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# The Global Partnership for Sustainable Tourism

**BUILDING SUSTAINABLE TOURISM WORLDWIDE**



# Why a Global Partnership for Sustainable Tourism?

## ➤ Effective change for tomorrow's tourism

The tourism industry is recognized as a key engine for economic growth. It is responsible for a significant proportion of world GDP (5%), employment (6.1%), and investment (9.4%), and is an important source of foreign exchange and foreign direct investment. If managed sustainably, tourism can help conserve nature and culture, produce wealth across the tourism value chain, empower the previously disadvantaged, support infrastructural development, and be a vehicle for sustainable development through its contribution towards a green economy transition. That is why sustainable tourism is as much about identifying opportunities as it is about avoiding losses. In order to capture these benefits, an effective partnership is needed to realize tomorrow's tourism.

Many sustainable tourism initiatives over the years have successfully developed methodologies and best practice but as they are usually local and isolated, the impacts and gains for sustainability in the tourism sector have been limited and often unseen. The Global Partnership for Sustainable Tourism will capitalize on this opportunity and link all stakeholders working or interested in working to develop sustainable tourism. The Partnership will act as a clearing-house as well as help identify sustainable investment and financing and, ultimately, use this knowledge base to inform on policy at all levels.

## What is the Partnership's mission?

### ➤ To integrate sustainability into tourism: the only option for a long lasting tourism industry

To transform the way tourism is done worldwide, by promoting sustainability through clear policies, successful projects and the sharing of knowledge and experience. The Partnership is a dynamic forum which will promote constant dialogue and the exchange of experiences, engage the public and private sectors and consumers at all levels, inform on policy which will benefit the development and promotion of sustainability in tourism, identify and set-up project funding opportunities to enable multiple stakeholders to adapt, replicate, and scale-up successful projects. The Partnership will seek solutions to the problems that are common to the tourism sector through a focus on seven thematic actions:



Promotion of effective policy frameworks



Climate change adaptation and mitigation actions



Protection of the environment and biodiversity



Promotion of sustainable tourism as means for poverty alleviation

### THEMATIC ACTIONS



Preservation of cultural and natural heritage



Assist the private sector to adopt sustainable management practices



Integration of sustainability into finance and investment

## What are the key success factors?

### ➤ A global network of highly committed stakeholders

- A holistic approach: The Partnership encompasses multiple activities in order to provide effective answers to the issues faced by the tourism industry based on 3 types of action: Partnership, Projects and Policies.
- In-depth expertise: The Partnership builds upon the strong accomplishments of the International Task Force on Sustainable Tourism Development (ITF-STD) as well as upon the depth of its members' expertise.
- Broad membership of tourism stakeholders: The Partnership includes national governments and destinations, IGOs, international development agencies, NGOs, international business organizations and civil society bodies.
- Focus on tangible outcomes: adaptation, replication, and scaling-up of sustainable projects; greater awareness of the benefits of sustainability in tourism, and improved policies.
- A win-win-win initiative that will benefit all members, tourism and the environment.

## How will the Partnership operate?

### ➤ A United Nations Partnership uniting all tourism sector stakeholders

The Global Partnership for Sustainable Tourism is registered as a “Type II United Nations Partnership on Sustainable Development”, hence, a multi-stakeholder voluntary initiative which allows all stakeholders to influence sustainable tourism policy and programmes, and implement projects jointly with other members. The Partnership will rely on the strong commitment of its members to ensure its financial viability and to support its activities, notably in the field of project development, implementation and replication.

Currently, the Global Partnership for Sustainable Tourism is comprised of 18 national governments, 5 UN organizations, the Organization for Economic Co-operation and Development (OECD), 17 international and business Organizations as well as 16 non-governmental organizations.

The Global Partnership welcomes any stakeholder able to demonstrate their commitment in advancing sustainability in the tourism sector.



# What about the Membership?

- Be part of the growing momentum

Membership will depend on the ability of the potential member to contribute to the objectives, thematic actions, or policy recommendations of the Partnership. The key membership criterion is a demonstrated commitment to sustainable tourism. Being part of the Partnership offers the opportunity for engagement in sustainable tourism and to benefit from:

## Recognition

- Global recognition of contributors to sustainable tourism
- A vehicle for pursuing the One UN initiative
- Opportunity to raise profile and influence policymakers
- Association with the United Nations

## Project support

- Potential funding and support for projects
- Pre and post assessment/screening of projects
- Ongoing assistance and monitoring and eventual dissemination of projects
- Coordination of work and avoidance of duplication

## Network

- Ability to network with others, compare performance and experience and make linkages
- Mutual place to link beneficiaries and develop projects
- Access to events of the Global Partnership

## Knowledge

- Ability to develop and compare sustainable tourism policies
- Access to the latest information and opportunities in the field of sustainable tourism worldwide
- Opportunity to provide knowledge and expertise to others

## Planning 2011

January

February - May

September

November

First Annual General Meeting and election of the Steering Committee

Existing project follow-up and development and identification of new projects

Fundraising for new projects

Start-up of new projects

**Do you have questions, or want to join the Partnership?**

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