



FROM COMMITMENT TO ACTION IN TOURISM:

Meeting the Challenges of

The 2030 Sustainable Development Agenda and the Paris Agreement

Deirdre Shurland, Senior Consultant

UN Environment – Tourism Programme

Paris, France

PM4SD European Summer School

5-9 October 2016 Akureyri, Iceland



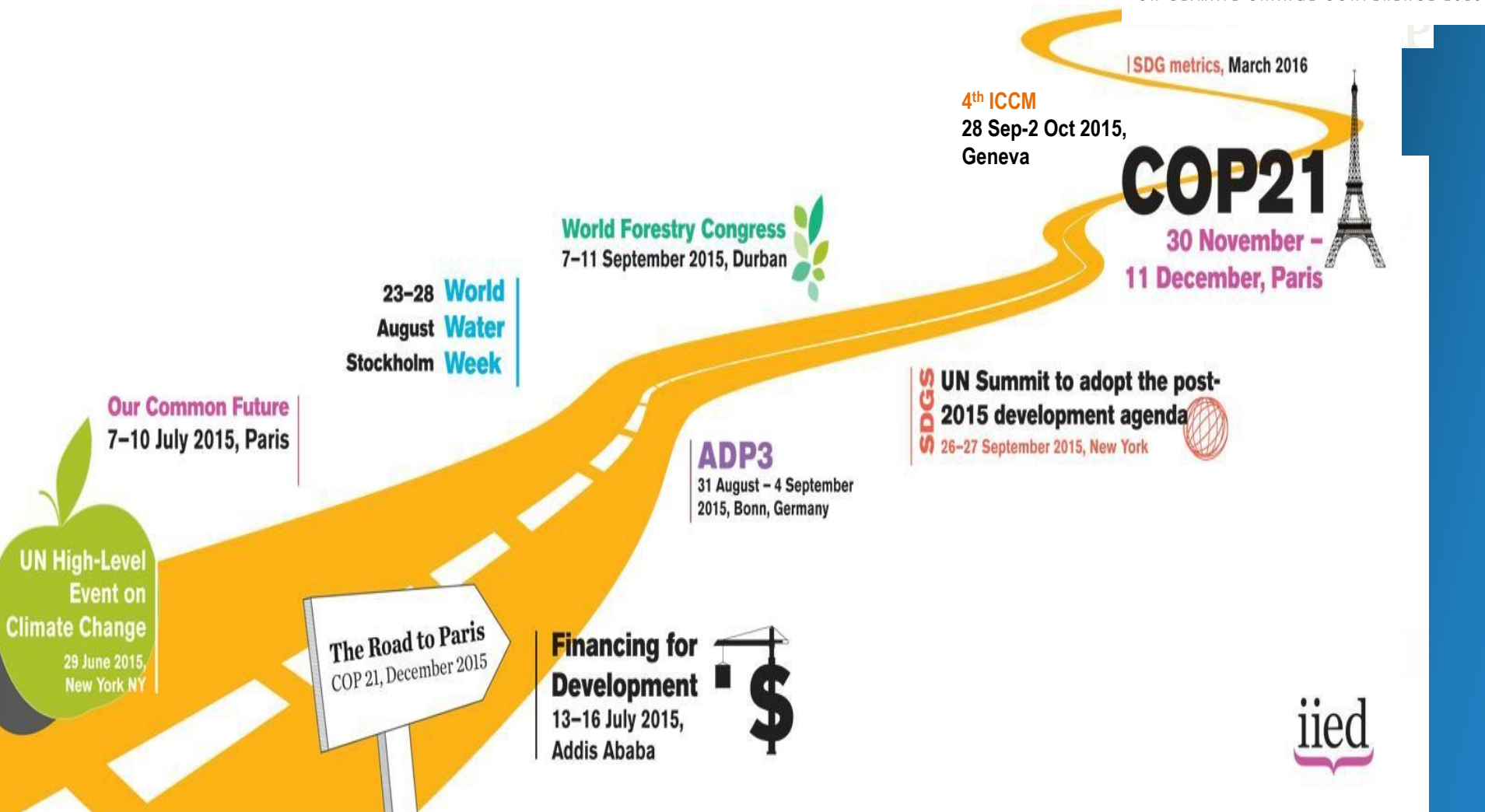
- Context: Sustainable Development in the UN System
- Perspective of destinations:
 - 1) What are the risks to global tourism?
 - 2) What are the main “commitments” of the international development agenda?
 - 3) What is the challenge for tourism destinations?
 - 4) Recommended responses & actions
 - 5) Conclusions

