



SESSION 7C: USING TOURISM TO ADVANTAGE

Track 3—The Business of Conservation

Examine how conservation organizations can harness the growing interest in heritage and experiential tourism to capitalize on heritage resources in a sustainable way.

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THE GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM

BUILDING SUSTAINABLE TOURISM **WORLDWIDE**

The Global Partnership for Sustainable Tourism

High-impact Joint Projects to Build Sustainable
Tourism Worldwide

OVERVIEW

United Nations-backed
international initiative dedicated to
promoting **sustainable tourism**
practices around the world



www.GlobalSustainableTourism.com

Tel: 00 33 1 4437 1465

Email: Tourism-Partnership@unep.org

PRESENTATION



MISSION

- Transform tourism around the world by making it **more sustainable**



PHILISOPHY

- Bring **together** all actors in the tourism sector to promote its **long-term economic health**



CORE STRATEGY

- Networking and cooperation
- Knowledge sharing
- Project development (adapting, replicating, and scaling-up successful projects)

EVOLUTION

➤ Background

Marrakech Process
2003

International Task Force
2006-2010

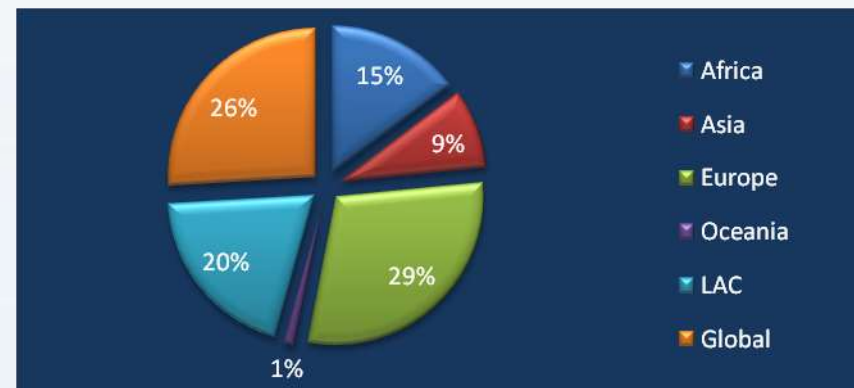
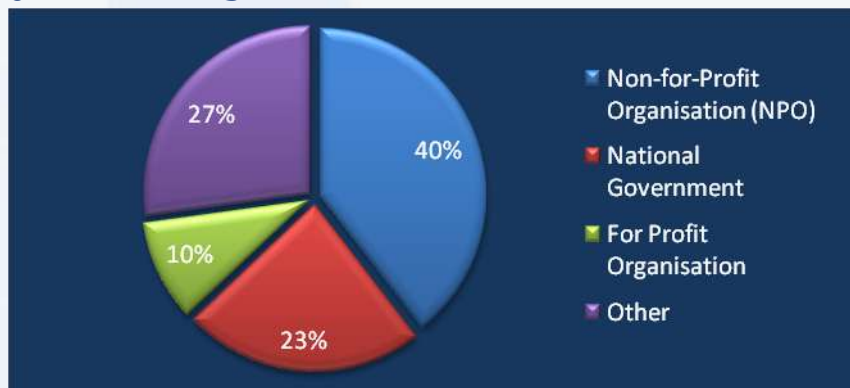
Launching of the Partnership
2011

- GPST builds on the **success, accomplishments, and membership** of the International Task Force on Sustainable Tourism Development (ITF-STD)
- Launched in **January 2011** at the 1st AGM in Costa Rica



➤ Today

80 MEMBERS



MEMBERS

Some Members...



GOVERNMENT

- Germany, Bahamas, Brazil, **Cambodia**, **China**, Costa Rica, Croatia, France, Madagascar, Mali, Morocco, Mauritania, Mozambique, Norway, Oman, **Republic of Korea**, United Kingdom, Senegal, Serbia

PRIVATE SECTOR

- ECOCERT, Fair Tourist, JLAG Consulting, Mowbray Falls Enviropark, Tour Operator Initiative (TOI)...

UN Bodies

- UNEP, UNWTO, UNCTAD, UNIDO, UNESCO, UNDP, UNDESA, GRID-Arendal

OTHER

- ADEME, Agence Française de Développement, SICA, **European Comission**, IUCN, **OECD**, World Travel Tourism Council, National Cleaner and Production Centers (NCPCs)

Non For Profit

- Rainforest Alliance, Tourism Concern, WWF, Fair Trade in Tourism South Africa, International National Trust

FOCUS ON 7 THEMES



**Support of effective
policy frameworks and
good governance**



**Climate change
adaptation and
mitigation**



**Protection of the
environment and
biodiversity**

**Preservation of the
cultural and natural
heritage**



**Adoption of sustainable
practices by the private
sector**



**Integration of
sustainability factors
into financing and
investment decisions**



**Promotion of
sustainable tourism to
alleviate poverty**

HOW CAN THE GLOBAL PARTNERSHIP HELP CONSERVATION ORGANISATIONS?



