



SUSTAINABLE MARINE TOURISM

Expert Group Meeting
on Oceans, Seas and
Sustainable Development:
Implementation and
follow-up to Rio+20

18-19 April 2013
UN Headquarters, New York

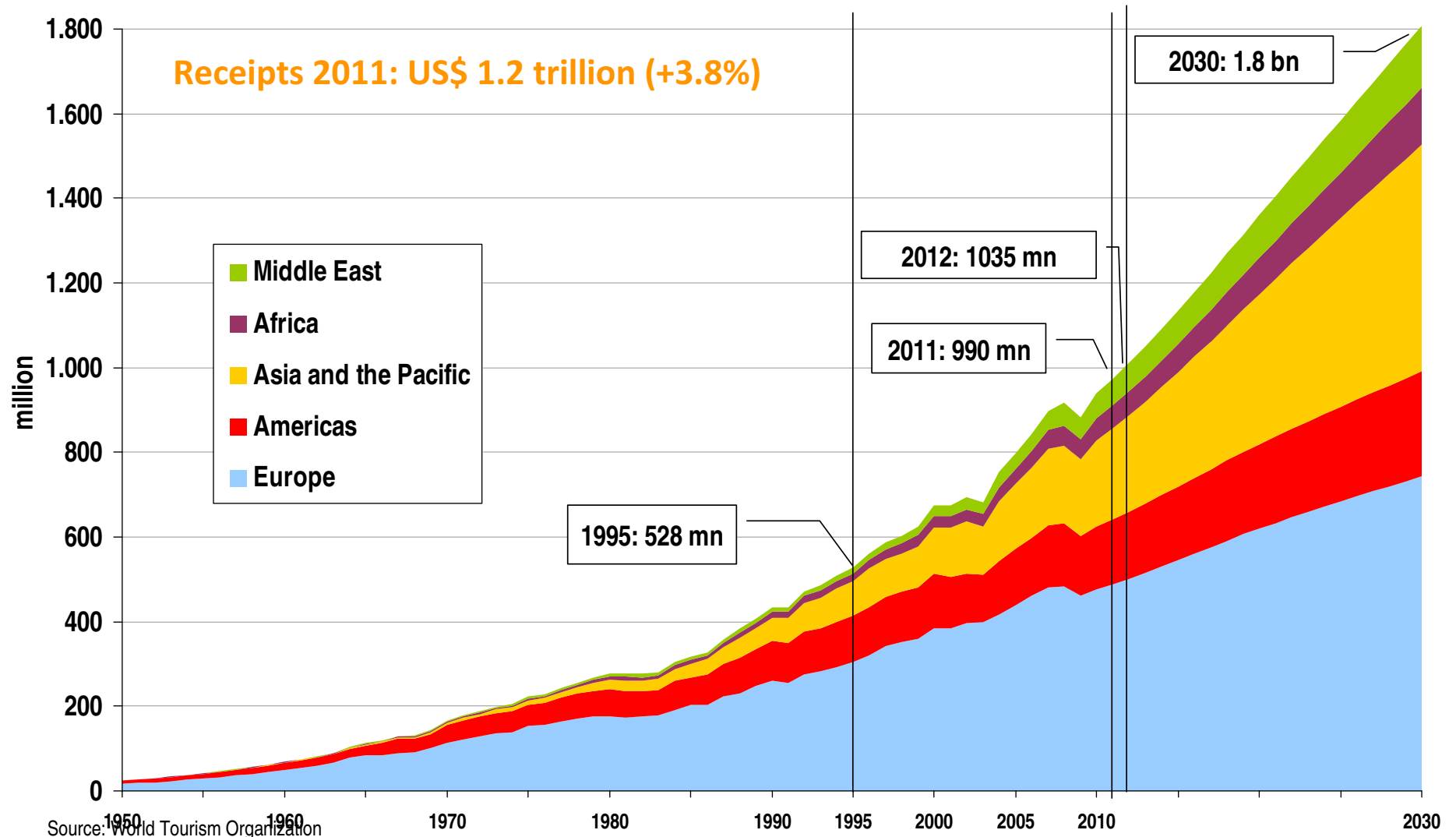


Contents

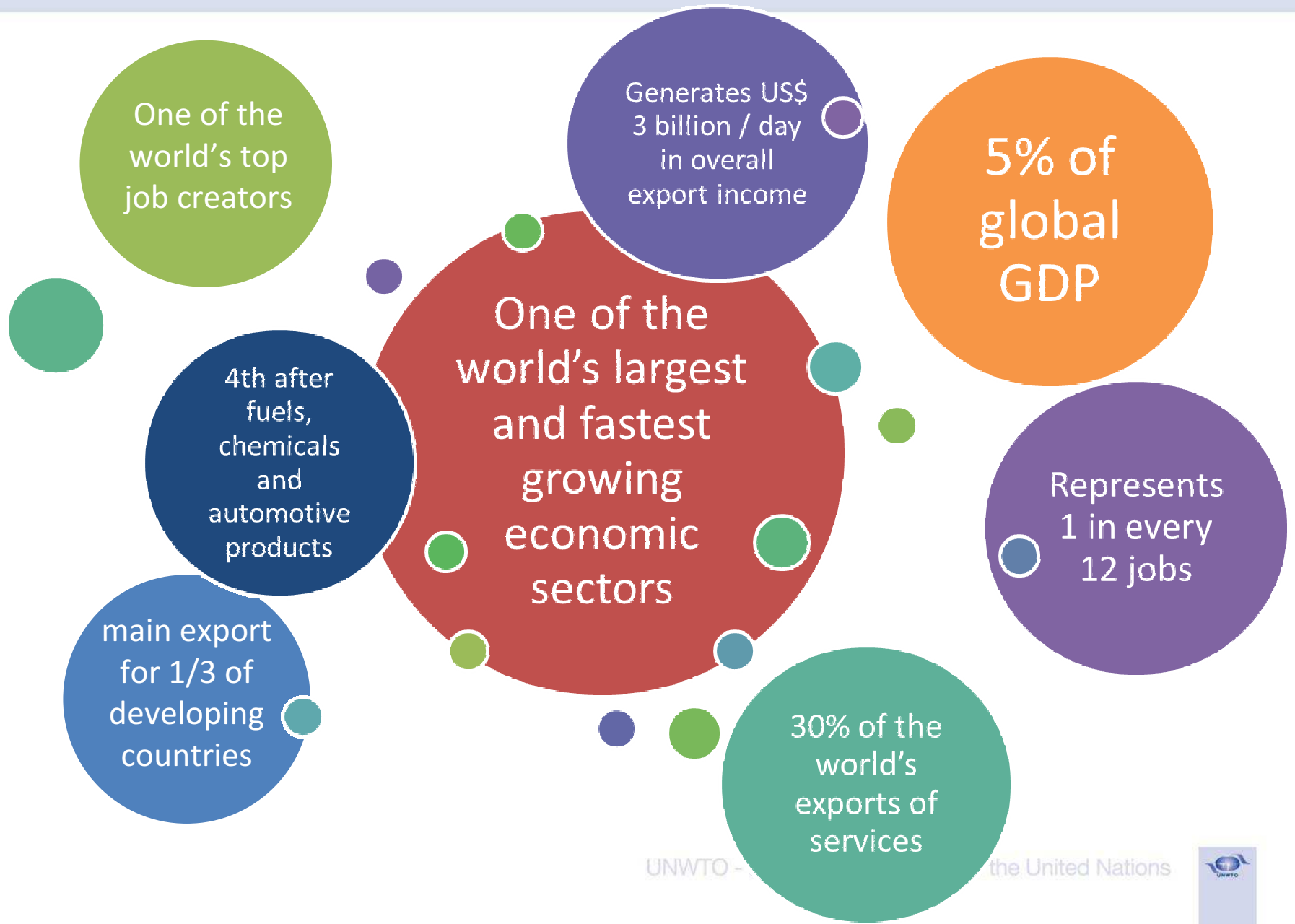
- ***Introduction***
- Marine Tourism
- Sustainability Approaches
- Follow up Rio+20

International Tourist Arrivals, 1950-2030

Current situation and forecasts UNWTO Tourism 2030 Vision



Tourism



Tourism: From Rio 92 to Rio+20



UN General Assembly Resolutions - 2012



Resolution on Ecotourism: Promotion of ecotourism for poverty eradication and environment protection (A/RES/67/223)



Follow-up to and implementation of the Mauritius Strategy for the Further Implementation of the Programme of Action for the Sustainable Development of SIDS (A/RES/67/207)



International Year of Small Island Developing States (A/RES/67/206)



Towards the sustainable development of the Caribbean Sea for present and future generations (A/RES/67/205)



Implementation of Agenda 21 and the outcomes of the World Summit on Sustainable Development (A/RES/67/203)



Sustainable tourism and sustainable development in Central America (A/RES/66/196)

