



*Task Force on
Sustainable
Tourism
Development*

International Task Force on Sustainable Tourism Development

**Marrakech
Process
on
Sustainable
Consumption
and Production**



RÉPUBLIQUE FRANÇAISE

Thibault DEVANLAY, coordinator of the French Task
Force on Sustainable Tourism Development
Presentation for Plan Bleu July 2008

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- The tourism industry generates nearly 11% of the global GDP and employs 230 million people (8,1% of jobs worldwide).
- 2007: 887 million international tourists (UNWTO predicts this number will triple in one generation)

Tourism is first and foremost a great tool for economic development



Introduction: a growing impact

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But tourism brings an increasing pressure

- on the Environment, local and global;
- on Social equity;
- on the Local Cultures.



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Introduction: a growing demand for sustainability

Demand for Sustainable Tourism

- Consumer demand is increasingly **moving towards responsible and sustainable tourism** in Europe, which is the main provider of tourism demand:
 - 20-30% of travellers are aware of the needs and values of sustainable tourism
 - 10-20% of them are looking for opportunities of responsible travels
 - 5-10% of them ask for responsible travels



Introduction: growing challenges, especially in the developing world

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the growth rate of tourism is proportionally much higher in developing countries than in industrialised countries.

This means **global opportunities** AND CHALLENGES in the developing world:

-Prospects / outlook as regards to economic development and **fight against poverty**

(illustration: in the least developed countries, tourism brings almost 10% of the foreign currency; in Antigua and Barbuda, tourism contributes directly and indirectly to more than 75% of the national Gross Internal Product)

-More pressure on environment in areas with a potential tourist growth

-Concerns on social equity in tourism destinations



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Main questions raised

How to change unsustainable patterns of producing and consuming tourism services?

How to **raise awareness** among tourists and professionals about the global impacts of tourism?

What can we do to increase the economic benefits of tourism (especially for local communities) without harming the fragile environmental and social balances and, instead, using them as an opportunity for further development?



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Why did France chose to commit on sustainable tourism?

- France is the **first tourism destination in the world** with 79,1 millions of tourists every year, **75% of its local authorities** are concerned by tourism activity;
- France is granted with a unique natural and cultural heritage and a **very diversified offer of tourism**: (e.g. : France has 10% of the Coral Reef, 20% of the atolls and an important tropical forest).

Conservation of this heritage, especially its **biodiversity**, is a challenge, but first and foremost a chance to attract visitors and develop diversified



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French Committee for Sustainable Tourism

- The French committee is **chaired by the ministry for tourism** inspectorate and is composed of the ministries in charge of Tourism, Ecology, and Foreign Affairs, para-governmental organisms, local authorities, NGOs and businesses ;
- Role : **coordinates** the work of national stakeholders to foster sustainable tourism and represents France for the Task Force meetings;
- So far: It has published a **guide on the French know-how about sustainable tourism** and is preparing a collection on profitability and cost/benefits of sustainable investments in the tourism sector ;
- Explores the political and technical relevance to establish a **French National Strategy for sustainable tourism development**



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Some examples of French good practices for sustainable tourism



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Some examples of French good practices (1)

• **The Green Key, a European environmental-management label for campsite and other tourist accommodation.**

Partners: Foundation for Environmental Education in Europe, Fédération Nationale de l'hôtellerie de Plein Air, Fédération Nationale des Offices de Tourisme, Ecoemballages, Vacances Propres...

Project: Promoting the best environmental initiatives by awarding a label when meeting criteria on energy use, water use, waste management, chemical products treatment and education.

Results: Since 2004, the 'les cigales' campsite Park in Le Muy, Var, France has been awarded a Green Key label. The campsite that has installed energy-efficient light bulbs and water savings taps and organized selective waste collection, is now keeping up with its eco-friendly path by educating the customers, setting up solar panels, insulate with eco-friendly materials, selling organic products, creating nature walks, educational garden and birds refuges, etc...