2030 Sustainable Development Agenda

In the UN System



MARRAKECH COP22|CMP12
UN CLIMATE CHANGE CONFERENCE 2016



Our Common Future
7-10 July 2015, Paris

23-28 **World Water Week**
August
Stockholm

World Forestry Congress
7-11 September 2015, Durban

4th ICCM
28 Sep-2 Oct 2015,
Geneva

COP21
30 November -
11 December, Paris

SDG metrics, March 2016

SDGS **UN Summit to adopt the post-2015 development agenda**
26-27 September 2015, New York

ADP3
31 August - 4 September
2015, Bonn, Germany

Financing for Development
13-16 July 2015,
Addis Ababa

The Road to Paris
COP 21, December 2015

UN High-Level Event on Climate Change
29 June 2015,
New York NY

SAMOA SIDS Pathway
(UN System)

10YFP Secretariat & Programmes, 2020
(UN Environment)

2015-2030 Sendai Framework for Disaster Risk Reduction
(UN Office for DRR)

2030 Sustainable Development Goals, Indicators and Targets
(UN System)

Paris Agreement 2020/2030/2050
(UNFCCC, UN System)





1. What are the risks to global tourism?



New displacements associated with conflict and disasters in 2015

Conflict and violence (Total: 8.6 million)

Disasters (Total: 19.2 million)



NOTE: For both types of displacement, the number is shown only when it exceeds 20,000. The size of the pie charts is fixed for estimates of 5,000 or less. In a few cases, the same person may be displaced more than once.

Risks to global tourism: economic, environmental, social...and political

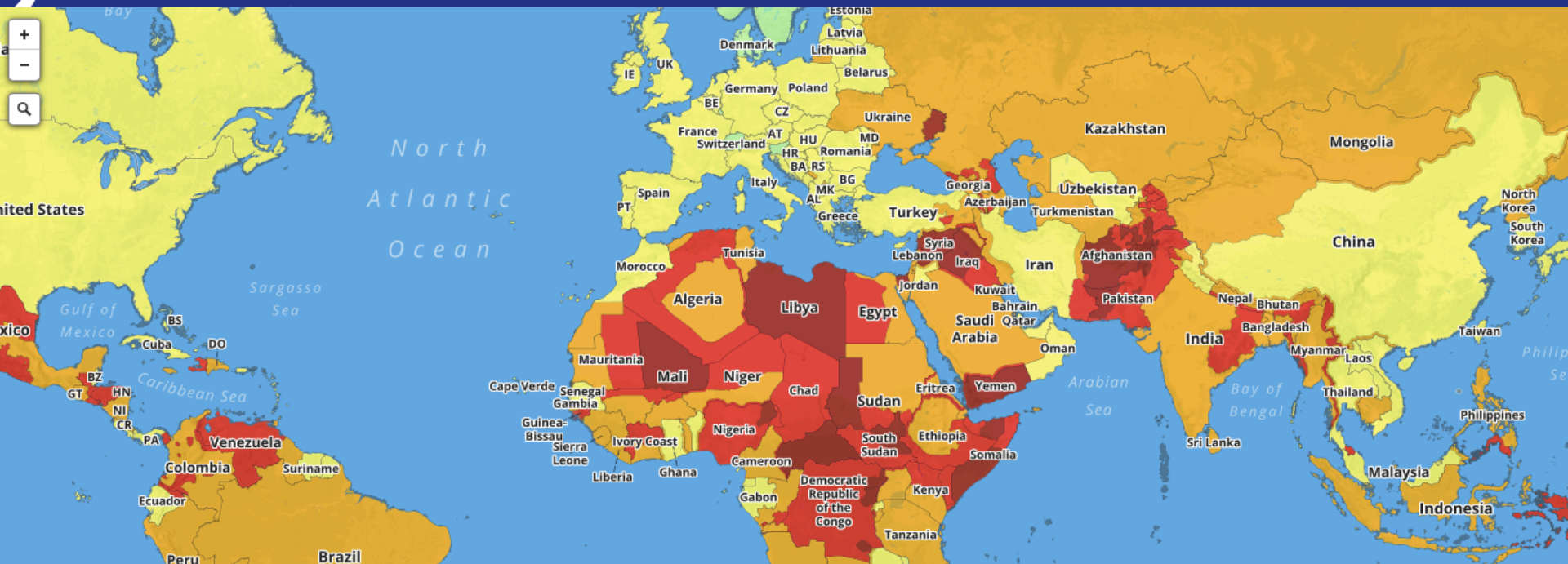
Travel Risks Map, 2016

Source: www.internationalsos.com/travelrisksmap2016



INTERNATIONAL SOS Control Risks

Select map layer Travel Secu



- 80% of travelers had concerns about safety abroad; but less than half research security issues pre-travel
- 71% of senior executive travelers had medical problems abroad; but only 15% assess healthcare pre-travel
- Nearly 1 in 3 trips abroad are to countries with higher risk ratings than the traveler's home country

● INSIGNIFICANT
● LOW
● MEDIUM
● HIGH
● EXTREME

Please consult International SOS for the very latest ratings and more detailed information on country-specific risks. All risk ratings shown are taken in November 2015.

