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ACTIONS IN ASSISTING DEVELOPING COUNTRIES
TO IMPLEMENT AGENDA 21
UNDERTAKEN BY THE WORLD TOURISM ORGANIZATION SINCE 1992
Background Paper No. 3

SUBMITTED BY THE
WORLD TOURISM ORGANIZATION

WORLD TOURISM ORGANIZATION

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SUMMARY

The present document has been prepared by the World Tourism Organization for the Preparatory Committee of the World Summit on Sustainable Development (WSSD), at the request of the Division for Sustainable Development of the United Nations. It highlights the main actions undertaken by the World Tourism Organization in promoting the implementation of Agenda 21 among all its Member States, but especially in developing countries.

During the past decade, the World Tourism Organization has undertaken numerous initiatives -such as technical studies, research projects and subsequent edition of special publications, cooperation for development missions and projects, seminars and technical meetings-, to help promoting a more sustainable tourism development among all its Member States. These efforts have also intended to increase the contribution of tourism to sustainable development in general.

This report presents the main activities undertaken and provides a complete set of information about main measures adopted by the World Tourism Organization to promote an increasingly sustainable tourism sector worldwide.

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I. INTRODUCTION

A. BACKGROUND

The Preparatory Committee for the World Summit on Sustainable Development at its first session invited the organisations of the United Nations system and other relevant international organisations to provide for its consideration at the second session information on actions they have undertaken in assisting developing countries to implement Agenda 21.

The World Tourism Organization -an intergovernmental body entrusted by the United Nations with the promotion and development of tourism- is the leading international organisation in the field of travel and tourism, serving as a global forum for tourism policy issues and a practical source of tourism know-how. It has, among others, the responsibility of assuring the implementation of the Agenda 21 for the Travel and Tourism Industry worldwide, and specially among all its 138 Member States.

B. THE ROLE OF THE WORLD TOURISM ORGANIZATION IN PROMOTING SUSTAINABLE DEVELOPMENT OF TOURISM

Through tourism, WTO aims to stimulate sustainable economic growth and job creation, provide incentives for protecting the environment and heritage of destinations, and promote peace and understanding among all nations of the world. The transfer of tourism know-how to developing countries is one of the World Tourism Organization's fundamental tasks.

The sustainable development agenda has come to occupy an outstanding position in WTO's programme of work. Reflecting the priority assigned to this, the World Tourism Organization created a Section on Sustainable Development of Tourism in its Secretariat in 1998 and a political committee of Member States representing all regions of the world was set up. It is currently chaired by Costa Rica.

As an executing agency of the United Nations Development Program, UNDP, WTO contributes decades of experience in tourism to the sustainable development goals of nations throughout the world. Acting upon request from member governments, WTO identifies needs, locates the world's leading experts, and carries out all types of technical assistance for tourism development.

All WTO technical cooperation projects are based on the policy of sustainability, ensuring that the economic benefits of tourism development are not offset by damage to the environment or to local cultures. WTO projects also attempt that local communities share in the planning process and in the prosperity achieved through increased tourism.

Working hand-in-hand with its member governments, donor agencies and private sector, WTO's objective in the field of sustainability, is to make sure that economic benefits generated by new tourism developments will be environmentally and socially sustainable, and will be evenly distributed among local peoples.

II. ACTIONS BY THE WORLD TOURISM ORGANIZATION

A. AGENDA 21 FOR THE TRAVEL & TOURISM INDUSTRY

In 1996 the World Tourism Organization, the Earth Council and the World Travel & Tourism Council, representing large multinational tourism and travel companies, joined together to launch an action plan entitled "*Agenda 21 for the Travel & Tourism Industry: Towards Environmentally Sustainable Development*" - a sectoral sustainable development programme based on the Rio Earth Summit results.

Agenda 21 specifies actions that industry can take to bring about sustainable development and ways in which governments can facilitate this process. The Agenda 21 for travel & tourism industry, aims to help government departments with responsibility for the travel & tourism, national tourism administrations (NTA's), representative trade organizations and travel & tourism companies fulfil their potential to achieve sustainable development at local and national levels. It lays out the key objectives for achievement by the year 2005. Implementation of its recommendations will go some way towards harnessing the power of tourism to:

- create economic value for resources whose conservation would otherwise be seen as having no financial value; such resources include wildlife, natural areas, built heritage and cultural heritage;
- provide incentives and means for environmental enhancement of areas such as city centres and old industrial sites, including the creation of employment in these areas;
- establish essential infrastructure such as water treatment plants, for residents as well as visitors; this may in turn, stimulate other economic activities;
- use communication opportunities with customers and host communities to pass on the message and practices of sustainable development;
- provide environmentally sound growth alternatives for developing countries and island states, which can help them attain sustainable development patterns;
- lead other industries in the adoption of business practices that contribute toward sustainable development by asking suppliers to provide environmentally benign products and exchanging information and ideas on sound environmental management.

After the launch of this document, the three organisations conducted a five-year series of regional seminars designed to increase awareness of the conclusions and to adapt the programme for local implementation.

