

International Task Force on Sustainable Tourism Development
3rd Meeting
Paris, 10-12 December 2007

Annotated Agenda

Monday 10/12/2007 - Day one

*Opening of the Task Force meeting
and*

Workshop on Financing and Sustainable Tourism Development

09:30 – 10:00 Registration and coffee

10:00 – 10:30 **Opening of the 3rd Meeting of the International Task Force on Sustainable Tourism Development**
by Ms. Nathalie KOSCIUSKO-MORIZET, French Secretary of State for Ecology

AGENDA

10:30 - 11:20 *Session 1: Introduction and Objectives*

- Short presentations on the background of the workshop, the basic concepts and the objectives of the workshop (France, French Ministry of Foreign and European Affairs, UNEP, UNWTO)
- Key-note presentation. Sustainable financing: Current trends and challenges for the tourism sector (UNEP Finance Initiative).

11:20 – 11:45 Coffee break... and informal networking

**BACKGROUND, GOALS and EXPECTATIONS
of the workshop on financing**

i) Challenges / what is at stake?

Within the financing initiatives for tourism development, addressing environmental and social issues is now considered critical to the proper management of projects, portfolio management and reputation risks. The question is no longer whether multi-lateral and bilateral donors and financing institutions should address the sustainability aspects of the tourism development activities they support, but how they should do it – what substantive standards should they apply? How should they implement them? And how should they assure compliance?

11:45 – 13:20 **Session 2: Sustainability issues in financing tourism development**

The modalities of financing tourism development projects in developing countries especially. Technical presentations from multilateral and bilateral financing institutions and donors (World Bank; GEF; IDB; France (AFD); Germany (GTZ); Norway (Minister of Foreign Affairs). The presentations of each “agency” will include:

- An overview of tourism development projects
- An outline of the criteria used by each agency to evaluate proposal for tourism development projects and the integration of sustainability in these criteria
- Needs towards a consolidation and further strengthening of the sustainability criteria
- Expectations from international organisations

13:30 – 14:30 Lunch Break sponsored by the French Ministry for ecology, sustainable Development and spatial Planning (MEDAD)

14:30 – 16:30 **Session 3: Shaping a set of criteria for financing sustainable tourism?**

Keynote presentation. Making tourism development more sustainable: from principles to operational criteria.

- The presentation will give an overview of the 12 UNEP-UNWTO aims for sustainable tourism and will explain how these can be used for the development of a comprehensive list of criteria to be used by multilateral and bilateral financing institutions and donors when they are evaluating tourism development proposals (UNWTO-UNEP).
- Round table discussion

16:30 – 17:00 Closing Session: Conclusions and the way forward

17 :00 – 18 :00 Cocktail

ii) Objectives of the workshop:

- Review the current challenges on financing sustainable tourism development, both medium and large scale tourism related investments and infrastructure and financing instruments including: tolls in support of SMEs, loans and equity, guarantees etc.
- Present case studies on financing of tourism development projects by multilateral and bilateral financing institutions and donors.
- Identify needs to consolidate and further strengthen sustainability operational criteria within the process of tourism development financing taking into account the recommendations, suggestions and experience of IGOs (e.g. the 12 UNEP-UNWTO principles), MEAs (e.g. the CBD Tourism guidelines) and global partnerships on sustainable tourism (e.g the UNF-UNEP-IUCN-Rainforest Alliance partnership on certification criteria for sustainable tourism). Inspiration could also come from the Equator principles.

iii) What we expect from the participants:

- Discuss the opportunity to set up a general set of operational criteria that would be harmonized between donors
- Think about the way to define such criteria, that would be operational / useful for donors

iv) Background documents / References:

- UNEP Finance Initiative (<http://www.unepfi.org/>)
- UNEP-UNWTO 12 principles on sustainable tourism development (<http://www.unep.fr/pc/tourism/library/A%20Guide%20for%20Policy%20Makers.htm>)
- The Equator principles: <http://www.equator-principles.com/>

AGENDA

Session 1 (Plenary): National and/or regional strategic approaches on Sustainable Tourism Development

09:00 – 09:30 OECD countries national approaches for sustainable tourism development (by OECD)

09:30 – 13:00 Presentation of national and/or regional approaches (by member countries)

(including coffee-break... and informal networking at 11:00)

13:00 – 14:00 Lunch sponsored by the French Direction for Tourism

BACKGROUND, GOALS and EXPECTATIONS

i) Challenges / what is at stake?