Destination Impact:

Paris, France



Tourism statistics January – June 2016

Source: Region Paris and various

Destination - France

85 million arrivals annually

Arrivals: down -5.8%

US arrivals: down -19.2%

UK arrivals down -23%

Destination - Paris

22 million arrivals annually

Arrivals: down -11%

CDG Airport: -3.9%

Hotels: -14.6%

Arc de Triomphe: -32%

Notre Dame: -22%

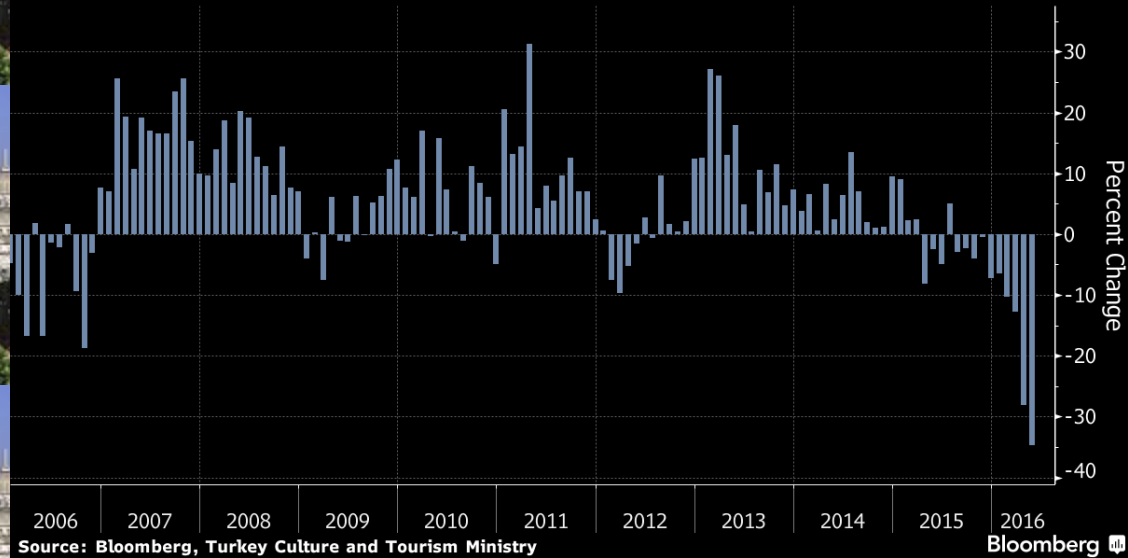
Louvre: -20%



Worse for destination: Turkey



Unprecedented Decline in Tourist Arrivals Foreign tourist arrivals extend record drop in May



36 million annual visitors

-35% drop in arrivals (May 2016)

Projections for a \$8 billion drop in revenues, 2016

Bookings fell 50% after attempted coup (July 2016)



2. What are the tourism-related “commitments” of the international development agenda?



2030 Sustainable Development Agenda

What are the “commitments” for governments?



Goal 8.g: ...devise and implement **policies** to promote sustainable tourism that creates jobs and promotes **local culture and products**

Goal 12.b: ...**tools to monitor**...sustainable tourism that creates **jobs** and promotes **local culture and products**



Goal 14.7: ...economic benefits to **SIDS and least developed countries**...through **sustainable management** of fisheries, aquaculture and tourism

2030 Sustainable Development Agenda

What are the tourism “commitments” for governments?



Contribution to economic growth and development:

- ◆ Jobs
- ◆ Local culture
- ◆ Local products

Sustainable consumption & production patterns:

- ◆ Tools
- ◆ Impact Monitoring
- ◆ Jobs
- ◆ Local culture
- ◆ Local products

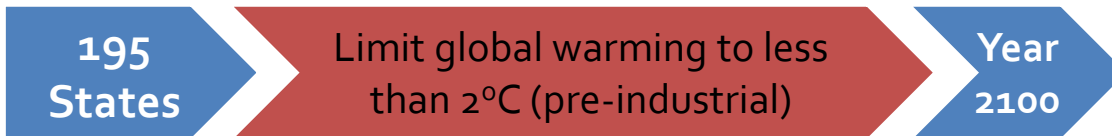
Conservation of ocean and marine resources

- ◆ Resource use
- ◆ SIDS
- ◆ Least developed countries



UNFCCC Paris Agreement

What are the GHG commitments for governments?



