will be replaced by the National Tourism Strategy. The Ministry of Tourism and Investment has a Marketing and Communications plan which include documentaries and infomercials and implements the Tourism Cadet Programme for teenagers. The Ministry also promotes a voluntary standard and awards system (Green Tourism Initiative). Rural communities are supported to develop and manage their own sustainable tourism products, which then get offered marketing support through trade shows, online media, and brochures. Additionally, green tourism businesses become members of the Green Corridor, a designated area where principles based on respect for local culture, positive influence on the local community, environmental stewardship and economic viability are set. are Highlighted businesses and promoted through the National Tourism Authority campaigns.

The main tourism policy document in *Poland* is the "Tourism Development Program to 2020" adopted by the Council of Ministers in 2015. Poland has also ratified the *Framework Convention on the Protection and Sustainable Development of the Carpathians*, including a Protocol on Sustainable Tourism. In 2017, the Carpathian Platform for Sustainable Tourism was created, operating in Poland, Romania and Ukraine, creating guidelines for sustainable infrastructure and activities in tourism, combining tourist routes, removing barriers, and preserving local, cultural and natural heritage.

A study commissioned in 2018 ("Analysis of the introduction of the tourist tax") will allow for a diagnosis of the situation of the domestic market in terms of fees relevant for tourism (local tax, spa fees) and for projections related to investing incomes for the promotion of tourism, development of public space and tourist infrastructure, as well as support to protected areas and indigenous people and local communities. Other good practices include "*Best Rural - 12 good practices in rural tourism*", a campaign to identify and popularize good practices in tourism in rural areas, the Rural Accommodation Base classification system run by the Polish Federation of Rural Tourism, the *Nature-friendly Agrotourism - "Close to Nature" certificate* and a *Polish ecotourism certificate* created by the Social Ecological Institute for rural tourism facilities of up to 25 rooms. In addition, since 2009, the Polish Tourism Organization (PTO) has been the coordinator of the EDEN project competition - European Destinations of Excellence. In 2018, PTO carried out a competition in accordance with the Rural Development Program for 2014-2020, selecting 12 best practices in rural tourism in 4 categories: Leisure at the farmer, Leisure in the countryside, Rural tourism resort offer and the offer of culinary routes in rural areas.

Parks & Wildlife *Finland* (PWF) has developed principles for sustainable tourism and promotes a Healthy Parks Healthy People program closely connected to tourism industry and sustainable tourism development. It currently monitors the sustainability of recreation and tourism in Finland's protected areas with the Limits of Acceptable Change (LAC) methodology. The CBD's Akwé: Kon principles related to indigenous peoples

and local communities were applied in 2010 - 2012 in connection with management planning of the Hammastunturi Wilderness Reserve. The procedure is now used in all land use planning processes, including planning for nature tourism, in state-owned parts of the Saami Homeland Area.

PWF manages visitor monitoring systems over 20 years and adapted the US NPS Money Generation Model for Finnish circumstances 15 years ago, publishing economic and employment impact annually for each National Park and for some other important visitor destinations, as well as aggregated national information. These estimates show that on average, each euro invested in visitor facilities provides a 10-time larger return to the local economy.

CEPA tools used by PWF include certification of sustainable tourism, for instance through the European Charter for Sustainable Tourism and the Council of Europe Diploma Parks. In addition, international standards apply to UNESCO World Heritage Sites, MAB areas and GeoParks, as well as Ramsar areas. PWF has also a contractual nation-wide system for collaboration with over 600 tourism operators, which require the private sector operators to apply and follow the Principles of Protected Area Management in their services and activities within protected areas. The Ministry of Economic Affairs and Employment has initiated Tourism 4.0 for the development of visitor infrastructure and facilities, and to promote sustainable nature tourism including in parks and protected areas. Finally, Finland developed the National Urban Parks concept, based on the Land Use and Building Act, to protect urban nature and promote connectivity. Currently there are 9 National Urban Parks, and there are also other land use conservation measures such as areas designated through spatial planning or through natural resource planning and landscape ecological planning on state lands.

In *Senegal*, although the tourism sector generates by far the most revenues related to the sustainable use of nature in and around parks, there is no official mechanism to channel those revenues to the public park agencies. Marketing is mostly mass-oriented, yet officers have also found that local host communities have generally been more willing to set aside resources for visitor management than accommodation providers and operators, who report being unable to face tough price competition for sales.

