United Nations Environment Programme (UNEP)

Sustainable Tourism:
Integrating Sustainability in Tourism Policies & Operations

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Presentation Outline

- UNEP’s Sustainable Consumption & Production Branch
- UNEP’s Tourism & Environment Programme & Global Initiatives
- 10 YFP Sustainable Tourism Programme
UNEP’s Sustainable Consumption & Production Branch

Division of Technology, Industry & Economics (DTIE)
Sustainable Consumption & Production Branch (SCP)
5 Units & 15 Programmes/Initiatives

- **Integrated Resource Management**
  - International Resource Panel
  - Life Cycle Management

- **Goods and Services**
  - 10 Year Framework of Programmes (10YFP)
  - Mainstreaming SCP policies in development policies
  - *Tourism & Environment Programme*

- **Business and Industry**
  - Resource Efficiency and Cleaner Production (NCPCs)
  - Safer and Responsible Production
  - Business and CESR

- **Responsible Consumption**
  - Sustainable Public Procurement
  - Eco-labeling/product information tools
  - Sustainable Lifestyles
  - Sustainable Agri-food supply chains

- **Built Environment**
  - Greening the UN (SUN Initiative)
  - Sustainable Buildings & Climate Initiative
  - Sustainable Cities
GOAL: Influence Sector’s shift towards SCP patterns via ‘collective action’

UNEP Tourism & Environment Programme

Mechanisms
- Multi-stakeholder Platforms
  - 10YFP
  - Global Partnership
- Consumer Campaigns
  - Green Passport
- Regional Activities
  - Caribbean
  - Southern Africa
  - Asia/pacific

“Soft” Approaches
- Public-Private Partnerships
  - Capacity building
- Pilot Projects
  - Project Screening
- Sustainable Tourism Research
  - Monitoring Indicators
  - Monitoring 
  
  Evaluation
- Tools & guidance

Capacity building
GREEN PASSPORT CAMPAIGN
The Green Passport Campaign

Objectives

- Responsible Tourism
  (Influencing Behaviours)
- Consumer Focused
  (Citizens & Inbound Visitors)
- Sustainable Products & Services
  (At the Destination)
Food Waste Prevention

Vamos comer o quê?

Alguém na natureza está comendo à mesa com a fruta de origem animal, antibióticos ou hormônios.

A cada ano, cerca de 1,3 bilhão de toneladas de comida é perdida ou desperdiçada, aproximadamente 1/3 da comida produzida no mundo. Faça um plano de ação com sua luta e diminua o desperdício de alimentos.

Alguns restaurantes no Brasil aderiram à campanha "Aguas na Jumps" e servem água filtrada em jarras aos clientes que solicitam, evitando o consumo da água engordada.

http://www.ayaunji.org.br/guia-de-restaurantes

GUÍA METODOLÓGICO PARA A PREVENÇÃO E REDUÇÃO DE DESPERDÍCIO EVITABLE DE ALIMENTOS NO SETOR BRASILEIRO DE HÓTEIS E RESTAURANTES: UM PROJETO DE DEMONSTRAÇÃO
Regional Project Approaches
Main Barriers to Sustainable Tourism in the Caribbean, Asia-Pacific and Africa

- Lack of understanding of the concept of “sustainability”
- Low levels of integration of tourism with other sectors
- Small businesses and communities that remain marginalized from the tourism value chain
- Many organizations doing work that is not necessarily meeting country priorities
- Lack of measured outcomes at destinations
- An over-reliance on nature based assets
Regional Project Approaches

Caribbean:
Building upon regional gains

- Elevating tourism sector as a development priority
- Sustainable energy standards & sector modernization: technology, markets & consumers
- Mainstreaming resource efficiency: water, energy, waste, land, food
- Capacity building
- Ensuring lasting results: implementation; product innovation; M&E; results/outcomes reporting
  - Biodiversity conservation, sustainable consumption & production

Southern Africa:
“Catalyzing Actions for Biodiversity Conservation”

