



Tourism

Responding to the Challenge of

Climate Change

www.unwto.org

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UNWTO

ENERGAIA

Montpellier 11 December

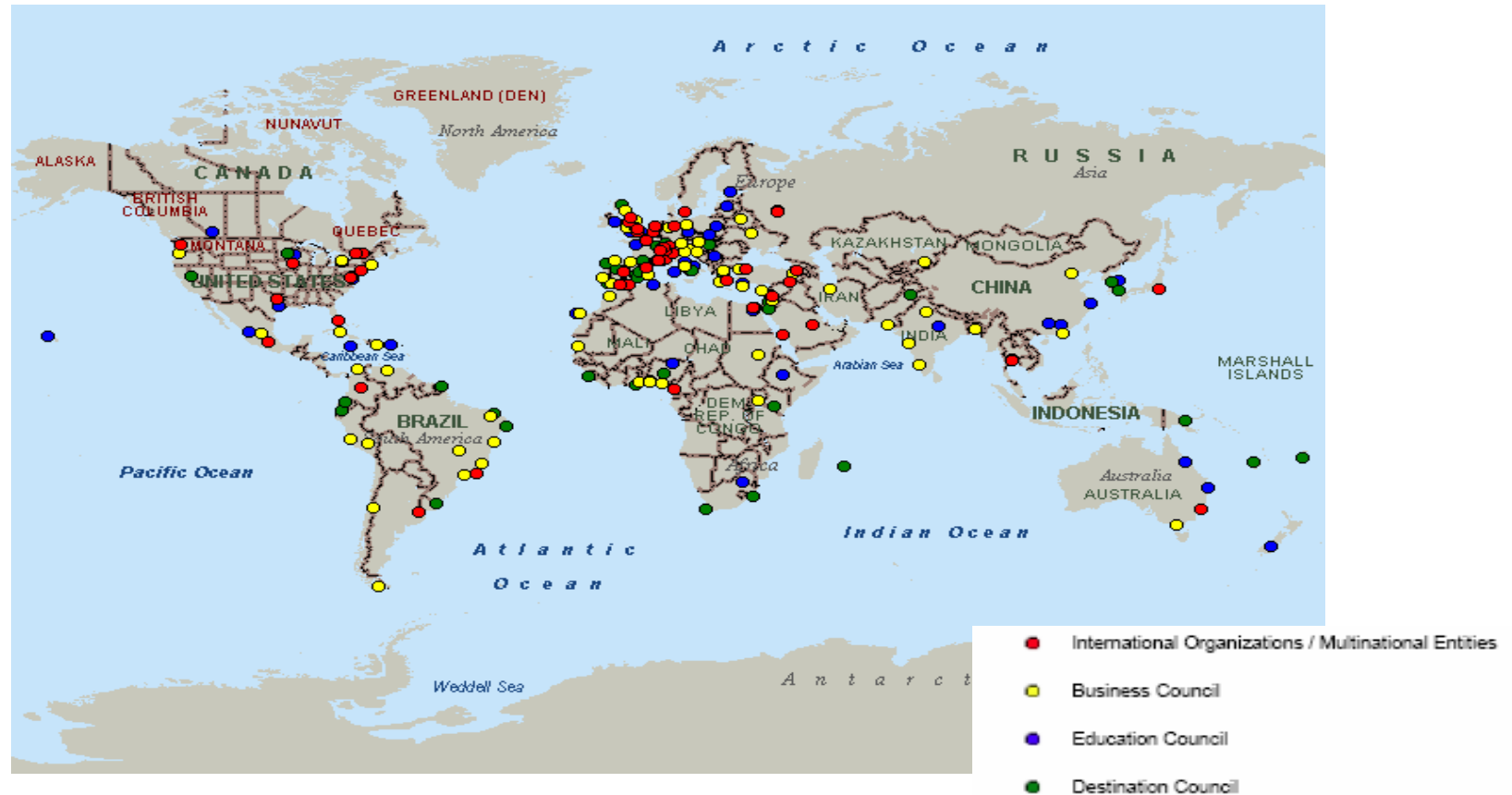
UNWTO, a small agency with a big mission

- The World Tourism Organization is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.
- UNWTO groups the public and private sector among its Affiliate Members, including companies, corporations and industry associations
- **Focal areas include:**
 - Responsible & Sustainable Tourism
 - Tourism Policy and Support Programs
 - Tourism and Millennium Development Goals
 - Promoting competitiveness and innovation

