

## International Task Force on Sustainable Tourism Development Consolidated Programme of Work of the Task Force – April 2007

---

This text reflects the interests of countries and organisations following the second meeting of the International Task Force on Sustainable Tourism Development. Each activity under the programme of work will be undertaken by a member country and/or organization. The 'responsible' members will be in charge of reporting on the activities, exploring ways for networking, creating partnerships among taskforce members, as well as other potential partners. Taskforce members are encouraged to submit other projects for inclusion in the work plan.

### 1. Task Force management

An executive committee will be formed to facilitate the management of the Task Force. The Executive Committee will bring together the following members:

**Countries:** France, Norway, Morocco, Costa Rica, Croatia and Brazil (TBC).

**International Organisations:** UNEP, UNWTO, UNESCO, OECD and UNCTAD.

UNEP will provide assistance, including secretariat support, to the Executive Committee.

### 2. Good practices

2.1 *The collection of good practices* will continue with the involvement of all Task Force member states, and organizations. The participants will be contacted to submit additional good practices on the base of the agreed template, to continue this effort. **Lead member:** France

**Timeline:** May

2.2 *Classification and dissemination.* A strategy will be developed to classify and disseminate the good practices within the framework of the taskforce (cf. activity 6.2). **Lead member:** France

**Timeline:** TBC

### 3. Education and Capacity building

3.1. *Capacity Building for future tourism managers.* A tool kit for the integration of sustainable tourism and environment in hotel education curricula and future hotelier's agendas is under development. It is envisaged that the tool kit will be translated in various languages and disseminated through partnerships with countries of the Task Force. A draft of this update will be presented. **Lead members:** UNEP, EUHOFA, France

**Responsible:** UNEP

**Timeline:** Draft will be presented in June

3.2. *Capacity Building for local SMEs in the accommodation sector.*

3.2.1. A seminar on sustainable management in local SMEs in the accommodation sector will be organized in Morocco, bringing together various actors involved in sustainable development activities (environmental and tourism authorities, local partners from the tourism value chain: building, equipment, services, tourism sectors).

**Responsible:** Morocco

**Timeline:** January 2007

3.2.2. Training on good practices for local SMEs in the accommodation sector. The development of an e-tool for the training on good practices (e.g. improvements in resource efficiency, involvement of present / potential employees in CSER initiatives / management) is at a preliminary phase and will be supported by France (MEDD, ADEME) and UNEP. One country in Asia and one country in Africa could be selected for this activity.

**Responsible:** UNEP, France (ADEME)

**Timeline:**

3.3. *Guide on tourism and integrated costal zone management.* The draft structure of the manual was presented in the second meeting of the Task Force. A number of valuable suggestions have been provided but additional suggestions will be accepted until the 10th of April, 2007. After that date, the development of the guide will continue. It aims to support tourism stakeholders develop their plans according to the Integrated Coastal Zone Management Framework. **Lead members:** UNEP, Croatia, France

**Responsible:** UNEP

**Timeline:** Comments on the draft structure of the manual to be submitted by April 10<sup>th</sup>, 2007

### 4. Strategies, Corporate Social and Environmental Responsibility and governance for sustainable tourism development

4.1. *Business opportunities and sustainable tourism development.* Task Force members agreed to explore the possibility of developing a platform for project ideas that could, in a later stage, be used for partnerships and projects. **Lead members:** UNEP, WWF, TOI, UNEP-GRID ARENDAL

4.1.1. Engage the private sector in linking the tourism industry with nature conservation and promoting CSER (Corporate Social and Environmental Responsibility) in the tourism sector. The WWF/TOI partnership will present the strategies and actions applied through their cooperation with destinations.

**Responsible:** WWF and TOI

**Timeline:** June

- 4.1.2. Establish a financial mechanism to secure long-term funding for the management of the world's protected area network. UNEP/GRID-Arendal is currently exploring this possibility. The first step in this process is a workshop focusing on existing examples of funded protected areas, lessons learned, and proposals for mechanisms to earmark funds from the tourism sector. The workshop findings will be presented at the Global Ecotourism Conference, May 14-16, 2007. A final report is expected to be published and allegorise a worldwide overview of funding mechanisms, regional examples and best practises to sustainably channel funds from the tourism sector into the management of a worldwide protected area network.

**Responsible:** UNEP/GRID ARENDAL

**Timeline:**

- 4.2. *Development of national strategic documents integrating sustainable tourism*** (for example integration of sustainability in national tourism strategies or integration of sustainable tourism in NSDS-National Sustainable Development Strategies). **Lead members:** France, OECD

- 4.2.1. Inventory of OECD countries experiences on integrating sustainable development in national tourism strategies. The possibility of implementing peer reviews of such strategies will be examined.

**Responsible:** OECD

**Timeline:**

- 4.2.2. Capacity Building to integrate sustainability in tourism development strategies: Cap-Vert, Mali and Madagascar might be interested (TBC).

- 4.3. *Local governance and promotion of local Agenda 21 tools.*** **Lead Member:** France (MAE/DGCID)

- 4.3.1. Data collection on the relations between agenda 21 and sustainable tourism development will be made. A formal request to provide information on the theme will be sent to all taskforce members, as well as other partners.

**Responsible:** France (MAE/DGCID)

**Timeline:** May

- 4.3.2. An analysis of this data collection will be made and presented to the taskforce members.