B. WTO STUDIES AND PUBLICATIONS ON SUSTAINABLE DEVELOPMENT OF TOURISM

One of WTO's most important functions is to serve as a permanent source of information for its Members and the world community. WTO fulfils this task in part through its extensive programme of research and publications, including electronic media.

1. The Global Code of Ethics for Tourism¹

In October 1999, the General Assembly of the World Tourism Organization, held in Santiago, Chile, approved the Global Code of Ethics for Tourism which sets a frame of reference for responsible and sustainable development of world tourism.

The code includes nine articles outlining the “rules of the game” for destinations, governments, tour operators, developers, travel agents, workers and travellers themselves. The tenth article involves the redress of grievances and marks the first time that a code of this type has a mechanism for enforcement.

The Global Code of Ethics for Tourism is an essential tool to help minimise the negative impacts of tourism on the environment and cultural heritage while maximising the benefits for residents of tourism destinations. Therefore, a resolution in support of WTO’s Global Code Ethics for Tourism was considered by the United Nations General Assembly on 19 November 2001.

The World Tourism Organization General Assembly held in Seoul, Korea and Osaka, Japan, in September 2001, approved the creation of a World Committee on Tourism Ethics which is envisaged to act as a global observer to: monitor adherence to the code; gather information on its implementation and any non-compliance; interpret the code’s principles; and evaluate the principles proposing development and amendments as needed. The Committee will also have the responsibility for setting up a system of conciliation to settle any disputes.

2. Guide for Local Authorities on Developing Sustainable Tourism

This guide presents concepts, principles, and techniques for planning and developing tourism and includes sections on managing environmental and socio-economic impacts at the local level. It also contains numerous examples of sustainable tourism best practices readily adaptable to the particular conditions and levels of development of each destination. It is mainly intended for local authorities, whose responsibility in shaping tourism development is increasing; it also helps private developers and managers.

3. Guide for Local Authorities. Supplementary Volumes

Supplementary volumes of this Guide are available for Asia and the Pacific, Latin America and the Caribbean, and Sub-Saharan Africa, containing numerous examples of application of sustainability principles in each region.

4. Indicators of Sustainable Tourism²

Indicators are essential tools for monitor environmental and socio-economic impacts of tourism development and measure the level of success in achieving development objectives, forming an integral part of the planning process in all stages.

A Task Force of international experts was established by WTO in 1993 aiming at defining a set of useful sustainability indicators in tourism. In the following years these indicators were tested through pilot projects at local destinations in Canada, Mexico, the Netherlands, Argentina and USA, among others.

¹ The full text of the Global Codes of Ethics for Tourism can be consulted in Appendix 1

² Further details on Indicators of Sustainable Tourism can be consulted in Appendix 2

The results were published as “ A practical guide for the development and application of indicators of sustainable tourism” in 1996.

Based on this guide, regional workshops have been held in Hungary, Mexico, Sri Lanka, Argentina and Croatia. A methodology has been developed that is based on case studies carried out at local destinations as demonstration sites. The workshops, therefore, primarily aim at training of international, national and local tourism officials and experts by actively involving them in the definition and evaluation of potential indicators corresponding to case-study sites.

The World Tourism Organization will continue to work in this field with a view to improving existing know-how and methodologies for definition, adaptation and application of indicators, extending the application of such methodologies to the largest possible number and types of tourism destinations and making the use of sustainability indicators a standard practice in tourism destinations by 2005.

5. National and Regional Tourism Planning: Methodologies and Case Studies

This publication lays the foundation for tourism development of a country and its regions. It establishes the principal guidelines for preparing tourism development plans at national and regional levels with emphasis on integrated approach, balancing economic, environmental, and socio-cultural factors for achieving sustainable tourism. It is illustrated with 25 case studies.

6. An Integrated Approach to Resort Development

A WTO study published in 1992 analyses six resorts, all largely completed and representing various regions of the world and different types of development. For each case study, comprehensive details are provided on planning and implementation, including the current status of development. Economic, environmental and socio-cultural factors in planning and implementation are also analysed, as well as the development impact of these factors. The report evaluates the financing of both the infrastructure and tourist accommodation of the resorts, the respective roles of the public and private sectors in financing, and financial policies and procedures applying these planning and implementation procedures in other development projects around the world.

7. Guidelines: Development of National Parks and Protected Areas for Tourism

Sustainable development requires part of the earth's land area to be set aside as protected areas. Such areas, which include National Parks, make important contributions to human society by conserving the natural and cultural heritage for the enjoyment of people and ensuring ecological balance as nation's populations increase. In order to assist this countries to achieve sustainable stewardship of their National Parks and related protected areas, WTO and UNEP have joined forces with the World Conservation Union (IUCN) to publish these guidelines in 1992, while a new, enlarged and updated version will be published in 2002.

8. Voluntary Initiatives for Sustainable Tourism

Systems of voluntary initiatives for self-regulation of the tourism industry in what refers to sustainability (like certification systems, eco-labels, awards and prizes, environmental management systems, codes of conduct, etc) are gaining increasing importance. Following a recommendation of the UN Commission on Sustainable Development (CSD-7), WTO initiated a world wide evaluation study of these initiatives. This study aims at identifying similarities and differences among voluntary initiatives, finding out the factors that make them effective and successful in terms of sustainable tourism development, and proposing further steps to make these initiatives more effective and credible in the market place. A publication with the results of this study is due to appear in the first quarter of 2002.