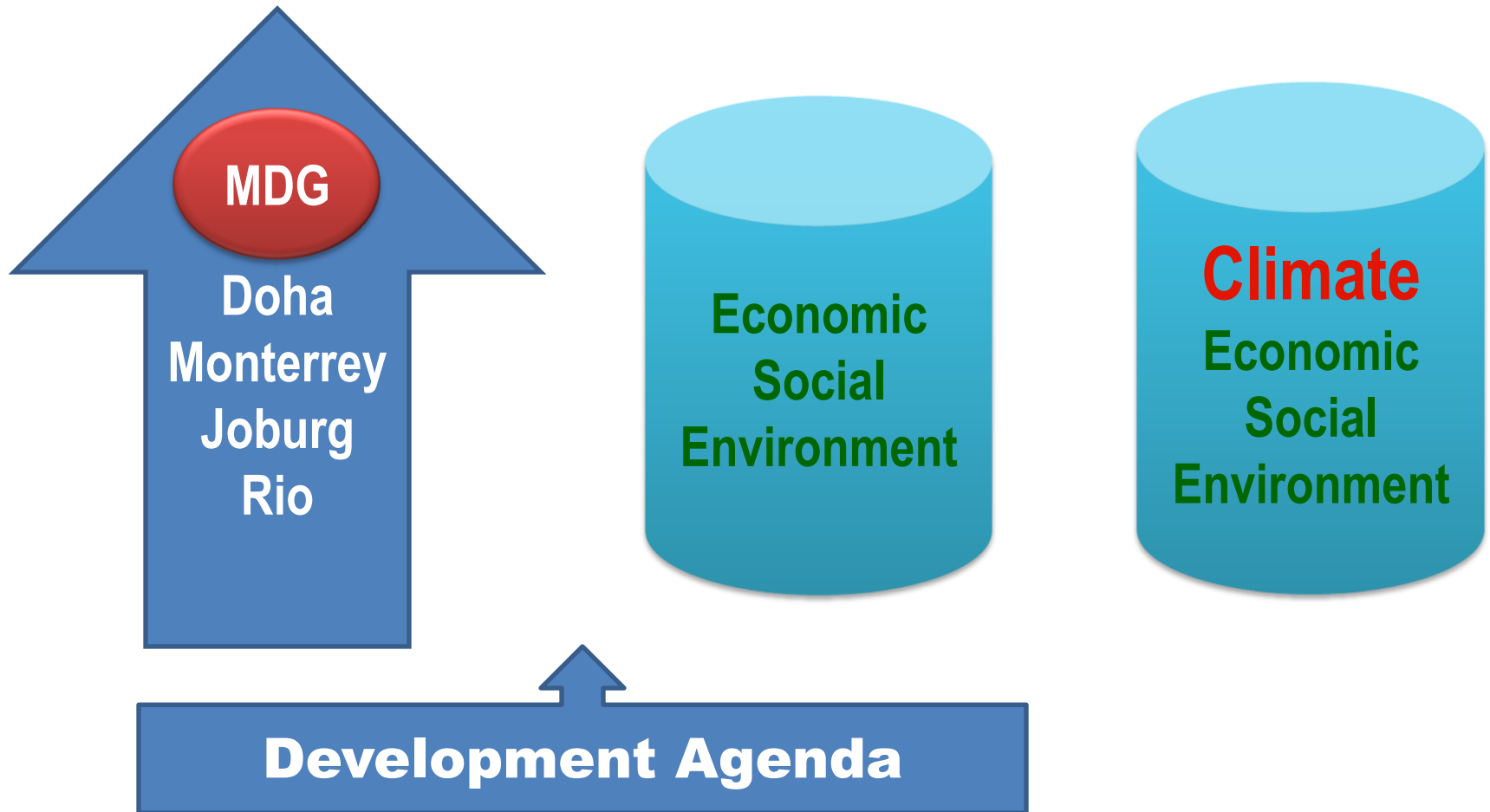
What we are

“More than 150 countries and

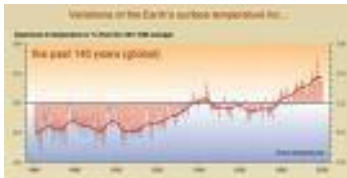
10,000 Tourism stakeholders at the heart of the United Nations specialized agency for tourism”