**Responsible:** France (MAE/DGCID)

**Timeline:** July

- 4.3.3. A French platform of decentralized cooperation on local development will be created, focusing on sustainable tourism and local development. This will be initially implemented in two countries (Mali and Madagascar) and will gather key stakeholders in the local developments. Focus will be given on a participatory bottom up approach.

**Responsible:** France (MAE/DGCID)

**Timetable:** October

## **5. Policy Tools**

- 5.1. *Labels, standards and certification processes for sustainable tourism.*** A working paper has been developed to focus on the review of established standards and certification processes for sustainable tourism, and on measuring their effectiveness and impacts on sustainable tourism. **Lead Member:** UNEP

- 5.1.1. The working paper will be shared with Task force members for their comments.

**Responsible:** UNEP

**Timeline:**

- 5.1.2. UNEP will organize a platform to discuss the revised paper.

**Responsible:** UNEP

**Timeline:** June

- 5.1.3. Rainforest Alliance has committed to compile information on certification schemes to include it in an already existing database that currently compares criteria used for more than 15 certification schemes from around the globe. To this end, Rainforest Alliance will formally invite all taskforce members to send information on their certification schemes. The investigation will be presented at the next meeting.

**Responsible:** Rainforest Alliance

**Timeline:** TBC

- 5.2. *Financial Guide on tourism investments.*** A financial guide will be developed for financial institutions. It aims to provide financial institutions with set criteria to identify sustainable tourism development projects. These criteria can serve as a checklist that the institutions can include in the loan approval process for such projects. **Lead Member:** Norway

- 5.2.1. An invitation will be sent to participants to confirm their participation in a virtual e-group to develop/comment on the Terms of Reference and the content of the guide.

**Responsible:** UNEP

**Timeline:** Mid-April

- 5.2.2. An interactive handbook on investments in ST for small local enterprises will then be drafted.  
**Responsible:** Norway (TBC)  
**Timetable:**
- 5.3. *Develop national and regional initiatives on sustainable tourism for promotion of natural and cultural heritage.* Lead members:** UNEP, Costa Rica, SICA, France
- 5.3.1. A pilot project will be developed aiming at sharing innovative experiences involving companies and capacity building (local, regional and national level) for promoting natural and cultural heritage as assets for sustainable tourism development in Costa Rica. The main tool to implement the capacity building will be a "training of trainers" programme to promote natural and cultural heritage in sustainable tourism development.  
**Responsible:** UNEP, Costa Rica, France  
**Timeline:**
- 5.3.2. Regionalization of the process in the SICA zone.  
**Responsible:** UNEP, SICA  
**Timeline:**
- 6. Information – Communication – Networking**
- 6.1. *Networking activities.*** Networking activities and the exchange of information is encouraged and each Task Force member should indicate possible networks that can be developed within the Task Force. **Lead members:** France, UNEP
- 6.1.1. Dissemination of information. The web site developed for the first meeting of the Task Force (<http://www.veilleinfotourisme.fr/taskforce>) will continue to support information on the Task Force, in a more user-friendly way.  
**Responsible:** France
- 6.1.2. A participative platform will be made available for all members of the Task Force. ECOTRANS propose to develop an e-network focusing on knowledge management for sustainable tourism. The platform for the development of the Destinet network already exists and it is up to the task force members to use the platform to review existing information and to add new information. This has been created by ECOTRANS.  
**Responsible:** ECOTRANS, France
- 6.1.3. Collaboration between websites and networking activities of the taskforce members. The Rainforest Alliance propose to disseminate information of the taskforce through their website [www.eco-indextourism.org](http://www.eco-indextourism.org) as a commitment to share information about the Task Force Programme.  
**Responsible:** Rainforest Alliance
- 6.2. *Communication campaign on sustainable tourism.*** UNEP and France are already working on a project aiming at assisting intergovernmental agencies, governments, industry and civil organizations to use effective communication tools that can raise tourists' awareness on responsible behaviours in holiday-making choices and unlock the positive power of the demand. The project builds on the need to improve the tourism sector efforts to communicate with tourists on sustainable tourism through public campaigns on sustainability issues. Communication tools will be developed (website and leaflet) to raise awareness among the tourism community. A training course will be developed in partnership with the Taskforce on Sustainable Lifestyles in April to raise awareness on the need to integrate SCP in the tourism sector.  
**Responsible:** UNEP, Brazil  
**Timeline:** November
- 6.3. *Tourism and climate change.*** The issue of climate change is growing to be one of the most important strategic issues of the medium and long term future development of tourism. Considering the climate change impacts on tourism, as well as the fact that tourism is also responsible for emitting large amounts of greenhouse gases, there is a need to facilitate fruitful discussions and reach a common ground of understanding between researchers and stakeholders of the tourism sector. **Lead Members:** UNWTO (with e-CLAT), UNEP and UNESCO
- 6.3.1. UNWTO and UNEP will commission a study that will be prepared by E-CLAT on the adaptation/mitigation policies for minimizing climate change impacts on tourism.  
**Responsible:** E-CLAT  
**Timeline:** TBC
- 6.3.2. It was also agreed that focus should be directed to raising awareness on climate change issues. Information material will be developed with this aim. This includes the development of a brochure on tourism and climate change for tourists that will be distributed through tour operators.  
**Responsible:** UNEP, France  
**Timeline:** TBC