During the 1st meeting in September 2006, participants presented actions that have been taken at national level for the development of sustainable tourism. The Third International Task Force Meeting on Sustainable Tourism Development provides an opportunity to move the agenda forward by focusing on the policy tools that may be implemented at the national level with the objective of coordinating actions to achieve sustainable tourism.

ii) What we expect from the countries (and, depending on the schedule, voluntary organisations):

During this session each ITF member country is asked to provide a formal (updated) presentation on the current status of the national strategies that have been implemented by their government for the development of sustainable tourism. This can be presented through a power point presentation or by providing a hard copy of supporting documents.

We suggest that countries briefly respond the following questions as a guideline for the development of their presentation:

- 1) Has your government established a specific strategic framework to coordinate actions at national level for sustainable tourism development?
- 2) If yes, which framework has been established? for example, is it an action plan integrated into your national tourism development strategy? or into your National Strategy for Sustainable Development? or identified in your Poverty Reduction Strategic Plan? or a strategic approach split into different sectorial action plans focusing on areas such as: biodiversity; cultural and natural heritage; climate change? or another strategic tool?
- 3) Who participated in the development of this strategic framework? At what level was this framework validated?
- 4) What are the priority objectives and key thematic areas?
- 5) At what stage has the implementation of this strategic tool reached in your country? What are the difficulties encountered by the strategic approach that has been selected?
- 6) If a strategic framework has not yet been set in place by your government; are there any plans to prepare one in the near future? If yes, in what way will this be achieved?

Session 2 (1st part): Implementation of the Task Force's Programme of Work

14:00 – 18:00 Work in parallel sessions :

Parallel Session 1: Policy Tools and good practices

Moderator: UNCTAD

Local governance and decentralized cooperation (MAEE, UNWTO)

Implementation of sustainable tourism projects in LDCs (UNCTAD)

Coffee break

Labels, standards and certification processes (3 presentations: UNF, Rainforest Alliance, Norway)

i) Challenges / what is at stake?

To update and implement the Task Force's Programme of Work

The session will be divided in two parallel workgroups reflecting the Task Force's Programme of Work. Poverty alleviation will be a cross cutting theme and will be the focus of further meetings / activities of the Task Force.

ii) What we expect from the participants?

- to present the activities that are already implemented under the Task Force
- to present concepts for new activities & discuss opportunities for implementation of activities

iii) Background documents / References

- Task Force Programme of Work

i) Challenges / what is at stake?

Need to control tourism development to favor the economic, social and cultural requirements of the local community and reinforce the focus on changing the supply and value chains in the tourism sector, as well as associated infrastructure, with a view to the needs and interest of the local community

ii) What we expect from the participants?

Present practical cases of community based tourism development focusing on links between tourism development and poverty alleviation.

i) Challenges / what is at stake

Sustainable tourism is a tool to fight against poverty. In order to achieve the foreseen goals it is necessary to define a methodology for that kind of project, to identify useful partnerships and to manage an efficient coordination between the different stakeholders.

ii) What we expect from the participants?

In the basis of a study case implemented by the UNCTAD in the area of sustainable tourism in several West African countries, brainstorming on methodologies, useful partnerships, synergies and the complementarity between the different stakeholders of sustainable tourism.

iii) Background documents / References

<ftp://ftp.unctad.org/chantrel/tourisme/demotourismeCNUCED.zip>

i) Challenges / what is at stake?

Due to the lack of globally accepted guidelines for sustainable tourism standards and

Sustainable Coastal tourism: The ICZM approach. (UNEP)

certification processes many credibility and marketing challenges are threatening the success of the certification schemes. There is a growing need for a global accepted scheme that will provide a fundamental harmonisation platform for the recognition of existing certification processes.

ii) What we expect from the participants?

Give feedback on the 2 background documents that have been prepared. Share their experience with certification schemes in the national or local level.

iii) Background documents / References

Discussion document on baseline criteria for sustainable tourism certification (attachment 1)

i) Challenges / what is at stake?

The popularity of coastal regions as a tourism destination is beneficial for coastal zone development but in many cases it is not sustainable for coastal physical planning and it creates societal and cultural conflicts. A strategic approach is required for tourism planning and development in coastal regions, if different land uses are to be reconciled and made sustainable

ii) What we expect from the participants?

