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WTO Sustainable Development of Tourism Section
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1. Final Report now available:
1st International Conference on Climate Change and Tourism (Djerba, Tunisia, 9-11 April 2003)

More than 150 participants from 42 countries and six international organizations gathered at The First International
Conference on Climate Change and Tourism that was convened by the World Tourism Organization (WTO), upon the kind
invitation of the Government of Tunisia.

The 26 presentations delivered by experts of UN, public and private sector, NGO and academic institutions presented a
wealth of knowledge on the specific interrelations of climate change and tourism. The Conference especially focused on
climate change related impacts on water resources, at coastal and island destinations, as well as mountain areas. A
specific session was also dedicated to policy and mitigation issues.

As a major result of the Conference, the Djerba Declaration on Climate Change and Tourism was prepared through
consultation with the participants. The Declaration recognizes that climate change impacts are already occurring at some
tourism destinations and the effects are expected to spread in the future and, consequently, there is a need for adaptation
and mitigation measures, among others. It includes a series of recommendations for international organizations,
government and private sector agencies for collaborative actions at the international, national and local destination levels.

The Final Report of the Conference, the Djerba Declaration on Climate Change and Tourism, as well as the various
documents presented at the Conference are available at:
http://www.world-tourism.org/sustainable/climate/brochure.htm

2. Outcomes of the International Year of Ecotourism (IYE) 2002:
WTO Report to the UN General Assembly on activities undertaken by governments and international
organizations

At the request of the United Nations General Assembly, in its resolution A/RES/53/200, and the Economic and Social
Council, in its resolution 1998/40, the World Tourism Organization (WTO) has prepared this report on the activities
undertaken by States and major international organizations in the framework of the International Year of Ecotourism (IYE).

This report presents, in its first part, all the activities carried out by WTO, UNEP and other international organizations in
preparation for and during the IYE. In its second part, this report synthesises the activities undertaken by governments in the framework of the IYE. This information, mainly based on the responses of 93 countries to a questionnaire sent by WTO, is structured according to the following six main themes:

1. National policy
2. Activities and publications
3. Stakeholders' participation and support
4. Awareness raising
5. Regulation

The Report reveals an extremely wide range of activities stimulated by the IYE at the national and local levels, with the participation of the various sectors involved in ecotourism. In general terms, even though the global situation of ecotourism still needs improvements, the International Year of Ecotourism permitted, in most countries and in all domains, to improve sustainability levels in ecotourism, and in the tourism sector generally. This year served to stimulate the replication of good practices among governments and private companies, and as a strong engine for innovative programmes and projects.

The Report also contains a programme of follow up activities to the IYE, proposed by WTO and UNEP.

Read the IYE Report:
http://www.world-tourism.org/sustainable/IYE/IYE-Rep-UN-GA.htm

Follow up activities and archives of IYE 2002:
http://www.world-tourism.org/sustainable/IYE-Main-Menu.htm

3. New collection of exemplary tourism practices:
Sustainable Development of Ecotourism - A Compilation of Good Practices in SMEs

WTO has been systematically collecting and disseminating case studies as an important means of promoting the exchange and adaptation of good practices in tourism development and management. This new publication is the 3rd of a series of good practice compilations, and it has been prepared in the follow up to the International Year of Ecotourism 2002. This compilation contains 65 case studies received from 47 countries about exemplary practices in small ecotourism businesses. The cases provide rich details on methodologies and business approaches applied successfully by a wide range of ecotourism companies; they provide a valuable well of information that can serve for generating ideas and adapting sustainable ecotourism practices to the specific local conditions elsewhere. The experiences presented in this book come directly from the field, from the people who have developed these initiatives and who are daily in charge of these business ventures. They reflect well the complexity of small businesses, the great challenges and opportunities they face, and the endless creativity that this business allows for.

Content, ordering:
http://www.world-tourism.org/cgi-bin/infoshop.storefront/EN/product/1312-1

4. Certification for sustainable tourism: WTO recommendations for governments, regional seminars

WTO has been involved in the field of voluntary tourism regulations and certification since the 7th meeting of the UN Commission on Sustainable Development (CSD-7, 1999). Based on the findings of its 2002 publication "Voluntary Initiatives for Sustainable Tourism: Worldwide Inventory and Comparative Analysis of 104 Eco-labels, Awards And Self-commitments", WTO has been actively supporting national governments and international processes with a view to enhance standards and certification processes for sustainable tourism. The Organization has been actively supporting the feasibility study and development process of the Sustainable Tourism Stewardship Council, a body aimed at developing international standards for accreditation of certification systems.

WTO has been assisting its Member States, recognizing the pivotal role of governments in certification systems. After conducting a survey among WTO Member States considering the feasibility of a Sustainable Tourism Stewardship Council (PDF doc.), and following the recommendation of the WTO Committee on Sustainable Development of Tourism, at its 3rd Session held in Costa Rica, September 2002, the Organization prepared a set of guidelines for Governments on certification systems for sustainable tourism.

The WTO Recommendations to governments for supporting and/or establishing national certification systems for sustainable tourism (PDF doc.) emphasizes the role of governments in establishing and coordinating multi-stakeholder processes for certification systems, gives orientations for developing certification criteria, and on the following operational aspects:
- Application
- Verification
- Awarding of certification
- Consulting, advisory and technical assistance services
- Marketing and communication
· Fees and funding

WTO is currently organizing **regional seminars**, in collaboration with the Rainforest Alliance, UNEP and TIES to bring together stakeholders from the different sectors, stimulate and reinforce national processes, and for establishing regional networks of certification systems for the exchange of experiences, harmonization of procedures and standards. **The first in this series of regional seminars will be held in Brazil, for the Americas (Bahia, 29-30 September 2003)**, the second one in the Asia-Pacific region, possibly in Malaysia.

WTO activities related to voluntary initiatives and certification systems on the web (point 4 in the list): [http://www.world-tourism.org/sustainable/activities.htm](http://www.world-tourism.org/sustainable/activities.htm)

5. Congestion management at cultural and natural sites - new WTO study

Today many tourism sites are receiving huge influx of visitors, especially in peak periods, that might cause severe management difficulties, deterioration of the visitor experience, as well as the general site conditions. Successful management of congested tourism attractions goes much beyond the sites themselves; it is dependent on the effective coordination between a range of actors involved, such as site managers, local authorities, tour operators, transportation companies, information managers at different levels, etc.

A new WTO study has been launched recently on this topic, following a recommendation of the [WTO Business Council](http://www.world-tourism.org) and jointly with the Sustainable Development of Tourism Section. The study will examine international experiences with the involvement of an expert group representing different sectors. It will provide guidelines, practical tools and case study examples for congested sites from the demand-, destination- and site-management perspectives. The results of the study are expected to be published in early 2004.

The World Tourism Organization is the only intergovernmental organization that serves as a global forum for tourism policy and issues. Its Members include 147 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](http://www.world-tourism.org)