Paris Agreement will be ratified by Nov 2016

Higher ambition levels are needed to reduce GHG emissions

To ratify the Paris Agreement so that it enters into force these two conditions need to be met

55

countries need to ratify

55 %

of global emissions need to be covered

74

countries ratified

58,82%

of global emissions covered

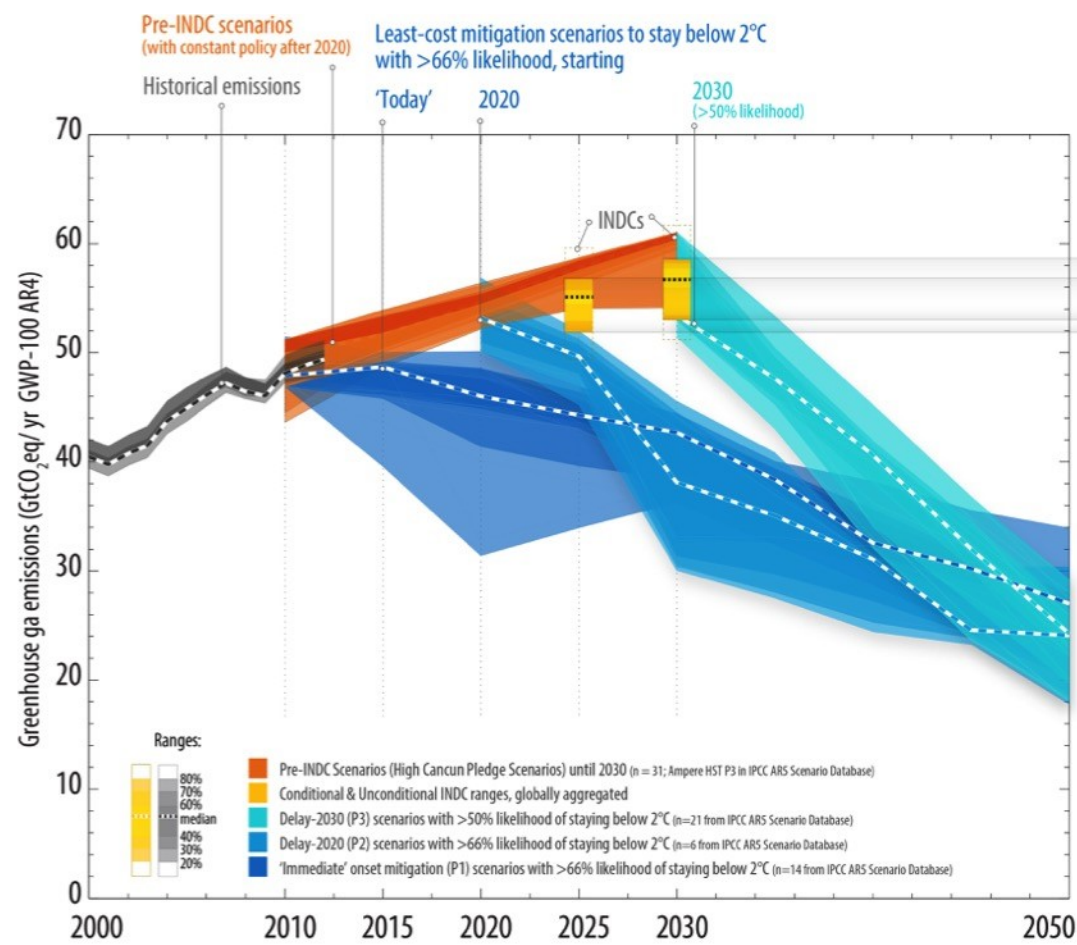
0