9. Global Sustainable Tourism Stewardship Council (STSC): An Accreditation Body for Sustainable Tourism Certifiers

This study is currently investigating the possibilities for creating an international accreditation body of sustainable tourism and ecotourism certifiers, determining the most appropriate organizational structure, the necessary steps for its implementation and provide recommendations for accreditation criteria.

This accreditation body is envisaged to have the responsibility of establishing international criteria for accreditation, monitor compliance with such criteria, promote consumer awareness and increase credibility of certification schemes. In addition, an accreditation body for sustainable tourism could indirectly raise the environmental and social standards for all sectors of the tourism industry.

10. Sustainable Development of Tourism – An Annotated Bibliography

Sustainable Development of Tourism is relatively a new concept, however it has increasingly been the subject of study over the last decade. To enhance the understanding of sustainable tourism and its practical applications, the World Tourism Organization has compiled a list of the most recent books and articles on the subject. For the second edition nearly 100 books together with more than 250 articles were reviewed. WTO offers to the international community what is probably the most complete and updated Annotated Bibliography on Sustainable Tourism and related subjects. (1999)

11. Sustainable Development of Tourism – A Compilation of Good Practices

The progress towards a more sustainable tourism industry is best demonstrated through success stories. This publication contains around 50 examples of good practices in sustainable development and management of tourism, collected from 31 countries. A great variety of projects are presented, ranging from local to regional and national levels, including activities of the public, private and NGO sectors, covering aspects of eco-, rural- and cultural tourism, accommodations, tour operations, transportation, protected area management, regulatory and voluntary frameworks, among others. Each case is described in a systematic order, including detailed background information, success factors for sustainability, problems aroused and their solutions, lessons learnt, and monitoring activities. A second edition, containing 55 case studies from 38 countries is fully devoted to ecotourism examples on the occasion of the International Year of Ecotourism, as declared by the United Nations.

12. Tourism at World Heritage Sites

World Heritage Sites include many of the world's most outstanding attractions and grandest monuments of the past. For tourism promoters they act as magnets, while for the nation in which they are found they serve as icons that continue to influence current values.

The handbook concentrates on human-made sites, the physical evidence of major historical events. It is devoted to helping the managers of World Heritage Sites accomplish a dual purpose: to conserve the site given to their care and provide meaningful and considerate access to as many visitors as the site can allow. (1999)

13. Handbook on Natural Disaster Reduction in Tourist areas

Nowadays tourism involves the movement of millions of people to virtually all countries on the surface of this globe. Quite often tourism developments are located, in areas exposed to, or likely to be exposed to, sudden-onset natural disasters, in particular beach and coastal areas, river valleys and mountain regions. If these developments are hit by natural disasters, the image of tourist destination will suffer.

The handbook, jointly produced by WTO and WMO experts, demonstrates how to combat natural disasters in tourist areas and mitigate their impacts. It guides the reader through disaster onset to post-disaster reconstruction and re-launching of a tourist destination. (1998)

C. COOPERATION FOR DEVELOPMENT

Cooperation for Development constitutes one of the pillars of the WTO's general programme of work and plays an important role in furthering the statutory aims of the Organization. Technical cooperation activities, which account for a large share of cooperation for development, can be broadly classified under two categories:

- Technical cooperation projects, and
- Sectoral Support/technical assistance missions.

Technical cooperation projects, which are usually of a long duration (more than six months), are the tools through which WTO assists governments in acquiring technical know-how in the formulation of tourism policies and strategies in planning, development, marketing, promotion, education and training. They tend to focus on tourism master planning at all levels, establishment of training institutes, formulation of legislation and regulations, preparation of marketing programmes, and, national capacity building. They are also based on a policy of sustainability, ensuring that the economic benefits of tourism development are not offset by damage to the environment or to local cultures.

Sectoral support missions are carried out at the request of countries or group of countries to identify, evaluate and describe their specific technical assistance needs and provide policy advice on the problems they are faced with. These missions are usually fielded for a short duration and result in direct WTO recommendation reports to Members or in formulating further project proposals for funding by UNDP or other sources. Since the Rio Summit the following technical cooperation projects and sectoral support missions in the field of sustainable development have been carried out by WTO.

1. AFRICA

ALGERIA

Elaboration of a Strategic Plan for Sustainable Development of Tourism

The elaboration of this strategic plan is envisaged to develop the tourism sector in Algeria in a sustainable manner. The plan identifies possible scenarios in which the sustainable development of tourism should be based, and includes all fields of the tourism administration.

CAPE VERDE

Tourism Sector Planning and Capacity Building

The two main objectives of the project are: to elaborate a Tourism Strategic Development Plan based on the revision and update of the present tourism policy, including an ecotourism project to be implemented in specific predefined regions; and the second objective consists in providing institutional capacity building in order to improve technical and operational skills of the General Directorate for Tourism Development (DGDT).