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Some examples of French good practices (2)

• Rehabilitation of Architectural Heritage and Improvement of Urban Environment in the municipality of Pondichery (India)

Partners : Local Authorities of Villeneuve sur Lot (with the support of French agency, ADEME) and of Urbino (Italy), and the NGO India National Trust for Architectural and Cultural Heritage;

Project is structured around 3 axis :

- rehabilitation of **architectural heritage**;
- establishment of transport infrastructures fostering “**green cars**” (33 electric cars and a central station have come into service);
- development of **recycling schemes** with the support of different NGOs and local population.

good example of North-South decentralised cooperation



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Some examples of French good practices (3)

• European Charter of Sustainable Tourism in Protected Areas: Regional Natural Park of Vexin

Partners: Regional Natural Park of Vexin, French **local Authorities** and Europarc (European Federation of Protected Areas);

Project: In 2000, the Park has developed and implemented a strategy fostering tourism including the **principles of the European Charter in protected areas** (from Agenda 21 adopted in Rio in 1992);

Objective of this strategy: development of sustainable tourism at the local level taking into account the control of the number of visitors and the support of local inhabitants (by **local awareness campaign**); this strategy is coherent with the development of other local economic activities.



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Some examples of French good practices (4)

• Environmental Management System of technical services of the local Authority of Saint-Jean-de-Monts (France)

Partners: Local Authority of Saint-Jean-de-Monts and local organisms

Project: In 2001, the local Authority has put in place an environmental management system for its technical services which is structured around 3 axis :

- **prevention of pollutions** with the prohibition of non essential chemical products and acquisition of green cars (20%);
- Improvement of **recycling** processes;
- **Protection of the local beach** with a better management of its wastes, its cleaning and the preservation of its ecosystem.

First results: 2 years after it comes into service, **technical services have received the label ISO 14001** and it has been **spread to all services of the municipality** (sustainable public procurements, eco-citizenship, energy-savings...).



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Some examples of French good practices (5)

• Agenda 21 for a Fair and Sustainable Tourism in Saint-Anne de la Martinique (France)

Partners: Local Authority of Saint-Anne de la Martinique and ADEME, AFD and Office national des forêts;

Project: Establishment in 2003 of a local Agenda 21 for the development of a fair and sustainable tourism. This project is structured around 4 axis:

- control of the number of visitors, agricultural and fishing activities;
- Preservation of local natural heritage;
- A better redistribution of economic and social benefits from tourism activities;
- strength the skills of local people in tourism sector, especially of young people.

First results: **85% of the area is now national natural reserve; 5 small islands of the locality are now bird sanctuaries; development of 4 km of footpaths; prohibition for divers of 7 km of coasts, creation of a local agenda 21...**



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International Task Force on **Sustainable Tourism** Development

« sustainable tourism is the only option for tourism development »

Carlos BENAVIDES, Ministry of Tourism, Republic of Costa Rica
Official launching of the Task Force, Paris, September 19th, 2006



The task force at a glance

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The International Task Force on Sustainable Tourism Development

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MINISTÈRE DES AFFAIRES
ÉTRANGÈRES ET EUROPÉENNES

The French Ministry of Economy, Finance and Employment is in charge of tourism



International context of the creation of the Task Force

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The Marrakech Process on Sustainable Consumption and Production (SCP)

➤ initiated by the **Rio Earth Summit** in 1992

*“The major cause of the continued deterioration of the global environment is the **unsustainable patterns of consumption and production**, particularly in industrialized countries, which is a matter of grave concern, aggravating poverty and imbalances.”*



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Agenda 21 (Chap. 4.3)



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International context of the creation of the Task Force

The Marrakech Process on Sustainable Consumption and Production (SCP)

➤ Created by the **Johannesburg World Summit on Sustainable Development** in 2002, to

“change unsustainable patterns of consumption and production” (political commitments of heads of states and governments).

“Encourage and promote development of 10-year framework of programmes in support of regional and national initiatives to accelerate the shift towards sustainable consumption and production” (Johannesburg plan of implementation).