Quadruple Bottom Line



2007 Paradigm Shift



WORLD
ECONOMIC
FORUM



“Travel & Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” –

UNWTO

International Trade in Services, 2006

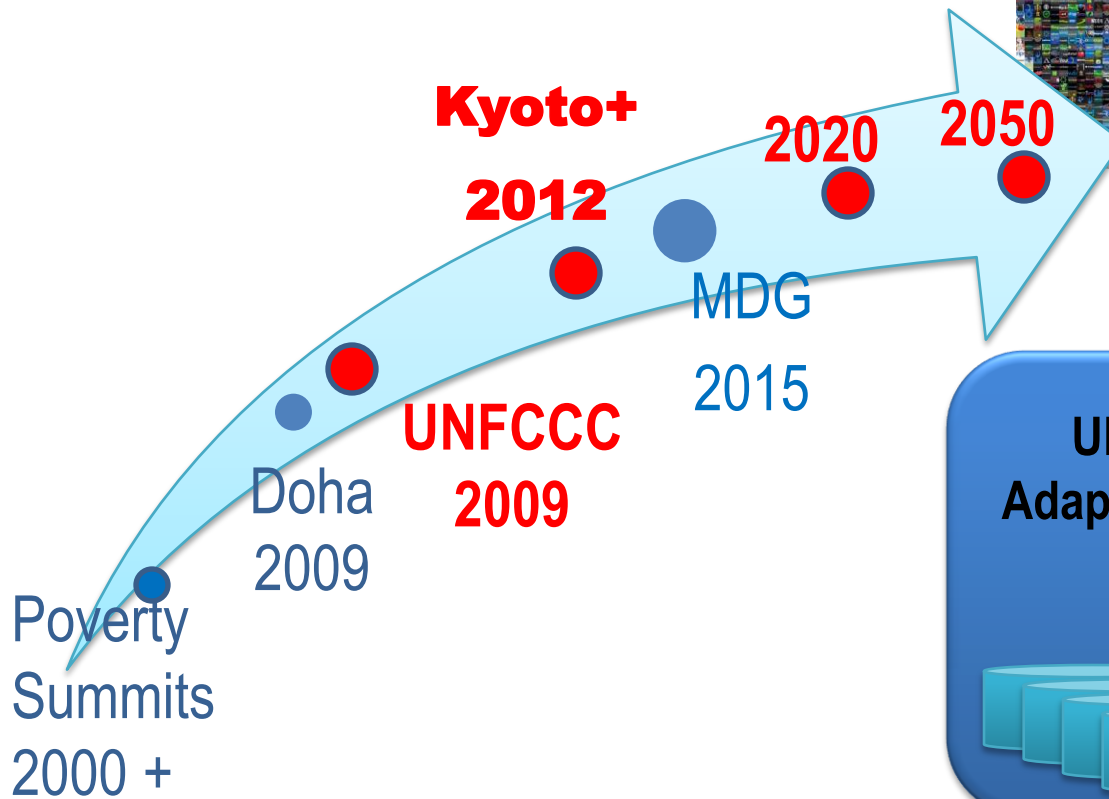
International Tourism Receipts



Over US\$ 2 billion a day in 2006



It's Climate + Development



UNFCCC Bali - Copenhagen
Adapt/Mitigate/Technology/Finance