- Broad coalition of tourism sector stakeholders: awareness raising, collaboration & cooperation
- Resource efficiency assessment & planning tools e.g. tourism assets vs. biodiversity ‘hotspots’; project screening
- Small-grant project funding: by theme and actors
- Capacity building
- Ensuring lasting results: PPPs, institutional capacity for: planning, M&E, results/outcomes reporting etc.
  - Poverty alleviation, jobs, poaching
### Sustainability Themes

<table>
<thead>
<tr>
<th>1.0 EFFECTIVE POLICY &amp; GOVERNANCE</th>
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<tr>
<td>2.0 CLIMATE CHANGE ADAPTATION &amp; MITIGATION</td>
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<td>3.0 PROTECTION OF THE ENVIRONMENT &amp; BIODIVERSITY</td>
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<td>4.0 PROMOTION OF SUSTAINABLE TOURISM TO ALLEVIATE POVERTY</td>
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<td>5.0 PRESERVATION OF CULTURAL &amp; NATURAL HERITAGE</td>
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<td>6.0 ADOPTION OF SUSTAINABLE MANAGEMENT PRACTICES BY THE PRIVATE SECTOR</td>
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<td>7.0 INTEGRATION OF SUSTAINABILITY FACTORS INTO FINANCING &amp; INVESTMENT DECISIONS</td>
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“A flexible, initial and non-exhaustive list ... this indicative list builds on the experience gained through the Marrakech Process....”

Initial List of Programmes

- Sustainable tourism, including ecotourism
- Sustainable public procurement
- Sustainable lifestyles and education
- Consumer information
- Sustainable buildings and construction
Sustainable Tourism Programme of 10 YFP Development Approach

Stock Taking Research

Global Sustainable Tourism Survey

Concept Note

Regional consultations Southern Africa, Asia and Pacific and Expert Consultation

Public consultation
"Underlying Causes" reported for all tourism impact issues

POLICY ISSUES (31%)

- Lack of a clear guiding vision and policy for sustainable tourism: 17%
- Lack of policy mandate for monitoring and evaluating tourism impacts and change: 14%
- The concept of "sustainable tourism" is poorly understood among tourism stakeholders: 13%
- Sustainable products and services are not promoted at the destination: 17%
- Low levels of awareness by industry of the business benefits of sustainability: 11%
- Sustainability principles are inadequately integrated into national, sectorial and investment planning: 15%
- Lack of capacity in public sector: 13%

SUSTAINABLE TOURISM KNOWLEDGE & AWARENESS (24%)
Sustainable Tourism Survey: Tourism Planning
The Underlying Causes, Very Important and Important issues

1. Lack of an integrated approach to tourism planning & development
   - 12%

2. Lack of transparent, participatory stakeholder involvement processes
   - 11%

3. Limited priority given to developing sustainable products and services
   - 10%

4. Limited consideration given to concerns of gender and disadvantaged groups
   - 7%

5. Lack of a clear guiding vision and policy for sustainable tourism
   - 12%

6. Policies and plans reflect limited understanding of the tourism impacts
   - 10%

7. Tourism is not a priority economic sector
   - 7%

8. Weak enforcement of existing legislation
   - 11%

9. Weak national & local institutional and legal frameworks
   - 10%

10. Limited priority given to sharing data and knowledge
    - 10%

PLANNING & DEVELOPMENT ISSUES (40%)

LEGAL & INSTITUTIONAL WEAKNESSES (21%)

POLICY WEAKNESSES (29%)
Sustainable Tourism Survey: 
Tourism Operations & Management 
The Underlying, Very Important & Important Issues

1. Limited number of tourism businesses implementing resource efficient strategies 
   - 12%

2. Industry does not readily share or report on its sustainability performance 
   - 8%

3. Tourism business strategies are not aligned to national sustainability strategies 
   - 11%

4. Lack of industry innovation and use of best available technologies 
   - 12%

5. Lack of resources efficiency guidelines, tools and incentives 
   - 11%

6. Lack of defined performance standards for industry (e.g. hotels, suppliers, services) 
   - 11%

7. Barriers to local tourism markets persist for small, medium & micro enterprises 
   - 11%

8. Ad hoc approach to sustainable tourism interpretation and implementation 
   - 11%

9. Lack of capacity in public sector agencies 
   - 13%

Tourism Businesses Underperforming (42%)

