

TOURISM FOR NATURE AND DEVELOPMENT

Good Practices Toolkit: A Resource for Tourism Planners and Practitioners

BIODIVERSITY: A KEY TOURISM ASSET FOR DEVELOPING COUNTRIES

Many tourism attractions in developing countries are closely linked to biodiversity, such as protected areas, beaches and islands, traditional ways of life, and natural landscapes. In fact, biodiversity may well be one of the competitive advantages some developing countries have in regard to tourism. Moreover, developing countries control the largest proportion of global biodiversity, and many of the mega diverse developing countries are also mainstream tourism destinations with over 5 million international arrivals per year (e.g. South Africa, Peru, Mexico, and Brazil).

Tourism is one of the most dynamic economic sectors in many developing countries, and these countries are receiving an increasing share of the international tourism market - currently 40% of international arrivals, up from 34% in 2000 (see Table below). Tourism generates jobs and business opportunities for the host population, and can help reduce or eliminate poverty. Tourism is now a huge contributor to the economies of many island nations, particularly in the Caribbean, the Mediterranean, East Africa and the Pacific. In 2004, travel and tourism contributed 14.8% of the Caribbean's Gross Domestic Product (GDP) and 2.4 million jobs, representing 15.5% of total employment. Over the subsequent ten years, these figures have been predicted to rise. Many island countries, such as the Seychelles, have witnessed significant increases in their development levels due to tourism.



Tourism can help preserve biodiversity, and provide economic benefits to local economies.

TOURISM, DEVELOPMENT AND POVERTY ALLEVIATION

In the 90s, many researchers started looking at the links between tourism, development and reduction of poverty. The Pro-Poor Tourism Partnership, a collaborative research initiative between the International Centre for Responsible Tourism, the International Institute for Environment and Development, and the Overseas Development Institute, published seminal papers and disseminated lessons learned (see "References").

Aware of the potential of tourism to reduce poverty, and acting on the concerns of member countries, the United Nations World Tourism Organization (UNWTO) launched the

INTERNATIONAL TOURISM INCOME (IN BILLION US\$)

	1990	2000	2006	GROWTH RATE
World	264	474	733	177%
High Income Countries	221	352	511	131%
Developing Countries	43	122	222	416%

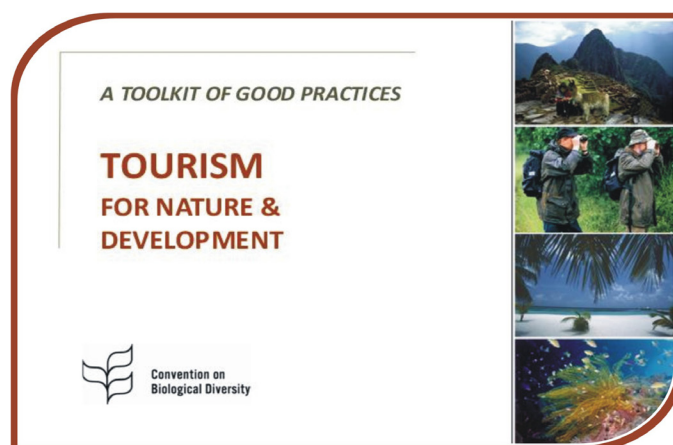
Sustainable Tourism - Eliminating Poverty Foundation (ST-EP) in 2003, as part of the ST-EP programme, with support from Korea. The Dutch cooperation agency SNV joined the ST-EP Board in 2005. Currently, ST-EP has case studies publications representing more than 40 countries (see “References”).

The Convention on Biological Diversity, in partnership with UNEP and UNWTO, has developed a resource toolkit that compiles good practices supporting biodiversity conservation and poverty alleviation in the tourism sector. The toolkit is intended to provide practical guidance for governments, development agencies, businesses, and non-governmental organisations working to ensure that biodiversity conservation and poverty reduction goals go hand in hand.

This toolkit is not intended to serve as a textbook on sustainable tourism planning, nor provide step-by-step training on the development of a tourism plan. There are numerous reference books, training programmes and distance education tools available for this purpose. Rather, this toolkit addresses the linkages between tourism development, biological diversity conservation, and development / poverty alleviation. It aims to raise awareness of the suite of sustainable tourism tools which have been tested globally and have demonstrated benefits to biodiversity as well as development. Readers can make use of the tools by consulting the supplementary references and sources.

The toolkit includes two components: 1) the booklet “A toolkit of good practices – Tourism for Nature Development”; and 2) a CD ROM, which includes a PowerPoint presentation summarizing the content of the booklet. The booklet presents a suite of good practice tools, illustrated with case studies on a variety of themes: policy and strategy tools; legal and normative tools; measuring, baseline information, reporting, auditing, monitoring and evaluation; economic, financial and market-based instruments; capacity building; and promotion, marketing and communication.

The toolkit is a collaborative initiative of the SCBD, UNEP and UNWTO, with financial support from the French Ministry of Foreign Affairs.



THE PURPOSE OF THE TOOLKIT IS TO:

- Outline the status and trends of global tourism in terms of its effects on biodiversity and development
- Introduce public decision-makers and corporate planners to the available toolbox of techniques, technologies and procedures that optimize the social and environmental contributions of tourism and minimize negative impacts
- Enhance good practices on the interface between tourism, development and biodiversity
- Assist Parties to the CBD in establishing national and sub-national tourism development policies, strategies, plans and projects that consider poverty alleviation and biodiversity
- Provide sources and references where readers can find more detailed information

REFERENCES

- (PPT) Pro-Poor Tourism. n.d. Accessed at: www.propoortourism.org.uk/index.html
- (ST-EP) Sustainable Tourism — Eliminating Poverty. n.d. Accessed at: www.unwto.org/step/pub/en/pub.php

FOR FURTHER INFORMATION

Secretariat of the Convention on Biological Diversity

413 Saint Jacques Street, Suite 800 Montreal QC ,

Canada H2Y 1N9 Tel: +1 514 288 2220

Fax: +1 514 288 6588 E-Mail: secretariat@cbd.int

Web: www.cbd.int