Give feedback on the PAP/RAC presentation regarding the manual for sustainable tourism development in coastal zones.

iii) Background documents / References?

Final draft of manual available on request from UNEP (mail Stefanos Fotiou sfotiou@unep.fr)
Document is not attached because of big volume

Parallel Session 2: Strategies; CSER; governance

Moderators: IUCN, ADEME

Capacity Building, information, and networking (Green Passport Campaign, Training kit e-tool) (UNEP-Brazil)



I) Challenges / what is at stake?

A presentation of key taskforce projects on capacity building, information will be presented, describing main outcomes, and challenges

ii) What we expect from the participants?

Present ideas on how to further improve dissemination of the materials and publications being developed.

The ST-EP Programme, Sustainable Tourism Eliminating Poverty (UNWTO)



i) Challenges

In 2002, UNWTO launched the ST-EP (Sustainable Tourism for the Elimination of Poverty) Programme, aimed at reducing poverty levels through developing and promoting sustainable forms of tourism. Continuous research activity by UNWTO has led to the publication of four reports, providing evidence of the impact of tourism in reducing poverty levels, as well as recommendations on how to maximize these impacts. With various sources of funding and support, ST-EP project identification missions have been fielded to 26 countries. These missions have identified a set of over 150 possible ST-EP projects worldwide. Of these, 51 pilot projects are already under implementation, benefiting developing countries in Africa, Asia, Latin America and the Balkans.

ii) What we expect from the participants?

Countries that are already benefiting from the implementation of ST-EP projects are expected to closely cooperate with UNWTO to successfully manage the project activities, and share and disseminate experiences and lessons learned through the ST-EP projects. Developing countries that are interested in the ST-EP programme can liaise with UNWTO to identify possible ST-EP interventions and explore funding opportunities for it. Donors and public and private organizations that would like to support the ST-EP programme can contact the UNWTO Development Assistance Department by e-mail at techcoop@unwto.org, providing details of how they would like to join the initiative.

iii) Background documents

More information on STEP can be found in the UNWTO website: www.unwto.org

Coffee break

Destination management (TOI-WWF, UNWTO)

i) Challenges / what is at stake?

During the second meeting of the Task Force the following challenges to link Tour Operators and conservation organisations have been identified in March 2007: Work with TOs to adapt their operations to reduce these threats and achieve conservation aims; Developing awareness among tourists through TOs; Joint work among TOs and local authorities at destinations; Training of concierges or other staff at hotels and TO companies.

ii) What we expect from the participants?

Reflect on the outcomes of the TOI-WWF partnership and identify opportunities to implement this partnership in other destinations.

Tourism and Coral Reefs (International Year of the Reef) (UNEP)

i) Challenges / what is at stake?

Coral reefs are under threat, suffering from decline and degradation due to a combination of natural and anthropogenic factors. Fifty-eight percent of the world's reefs are potentially threatened by human activity. Overexploitation and coastal development pose the greatest potential threat. Climate change is also becoming a risk factor.

ii) What we expect from the participants?

Present ideas on how we can promote the participation of the tourism industry to the International Year of the reef to increase awareness for the conservation and sustainable use of coral reefs and change the patterns of consumption.

iii) Background documents / References?

Background information on tourism and coral reefs

<http://www.uneptie.org/pc/tourism/sensitive/coral/english/home.htm>

Proposed additional point to the Task Force Programme of Work: Tourism & coral reefs (attachment 2)

AGENDA

BACKGROUND, GOALS and EXPECTATIONS

Session 2 (2nd part) Implementation of the Task Force's Programme of Work

09:00 – 10:15 Reporting from Parallel Sessions

10:15 - 10:30 Coffee-break

Session 3 (plenary) Evolving to policy recommendations.

i) Challenges / what is at stake?

This session aims at launching a discussion on that will be continued in-depth in further meetings.

ii) What we expect from the participants:

- Discuss on the opportunity for the Task Force to collect & analyze / support / develop / negotiate policy recommendations that could be submitted under the Marrakech Process to feed the 10-year Framework of Programmes (10 YfoP) for Sustainable Consumption and Production, that will be negotiated at the United Nations Commission on Sustainable Development (CSD18/19) in 2010/2011.