Lack of guidelines, incentives & performance standards (22%)
Areas of Work

Integrating SCP in tourism policies

- Implement policies that support the sustainable development of the sector
- Monitor the progress in implementation of sustainable tourism policies
- Promote the integration of SCP into tourism policies and frameworks

Enhancing investment and financing

- Develop and promote sustainable tourism investment and financing tools
- Enable destinations and tourism enterprises to apply sustainable investment and financing tools
- Mainstream sustainable tourism financing

Improving SCP performance

- Promote data sharing and exchange of information
- Foster joint action and tourism stakeholder collaboration at all levels
- Strengthen technical competencies of tourism stakeholders
- Establish monitoring frameworks and systems to measure the progress

Mitigate tourism impacts and mainstream SCP

- Promote research and action on priority issues for SCP within the tourism value chain
- Tools for promoting SCP in tourism enterprises
- Influence consumers towards sustainable buying decisions and travel behaviours
- Tools for promoting SCP in destinations
Tourism Life Cycle

Value Chain

For a sustainable Sector: implementation is essential!

Focus on 6 areas
“whole of industry” approach

Monitoring & Evaluation
Planning & Design
Investment
Operations & Management
Marketing & Promotion
Products & Services

Policy
Stakeholders
Supply Chains
Projects
Knowledge

Public Sector
National/Local Government
Ministries
Statutory Agencies
Semi-State Organisations
Authorities
Natural Assets
Cultural Assets
Staff

Civil Society
Investors
Planners
Architects
Tour
Operator

Private Sector
Hotels
Restaurants
Transport
Recreation
Suppliers
Workers

Visitors

Focus on 6 areas
“whole of industry” approach

For a sustainable Sector: implementation is essential!
Regional Policy Support Component

Supporting regional coordination and national action on enabling conditions for SCP.
Implemented by UNEP; Addressing all 19 countries eligible for the SWITCH-Asia Programme with a focus on China, India, Lao PDR, Bhutan, Nepal, Viet Nam, Cambodia and Myanmar.

The SWITCH-Asia Regional Policy Support Component will advance sustainable development in the Asian region by strengthening regional, sub-regional and national policies on Sustainable Consumption and Production (SCP).

The project link to global activities under the 10 Year Framework of Programmes on SCP and UNEP’s work on Resource efficiency and Green Economy and other themes.

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Regional PSC News

19.05.2014
The 11th APRSCP "Paving the Way to the Future We Want in Asia and the Pacific"

28.04.2014
Roadmap for Unprecedented Shift Towards Sustainable Consumption and Production Launches in Asia and the Pacific

Regional PSC events

30.09.2014
7th ASEAN-Plus-Three Leadership Programme on SCP
## 10YFP Implementation in Asia & the Pacific: Some outputs to consider

<table>
<thead>
<tr>
<th>The Asia Pacific Network on Sustainable Tourism (Asia Pacific Network)</th>
<th>The purpose of NeST is to foster strategic alliances among the key regional and national tourism stakeholders in order to accomplish common goals</th>
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<tr>
<td>Capacity Building Workshops</td>
<td>Use of capacity building tools on: Environmental management in SME hotels; disaster risk management in coastal tourism destinations; and sustainable tourism planning</td>
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<td>Asia Pacific Awards Recognition Programme for Sustainable Tourism</td>
<td>Establish a recognition programme on the basis of the Global Sustainable Tourism Criteria</td>
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www.scpclearinghouse.org

*One click away from Sustainable Consumption and Production*

The first online platform dedicated to advancing SCP worldwide through information, knowledge sharing and cooperation
Thank you!

Please contact us at:

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