2020 > 20% : 2050 > 50%



Global Tourism Emissions in 2005: CO₂ Only *

Sub-Sectors	CO ₂ (Mt)	
Air transport *	522	40%
Car transport	418	32%
Other transport	39	3%
Accommodation	274	21%
Activities	52	4%
TOTAL	1,307	
Total World (IPCC 2007)	26,400	
Tourism Contribution	5.0%	



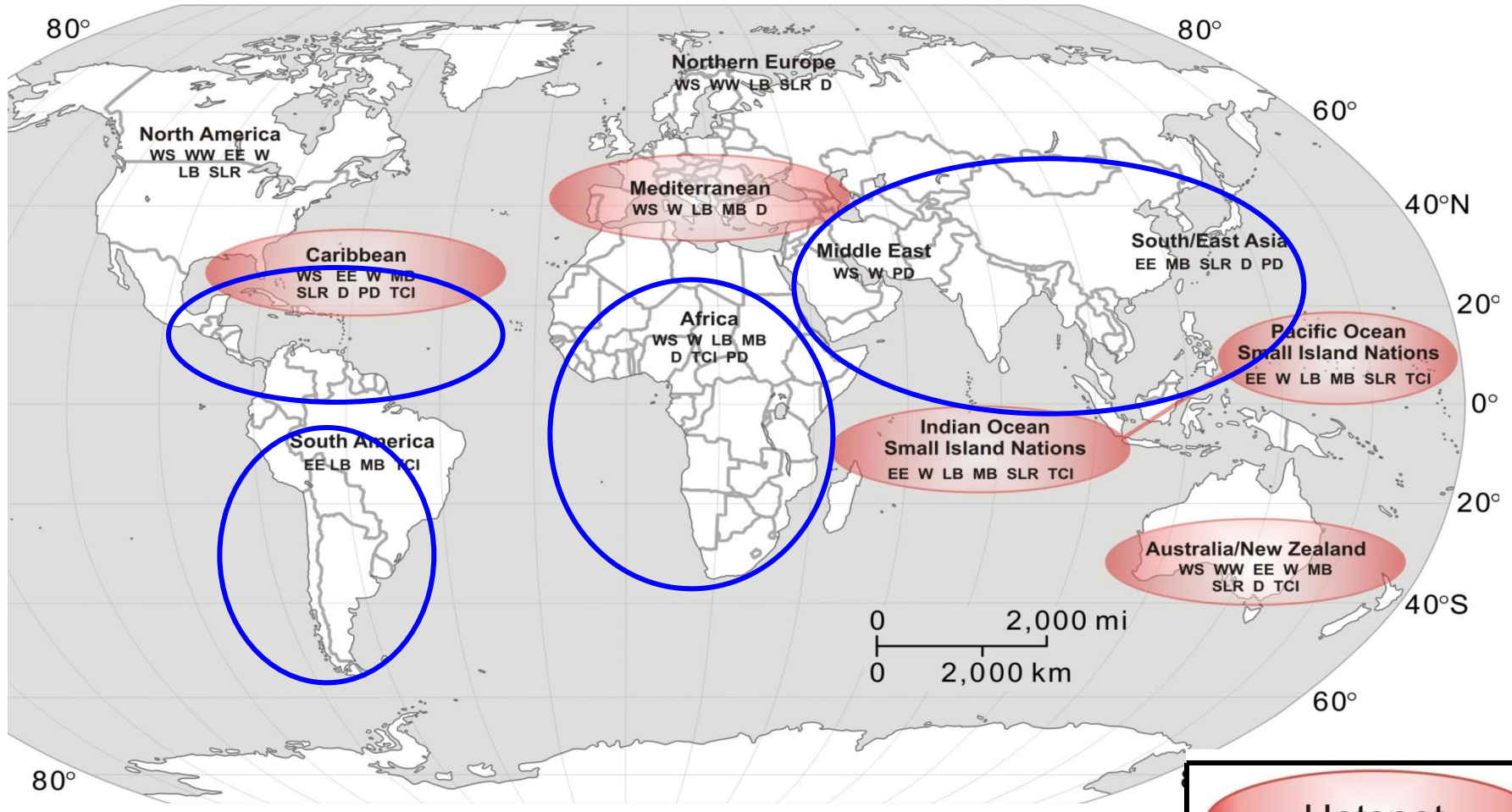
Transportation
of Tourists = 75%
of Sector Emissions

