World Tourism Organization  
Sustainable Development of Tourism  
e-bulletin  

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WTO is pleased to present the first edition of this electronic newsletter. The WTO-SDT e-bulletin will be sent every 2-3 month aiming at providing to a wide professional public with updates and technical information on actual events and activities related to the sustainable development of tourism.

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WTO Sustainable Development of Tourism Section  
http://www.world-tourism.org/sustainable

1. Tourism and the World Summit on Sustainable Development (WSSD), Johannesburg, South Africa, 26 August - 4 September 2002

This was certainly a major event for the entire world, with special importance for such subjects as environmental protection, health, water, food security, poverty alleviation and sustainable development in general. WTO encouraged the National Tourism Authorities of its Member States to participate in the preparatory process and at the Summit itself, and undertook a number of specific activities in order to ensure that the tourism sector is represented according to its global importance and capability to positively contribute to the main challenges addressed at the Summit:

WTO prepared various reports for the UN Commission on Sustainable Development and other UN agencies in preparation for WSSD, including the Report of the Secretary-General on the Sustainable Development of Tourism. A publication, containing these reports and two speeches delivered by the WTO Secretary General has been widely circulated through the Internet, at WSSD and other events.

Just prior to the Summit WTO supported a Conference on Responsible Tourism in Destinations that was held in Cape Town, South Africa, 21-23 August 2002. This conference aimed at examining the challenges of sustainable tourism development and the responsibilities at the local level.

Mr. Francesco Frangialli, WTO Secretary General, addressed the WSSD Plenary on 29 August 2002.
On 30 August 2002, WTO held at WSSD a Side Event on Tourism and its Contribution to Poverty Alleviation that generated a great interest and resulted in a high level participation. During this Event, with participation of WTO Secretary-General, Mr. Francesco Frangialli, and UNCTAD Secretary-General, Mr. Rubens Ricupero, WTO presented its new publication on “Tourism and Poverty Alleviation”, followed by presentations of State Ministers of Tourism and representatives of international finance and aid agencies on different ways to encourage tourism activities that contribute to the reduction of poverty. The Section also prepared a special brochure on Tourism and Poverty Alleviation to distribute at WSSD.

The final Plan of Implementation, agreed by Heads of State at Johannesburg, includes a specific paragraph (Nº 41) concerning Tourism. Further references to tourism can be found in the Plan of Implementation related to energy (para 19) and biodiversity conservation (para 42), Small Island Developing States (para 52) and African issues (para 64).

More details on the above activities and documents:
http://www.world-tourism.org/sustainable/wssd/menu.htm

2. International Year of Ecotourism 2002 - Update

The Year has generated a vast interest and numerous activities have taken place so far in all sectors involved, at the international, national and local levels.

All proceedings of the World Ecotourism Summit (Quebec, Canada, May 2002) are available in the Summit website, that is now hosted and arranged by WTO:
- Final Report, with conclusions and summaries of the regional panels, thematic sessions and special forums
- Quebec Declaration on Ecotourism
- Statements and Presentations
http://www.ecotourism2002.org

World Tourism Day, September 27, 2002:
On the occasion of IYE 2002, this year’s World Tourism Day has been designated to the topic of ecotourism by the WTO General Assembly at its Fourteenth session. The official celebration of the Day took place in Costa Rica, while several countries organized national and local events.

National activities for IYE
In early 2001 WTO recommended its Member States to undertake different types of activities for the IYE at national and local levels. As a result more than 50 countries have reported so far on these initiatives, such as the creation of local and national multi-stakeholder ecotourism committees, organization of national conferences and seminars, ecotourism development and conservation activities at protected and other natural areas, awareness raising and education programmes, marketing activities, etc.

Details and contacts by countries:
http://www.world-tourism.org/sustainable/IYE/Activities-WTOMemberStates.htm

Special WTO publications for the IYE:
- Compilation of Good Practices in the Sustainable Development of Ecotourism: 55 case studies from 39 countries, presented in a systematic form, drawing lessons that may be applied at other destinations.
- Ecotourism Market Study Series: seven pioneer country reports on the main European and North American ecotourism generating markets (Canada, France, Germany, Italy, Spain, UK, USA)
- Guidelines for the Sustainable Development and Management of Tourism in National Parks and Protected Areas (revised edition, jointly with UNEP/WTO/IUCN)
- International Ecolodge Guidelines (WTO sponsored and contributed to this publication by The International Ecotourism Society)
- A new edition of the sustainable tourism good practice compilation series is currently under preparation. This third volume will focus on successful examples of small ecotourism businesses, and it will be published early next year.