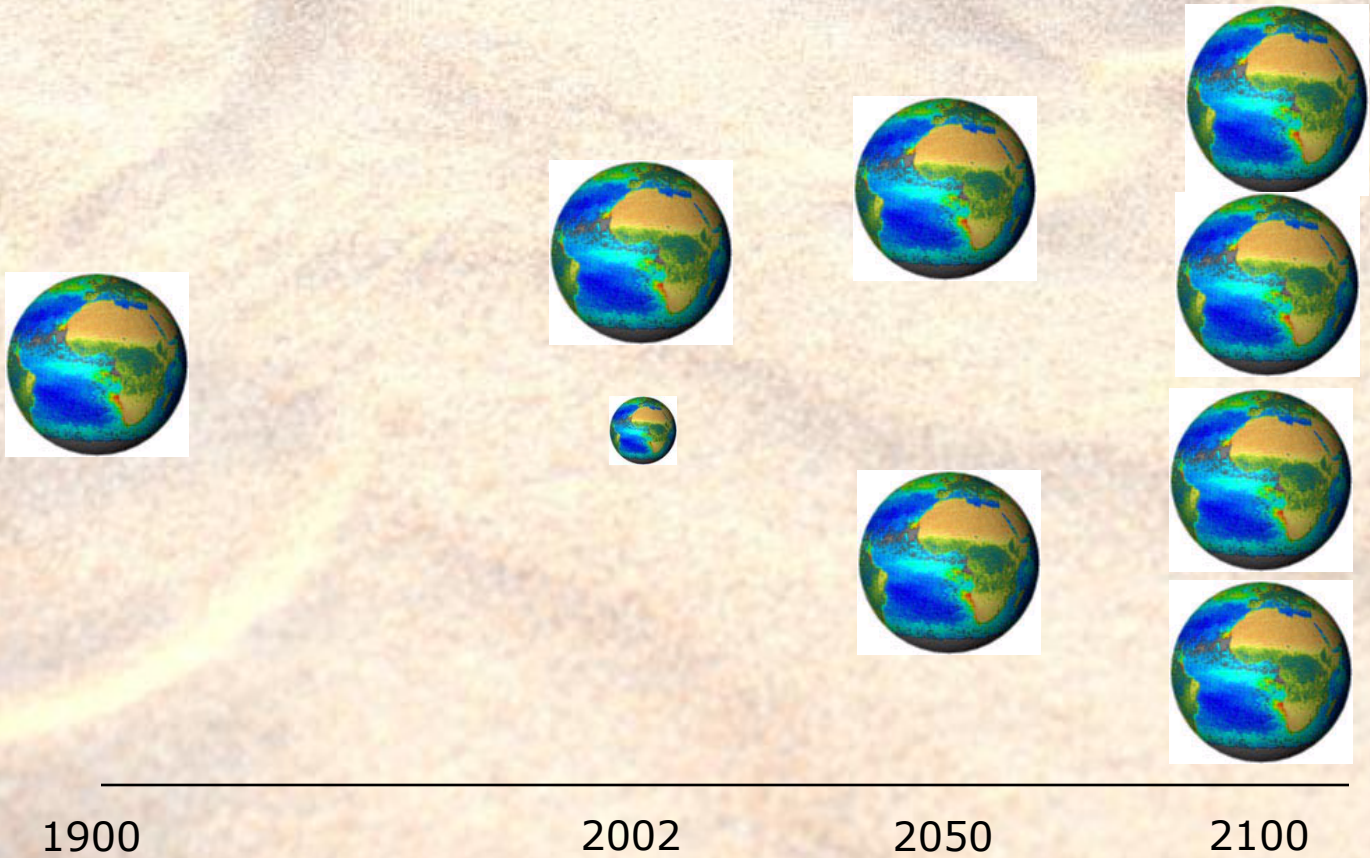
If we all keep/adopt the western patterns of production & consumption