If there is a support for further work of the task Force on recommendations:

- Which recommendations already exist?
- What would be the added value of the Task Force ?
- How to work on it in further meetings?
- Should we focus on the four priority themes of the task force?
- Should such a contribution on tourism be transferred to other sectorial areas for the 10FoP

iii) Background documents / References:

- The 10-years Framework of Programmes for Sustainable Consumption and Production
<http://www.un.org/esa/sustdev/sdissues/consumption/Marrakech/conprod10Ywhatis10.htm>
- The CSD process
<http://www.un.org/esa/sustdev/csd/aboutCsd.htm>

10:30 – 11:30 Priority one: Tourism and climate change. Keynote by UNWTO and Costa Rica

- The CSD background documents on Tourism and Sustainable Development
http://www.un.org/esa/sustdev/documents/docs_csd7.htm
- The CSD Decision on Tourism and Sustainable Development
http://www.un.org/esa/sustdev/sdissues/tourism/tourism_decisions.htm

i) Challenges / what is at stake?

Climate is a key resource for tourism and the sector is highly sensitive to the impacts of climate change and global warming, many elements of which are already being felt. It is estimated to contribute some 5% of global CO2 emissions. The tourism sector must rapidly respond to climate change, within the evolving UN framework and progressively reduce its Greenhouse Gas (GHG) contribution if it is to grow in a sustainable manner;

ii) Background documents / References?

The Davos declaration on Climate Change and Tourism

http://www.unwto.org/climate/support/en/pdf/summary_davos_e.pdf

http://www.unwto.org/climate/support/en/pdf/decla_davos_e.pdf

Conclusions of the London Ministerial Summit on Climate Change and Tourism

http://www.unwto.org/climate/support/en/pdf/conclu_london.pdf

11:30 – 12:30 Priority two: Tourism and environment/biodiversity. Keynote by UNEP

i) Challenges / what is at stake?

International guidelines for activities related to sustainable tourism development in vulnerable terrestrial, marine and coastal ecosystems and habitats of major importance for biological diversity and protected areas, including fragile riparian and mountain ecosystems have been developed by the Convention on biological Diversity. There is a need to promote the implementation of these guidelines and develop sustainable consumption and production patterns in the tourism value chain that will reflect the guidelines.

ii) Background documents / References?

- The CBD Tourism Guidelines <http://www.cbd.int/programmes/socio-eco/tourism/guidelines.asp>

12:30 – 13:30 Lunch sponsored by Ademe

13:30 – 14:30 Priority three: Tourism and natural and cultural heritage. Keynote by UNESCO

i) Challenges / what is at stake?

Tourism is one of the largest industries and heritage tourism is its most rapidly growing international sector. With millions of tourists visiting the 851 World Heritage sites each year,

management of tourism flows has become an increasing concern at most World Heritage sites. However, many times lack trained personnel and local communities and policy makers sometimes lack the experience necessary to use tourism as a tool to contribute to biodiversity and cultural diversity conservation.

ii) Background documents / References?

The Proposed Framework for the Development of Joint Cooperation On Nature Conservation and Sustainable Tourism At World Heritage Natural sites (UNESCO)

<http://whc.unesco.org/uploads/activities/documents/activity-113-1.pdf>

14:30 – 15:30 Priority four: Tourism and local sustainable development. Keynote by MAEE

i) Challenges / what is at stake?

There is a need to consider further the importance of tourism in the context of Agenda 21. Tourism, like other sectors, uses resources, generates wastes and creates environmental, cultural and social costs and benefits in the process. For sustainable patterns of consumption and production in the tourism sector, it is essential to strengthen national policy development and enhance capacity in the areas of physical planning, impact assessment, and the use of economic and regulatory instruments, as well as in the areas of information, education and marketing.

ii) Background documents / References?

Tourism and Local Agenda 21 <http://www.unep.fr/pc/tourism/library/local-agenda21.htm>

Sustainable Tourism: A local authority perspective <http://www.un.org/esa/sustdev/csd/iclei.pdf>

15:30 – 15:45 Coffee-break... and informal networking

Closing session

15:45 – 17:00 Wrap-up of the meeting
Work for the next months and next meetings

Speech by Mr Carlos BENAVIDES, Costa Rican Minister for Tourism
Official Closing by M. Luc CHATEL, French Secretary of State for Consumer affairs and Tourism