More information on the above publications:
http://www.world-tourism.org/cgi-bin/infoshop.storefront

Around 150 ecotourism case studies from all around world are available at WTO’s IYE 2002 website. Check the case study presentations made at the regional ecotourism conferences:
http://www.world-tourism.org/sustainable/IYE/RegionalEcolourismConferencesSeminars.htm
Recent ecotourism events with WTO support:

  More info and contact: expoecoturismo@cantv.net, www.angel-ecotours.com
- Ecotourism in the Amazon region, Conference and trade fair, 11-13 September 2002, Manaos, Brazil
  Contact: Sri Lanka Tourist Board (www.srilankatourism.org), ctbria@sltnet lk
- Sustainable Development in Mountain Regions, Geres, Portugal, 18-20 September 2002
- Ecotourism, Mountains and Protected Areas - Partners in Prosperity, First National Ecotourism Forum and Fair, 2-5 October 2002, Sofia, Bulgaria
  http://www.moew.government.bg/ecotourismforum/index_e.htm

Upcoming ecotourism events supported by WTO:

- ECOAQUA - International Conference on Ecotourism in Water Areas
  16-19 October 2002, Mondariz-Balneario, Galicia, Spain
  http://www.atlanticocongresos.com/ecoqua/index.html
- 2002 Ecotourism Association of Australia International Conference
  21-25 October 2002, Cairns, Tropical North Queensland, Australia
  http://www.ecotourism-australia.info

Further information on the International Year of Ecotourism 2002:
http://www.world-tourism.org/sustainable/IYE-Main-Menu.htm

3. Indicators of Sustainable Tourism Development – New WTO Taskforce

Indicators are essential tools for the monitoring and control of tourism development. Sustainability indicators are designed to provide reliable data and information on the environmental and socio-economic impacts of tourism development, thus facilitate responsible decision-making. WTO has been involved in this field since 1993, it published “A Practical Guide to the Development and Use of Indicators of Sustainable Tourism” in 1996 and held 6 regional workshops since then.

WTO will be soon working with an international experts’ task force to develop a revised guide on the use of sustainability indicators in tourism development. The new study will be based on a comprehensive international review of experiences in this subject. The new guide will aim at providing a practical manual on the definition and application of indicators, and how to build them into tourism planning, policy-making and regulatory processes. As a first step, the expert group will compile available information and documentation in this field, internationally and nationally, in order to prepare a comprehensive inventory.

4. Certification and other systems of voluntary regulation for sustainable tourism – towards a global framework

Voluntary Initiatives for Sustainable Tourism: Worldwide Inventory and Comparative Analysis of 104 Eco-labels, Awards and Self-commitments

WTO has published, with the above title, the results of a comprehensive research on initiatives of voluntary regulation in tourism, initiated in 2001. This study provides an evaluation of the effectiveness of existing schemes by identifying similarities and differences among voluntary initiatives, finding out the factors that make them successful in terms of sustainable tourism development. Based on the results, guidelines are provided: to tourism companies wishing to adopt one of these voluntary schemes; to organizations that run these initiatives, in order to improve existing schemes or create new ones; to governments and NGOs, to provide them with technical criteria and guidelines for the support and/or supervision they may wish to give to these initiatives. The publication also contains a CD ROM with the detailed description of the 104 initiatives, allowing a combined search according to the types, target regions and target areas of the initiatives.
http://www.world-tourism.org/cgi-bin/infoshop.storefront/EN/product/1232-1

Sustainable Tourism Stewardship Council

Based on this publication on voluntary initiatives, WTO is supporting a feasibility study on the possible establishment of a global accreditation agency, called Sustainable Tourism Stewardship Council (STSC). The purpose of this council will be accrediting certification systems and other voluntary schemes according to developed international guidelines and standards, in order to give them greater credibility in front of consumers and business partners. As part of its support for the initiative, WTO coordinated a survey among its Member States about their perspectives on STSC.

Summary of the survey among WTO Members:
http://www.world-tourism.org/sustainable/STSC.htm
5. International Network for the Sustainable Development of Mass Coastal Tourist Destinations

WTO is working on setting up this network with the aim of establishing a direct communication system amongst local authorities and destination management organizations in order to generate and disseminate methodologies, and to share experiences on sustainable management and development issues. As the first step of this process, a methodological framework has been developed for the network and a survey has been conducted among WTO Members. The second phase is currently being initiated and it is expected that its first outcome, the *Worldwide Guide of Resources for the Management of Mass Coastal Destinations*, will be ready in December 2002.

The World Tourism Organization is the only intergovernmental organization that serves as a global forum for tourism policy and issues. Its Members include 144 countries and territories as well as over 350 Affiliate Members from the public and private sectors. WTO’s mission is to promote and develop tourism as a significant means of fostering international peace and understanding, economic development and international trade.

http://www.world-tourism.org