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Marrakech Process on Sustainable Consumption and Production



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International context of the creation of the Task Force

The Marrakech Process on Sustainable Consumption and Production (SCP)

- Led by **UNEP** (the United Nations Environment Program) and **UNDESA** (the United Nations Division for Sustainable Development)
- Aims at developing:
 - **international** conferences (Marrakech03, San José05, Stockholm07)
 - **regional and national initiatives** and conferences on SCP
 - a 10-year Framework of Programmes on Sustainable Consumption and Production (a set of **international commitments** to be developed and negotiated in 2010/2010)
 - cooperation between interested countries and partners through voluntary **“Task Forces”** on specific issues.



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The Marrakech Process on Sustainable Consumption and Production (SCP)

There are **7 Task Forces** on specific SCP issues so far :

- Sustainable **Lifestyles** (Sweden);
- Sustainable **Products** (United Kingdom);
- Cooperation with **Africa** (Germany);
- Sustainable **Procurements** (Switzerland);
- Sustainable **Building and Construction** (Finland);
- Sustainable **Tourism Development** (France);
- **Education** for Sustainable Consumption (Italy).



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4 priority issues:

1. Interlinkages between **tourism and climate change**;
2. Interlinkages between **tourism and biodiversity**;
3. Conservation of **cultural and natural heritage**;
4. Fostering **local governance** with better involvement of local populations.



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Objectives of the Task Force:

- Enabling sharing of knowledge, experiences and best practices;
 - Developing pilot projects to be replicated;
 - Raising awareness among both tourists and tourism operators;
 - Encouraging countries to take actions.
-
- Aiming at developing policy recommendations for CSD 2010/2011



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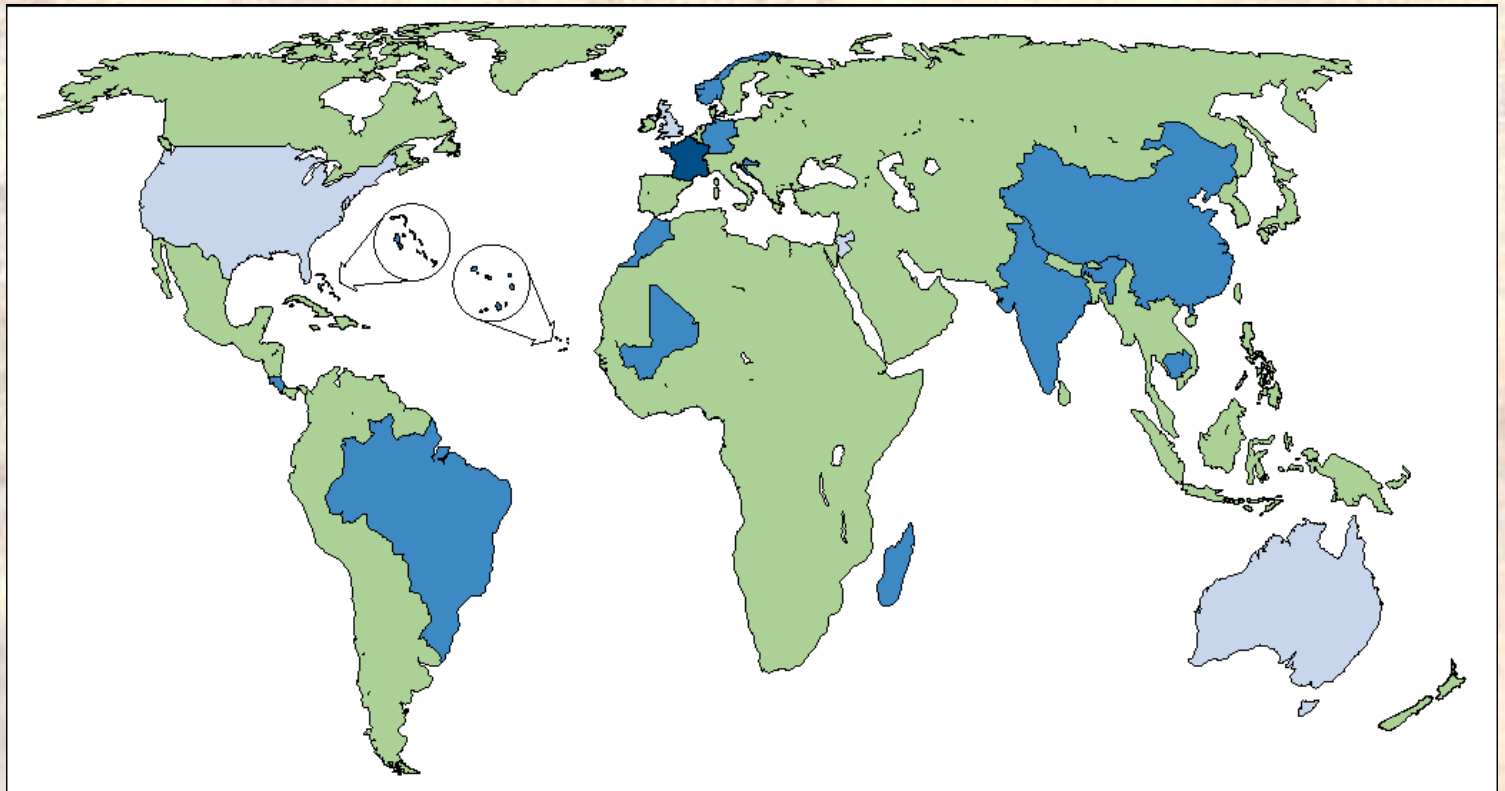
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18 countries