Although the *United Kingdom (UK)* does not have a sustainable tourism approach as such, existing policy tools allow for a strong record in terms of cross-cutting environmental policies. Tourism impacts in terms of economic value and jobs are tracked by statistics such as <https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism>, and UK tourism and hospitality trade bodies provide complementary market information at Visit Britain - <https://www.visitbritain.org/other-resources>. Research is also done in terms of niche markets, for example at <https://www.londonandpartners.com/media-centre/press-releases/2018/london-named-worlds-best-student-city>, and rural tourism is promoted also for instance through the Discover England Fund (<https://www.visitbritain.org/discover-england-fund>).

*Greece's* existing legal framework for sustainable tourism is being revised, for instance through an upcoming law on "Thematic Tourism" that also promotes rural tourism and agritourism, cultural tourism, and eco- and geotourism. A public consultation has been completed in June 2018, and involved the participation of local communities, local government, the private sector and civil society, and it is expected to be examined soon in the Hellenic Parliament. The Greek Tourism Organization has compiled [http://www.gnto.gov.gr/sites/default/files/files\\_basic\\_pages/ecoeotb.pdf](http://www.gnto.gov.gr/sites/default/files/files_basic_pages/ecoeotb.pdf) (available only in Greek). Another study (in Greek) proposes a master plan for the development of eco-tourism in Greece ([http://www.gnto.gov.gr/sites/default/files/files\\_basic\\_pages/Master\\_Plan\\_Agrotouristiki\\_2004.pdf](http://www.gnto.gov.gr/sites/default/files/files_basic_pages/Master_Plan_Agrotouristiki_2004.pdf)), and many studies have also been made on the local level. The Ministry of Environment and Energy has funded additionally studies such as <http://www.wwf.gr/images/pdfs/ecos.pdf>.

In Greece, the network of Protected Areas is managed by 28 agencies supervised by the Ministry of Environment and Energy. The Greek government places particular emphasis on the promotion of less known and less popular tourism destinations in Greece, while simultaneously encouraging entrepreneurship, sustainable tourism investments and job creation. To this end, the Ministry of Tourism participates in the European Destinations of Excellence (EDEN) Programme, under the support of the European Commission, based on biannual national competitions that select a “destination of excellence” and 4 runners-up for each participating country. The initiative helps to spread the sustainable practices used in the awarded destinations across the EU. Additionally, Protected Areas Management Bodies provide certification or awards systems, such as <http://www.samaria.gr/en/quality-certification/>.

As an example of a recent promotion activity, a photo and video exhibition under the theme of “Conserving Biodiversity and the traditional man-made environment in the Greek islands: drivers for sustainable tourism and resilient societies” was showcased at the margins of the UN High-Level Political Forum (2018), aimed at highlighting traditional techniques and practices, especially in the arid Aegean islands, that boost local development, social cohesion, enhanced livelihoods and innovation (in particular regarding SDGs 6, 7, 11, 12 and 15

and their interlinkages), creating resilient societies and a model to be duplicated today in the country. The video can be watched at <https://www.youtube.com/watch?v=aifrFxiQY6w>.

Greece has produced the Alternative Tourism Initiative (ATI), an act planned within the Operational Programme “Competitiveness, Entrepreneurship and Innovation” (2014-2020) under the Partnership Agreement (PA) 2014-2020. The primary objective of this initiative was to help enterprises improving their competitiveness and growth through extroversion and specially to boost levels of competency and performance for tourism Small and Medium Enterprises by offering goods and services of high added value and excellent quality. ATI aims to finance many investment projects which enhance the diversification and enrichment of Greek tourism product through the development of alternative forms of tourism (e.g. sport, sea, rural, gastronomic, medical and wellness tourism), and highlight the natural and cultural resources of the country, thus contributing to generating revenue for the local economies, combatting seasonality and amplifying tourism demand.

In November 2017, *Suriname* adopted the National Strategic Plan for Tourism 2018-2030, in Dutch, yet shared with the Secretariat. With the Act on ‘*Bedrijven en Beroepen*’ the country will be able to set up Special Economic Zones including for tourism. Locations have been identified with at least 2 pilot locations. The Minister of Spatial Planning, Land and Forest Management, under the EU funded project, Global Climate Change Alliance Plus (2016-2020) is developing Management Plans for 3 Coastal Protected Areas especially for the Bigi Pan Multiple Use Management Area (MUMA) which emphasizes tourism development. The Ministry of Trade, Commerce and Tourism in collaboration with the Surinamese Bureau of Standards will define operations standards in tourism, derived from the CARICOM Regional Organisation for Standards and Quality (CROSQ). Suriname has won several awards from Trip Advisor and Luxury Global Travel - promotion is mainly done at national, regional and international trade fairs, social media and websites, to be checked at <https://www.surinametourism.sr/>.