CONGO

Elaboration of a Tourism Development Project in the Protected Areas

This project initiated in 1997 is based on the recommendations of the Agenda 21. It aims to be the engine for the implementation of the national conservation strategy, as well as being a tool to improve the conditions of the infrastructures of the protected areas.

DJIBOUTI

Elaboration of a Strategic Plan for the Development of Tourism

This project aims to contribute to the sustainable development of Djibouti by drawing a global strategy to develop the tourism sector. The project was initiated in 1998.

GABON

Tourism Development in the Protected Areas

This mission took place in 1995 and carried out a technical study to provide the necessary tools to develop tourism activities inside Gabon's protected areas.

GUINEA

Strategic Plan for Sustainable Development of Tourism

The main objective of this project initiated in 1998 is to draw a Strategic Plan for the Sustainable Development of Tourism, and elaborate an action plan to implement it in the short, medium and long term.

MOROCCO

Analysis of Rural Tourism

The project analyses rural tourism in Morocco and studied the possibility to develop rural tourism in the Northern provinces of the country. Project started in 2001.

2. AMERICAS

PANAMA

Rural Tourism Strategic Plan

The Government of the Republic of Panama requested the World Tourism Organisation in 1998 a sectoral support mission to evaluate the stage of rural tourism in the country with the aim of formulating a strategic development plan.

COSTA RICA, EL SALVADOR, GUATEMALA, HONDURAS, NICARAGUA AND PANAMA

Conservation of Protected Areas

This regional project, started in 1993, laid the foundations for a strategy and an action plan to make compatible the use of natural resources and the development of tourism in Central America. The immediate objective of the project was to increase the contribution of the tourism in the regions economy.

3. ASIA

INDIA

Strategy for Environmentally Sustainable Tourism in the Andamans

This technical cooperation project focuses on the following aspects: spatial development strategy, market development, tourist accommodation and facilities, transport, socio-economic impact, environmental considerations, policy issues, development programme, local area and project plans and the action priorities.

INDONESIA

Development of Community-based Tourism

A mission was undertaken to produce a project document for the development of community-based tourism in the country. The project document has been submitted to the Government and the UNDP for their approval and WTO hopes to commence project activities shortly.

LAO PDR

Support for Tourism Development and Ecotourism

WTO was the implementing agency for two project components of this UNDP-funded and government-executed project. Under the first component, a national tourism development plan providing the overall general guidance for the 15-year period of 1999-2013 was prepared. The second component in the field of tourism marketing was completed in 1999.

MACAO

IFT's 1999 Summer Programme on Tourism and Environment

WTO offered its technical assistance to the Institute of Tourism Education of Macau (IFT) in conducting its summer programme for 1999 on "*Tourism and Environment*" which was held in Macau in 1999. The themes covered included general introduction into major environmental problems at global scale; the phenomenon of tourism and its impacts on host countries; ecotourism and sustainable tourism; socio-economic and cultural impacts of tourism; urban and rural tourism.

MALAYSIA

Development of Ecotourism in the Tamam Negara National Park

This sectoral support mission to Malaysia on development of Ecotourism in the Tamam Negara National Park was carried out in 1993 and consisted in the following:

- Evaluation and assessment of tourism potential in Taman Negara
- Identification of potential ecotourism attractions in Taman Negara and proposal of volume and categories of projects and activities to be developed
- Establishment of guidelines and development controls to ensure that tourism development takes cognisance of local environmental sensitivities
- Analysis of the possible socio-economic impact of ecotourism development on the local population and proposal of measures for local participation in tourism activities
- Establishment of marketing and promotional strategies to attract special interest tourists and to increase consumer awareness
- Recommendations on development and implementation of visitor education and interpretation programmes

Rural Tourism Master Plan

The mission was undertaken to Malaysia to produce a project document to formulate a Rural Tourism Master Plan through review of rural tourism plans and policies, site-inspection and inventory of rural tourism attractions, meetings with relevant ministry or agency officials, market analysis, infrastructure and design guidelines, environment protection and private sector participation. A revised project document has been submitted to the UNDP.

MALDIVES

Study of Social, Economic and Environmental Impact of Tourism

The project assisted the Government to identify, measure, monitor and manage the social, economic and environmental consequences of the development of tourism, in order to:

- achieve the goals identified in the Second Tourism Master Plan (1996) and Fifth National Development Plan (1997);
- maximise the benefits from existing and projected tourism development, on a sustainable basis; and
- minimise any adverse impacts of tourism development on the economy, the social and cultural environment, and marine and land-based ecosystems of Maldives.

PHILIPPINES

Conservation and Restoration of Historic Sites

This Mission was carried out in 1996 to assist the DOT with two key objectives:

- The formulation of a Conservation and Restoration Plan for Cultural and Historical Sites in the Philippines; and
- The preparation of a Proposal for the Establishment of the Asia-Pacific Centre for Culture and History in the Philippines.