Members: Bahamas, Brazil, Cape Verde, Cambodia, China, Costa Rica, Croatia, France, Germany, India, Madagascar, Mali, Morocco, Norway, New Zealand

Partners: Australia, UK, USA





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8 international organizations

- United Nations Environment Programme (UNEP)
- United Nations World Tourism Organization (UNWTO)
- United Nations Educational Scientific and Cultural Organization (UNESCO)
- United Nations Conference on Trade and Development (UNCTAD)
- Plan Bleu
- Organisation for Economic Co-operation and Development (OECD)
- European Commission (EC)





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International NGOs

- World Wildlife Fund (WWF)
- IUCN (International Union for Conservation of Nature)
- Rainforest Alliance (RA)
- The International Ecotourism Society (TIES)
- Tourism Concern
- ECOTRANS

International Business associations

- International Organisation for Standardisation (ISO)
- International Hotels and Restaurants Association
- Federation Universelle des Agences de Voyage
- Bureau International du Tourisme Social (BITS)
- Tour Operators Initiative (TOI)
- Roteiros de Charme



International Financing Institutions

- World Bank Group
- Global Environment Fund (GEF)
- Inter-American Development Bank (IADB)
- Agence Française de Développement (AFD)
- Gesellschaft für Technische Zusammenarbeit (GTZ)
- United Nations Foundation (UNF)

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First meeting of the Task Force

- 18-19 September 2006 in Paris
- Close to 80 participants (including 5 ministers)
- Main objective
 - launch the Task Force;
 - obtain commitments from the members;
 - define a draft programme of work;

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Second meeting of the Task Force

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- 12 -14th of March 2007 in Paris
- Main objective: **operationalize the program of work**
 - Report on the first activities (ex: training tools for professional schools, guide for attenuation of tourism impacts on mountains);
 - Develop some projects using the experts' experience on a **peer review process** (ex: policy guide for integrating tourism in Integrated Coastal Zone Management);
 - Initiate new partnerships and strengthen initiatives (ex: conference on **Tourism and Climate Change**).