Contents

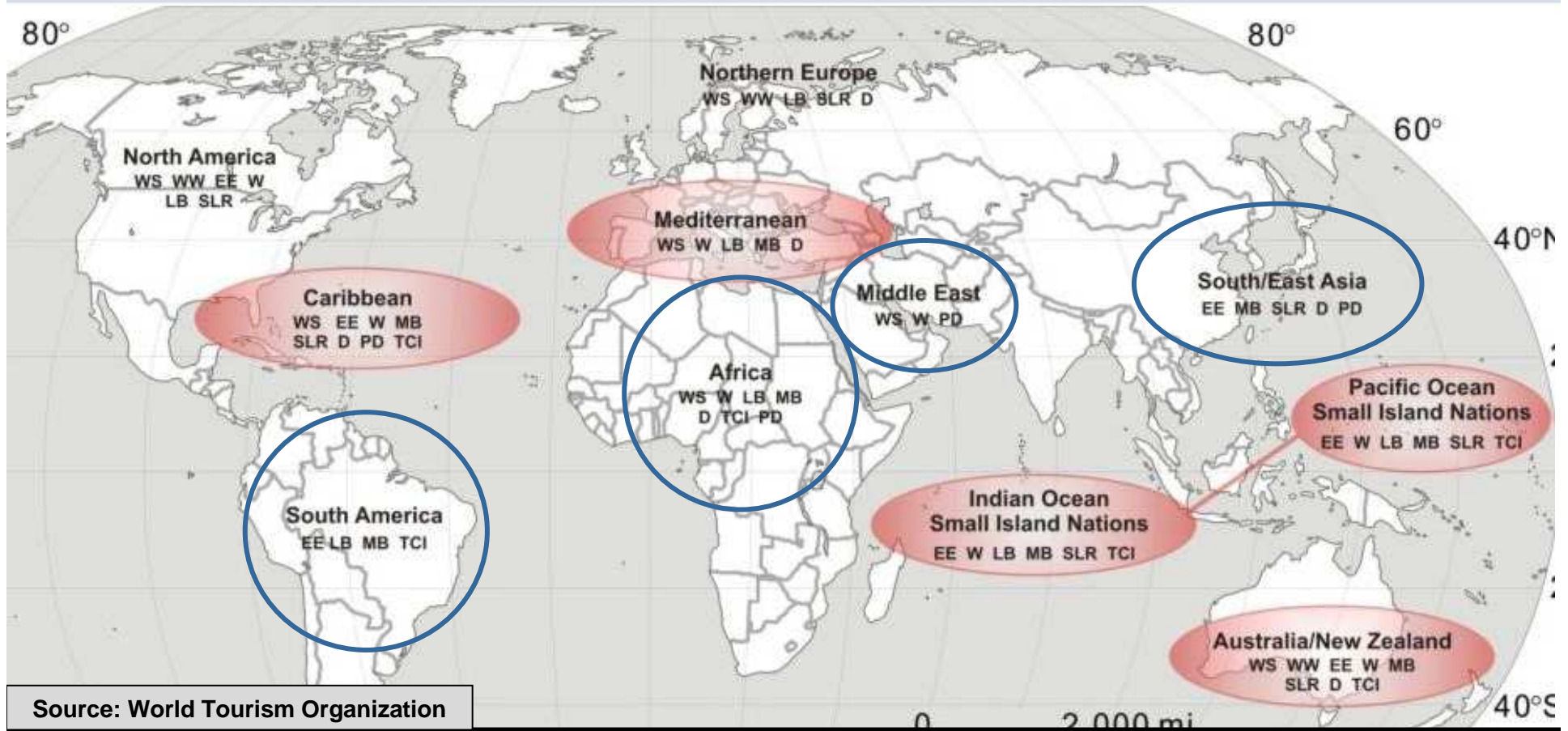
- Introduction
- ***Marine Tourism***
- Sustainability Approaches
- Follow up Rio+20

Coastal and marine tourism

- Approx. ½ of tourists visit a coastal area.
- **Marine tourism:** specially vulnerable to climate change
- **Governments:** increasingly aware of the importance of protecting coastal areas.
- **Tourists:** demanding more sustainable tourism products.
- **Tourism sector:** should develop coastal zones in a sustainable way.
- **Integrated Coastal Zone Management (ICZM):** recognized by many tourism operators and decision-makers.



Tourism Vulnerability 'Hotspots'