* - does not include
non-CO₂ emissions
and impact on climate

If Tourism was a Country...

Rank	Country		Percentage of total emissions 2005
1	United States		22.2 %
2	China		18.4 %
3	<i>European Union</i>		11.4 %
4	Russia		5.6 %
Global Tourism Sector			5.0%
5	India		4.9 %
6	Japan		4.6 %
7	Germany		3.0 %
8	Canada		2.3 %
9	United Kingdom		2.2 %
10	South Korea		1.7 %
11	Italy		1.7 %

Tourism Vulnerability 'Hotspots'



WS = warmer summers

WW = warmer winters

EE = increase in extreme events

SLR = sea level rise

LB = land biodiversity loss

MB = marine biodiversity loss

W = water scarcity

PD = political destabilization

D = increase in disease outbreaks

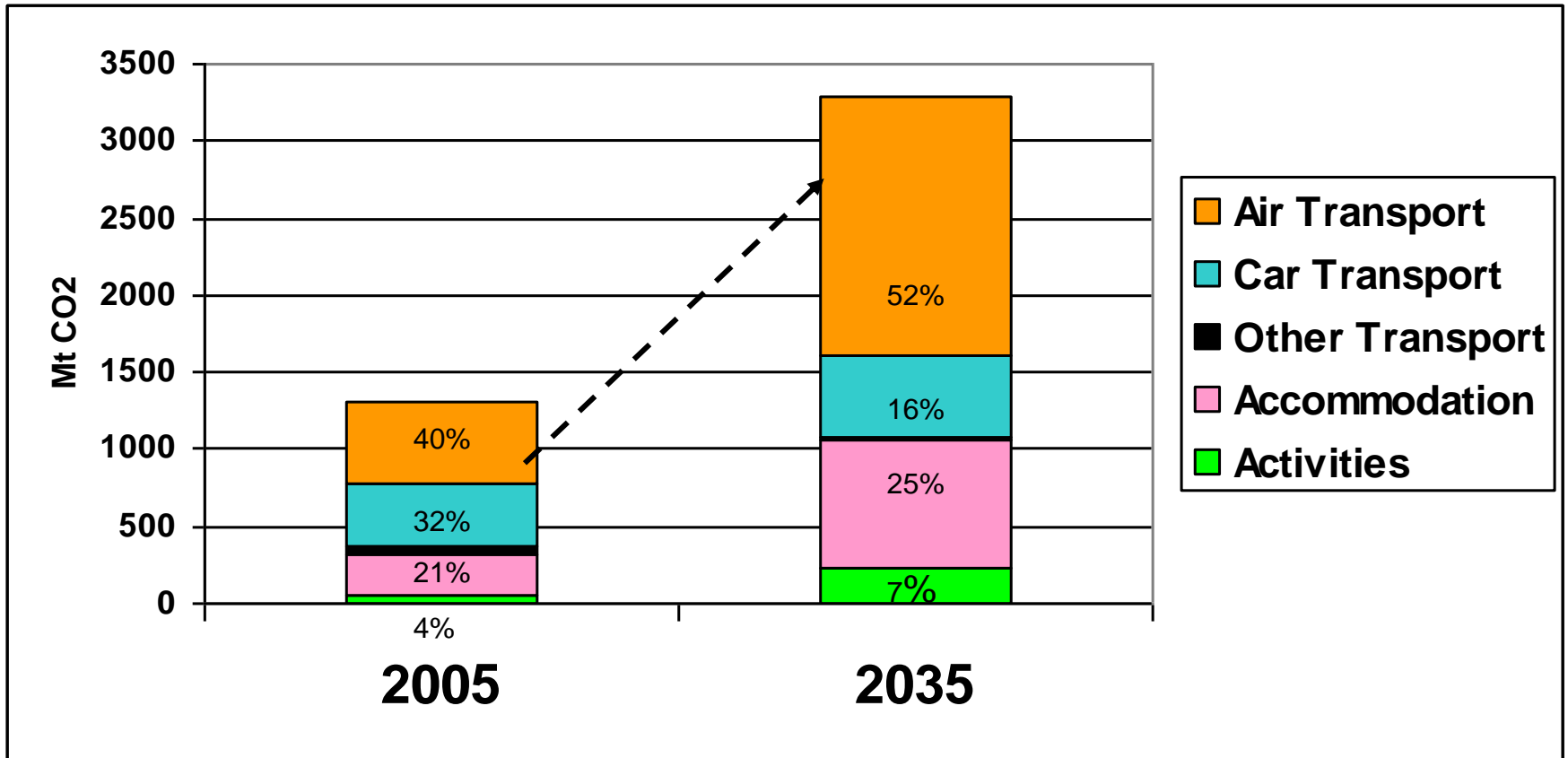
TCI = travel cost increase from mitigation policy