REPUBLIC OF KOREA

Development of Cultural Heritage as a Tourism Resource

The main objectives of this technical mission were:

- to survey and evaluate the Republic of Korea's cultural heritage from a tourism development point of view;
- to identify those segments which have the highest potential to be developed into tourism resources; and
- to recommend measures to:
 - convert these segments into tourism resources
 - enhance their appeal
 - conserve and protect the cultural heritage

THAILAND

Energy Conservation in Hotels and Resorts

This technical assistance mission to Thailand, undertaken in 1998, provided practical, on-the-spot advice to the hospitality industry in Thailand on measures that could be adopted to save energy in hotels, resorts and other tourism establishments.

Sustainable Tourism Development for Thailand

The aim of the project carried out in 2001, was to assist the Government of Thailand in the preparation of a new five-year Tourism Master Plan for the country with a view to the long-term sustainable development of tourism and its resources. WTO's technical assistance focused on reversing the current diminishing returns of tourism in Thailand and to define and formulate sustainable policies and strategies for further development and promotion of tourism in Thailand. It also assisted the Government in redefining Thailand's national tourism policy, reposition the image of the country as a tourism destination and provide guidelines for sustainable tourism development.

VIETNAM

Revised Master Plan for Sustainable Tourism Development

The aim of the project is to update and revise the Tourism Development Master Plan prepared in 1991 with a view to the long-term sustainable development of tourism and its resources in Vietnam. The revised Master Plan, completed in 2001, defined and formulated sustainable policies and strategies for the further development and promotion of tourism in Vietnam; it also compiled detailed analyses of successful international and national case studies, which could be adopted to the situation in Vietnam.

4. EUROPE

LITHUANIA

Ecotourism Development Plan

The mission was carried out during 1997. The goals of the mission were: (1) to examine the utilisation of the three parks for holiday purposes (where and in what form, and what intensity of recreation); (2) to consider reorganisation and protection of parks; (3) to review infrastructure needs; (4) to propose creation of employment possibilities for local people; and (5) to review possibilities for private sector involvement.

MOLDOVA

Sustainable Tourism Development

This project, started in 2000, is designed to provide a broad basis for developing international and domestic tourism in Moldova in an integrated, balanced and sustainable manner in order to bring substantial socio-economic and cultural benefits to the country and its communities.

RUSSIAN FEDERATION

Ecotourism

A sectoral support mission to Russia was carried out during 1996. The mission had as main objectives to review the capacity to deliver an ecotourism program in the Galich site in the Kostroma Oblast, including the identification of potential private funding of the complex and of tourism facilities at the complex; to prepare a general review of potential for village/ecological tourism in Central Russia pertinent to the proposed Galich complex; to review the current capacity of the Russians to manage ecotourism activities; to examine the means available to adapt tourism development at Galich site to the environmental conditions so that it can serve as model for ecotourism.

UZBEKISTAN

Action Plan for Sustainable Development of Tourism in Uzbekistan

This study was carried out in 1997 and its development objective was to establish in Uzbekistan an informed tourism policy, a basic tourism infrastructure of international standards, marketing expertise, and trained tourism officials, within a one year time frame. This would enable the country to expand its tourism industry in a planned, controlled and sustainable manner, in order to benefit from foreign revenue generation, increased employment and international exposure.

5. MIDDLE EAST

YEMEN

Sustainable Environmental Management

This programme aimed at building the capacity of several Government institutions, research institutions, NGOs and local communities in the environmental management in the field of land degradation, habitat and biodiversity to ensure the sustainable use of Yemen's natural resources.

In this global project, WTO provided technical assistance on the establishment of an ecotourism department, which constitutes a specialised unit capable of administering ecotourism through adequate legislation, standards and monitoring. Public awareness locally and outside the country of the significance of environmentally valuable sites, landscapes, monuments, ecosystems and species will be generated and private sector engagement in ecotourism encouraged.

D. TRAINING SEMINARS AND TECHNICAL MEETINGS (1994 – 2001)

1. AFRICA

National level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Guinea	▪ Seminar on promoting awareness among financial bankers with the projects GUI/00/002 and GUI/00/003	2001
Tanzania	▪ Seminar on the management and funding of animal parks/reserves for tourism	1996

Regional level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Ghana	▪ Seminar / Africa: tourism destination for the next millennium	1999
Ivory Coast	▪ Seminar / Tourism in Africa to the Year 2000	1994
Mauritius	▪ Seminar / Africa and the global tourism prospects to the year 2020: challenges and opportunities (CAF)	1998
Mozambique	▪ Seminar on Planning, Development and Management of Ecotourism in Africa	2001
South Africa	▪ Seminar / Promotion of Africa as a destination (CAF)	1995
Tunisia	▪ Seminar / Towards a new public-private sector balance in the development of tourism (CAF)	1994
Zimbabwe	▪ Joint WTO/WTTC/Earth Council on the Agenda 21	1998