Source: World Tourism Organization

WS = Warmer Summers

WW = Warmer Winters

EE = increase in extreme events

SLR = Sea Level Rise

TCI = Travel Cost Increase from mitigation policy

LB = Land Biodiversity loss

MB = Marine Biodiversity loss

D = increase in Disease outbreaks

PD = Political Destabilization

W = Water scarcity

Regional Knowledge Gaps

Hotspot

Examples of vulnerabilities in the Caribbean

Impacts of Climate Change on Coral Reefs



Coral bleaching

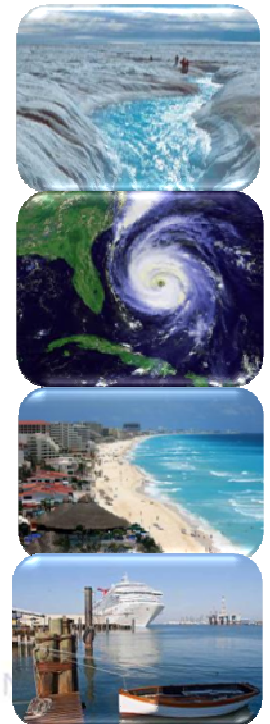
Infectious disease outbreaks

Acidification of oceans

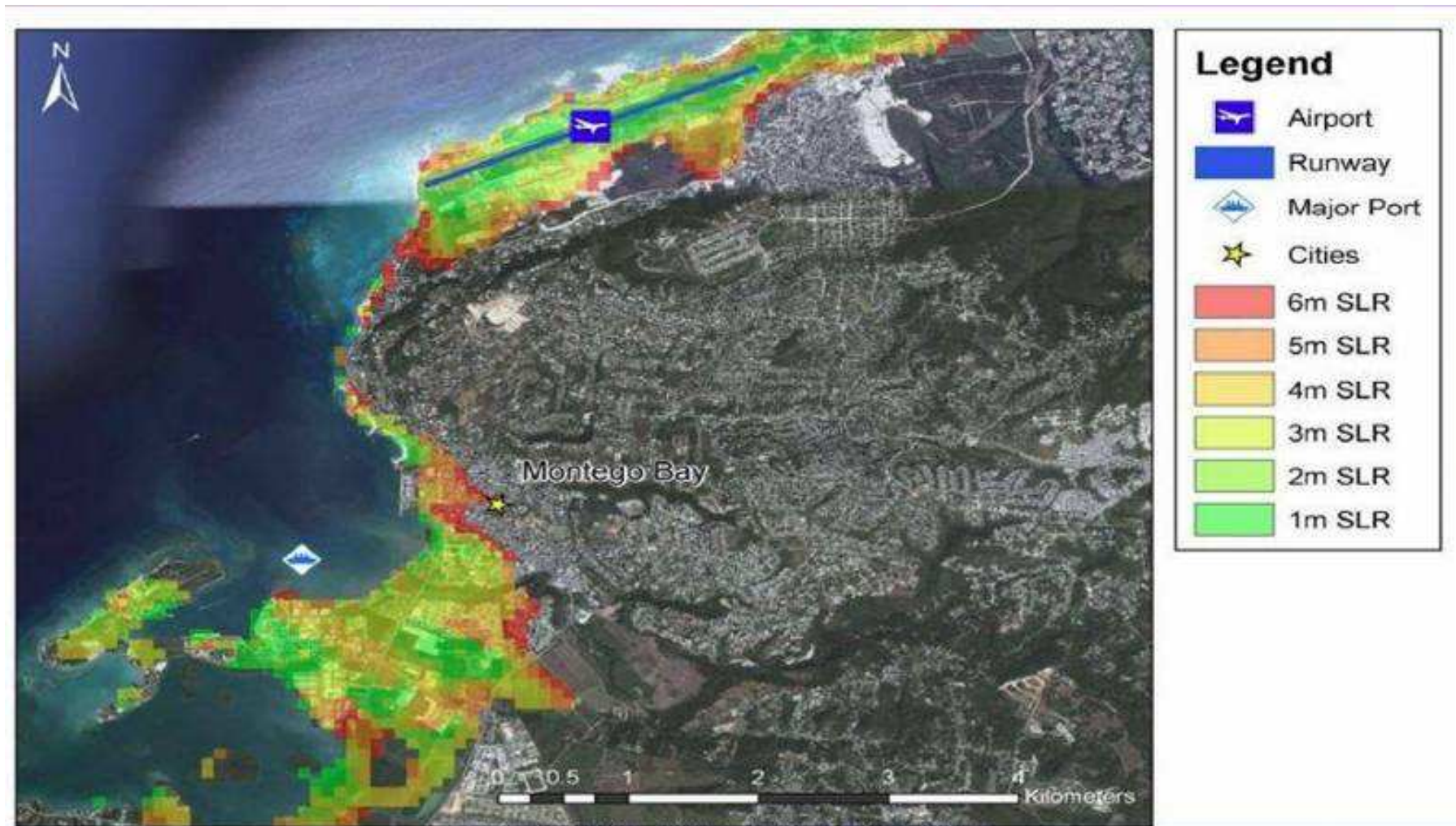
- Ecosystem services (fisheries and tourism) provided by coral reefs in the Caribbean: **US\$ 1.5-3.5 billion/annum.**
- **+2.0°C** will degenerate the corals → loss of ecosystems and billions of US\$

Sea level rise

- **Rapid ice sheet melt** → forecast 1.5 2m SLR by 2100
- **Impact of tropical storms and hurricanes** → intensified as SLR
- **1/3 of major tourism resorts and airports** → at risk to 1m SLR
- **Majority of land around seaports** → vulnerable to flooding from 1m SLR