Hotspot

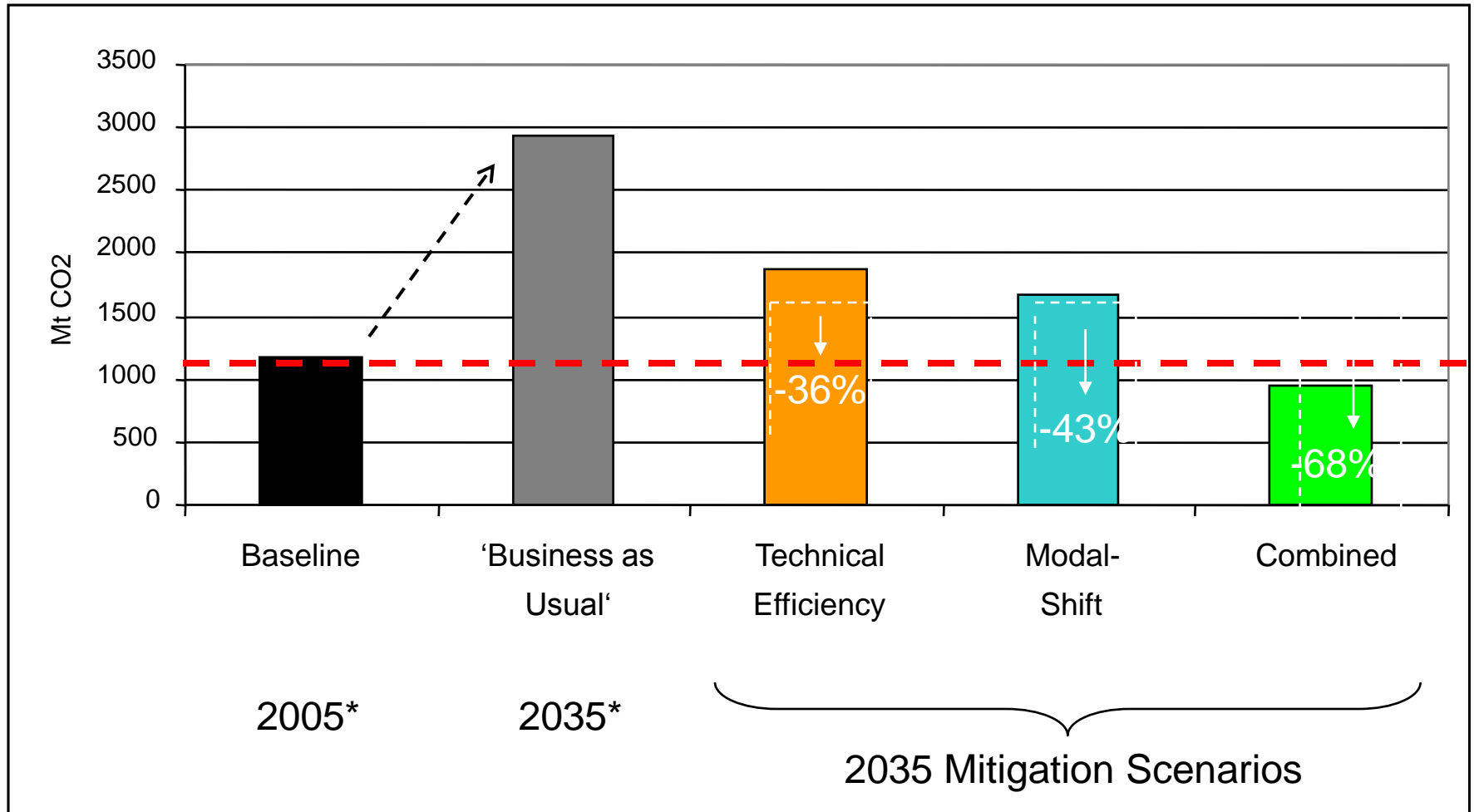
Regional Knowledge Gaps



Business as Usual' Projection of Future CO2 Emissions from Tourism



Future CO2 Emissions from Global Tourism: Scenarios of Mitigation in 2035



Tourism and Climate Change Mitigation: *The Credibility Challenge*

- Climate change is a serious issue for tourism
- Carbon reduction targets and progress must be real and measurable
- Industry communication must have credible message
 - not just a PR exercise
 - backed up with meaningful action

UNWTO Davos "Process"

UNFCCC
Copenhagen



WEF T&T Industry
Europe EE/RE hotels
M. East
S. America
UK Ministerial

Cartagena

London

Davos

Djerba

- Accept Science
- 5% GHG & Economy
- Air c2% CO₂ +
- 2050 Start Now
 - Adapt
 - Mitigate
 - Technology
 - Finance
- Support Aviation
- Weakest need help
- Differential Response

UNFCCC
Bali



The Davos Declaration

Governments

- **International Framework**
- **Partnerships**
- **Educate: Train: Monitor**

Consumers

- **Reduce Footprint**
- **Choose Carbon Clean**
- **Link to Conservation**

Industry/Destinations

- **Clean Energy**
- **Design/Product**
- **Tell Customers**

Research/Media Nets

- **Intensify Research**
- **Mainstream Education**
- **Quadruple Bottom Line**

UNWTO Climate Strategy



World Tourism Day 28 September 2008

World Tourism Day 2008 focus on Tourism's response to the challenges of climate change.

It will be a year long campaign aiming to:

- Advance tourism in the UN global response to the challenges of climate change and poverty alleviation
- Promote the Davos Declaration Process for the Tourism Sector
- Encourage tourism stakeholders to adapt, to mitigate and use new technology and secure financing for the poorest countries.

Hotel Energy Solutions:

innovation and competitiveness for hotel SME's

- **The project**

EU co funded project of 1,2 millions euros

5 partners: UNWTO, UNEP, IHRA, ADEME, EREC

- **Overall objective:**

Expand uptake of Energy Efficiency & Renewable Energy Technologies in small and medium sized hotels

- **How we're going to achieve this**

Promote energy efficiency and renewable energy use in SME hotels

Demonstrate the competitive aspects of EE/RE : significant economic benefits

- **What the Project Will Do**

Develop tools to assist SME hotels to plan for and invest in EE & RET

Test the tools in hotels

Promote these tools to SME hotels across the European Union

- **Build a European network with NTO's and DMO's and Associations and technology providers**

- **Annual Conference and Partenariat**



T&T “Route to Copenhagen” Climate Change Project



Multi-stakeholder project in partnership amongst others **with UNWTO and ICAO** to develop T&T sector recommendation to UNFCCC in preparation for negotiation of post-Kyoto climate change framework in Copenhagen COP-15 meeting (Dec. 2009)

The **project** will provide an engagement platform for all key industry players, international organizations, NGO and governments illustrate the **importance of T&T sector in delivering sustainable growth** to developing countries—link between addressing climate change and achievement of UN Millennium Development Goals (MDGs)

Specifically the project will:

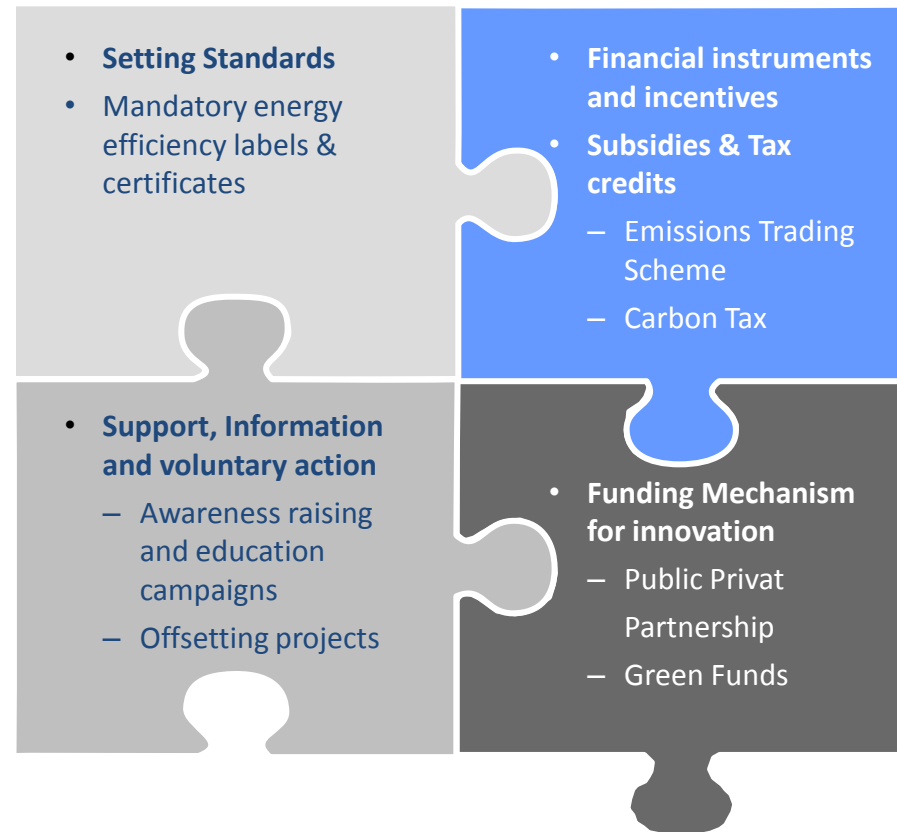
- Provide an overview of the global impact of the T&T sector in terms of CO₂ emissions
- Illustrate pragmatic emissions-mitigation options and how governments, industry and consumers can collectively make T&T more sustainable
- Provide recommendations on innovative cross-industry emissions-reduction opportunities



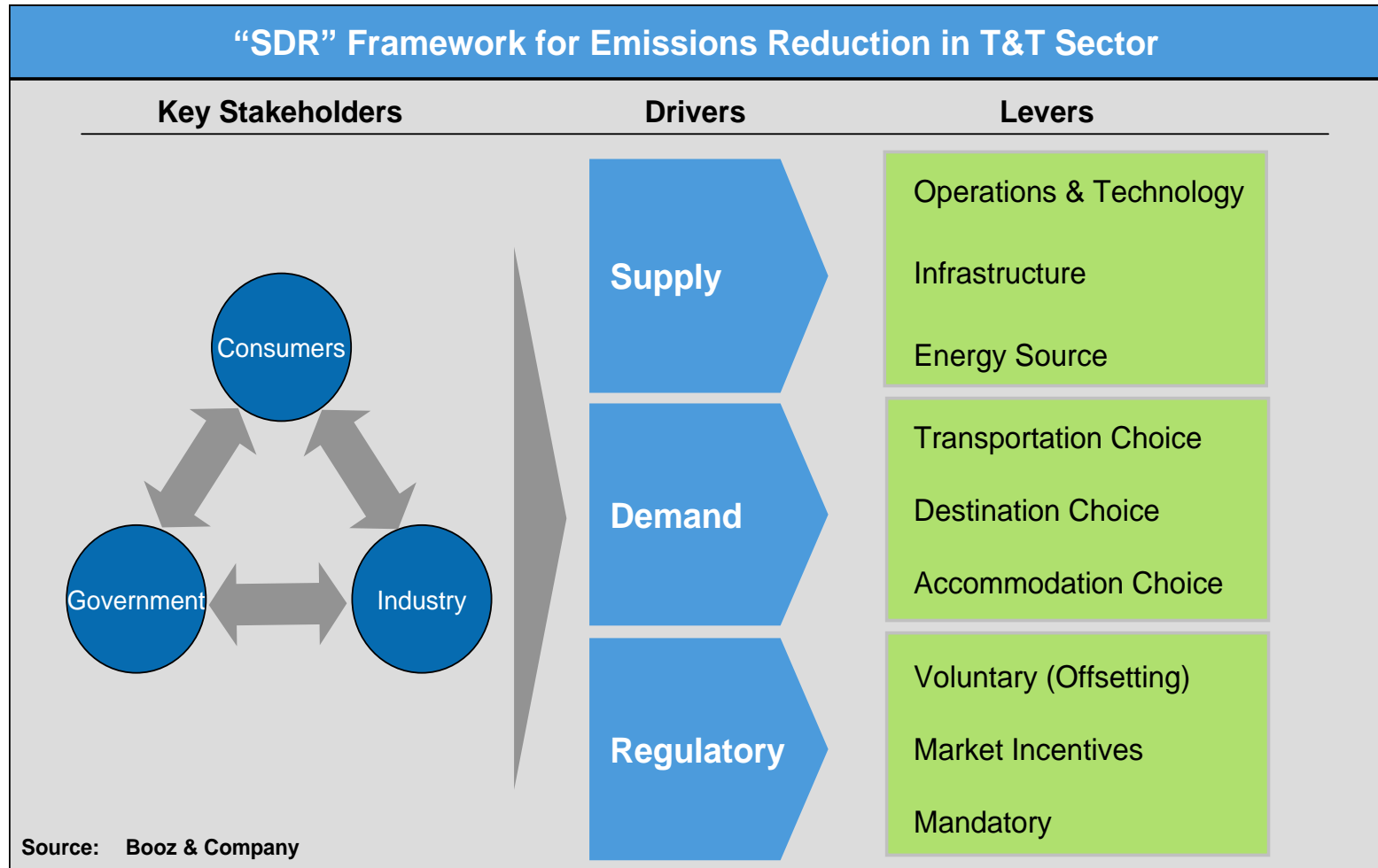
Identified innovative cross-industry emissions-reduction opportunities