2. AMERICAS

National level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Argentina	▪ Seminar for Local Planners (phase1)	1997
	▪ Seminar for Local Planners (phase 2)	1997
	▪ Seminar on Product Development	1999
Bolivia	▪ Seminar for Local Planners	2001
Brazil	▪ Seminar on Poverty Alleviation Through Competitive Tourism	2001
Chile	▪ Course for Local Planners	1998
Colombia	▪ Seminar on Product Development	2000
Cuba	▪ Seminar on Sustainable Tourism Development	1996
Dominican Republic	▪ Course for Local Planners	1997
	▪ Seminar on Product Development	1999
Ecuador	▪ Course for Local Planners	1996
	▪ Course for Local Planners	1998
	▪ Seminar on Tourism Management of Protected Areas	1998
El Salvador	▪ Course for Local Planners	1998
Guatemala	▪ Course for Local Planners	1996
Nicaragua	▪ Seminar on Product Development	2000
Paraguay	▪ Sustainable Tourism Planning at Local Level	1998
Peru	▪ Seminar on Tourism Organization: public or private alternative?	1996
	▪ Two Seminars on Sustainable Development of Tourism for Local Authorities	2000
Uruguay	▪ Seminar for Local Planners	1997
	▪ Seminar on Product Development	2001

Regional level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Brazil	▪ Conference on Sustainable Development and Management of Ecotourism in the Americas	2001
Mexico	▪ Workshop on the application of sustainable tourism indicators	1999

International level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Costa Rica	▪ First Meeting of the Committee on Sustainable Development and of ad hoc Working Group on Tourism	1999

3. EAST ASIA AND THE PACIFIC

National level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
China	▪ Seminar on Tourism Planning at Local Level	1997
	▪ Sustainable Development and Marketing of Ecotourism in China	1999
Malaysia	▪ Seminar on Tourism and Heritage	1999
Thailand	▪ Seminar on Hotel Energy Conservation	1998

Regional level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
China	▪ International Conference on Sustainable Tourism in the Islands of the Asia-Pacific Region	2000
Indonesia	▪ SCAP/WTO/IOTO National Seminar on Sustainable Tourism Development	2001
Japan	▪ Asia-Pacific Conference on Tourism Development for the Future: Preserving Natural and Cultural Heritage for the Next Generation	2000

International level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Indonesia	▪ Tenth Meeting of the WTO Environment Committee	1997

4. EUROPE

Regional level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Croatia	▪ Workshop on sustainable Tourism Indicators for the Islands of the Mediterranean	2001
Hungary	▪ Workshop on Sustainable tourism Indicators for Eastern and Central Europe	1999
Kazakhstan	▪ Seminar on Ecotourism as a Tool for Sustainable Development in the 21st Century	2001
Russian Federation	▪ Regional Planning for Sustainable Tourism	1996
	▪ Ecotourism Technology	1997
Italy	▪ International Seminar on Sustainable Tourism for Small Islands in the Mediterranean	2000
Romania	▪ Global Code of Ethics for Tourism	2000

International level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Germany	▪ 5th Joint WTO/WTTC/Earth Council on the Agenda 21	1999

5. MIDDLE EAST

National level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Jordan	▪ Seminar on Sustainable Tourism Development	1996

Regional level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
Egypt	▪ Seminar on Ecotourism Development	1998

6. SOUTH ASIA

National Level

MEMBER STATES	WTO SEMINAR/TECHNICAL MEETING	YEAR
India	▪ Workshop on Sustainable tourism Development	1994
Maldives	▪ High Level Technical Seminar on Sustainable Tourism Development	1997
Sri Lanka	▪ National Workshop on Sustainable Tourism Indicators	2000

E. THE INTERNATIONAL YEAR OF ECOTOURISM

By declaring the year 2002 as the International Year of Ecotourism, the United Nations recognize the social and economic relevance of this activity all over the world. The International Year of Ecotourism reflects the important role of this tourism segment in promoting social development, economic growth, cultural and environmental preservation.

In this framework, as the leading organization in preparing the celebrations of the IYE, the World Tourism Organization is undertaking a number of activities to celebrate it, including to organize regional IYE preparatory conferences and seminars on ecotourism management and development, to prepare market research studies of the main ecotourist-generating countries, to prepare a new edition of our publication "Compilation of Sustainable Practices in Tourism", dedicated exclusively to the ecotourism segment, to organize an Ecotourism Marketing Workshop with the collaboration of the German Technical Cooperation Agency, GTZ, during Reisepavillon in Hannover, Germany, from 18 to 20 January 2002, to promote the creation of national committees for the IYE that include all the stakeholders, and to co-organize the World Ecotourism Summit in Quebec, Canada, from 19 to 22 May 2002, jointly with UNEP.

The following preparatory Conferences for the International Year of Ecotourism have also been convened by WTO:

- Africa: Mozambique, March 2001
- Americas: Brazil, August 2001
- Europe: Austria, September 2001
- CIS Countries, China and Mongolia: Kazakhstan, October 2001
- Mediterranean Europe, Middle East and North Africa: Greece, November 2001
- Islands: Seychelles, December 2001
- Desert Areas: Algeria, January 2002
- Asia: Maldives, February 2002
- South Pacific: Fiji, April 2002

The World Tourism Organization is also encouraging the Governments of its Member States to create national and local ecotourism committees, to enhance the potential of ecotourism to improve living standards in developing countries through multistakeholders participatory processes.