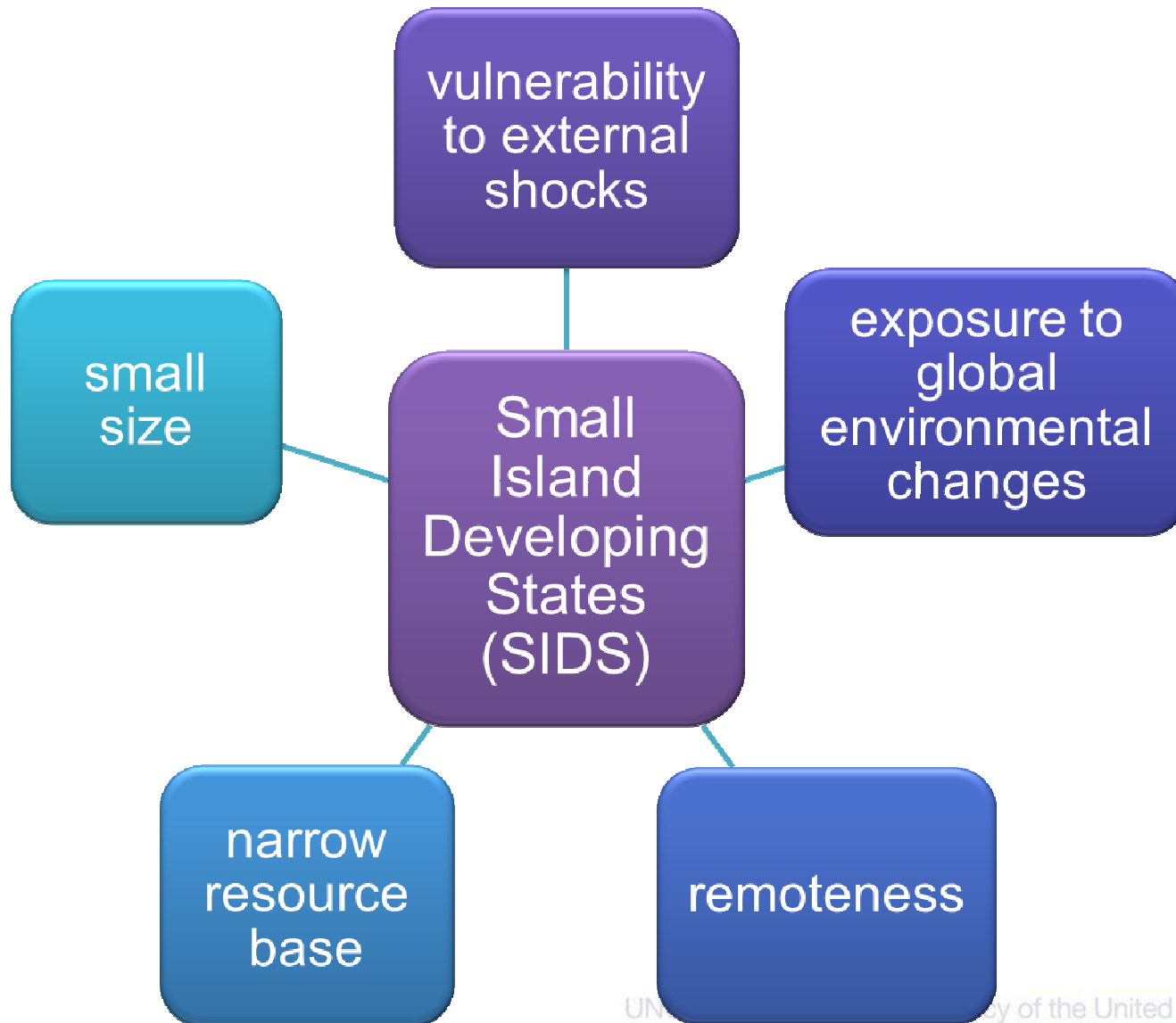
Vulnerability of Major Tourism Resorts to SLR and Storm Surge Montego Bay, Jamaica



Erosion of Major Tourism Resorts Paradise Island, Nassau, Bahamas



SIDS are specially vulnerable



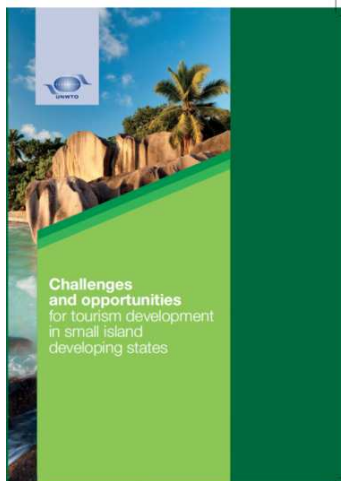
SIDS and Tourism

Tourism:

- Vital development opportunity for SIDS
- Tourism accounts for 1/2 of all exports of goods and services in many SIDS
- Major contributor to GDP
- Key factor in enabling 2 SIDS to graduate from the status of LDC (Cape Verde and Maldives)



**UNWTO – France Government:
La Reunion Island Conference on Tourism Development in islands.
11-13 September 2013**



UNWTO Publication on SIDS

Launched at Rio+20, the report:

- Shows how tourism can address their vulnerability
- Updates a wide range of evidence on tourism performance and impacts and on the factors affecting the future development of the sector in SIDS.

UNWTO World Tourism Organization, United Nations



Contents

- Introduction
- Marine Tourism
- ***Sustainability Approaches***
- Follow up Rio+20