- **Cross-regional transfer of best practices in sustainable tourism to developing countries**
 - How can industrialized nations facilitate the “leapfrog” to more energy efficient technology platforms in emerging economies?
- **Carbon “investment” by consumers (re-branding of carbon off-setting):**
 - Development of T&T sector specific carbon offsets
 - Increase transparency in the usage of carbon offset funds
- **Integration of mass transit modes**
 - Planning of public infrastructure to efficiently integrate various mass transit modes (e.g. connecting airports to the city centers by Bus, Rail)
- **Innovative cross-industry emissions-reduction solutions have the greater impact as they enable continued growth of the sector and the economic development of nations**
- **“Green Innovation” will provide new business opportunities to both destinations and industry.**

Build Blocks of Policy Instruments



Portfolio of options and guiding principles





ClimateSolutions.travel

... towards Climate Neutral Tourism



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 Search

Welcome to ClimateSolutions.travel beta version, an initiative by the [United Nations World Tourism Organization \(UNWTO\)](#) in the context of the UNWTO Davos Declaration process.

The aim of this web site is to be the central gateway for information on solutions available to help the tourism sector respond to climate change.

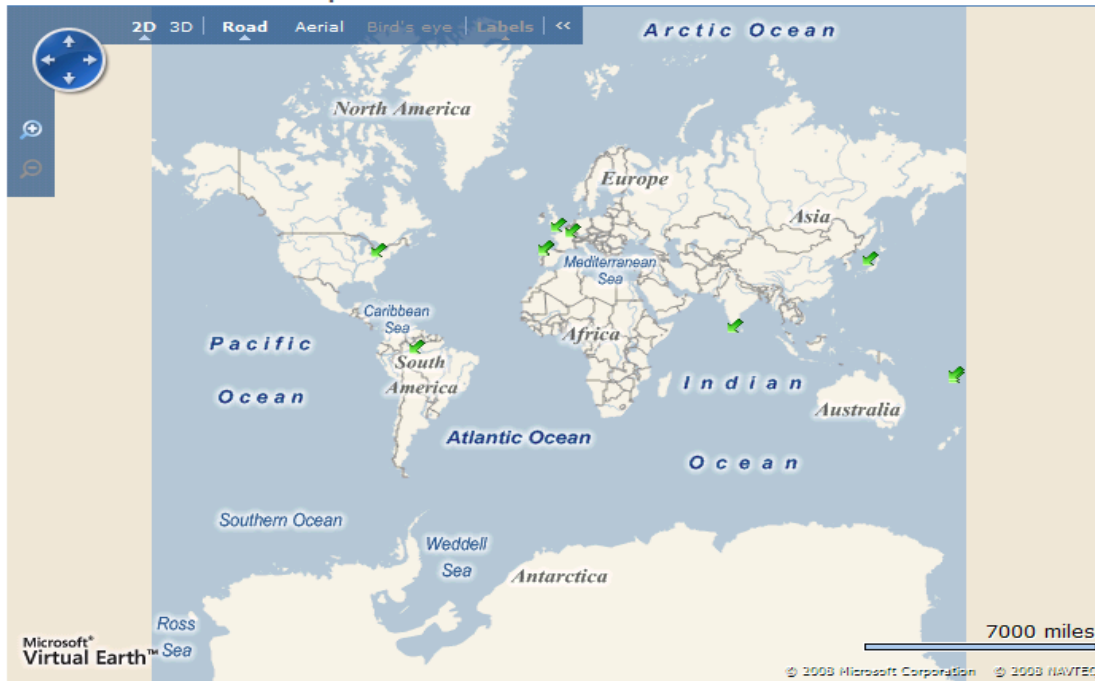
Register for free and share your Climate Solutions in the global effort towards achieving Climate Neutral Tourism!

User Name

Password

[Register](#)
[Forgot your password?](#)

Latest Climate Solutions on Map



Latest Climate Solutions

- **Earth Lung Carbon Clean Sri Lanka**
Sri Lanka
- **Environment and Ecology Fiji**
Nukubati Island Resort
- **Keep Winter Cool United States of America**
National Ski Areas Association
- **T&T climate change project Switzerland**
World Economic Forum
- **Climate change adaptation in Fiji**
Fiji
UNWTO and UNEP with the Fiji Ministry of Tourism
- **SAVE Spain**
Sol Meliá Hotels & Resorts
- **Environmental and Social Initiatives Japan**
East Japan Railway Company





Thank you!

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