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Second meeting of the Task Force

Commitments

Norway, to sponsor 15 delegates for the next meeting
Costa Rica, to organize a task force international meeting in San Jose in 2008

Morocco, to launch a national responsible tourism strategy

Brasil, to launch awareness campaign in pilot project
UNWTO and UNEP, to organize more international workshops and conferences on tourism and climate change



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The Programme of Work

- **Collection of good practices**
- **Education and capacity building for future tourism managers and local SMEs**
 - Handbook for local operators on tourism investments and sustainability
 - Training kit for hotelier schools focusing on environmental issues
 - Practical e-tool for environmental management in SMEs
- **Promotion of corporate social and environmental responsibility (CSER) and partnership with the private sector**
 - Integration of sustainable tourism in existing national strategic documents
 - Analysis of tourism oriented Local Agenda 21 - local governance
- **Development of policy tools**
 - Financial guide on tourism investments
 - Review of existing labels, standards and certification processes
 - Promotion of natural and cultural heritage as assets for sustainable tourism development (pilot project to be implemented in Costa Rica)
 - Guidebook on Tourism development in Integrated Coastal Zone Management (pilot project to be implemented in Croatia)
- **Information - Communication - Networking activities**
 - Pilot-communication campaign on sustainable tourism (in Paraty, Basil)
 - Brochure on tourism and climate change
 - E-network Destinet focusing on knowledge management for sustainable tourism.



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Third meeting of the Task Force

- 10 -12th of December 2007 in Paris
- Main objectives:
 - Review the current challenges related to **the financing of STD**;
 - Explore the possibility of establishing a standardized set of **operational criteria for financing STD**;
 - Review the National and/or Regional Strategic Approaches;
 - Review the programme of work and the thematic areas of priority in order to identify the policy tools enabling to facilitate the coordination necessary to achieve STD.
- Main achievement : **Establishment of the network SIFT** (Sustainable Investment For Tourism) comprising **financial stakeholders (World Bank, GEF...)** whose the objective is to identify operational criteria for financing ST projects.



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4th Meeting of the Task Force

- 8 -11th of June 2008 in San José and Arenal (Costa Rica)
- Opening of the 4th meeting by Minister of Tourism C. Benavides
- Main objectives:
 - Facilitate communication between **international financial institution** and members of the Task Force to understand how to apply for financing sustainable tourism projects ;
 - Encourage countries to implement **sustainable tourism national strategies** by giving methodology tools and presenting actual experience ;
 - Sustainable Tourism in action : **learn from costa rican experience in sustainable tourism** by visiting local implementation and meeting professionals
 - Identify some **policy recommendations** tracks that we will address to the CSD in 2010-11 to implement Sustainable Tourism.



Next Steps of the Task Force

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- **Official Launch of the SIFT Network** in Washington DC (September 2008)
- **Meeting of the Steering Committee of the TaskForce on the occasion of the FITS Meeting** (INTERNATIONAL FORUM ON FAIR AND RESPONSIBLE TOURISM) in Bamako (October 2008)
- **5th Task Force Meeting** hosted by Morocco (beginning of 2009)
- **Deliver Policy Recommendations** at CSD 2010/2011



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Examples of Projects supported by the TaskForce

- **SIFT** : Sustainable Investment for Tourism
- **Davos Process** : on Tourism and Climate Change
- **Sustainable Tourism Stewardship Council** : harmonization on certification processes
- **IUCN – ACCOR** : Biodiversity and Hospitality Sector



One of UNEP/MEEDDAT Projects 2008

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Efficiency in Use of Resources and Tourism in the Mediterranean

- **Objective** : **Dissemination in the Mediterranean of Taskforce tools** in order to encourage sustainable tourism in cooperation with Plan Bleu
- **Part A** : **Raising awareness** among tourists coming to the Mediterranean.
- **Part B** : **Organization of Capacity Building Workshops for tourism stakeholders**



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Projects financed by MEEDDAT to be adapted in the Mediterranean

- **The Green Passport** campaign
- **Sustainable Tourism in Coastal Zones**
- **Capacity Building on sustainable tourism**
 - **Environmental management**
in the accommodation sector
 - **Training package** for hospitality schools



The green passport campaign

<http://www.unep.fr/greenpassport>

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The green passport campaign

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Green Passport - Holidays for a living planet - Microsoft Internet Explorer

Fichier Edition Affichage Favoris Outils ?