APPENDIX 1: GLOBAL CODE OF ETHICS FOR TOURISM

Global Code of Ethics for Tourism

PRINCIPLES

Article 1

Tourism's contribution to mutual understanding and respect between peoples and societies

(1) *The understanding and promotion of the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and recognize their worth.*

(2) *Tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs.*

(3) *The host communities, on the one hand, and local professionals, on the other, should acquaint themselves with and respect the tourists who visit them and find out about their lifestyles, tastes and expectations; the education and training imparted to professionals contribute to a hospitable welcome.*

(4) *It is the task of the public authorities to provide protection for tourists and visitors and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults, kidnappings or threats against tourists or workers in the tourism industry, as well as the wilful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws.*

(5) *When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment; they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations.*

(6) *Tourists and visitors have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit; they must be aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks.*

Article 2

Tourism as a vehicle for individual and collective fulfilment

(1) *Tourism, the activity most frequently associated with rest and relaxation, sport and access to culture and nature, should be planned and practised as a privileged means of individual and collective fulfilment; when practised with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity.*

(2) *Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples.*

(3) *The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad.*

(4) *Travel for purposes of religion, health, education and cultural or linguistic exchanges are particularly beneficial forms of tourism, which deserve encouragement.*

(5) *The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged.*

Article 3

Tourism, a factor of sustainable development

(1) *All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations.*

(2) *All forms of tourism development that are conducive to saving rare and precious resources, in particular water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by national, regional and local public authorities.*

(3) *The staggering in time and space of tourist and visitor flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy.*

(4) *Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife; the stakeholders in tourism development, and especially professionals, should agree to the imposition of limitations or constraints on their activities when these are exercised in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, propitious to the creation of nature reserves or protected areas.*

(5) Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage and local populations and are in keeping with the carrying capacity of the sites.

Article 4

Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement

(1) Tourism resources belong to the common heritage of mankind; the communities in whose territories they are situated have particular rights and obligations to them.

(2) Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving and upgrading monuments, shrines and museums as well as archaeological and historic sites which must be widely open to tourist visits; encouragement should be given to public access to privately-owned cultural property and monuments, with respect for the rights of their owners, as well as to religious buildings, without prejudice to normal needs of worship.

(3) Financial resources derived from visits to cultural sites and monuments should, at least in part, be used for the upkeep, safeguard, development and embellishment of this heritage.

(4) Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized.

Article 5

Tourism, a beneficial activity for host countries and communities

(1) Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them.

(2) Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, to the extent possible, in the local economic and social fabric; where skills are equal, priority should be given to local manpower.

(3) Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities.

(4) Tourism professionals, particularly investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects on the environment and natural surroundings; they should also deliver, with the greatest transparency and objectivity, information on their future programmes and their foreseeable repercussions and foster dialogue on their contents with the populations concerned.

Article 6

Obligations of stakeholders in tourism development

(1) *Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services they commit themselves to providing and the financial compensation payable by them in the event of a unilateral breach of contract on their part.*

(2) *Tourism professionals, insofar as it depends on them, should show concern, in co-operation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services; likewise, they should ensure the existence of suitable systems of insurance and assistance; they should accept the reporting obligations prescribed by national regulations and pay fair compensation in the event of failure to observe their contractual obligations.*

(3) *Tourism professionals, so far as this depends on them, should contribute to the cultural and spiritual fulfilment of tourists and allow them, during their travels, to practise their religions.*

(4) *The public authorities of the generating States and the host countries, in cooperation with the professionals concerned and their associations, should ensure that the necessary mechanisms are in place for the repatriation of tourists in the event of the bankruptcy of the enterprise that organized their travel.*

(5) *Governments have the right – and the duty - especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is their responsibility however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism industry of the host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits.*

(6) *The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose; as is the case for the media, they should not in any way promote sex tourism.*

Article 7

Right to tourism

(1) *The prospect of direct and personal access to the discovery and enjoyment of the planet's resources constitutes a right equally open to all the world's inhabitants; the increasingly extensive participation in national and international tourism should be regarded as one of the best possible expressions of the sustained growth of free time, and obstacles should not be placed in its way.*

(2) *The universal right to tourism must be regarded as the corollary of the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay, guaranteed by Article 24 of the Universal Declaration of Human Rights and Article 7.d of the International Covenant on Economic, Social and Cultural Rights.*

(3) *Social tourism, and in particular associative tourism, which facilitates widespread access to leisure, travel and holidays, should be developed with the support of the public authorities.*

(4) *Family, youth, student and senior tourism and tourism for people with disabilities, should be encouraged and facilitated.*

Article 8

Liberty of tourist movements

(1) *Tourists and visitors should benefit, in compliance with international law and national legislation, from the liberty to move within their countries and from one State to another, in accordance with Article 13 of the Universal Declaration of Human Rights; they should have access to places of transit and stay and to tourism and cultural sites without being subject to excessive formalities or discrimination.*