The *Bolivarian Republic of Venezuela* has a National Strategy for the Conservation of Biological Diversity 2010-2020 with an Action Plan, which promotes the development and implementation of sustainable tourism programs in the Strategic Areas for Conservation. The Venezuelan Ministry of Popular Power for Tourism is the governing body and the highest administrative authority in tourism, responsible for formulating, planning, directing, coordinating, evaluating and control policies, plans, programs, projects and strategic actions aimed at the sustainable development of the national territory as a tourist destination. The Ministry produced a guide to good environmental practices on water resource management; energy consumption; waste management; pollution control; environmental information and education;

conservation of flora and fauna; and respect for the local culture. National parks, natural monuments, wildlife refuges, and biosphere reserves guarantee the protection and sustainable tourism use of areas such as Canaima National Park and Los Roques Archipelago National Park.

The National Institute of Parks (Inparques) and the Ministry of Popular Power for Tourism (Mintur) have developed educational materials with information about the country's National Parks (cultural and historical aspects, geography and climate, main attractions, gastronomy, norms related to the conservation of the environment, tariffs, among other aspects). For more information, access the following web portal: <http://www.mintur.gob.ve/> and <https://www.inparques.gob.ve/>. Decree No. 1,442 for the Promotion of Sustainable Tourism as a Community and Social Activity (Official Gazette of the Bolivarian Republic of Venezuela No. 6,153 Extraordinary of November 18 2014), promotes sustainable and responsible tourism as a community and social activity, in accordance with the principles of social inclusion, social and economic justice, protection and improvement of the popular and alternative economy. One example is the Association of Guides and Innkeepers of the Páramo (Asobap), a group of tour operators working in the Venezuelan Andes and offers trips (horseback riding, walking, among other modalities) through the National Parks Sierra Nevada and La Culata (Mérida State). Other rural tourism activities are carried out in the plains and the Venezuelan jungle, such as hiking, camping, walks along rivers and streams, in line with the objectives of the Convention on Biological Diversity (CBD).

## VII- CONCLUSIONS

Building on the above, on the outcomes of the examination of mainstreaming in the tourism sector at CBD COP 13, as well as on the “Cancun Declaration” as a valuable global milestone in this discussion, and considering the perspectives of revisiting the issue at COP 14, Parties may consider the following priorities for their actions:

- Continue to build capacity and stimulate greater penetration of existing most effective practices and tools and technologies that are already known. Natural and ecosystem-based solutions for sustainable tourism are largely available and tested. The 2004 CBD guidelines remain a useful reference, as well as the two associated User’s Manuals and the additional guidelines on tourism concessions and partnerships produced by the Secretariat;
- Advances on sustainability in tourism related to biodiversity will come hand in hand with adaptation and mitigation of climate change. Mainstreaming biodiversity in the tourism sector needs to be done in conjunction with climate and carbon-neutral plans and strategies, strengthening the natural synergies related to more sustainable and lower-impact consumption and the role of ecosystems in disaster risk reduction;
- Mainstream best practices along a double strategy of incentivizing larger scale sustainable tourism development projects and programmes, and simultaneously promoting and upscaling committed small scale community- and indigenous people-led businesses for their functional relationship with nature, heritage or traditional societies;
- Improve and expand existing sustainable tourism observatories in order to enhance measurement, monitoring and reporting of the ecological and biodiversity footprints and beneficial effects of tourism operations, particularly associated with sensitive ecosystems and protected areas;
- Promote communication, education, public awareness raising and training on sustainable and biodiversity-friendly tourism, and on the positive impact sustainable consumer choices can have,

for host communities, for employees and for guests. Traveling is about learning, enjoying, respecting and preserving;

- Break the cultural “silo” mentality still prevailing in most situations involving biodiversity and tourism development: sustainability depends on integrated approaches across relevant sectors;
- Promote voluntary sustainability standards, ecolabels, certification systems, guidelines and codes of conduct in the sector, to strengthen the perception of sustainability and raise the minimum common level of sustainability;
- Continue to invest in the cooperation and capacity building aspects of the One Planet Sustainable Tourism Programme (formerly known as the 10 YFP Sustainable Tourism programme), particularly for LDCs and SIDS.