Précédente Rechercher Favoris

Adresse <http://www.unep.fr/greenpassport>

English

We go on holidays for pleasure, to discover new horizons, to relax, to meet people and to learn about different cultures. Most of the time, however, we are not aware that the choices we make for our holiday can have an impact on our destination and on the people that live there. We are often equally unaware of the implications of our travel for global environmental issues, especially climate change.

The aim of this Green Passport site is to introduce you, the potential traveller, to some of the things you can do to help make tourism a sustainable activity, by which we mean an activity that is not only respectful of the environment but that is also good for the economic and social development of the communities that will be your hosts.

As you 'take a tour' through the pages of the

Start your trip

GREEN PASSPORT
HOLIDAYS FOR A LIVING PLANET

Planning my trip
Getting there
Getting around
Before going back
After my trip
Climate change

Send your green tip!
Daily tips for better holiday making

about the PROJECT @ CONTACT tell your friend to make it GREEN!

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Faites les bons choix



Si vous prenez l'avion, choisissez une compagnie aérienne qui s'engage pour une aviation durable. Il existe de

Accueil

Se déplacer - Moins vite et mieux

L'avion —autrefois un luxe réservé à une poignée de privilégiés— permet aujourd'hui à des millions de personnes de voyager loin et de façon plus économique qu'en train ou en voiture. Cependant, il s'agit aussi de la principale source d'émission de gaz à effet de serre, contribuant ainsi au réchauffement climatique.

Une nouvelle tendance vient récemment de voir le jour : le « *slow travel* » ou « tourisme lent ». Pour certains, il s'agit de passer plus de temps sur le lieu de destination, de se mêler aux gens, d'apprendre à connaître la faune et la flore, de prendre le temps de se promener et de s'imprégner du lieu, plutôt que de se ruer d'un piège à touriste à un autre.

Il peut aussi s'agir d'un choix de ne pas prendre l'avion, et de prendre plutôt le temps de vivre des rencontres et d'admirer les paysages sur la route. Préférer la route ou le train plutôt que la voie aérienne vous permettra d'apprécier la nature. Par exemple, traverser le Canada en train vous conduira des grandes étendues lacustres du nord de l'Ontario à travers de vastes prairies jusqu'aux spectaculaires Rocheuses canadiennes et à la côte de la Colombie britannique – vous

Suite



Comment vous rendre sur votre lieu de destination ?
Prenez votre temps. Prenez le train ou le bus, demandez qu'on vous dépose, marchez ou déplacez-vous en vélo. [Lire la suite](#)

Quel lien y a-t-il entre le transport motorisé et mes choix de vacances ?
Le transport motorisé est aujourd'hui la principale source d'émission de gaz à effet de serre. [Lire la suite](#)

Où dormir ?
Que ce soit pour une escapade d'un week-end ou un séjour d'une semaine, assurez-vous que votre hébergement est éco-citoyen. [Lire la suite](#)

Que manger ?
Ne mettez pas l'écosystème dans votre assiette. [Lire la suite](#)

Préparez votre voyage

Se rendre à destination

Une fois sur place

Avant de rentrer

Après votre retour



Emportez votre



avec vous

Envoyez-nous une idée "verte" à mon.yahoo!@greenpassport.org



Il est toujours temps pour préparer vos vacances





Sustainable Coastal Tourism

*Task Force on
Sustainable
Tourism
Development*

**Marrakech
Process
on
Sustainable
Consumption
and Production**



RÉPUBLIQUE FRANÇAISE

**MINISTÈRE DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
ET DE L'AMÉNAGEMENT
DURABLES**

- **Integrated Coastal Zone Management (ICZM) for tourism planning; ICZM is a UNEP – EU Methodology for coastal development**
- **Application in the tourism sector**
- **Manual/CD for sustainable tourism development in coastal zones**
- **Pilot implementation in Croatia**



