

# 4<sup>th</sup> IIPT African Conference on Peace Through Tourism



Tourism in support of UN Millennium  
Development Goals

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# 1. Contribution & Impacts

- The main contribution of tourism towards MDGs is based on tourism's potential ability to:
  - Stimulate development and employment creation through cross-sectoral spin offs.
  - Generate local income through localized niche markets such as eco-tourism, cultural tourism, agricultural tourism.
  - Support nature conservation and environmental protection

# Possible environmental impacts

- The main tourism related environmental impacts come from:
  - Land use
  - Transportation
  - Water use
  - Energy use by buildings and facilities
  - Generation and management of wastes

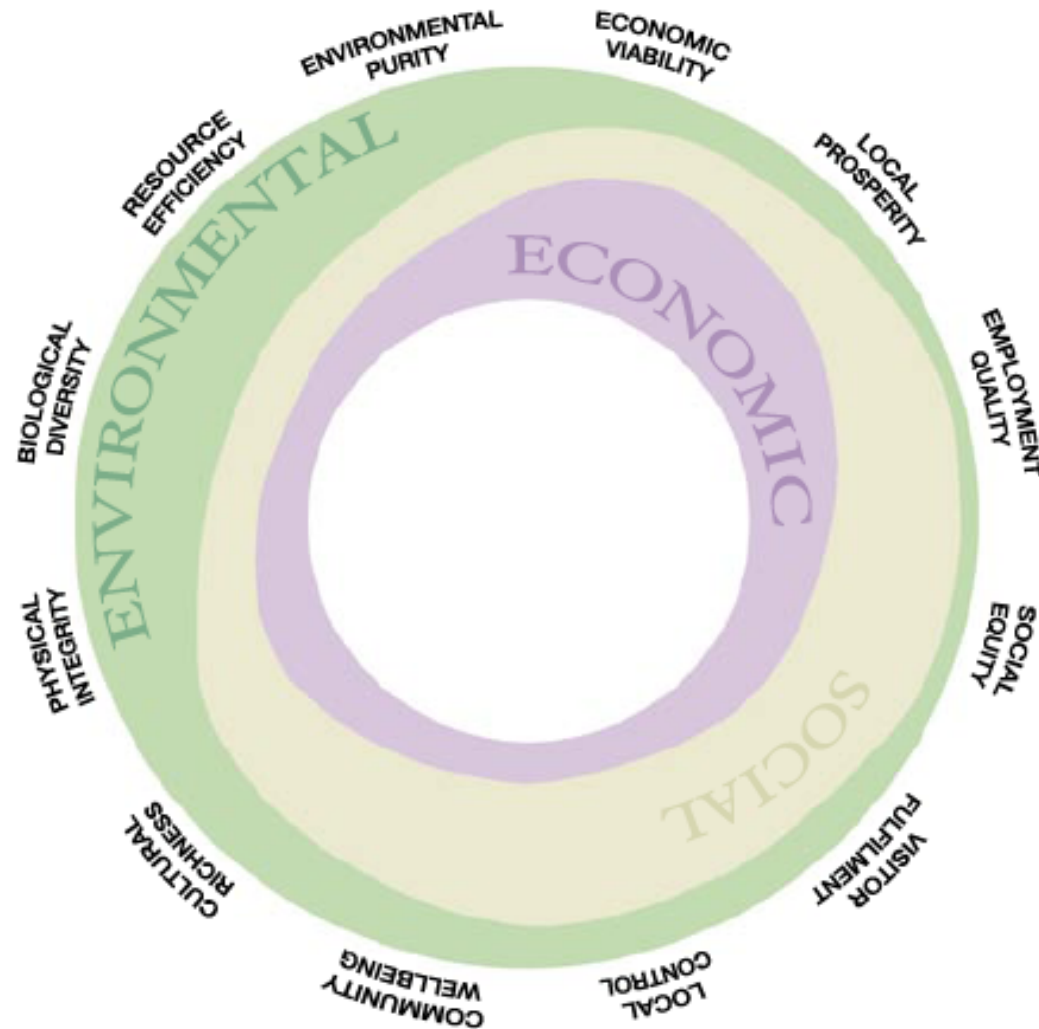
## 2. Principles for sustainable tourism development

1. Economic viability
2. Local prosperity
3. Employment Quality
4. Social Equity
5. Visitor fulfilment
6. Local control

# Principles for sustainable tourism development

7. Community wellbeing
8. Cultural richness
9. Physical integrity
10. Biological diversity
11. Resource efficiency
12. Environmental purity

# The 12 principles and the three pillars of sustainability



### 3. Key issues for consideration

- The focus has to be on mainstreaming sustainability in the whole sector, including the mass tourism sectors.
- Need to underline the complementarity between the specialized tourisms (eco-tourism, agroecotourism and cultural tourism) and the conventional tourism.
- Promote the creation of local employment and procurement as the first option and reflect the contribution of sustainable tourism to poverty reduction and MDGs in national policies and strategies.
- Empower tourists to choose more sustainable options through different mechanisms of information on alternatives.



- Engage Tour Operators which could be important vehicle to promote sustainability along the whole value chain.
- Communities need to be empowered and supported in the area of governance, cost benefit analysis, entrepreneurship skills to negotiate contracts.
- Classification and certification need to be developed and promoted taking into account the cultural and environmental specificities and sustainability.
- The promotion of sustainable tourism need to cover both regeneration and conservation of the ecosystem.

## 4. UNEP's main intervention areas

- Demonstrate the value that sustainability can add to the tourism value chain.
- Improve the knowledge base of the tourism stakeholders.
- Enable and promote innovation throughout the tourism industry.

# The instruments

- Advisory services to national tourism and environmental administration
- Development of tools and guidelines
- Demonstration and Capacity building projects
- Fostering partnership for sustainable tourism amongst key partners and stakeholders
- Communication and information

# Main current activities

- Marrakech Task Force on Sustainable Tourism Development
- Sustainable tourism in coastal zones
- Natural and cultural heritage for sustainable tourism
- Global campaign for sustainable holidays

For more information please visit

<http://www.unep.fr/tourism>