TOURISM SECTOR: KEY FIGURES

> 10%

- Global Annual Investment (UNCTAD, 2008)

~5%

- Global GDP (UNWTO, 2009)

> 40%

- National GDP contribution → main growth & trade driver for many of world's poorest countries/ SIDS (UNWTO, 2008)

**~1,6
billion/year**

- Tourists expected annually by 2020 (UNWTO)

7%

- Contribution of the tourism economy to total employment

CHANGING CONSUMER DEMAND

> 20%/y

- Global Spending in ecotourism, natural and cultural heritage, soft adventure (TEEB, 2009)

~38%

- Traveler worldwide considering environmentally friendly tourism when traveling

44%

- Travelers find that environmentally-friendly options are not readily available when traveling

5%

- Contribution of the Tourism Sector to Global Greenhouse Gas Emissions

42

- Number of sites to be considered for inscription on UNESCO's World Heritage List.

80%

- Hotels worldwide which are SMEs

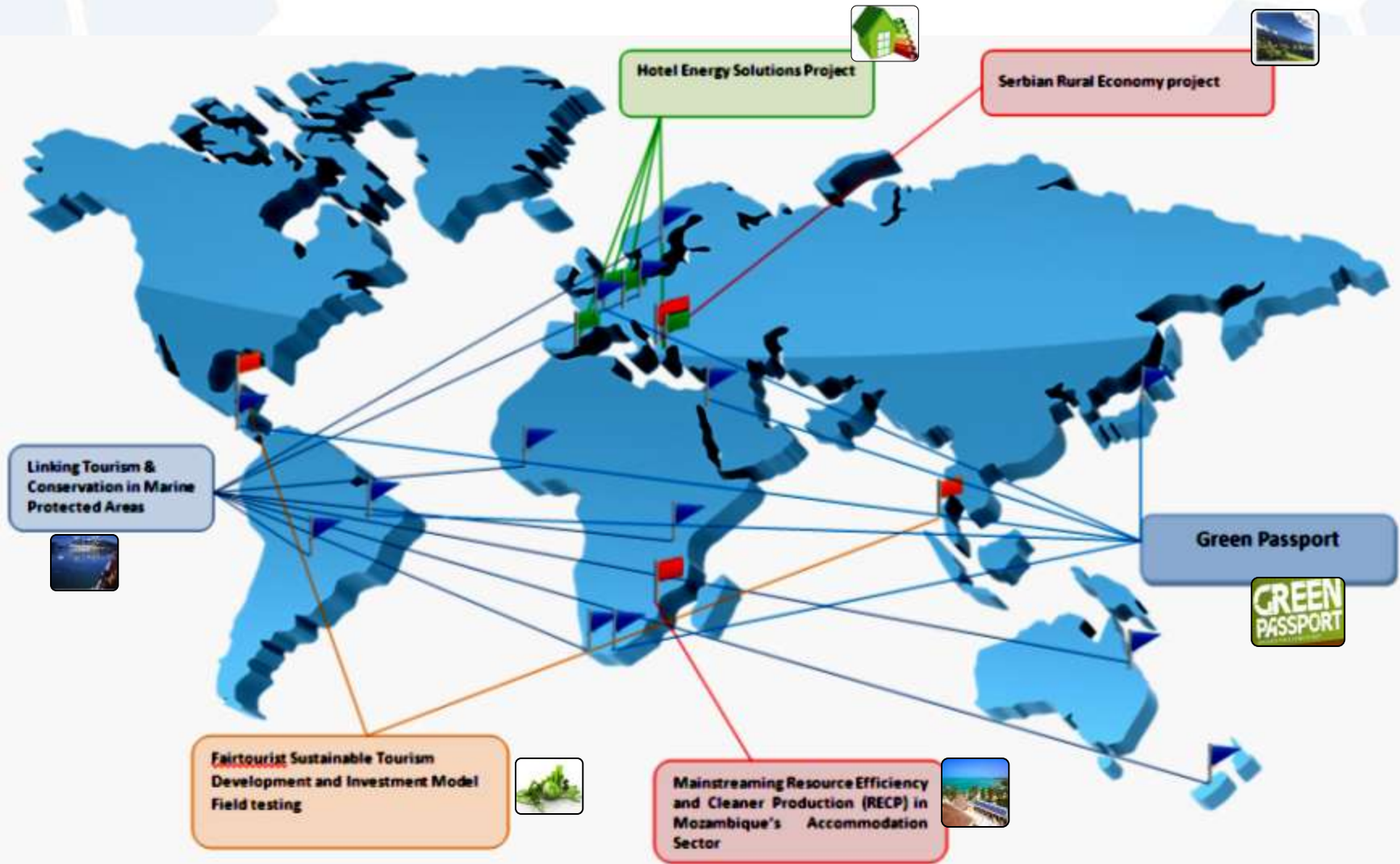
SUPPORT SERVICES

The Global Partnership for Sustainable Tourism contributes to the Heritage conservation through:

1. Joint-Projects Implementation
1. Publications
1. The Online Platform



IMPLEMENTATION OF PROJECTS WORLDWIDE



CONSERVATION PROJECTS

Promoting heritage-based tourism: Preserving today's treasures for tomorrow's generations

DESCRIPTION

Identify the capacity building needs of the key tourism stakeholders in Central America

Develop a capacity building seminar (training of trainers) focusing on innovative approaches to promote sustainable tourism in natural and cultural heritage sites.