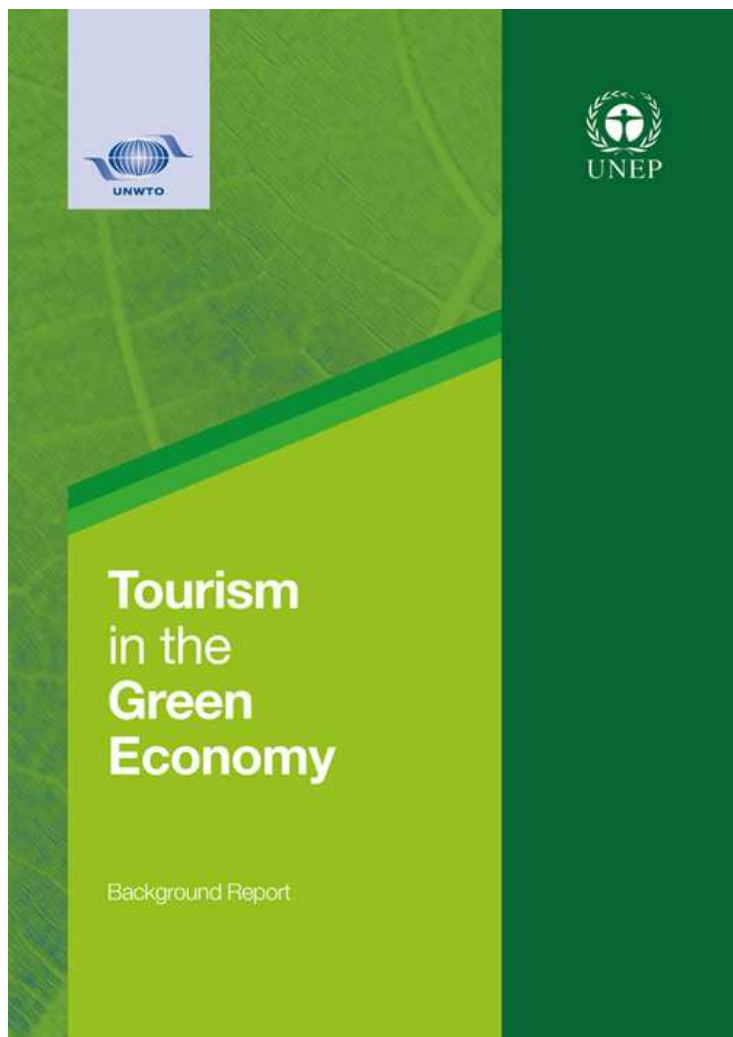
Sustainability approaches

Tourism in the Green Economy

Global Partnerships and Projects

Monitoring at destinations

Tourism in the Green Economy - Background Report



- Launched at the UN Climate Change Conference (COP 18) in Doha, Qatar, November 2012
- Aims to demonstrate that concerted “greener” policies can steer the growth of the sector toward a more sustainable path.
- Compared with a BAU scenario, it shows how a green investment scenario would allow the sector to continue to expand steadily over the coming decades while ensuring significant environmental benefits.
- Aims at encouraging policy makers to support increased investment in greening the tourism sector.



Key Messages

Green Economy

- Green tourism has the potential to create new jobs
- Investing in greening of tourism can reduce costs
- Tourists are demanding the greening of tourism
- The private sector can, and must be mobilized to support green tourism
- The development of tourism is accompanied by significant **challenges**:



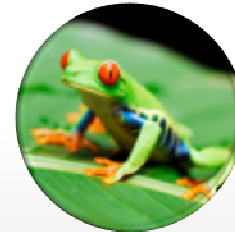
Energy and
GHG
emissions



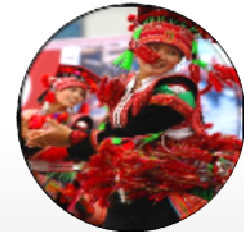
Water
consumption



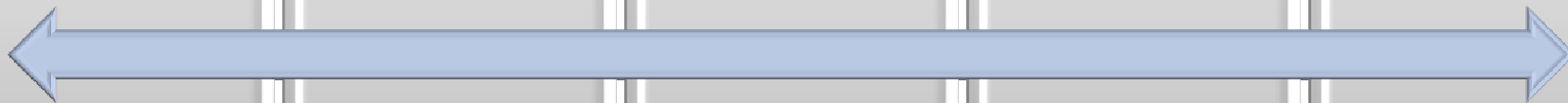
Waste
management



Loss of
biological
diversity



Effective
management
of cultural
heritage



Investing in the greening of tourism

Green Economy

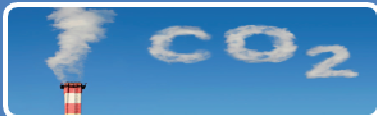
Green Investment in tourism (0.2% of world GDP) leads to significant resource savings due to efficiency improvements and loss reduction.

Energy



44% savings of energy consumption in 2050 thanks to:

- Modal shift - less carbon intensive transport: electrified train and coach
- Behavioral changes: shorter-haul trips
- Better energy management: setting targets and benchmarking for hotels
- Technological advances in fuel efficiency