(2) *Tourists and visitors should have access to all available forms of communication, internal or external; they should benefit from prompt and easy access to local administrative, legal and health services; they should be free to contact the consular representatives of their countries of origin in compliance with the diplomatic conventions in force.*

(3) *Tourists and visitors should benefit from the same rights as the citizens of the country visited concerning the confidentiality of the personal data and information concerning them, especially when these are stored electronically.*

(4) *Administrative procedures relating to border crossings whether they fall within the competence of States or result from international agreements, such as visas or health and customs formalities, should be adapted, so far as possible, so as to facilitate to the maximum freedom of travel and widespread access to international tourism; agreements between groups of countries to harmonize and simplify these procedures should be encouraged; specific taxes and levies penalizing the tourism industry and undermining its competitiveness should be gradually phased out or corrected.*

(5) *So far as the economic situation of the countries from which they come permits, travellers should have access to allowances of convertible currencies needed for their travels.*

Article 9

Rights of the workers and entrepreneurs in the tourism industry

(1) *The fundamental rights of salaried and self-employed workers in the tourism industry and related activities, should be guaranteed under the supervision of the national and local administrations, both of their States of origin and of the host countries with particular care, given the specific constraints linked in particular to the seasonality of their activity, the global dimension of their industry and the flexibility often required of them by the nature of their work.*

(2) *Salaried and self-employed workers in the tourism industry and related activities have the right and the duty to acquire appropriate initial and continuous training; they should be given adequate social protection; job insecurity should be limited so far as possible; and a specific status, with particular regard to their social welfare, should be offered to seasonal workers in the sector.*

(3) *Any natural or legal person, provided he, she or it has the necessary abilities and skills, should be entitled to develop a professional activity in the field of tourism under existing national laws; entrepreneurs and investors - especially in the area of small and medium-sized enterprises - should be entitled to free access to the tourism sector with a minimum of legal or administrative restrictions.*

(4) *Exchanges of experience offered to executives and workers, whether salaried or not, from different countries, contributes to fostering the development of the world tourism industry; these movements should be facilitated so far as possible in compliance with the applicable national laws and international conventions.*

(5) *As an irreplaceable factor of solidarity in the development and dynamic growth of international exchanges, multinational enterprises of the tourism industry should not exploit the dominant positions they sometimes occupy; they should avoid becoming the vehicles of cultural and social models artificially imposed on the host communities; in exchange for their freedom to invest and trade which should be fully recognized, they should involve themselves in local development, avoiding, by the excessive repatriation of their profits or their induced imports, a reduction of their contribution to the economies in which they are established.*

(6) *Partnership and the establishment of balanced relations between enterprises of generating and receiving countries contribute to the sustainable development of tourism and an equitable distribution of the benefits of its growth.*

Article 10

Implementation of the principles of the Global Code of Ethics for Tourism

(1) *The public and private stakeholders in tourism development should cooperate in the implementation of these principles and monitor their effective application.*

(2) *The stakeholders in tourism development should recognize the role of international institutions, among which the World Tourism Organization ranks first, and non-governmental organizations with competence in the field of tourism promotion and development, the protection of human rights, the environment or health, with due respect for the general principles of international law.*

(3) *The same stakeholders should demonstrate their intention to refer any disputes concerning the application or interpretation of the Global Code of Ethics for Tourism for conciliation to an impartial third body known as the World Committee on Tourism Ethics.*

APPENDIX 2: CORE INDICATORS OF SUSTAINABLE TOURISM ³

Core Indicators of Sustainable Tourism

<i>Indicator</i>	<i>Specific Measures</i>
1. Site Protection	Category of site protection according to IUCN ⁴ index
2. Stress	Tourist numbers visiting site (per annum/peak month)
3. Use Intensity	Intensity of use in peak period (person/hectare)
4. Social Impact	Ratio of tourists to locals (peak period)
5. Development Control	Existence of environmental review procedure for formal controls over development of site and use density
6. Waste Management	Percentage of sewage from site receiving treatment (additional indicators may include structural limits of other infrastructural capacity on site, such as water supply)
7. Planning Process	Existence of organized regional plan for tourist destination region (including tourism component)
8. Critical Ecosystems	Number of rare/endangered species
9. Consumer Satisfaction	Level of satisfaction by visitors (questionnaire-based)
10. Local Satisfaction	Level of satisfaction by locals (questionnaire-based)
<i>Composite Indices</i>	
A. Carrying Capacity	Composite early warning measure of key factors affecting the ability of the site to support different levels of tourism
B. Site Stress	Composite measure of levels of impact on the site (its natural and cultural attributes due to tourism and other cumulative stresses)
C. Activity	Qualitative measure of those site attributes that make it attractive to tourism and can change over time

The composite indices are largely composed of site-specific variables. Consequently, the identification and evaluation of the indicators that compose these indices require on-site direction from an appropriately trained and experienced observer. In future, based on the experiences in designing composite indicators for specific sites, it may be possible to derive these indices on a more systematic basis.

³ Extracted from "What Tourism Managers Need to Know: A Practical Guide to the Development and Use of Indicators of Sustainable Tourism", WTO 1996

⁴ International Union for the Conservation of Nature and Natural Resources