#### ANNEX 1 – Examples of Activities related to the 10 YFPSCP

Level	Leading institution or government	Initiative
Global	UNDP/GEF	Promotion of nature-based tourism and ecotourism in Cabo Verde, Jordan, Seychelles, Egypt, Namibia, Cuba, Dominican Republic, Mexico, El Salvador, Guatemala, Honduras, and Panama.
	Francophone Institute for Sustainable Development	Production of a SIDS roadmap, workshops and guidebooks, in 2016, for integration of sustainability criteria and ecosystem services in tourism strategies and operations, initially in the Indian Ocean islands of Comoros, Madagascar, Mauritius and Seychelles, then extended to Cabo Verde, Dominica, Guinea Bissau, Haiti, Saint Lucia, Sao Tome and Principe and Vanuatu, as well as the Dominican Republic as observer.
Regional	Pacific Sustainable Tourism Alliance Fiji and Samoa	The Sustainable Tourism Enterprise South Pacific Project of Sustainable Travel International (STI) and the South Pacific Tourism Organization (SPTO) promote natural solutions for Sustainable Consumption and Production in Pacific Island hotels.
	Africa	In 2016, Fair Trade Tourism is the first GSTC certifier with emphasis on environmental protection, also setting standards for “voluntourism”.
	Southern Africa	In 2016, the Regional Tourism Organisation of Southern Africa (RETOSA) implements sustainability standards for the accommodation sector (classification and grading).
	South Caucasus	From 2016 to 2017, Armenia, Azerbaijan and Georgia adopted regional ecotourism guidelines and implemented tourism standards for protected

		areas with support from The Tourism Company, Germany and WWF Caucasus.
Country-specific	Peru	The Inca Alliance for Sustainable Tourism in the Southern Region will promote sustainable tourism in Arequipa, Puno and Cuzco, by building a Public Private Partnership Model.
	Honduras	Tourism and environmental authorities collaborated in 2016 to produce public use plans for many protected areas.
	Indonesia	Developed sustainable tourism plans including preservation of nature and environment for 83 destinations, including plans for “ten new Balis”, based on its 2009 law; UNWTO INSTOs organized in Lombok, Pangandaran and Sleman; regular Indonesia Sustainable Tourism awards.
	Mexico	Amigos de Sian Ka’an, the main conservation player at the biosphere reserve, offers the Destination Maya Ka’an ecotourism experience, generating 500,000 USD between 2016 and 2017 and links Mayan indigenous communities to the tourism value chain in Quintana Roo.
	Kenya	The Federation of community-based Tourism Organizations (FECTO) organized Collaborative Innovation workshops and produced CBT marketing guidelines for sustainable tourism and innovation for community initiatives.
	Republic of Korea	The Korea Ecotourism Society and the Asian Ecotourism Network organized ecotourism workshops in Suwon.
	Philippines	The Coron Initiative for Sustainable Tourism and Development held a series of meetings and workshops building on a charter in Coron Island (tentatively listed as a World Heritage site), involving indigenous tribes and supported by the country’s Departments of Tourism and of the Environment and Natural Resources and by the Asia-Pacific Forum for Environment and Development Showcase programme managed by UN Environment’s Asia Pacific regional office.
	Turkey	FETAV (a local NGO) manages the Travel Foundation’s 5-year “Taste of Fethiye” program, closing market gaps between small producers and the tourism supply chain, for instance through a labeling system and training programs for 750 farms in two years, and reducing waste, fertilizer and pesticide use by 93% in 40 farms in 4 villages.
	Pakistan	The Sustainable Tourism Foundation’s Green Trekking programme, based on a Code of Ethics, increases the offer of ecotourism and adventure

		tourism products to preserve fragile environments.
	Japan	Ecotourism Japan and the Asian Ecotourism Network Sustainable Tourism organized the February 2017 Japan Senboku-Akita Sustainable Tourism Forum, which signed on to a Declaration with a vision for 100 years.
Private sector	The World Travel & Tourism Council (WTTC)	Bringing together 150 of the world's largest tourism enterprises, WTTC's 7 <sup>th</sup> version of the Tourism for Tomorrow awards is a global reference for excellence under the categories of Community, Destination, Environment, Innovation and People. The award brings together more than a 100 of the world's best practices and the council organizes exchange sessions and facilitates cooperation on the days before the ceremonies.
	TUI Group	TUI's "Better Holidays, Better World" sustainability strategy for 2020 organizes beach cleanups, promotes sourcing from sustainable agriculture and biological water treatment, and educates the group's almost one million yearly customers on natural solutions.
	Villages Nature Paris	Euro Disney and the " <i>Pierre et Vacances Center Parcs</i> " group developed a large-scale tourism resort that ensures local and sustainable food sourcing, natural solutions for water treatment, and conservation of natural habitat and wildlife.
	The Long Run	31 businesses with a shared vision collectively protected 5.6 million ha. of natural landscape, and more than 200,000 clients, employees and local hosts benefitted from members' activities and outreach.
	Brazilian Tour Operator Association, BRAZTOA	Based on a Sustainability Strategy, the largest national trade association of operators also confers awards and organizes lecture series since 2012, including by highlighting the countries' champions of environmental protection.

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