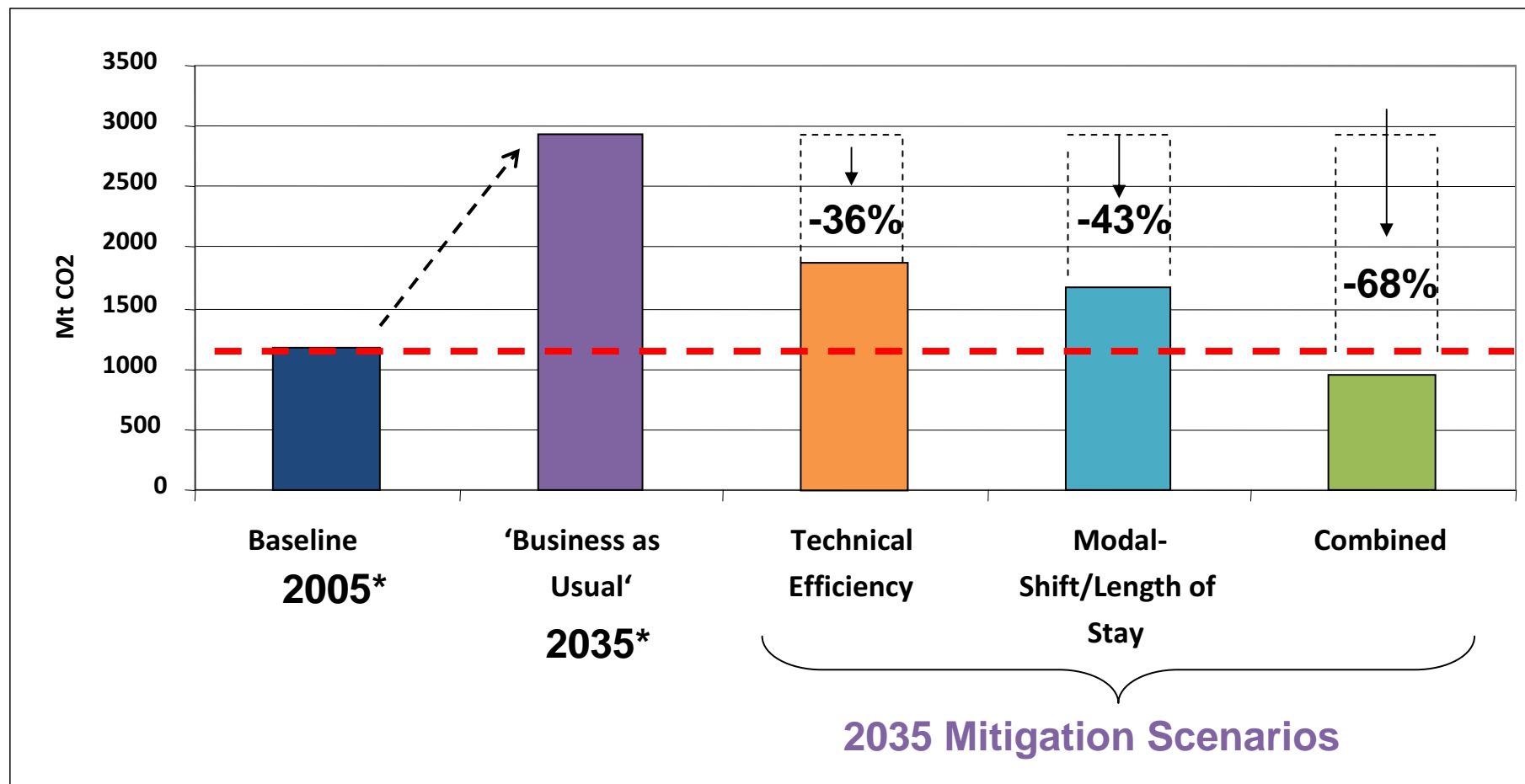
52% CO2 emissions reduced by 2050



“Best practice” hotels energy costs reduced from 6% to 2.5% of annual turnover.

Future CO2 Emissions from Global Tourism

Scenarios of Mitigation Potential in 2035

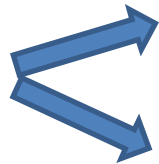


* Excludes same-day tourists



- Partnership of public and private sectors
- UNWTO and UNEP: Permanent Members of the board of directors.
- Fosters increased knowledge and understanding of sustainable tourism.
- Promotes adoption of universal sustainable tourism principles
- Builds demand for sustainable travel.

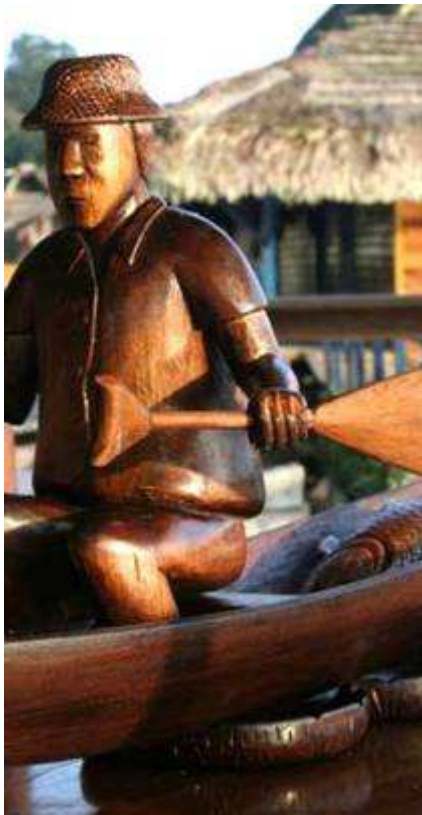


Criteria  Criteria for Hotels and Touroperators
Criteria for Destinations



40 Criteria in 4 pillars

Sustainability Management



Social & Economic



Cultural



Environmental



Global Partnership for Sustainable Tourism (GPST)

- Global initiative launched in 2011
- Has some **100 members** from international organizations, governments, private sector, etc



4 main activities



Global Partnership for Sustainable Tourism (GPST)

7 thematic areas



Promote good policy frameworks



Facilitate climate change adaptation and mitigation actions



Ensure environmental sustainability

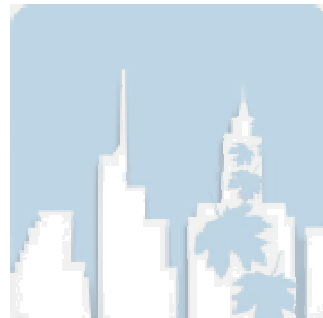


Promote sustainable tourism as mean for poverty alleviation

THEMATIC ACTION LINES



Facilitate the promotion of cultural and natural heritage



Assist the private sector to become more sustainable

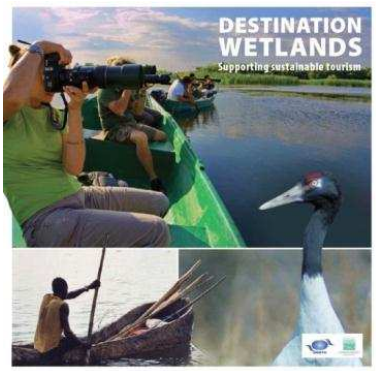


Make sustainability a part of finance and investment



UNWTO - Ramsar Cooperation

February 2010 - World Wetlands day: Ramsar and OMT join forces by signing a Memorandum of Cooperation



