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

Receipts 2011: US$ 1.2 trillion (+3.8%)

Source: World Tourism Organization

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Tourism

One of the world’s largest and fastest growing economic sectors

- Generates US$3 billion / day in overall export income
- 5% of global GDP
- 1 in every 12 jobs
- 30% of the world’s exports of services
- One of the world’s top job creators
- 4th after fuels, chemicals and automotive products
- Main export for 1/3 of developing countries

One of the world’s top job creators

UNWTO - Tourism for Development - the United Nations
Tourism: From Rio 92 to Rio+20

- Earth Summit in Rio, Agenda 21 and the UN Commission on Sustainable Development
- MDG Summit: Millennium Development Goals
- World Summit on Sustainable Development in Johannesburg
- International Year of Ecotourism and Quebec Declaration on Ecotourism
- Sustainable Tourism - Eliminating Poverty (ST – EP)
- Davos Process on Climate Change and Tourism
- Green Economy and Tourism
- Global Sustainable Tourism Council
- UN Steering Committee on Tourism for Development (SCTD)
- UNCSD (Rio+20)

Years:
- 1992
- 1999
- 2000
- 2002
- 2004
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013

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UN General Assembly Resolutions - 2012


2. 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)

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

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


6. Sustainable tourism and sustainable development in Central America (A/RES/66/196)
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Coastal and marine tourism

• Approx. $\frac{1}{2}$ 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’

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

Source: World Tourism Organization
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

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Erosion of Major Tourism Resorts
Paradise Island, Nassau, Bahamas
SIDS are specially vulnerable

Small Island Developing States (SIDS)

- vulnerability to external shocks
- exposure to global environmental changes
- small size
- narrow resource base
- remoteness
SIDS and Tourism

Tourism:

- Vital development opportunity for SIDS
- Tourism accounts for ½ 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.
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Sustainability approaches

- Tourism in the Green Economy
- Global Partnerships and Projects
- Monitoring at destinations
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.
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
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

- Baseline 2005*
- ‘Business as Usual’ 2035*
- Technical Efficiency: -36%
- Modal-Shift/Length of Stay: -43%
- Combined: -68%

* Excludes same-day tourists

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Global Sustainable Tourism Criteria and Council

- 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.
Global Sustainable Tourism Criteria

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**

- Supporting implementation of policy recommendations
- Adapting, scaling up and replicating successful projects
- Developing new projects and tools
- Building networks and partnerships

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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 a means 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 - Abrolhos 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.
“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.
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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
- Enabling conditions
- Public sector support and incentives
- Consumers demand

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

UNWTO - a Specialized Agency of the United Nations
Thank you!

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

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