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MINISTÈRE DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT
ET DE L'AMÉNAGEMENT
DURABLES



Environmental Management is the Accommodation Sector

- **Development of an interactive CD-ROM with good practices and case studies of environmental management in hotels**
- **Training seminars**
- **Pilot implementation in Madagascar and Vietnam**



Training kits for hotel schools (CD-ROM)

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MINISTÈRE DE L'ÉCOLOGIE,
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DURABLES



Semer les Graines du Changement

Le Kit de Formation à L'environnement et au
Tourisme Durable pour L'Industrie Hôtelière



Ressources | Études de cas



Remerciements | Copyright & avertissement



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DURABLES



Training kits for hotel schools (CD-ROM)



Semer les Graines du Changement

Le Kit de Formation à L'environnement et au
Tourisme Durable pour L'Industrie Hôtelière

Choix d'Implantation, Conception et Construction Durables des Equipements Touristiques

L'industrie du tourisme et de l'hôtellerie investit lourdement dans la construction de nouvelles structures et la rénovation d'équipements existants. Cette partie présente les caractéristiques essentielles de la conception bioclimatique et des méthodes de construction respectueuses de l'environnement (des informations sur les énergies renouvelables sont aussi fournies). Ces caractéristiques rendent les bâtiments plus confortables, moins chers à entretenir et à exploiter, allongent leur durée de vie tout en facilitant la mise en œuvre d'un Système de Management Environnemental (SME) pendant leur occupation. Cette partie est organisée de la façon suivante :

- 1 Introduction à la conception bioclimatique des bâtiments
- 2 Choix du lieu d'implantation
- 3 La conception bioclimatique
- 4 Réutilisation des bâtiments existants
- 5 Méthodes de construction respectueuses de l'environnement
- 6 Conclusion

Objectifs pédagogiques

A la fin de cette dernière partie, les étudiants devront être capables :

- D'apprécier l'importance et les bénéfices de la conception bioclimatique et des méthodes de construction respectueuses de l'environnement ;
- D'identifier quelques caractéristiques de ces bâtiments plus respectueux de l'environnement ;
- D'apprécier à quel point ces propriétés facilitent la mise en œuvre d'un SME ;
- D'envisager les possibilités d'incorporer des caractéristiques bioclimatiques dans les bâtiments existants, et de savoir en quoi cela facilitera le SME.



Cliquer ici pour télécharger et imprimer le module



En cliquant ces icônes, vous obtiendrez des informations complémentaires sur le sujet en cours de consultation



Por le meilleure performance du Cd-Rom
utilisez le navigateur IE 7 et Acrobat Reader 7



Ressources | Études de cas



Remerciements | Copyright & avertissement

International Marrakech Task Force on Sustainable Tourism Development

Tourism for sustainability

Are we tackling the challenges of tourism and climate change?



UN DESA



UNEP



UNWTO - OMT - IAHBTO



MINISTÈRE DE L'ÉCONOMIE,
DES FINANCES ET DE L'EMPLOI

MINISTÈRE DE L'ÉCOLOGIE,
DU DÉVELOPPEMENT ET DE
L'AMÉNAGEMENT DURABLES

MINISTÈRE DES AFFAIRES
ÉTRANGÈRES ET EUROPÉENNES

The French Ministry of Economy, Finance and Employment is in charge of tourism

<http://www.veilleinfotourisme.fr/taskforce>

How to change unsustainable patterns of producing and consuming tourism services? How to raise awareness among tourists and professionals about the global impacts of tourism? What can we do to increase the economic benefits of tourism (especially for local communities) without harming the fragile environmental and social balances and, instead, using them as an opportunity for further development?

Brochure of the Task Force on Sustainable Development (2007)



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DURABLES



Thanks for your attention !

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www.veilleinfotourisme.fr/taskforce

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