July 2012 - Ramsar's COP11:

Launch of the UNWTO – Ramsar publication:

“Destination wetlands: Supporting sustainable tourism”

The publication highlights:

- value of wetlands for tourism
- economic benefits that tourism bring to wetlands
- importance of managing wetland tourism wisely

14 case studies on tourism in wetlands selected to cover different wetland types

Examples of marine wetlands:



Brazil - Abrohos Marine National Park

- Most of the Park is a total protection zone.
- Tourism confined to designated dive sites and nature trail.



Philippines - Tubbataha Reefs Natural Park

- 10% of the fee paid by tourists, used to fund livelihood initiatives in communities in the region.

COAST Project

- UNWTO coordinates, together with UNIDO and UNEP, a **Project on Sustainable Development of Coastal Tourism in Africa**

- Financed by the Global Environment Facility (GEF)

- Involves **9 countries**:

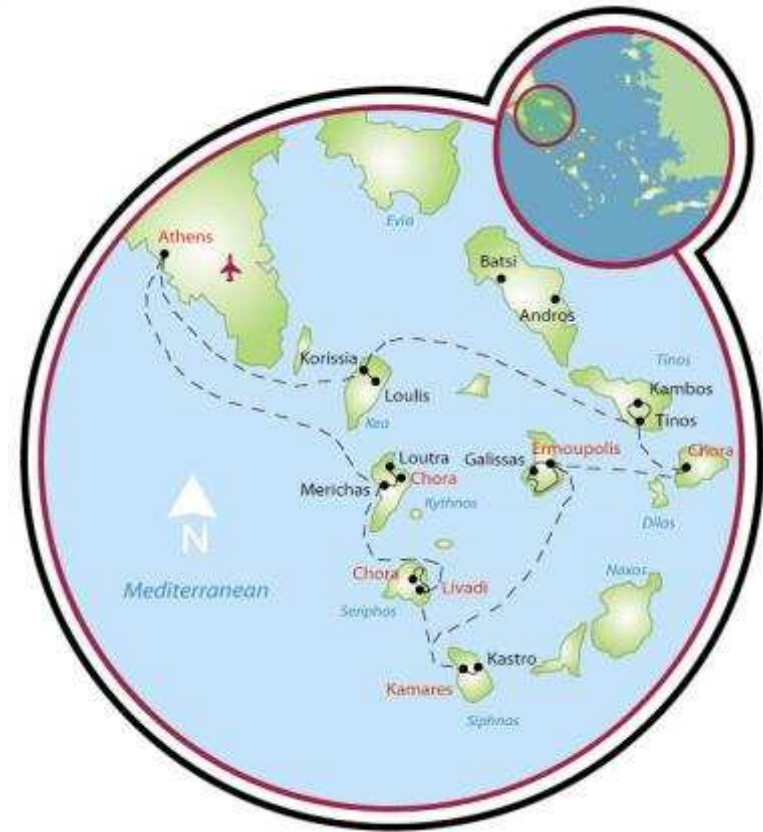
Cameroon, Gambia,
Nigeria, Ghana,
Kenya, Senegal,
Tanzania, Seychelles
Mozambique



- Aims at reducing environmental impacts of tourism and providing alternative livelihood to coastal communities through introducing policy changes and strengthening public-private partnerships.

UNWTO Observatories Programme

- “Monitoring Centre for Sustainable Tourism Observatories” inaugurated on the [Aegean Islands](#), the main archipelago of Greece.
- Opened in **February 2013**.
- Established by UNWTO
 - in collaboration with the University of the Aegean
 - with the support of the Ministry of Tourism of Greece



- Will monitor the environmental, social and economic impacts of tourism in the archipelago
- Will serve as a model to expand the concept to a national level.

Contents

- Introduction
- Marine Tourism
- Sustainability Approaches
- ***Follow up Rio+20***

The Future We Want: final document adopted at Rio+20

Sustainable Tourism (par. 130-131)

We emphasize that well designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities.

We recognize the need to support sustainable tourism activities.....

We call for enhanced support for sustainable tourism activities and relevant capacity building in developing countries.....

We encourage the promotion of investment in sustainable tourism...

We underline the importance of establishing appropriate guidelines and regulations in accordance with national priorities and legislation for promoting and supporting sustainable tourism.

The way ahead

Green
Economy
Innovation

Private
sector
leadership

SIDS

- Ensure Sustainable Tourism contributes to their development.

Follow up to
Tourism
paragraph of
«The future we
want»

10 Years Framework of Programmes

- Sustainable Tourism already identified as one of the key areas

Sustainable Development Goals

- Integrate Sustainable Tourism in the process

Enabling
conditions

Public sector
support
and
incentives

Consumers
demand



Thank you!

**Luigi Cabrini
Director-Advisor
of the
Secretary-General
on Sustainability
UNWTO**

Visit us at unwto.org