TARGETED TO

National Park Managers

Ministries of Culture, Tourism and Environment

Ecotourism and culture-base tourism businesses



PARTNERS

Rainforest Alliance (Coordinator)

UNEP and UNESCO

Convention on Biological Diversity (CBD)

Ministry of Tourism in Costa Rica

Central American Integration System (SICA)

OUTCOMES

- 1 Natural and cultural heritage preservation
- 2 Knowledge dissemination
- 3 Enhance uptake of sustainable tourism development
- 4 Harmonization of the region's tourism activities

CONSERVATION PROJECTS

Linking Tourism & Conservation

DESCRIPTION

Show, learn from and replicate positive examples where tourism supports the management and development of protected areas.

The initiative is supporting the targets of the Convention on Biological Diversity

TARGETED TO

Marine Protected areas staff and managers
Natural and Cultural Heritage sites
Governments at all levels
Private Sector
Destination communities

PARTNERS

UNEP/GRID-Arendal (leading agency)
Nordic World Heritage Foundation,
WWF,
CBD,
GTZ...etc.



OUTCOMES

1. Extended research on financial support from tourism into conservation
2. Educational support of conservation (workshops and trainings)
3. Political support of conservation

PUBLICATIONS

Some Available Publications

- **Heritage-Based Tourism**
- **Forging Links Between Protected Areas and the Tourism Sector**
- **Sustainable Tourism in Protected Areas**
- **Tourism and Mountains**
- **Tourism in the Polar Regions**
- **Tourism and Deserts**
- **Sustainable Coastal Tourism**
- **Building Nepal's Private Sector Capacity for Sustainable Tourism Operations**
- **A Manual for Water and Waste Management**



ONLINE PLATFORM

www.globalsustainabletourism.org

CONTENT

- Members contact details
- Members Publications
- Projects and potential projects factsheets
- Up-to-date information on tourism
- Etc.



REASONS TO JOIN



Be part of the growing global movement



Strategic, technical and financial support



Greater visibility



Networking and partnerships



Stay on top of developments in sustainable tourism

14th International Conference of National Trusts

FUNDING CONSERVATION THROUGH TOURISM

Oliver Maurice

Director INTO







Funding Conservation through Tourism



- The Lake District is:
- The birthplace of the National Trust
- A cultural landscape on the tentative list of World Heritage Sites

- CopyrightNTPL/Joe Cornish 6 Derwentwater, Cumbria
- www.nationaltrust.org.uk



- Copyright NTPL/Steve Morgan

- www.nationaltrust.org.uk



Funding Conservation through Tourism



- Should conservation bodies be expected to pay the full cost of maintaining the cultural heritage when the tourist industry is the main beneficiary?
- No mechanism in place for the 'polluter' to pay

The Establishment of the Tourism and Conservation Partnership (The Partnership)

- Formed as a result of :
 - a growing realisation by the tourist industry that they should put something back into the environment upon which they depend
 - a willingness by many visitors to pay extra for the upkeep of the cultural and natural heritage

The Establishment of the Partnership

- Formed in 1993 by the National Trust, the National Park Authority, The Cumbria Tourist Board & two other bodies.
- Each contributed £5000 each year for 3 years
- Full time manager appointed to sell the concept to the tourist industry

Establishment of the Partnership

- In 1997 The Partnership became a 'not for profit' distributing company
- 12 strong Board of Directors
- Originally covering just the Lake District National Park. In 2005 remit extended to cover the whole county of Cumbria
- Today, 9 staff members, 3000+ members and over £1.8m raised for conservation projects

Raising the money

- RUNNING COSTS met by:
- Annual contributions from conservation bodies
- Membership fees
- Occasional grants
- Management fees

Raising the Money

PROJECT COSTS raised through:

- 'Opt out' schemes
- Donation boxes
- Percentage donation
- Sponsored products

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The Projects



- Access:- repair, improve maintain footpaths, bridleways, cycle tracks
- Sustainability:- projects with a focus on good environmental practice
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The Projects (cont.)



- Wildlife and Wilderness:— protecting the natural habitat of distinctive fauna and flora such as the red squirrel
- Culture and Community:— interpretation and preservation of man-made features

Funding Conservation through Tourism

The Global context

- Opportunities to extend the principles of such a Partnership to Heritage and National Trusts around the world
- Necessary to form strong alliances with the tourist industry and, where relevant, to work with other conservation bodies towards a common goal









Funding Conservation through Tourism

The End !