countries still needed

0

of global emissions needed

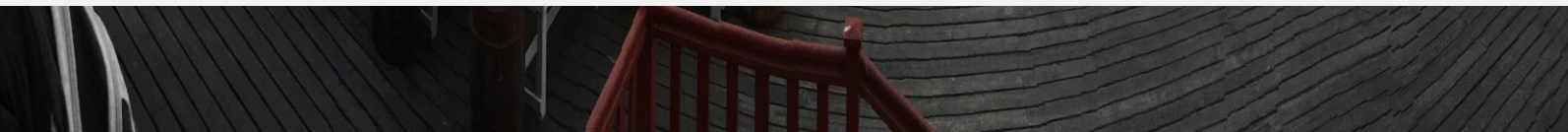
Last updated: 6 October 2016



Source: www.unfccc.int

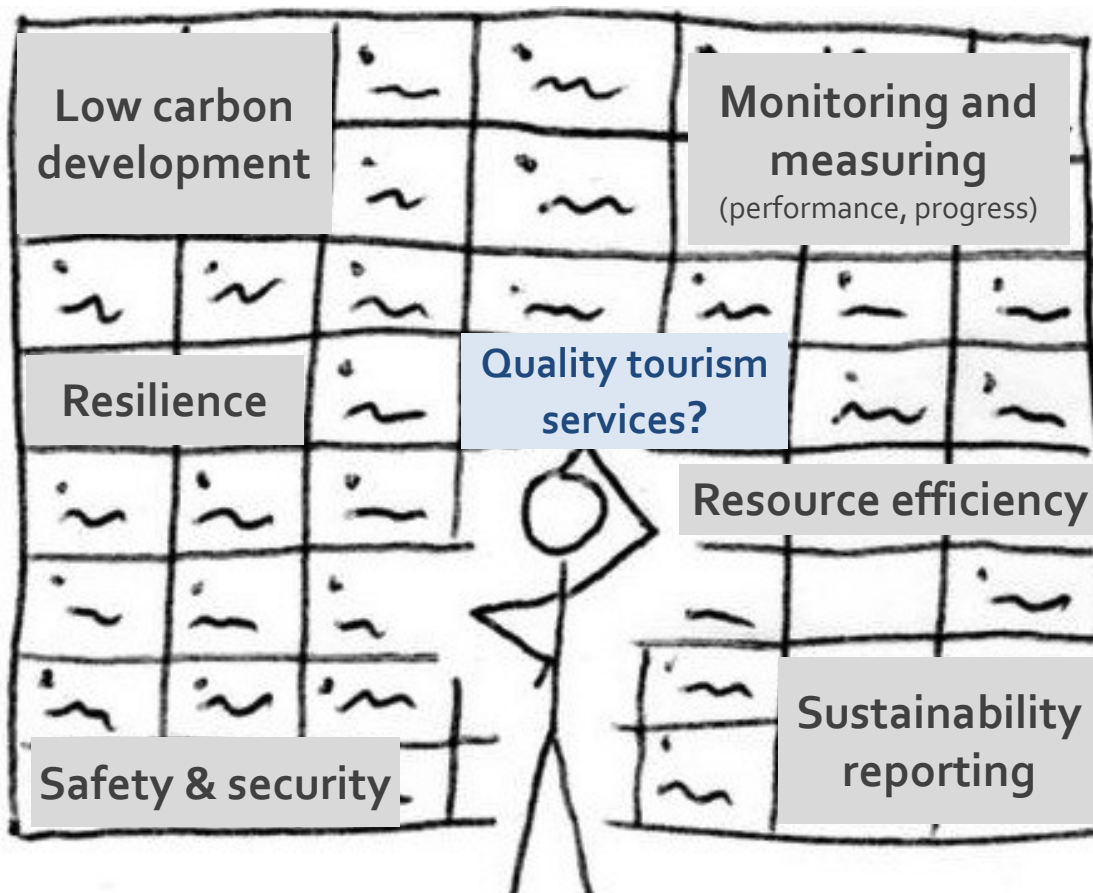


3. What is the challenge for tourism destinations?



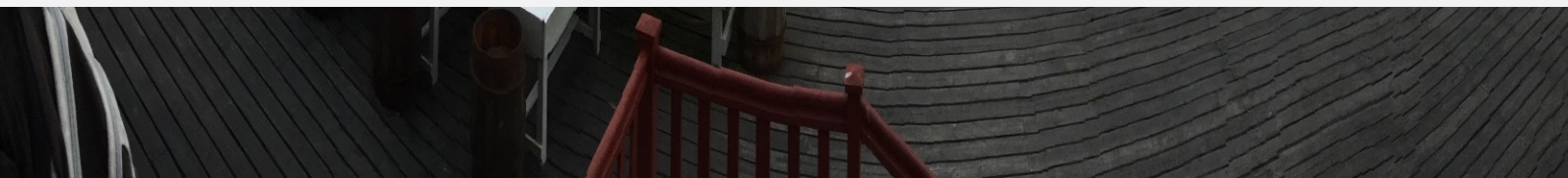
What is the challenge for global tourism?

Complexity & clarity: of main issues and themes



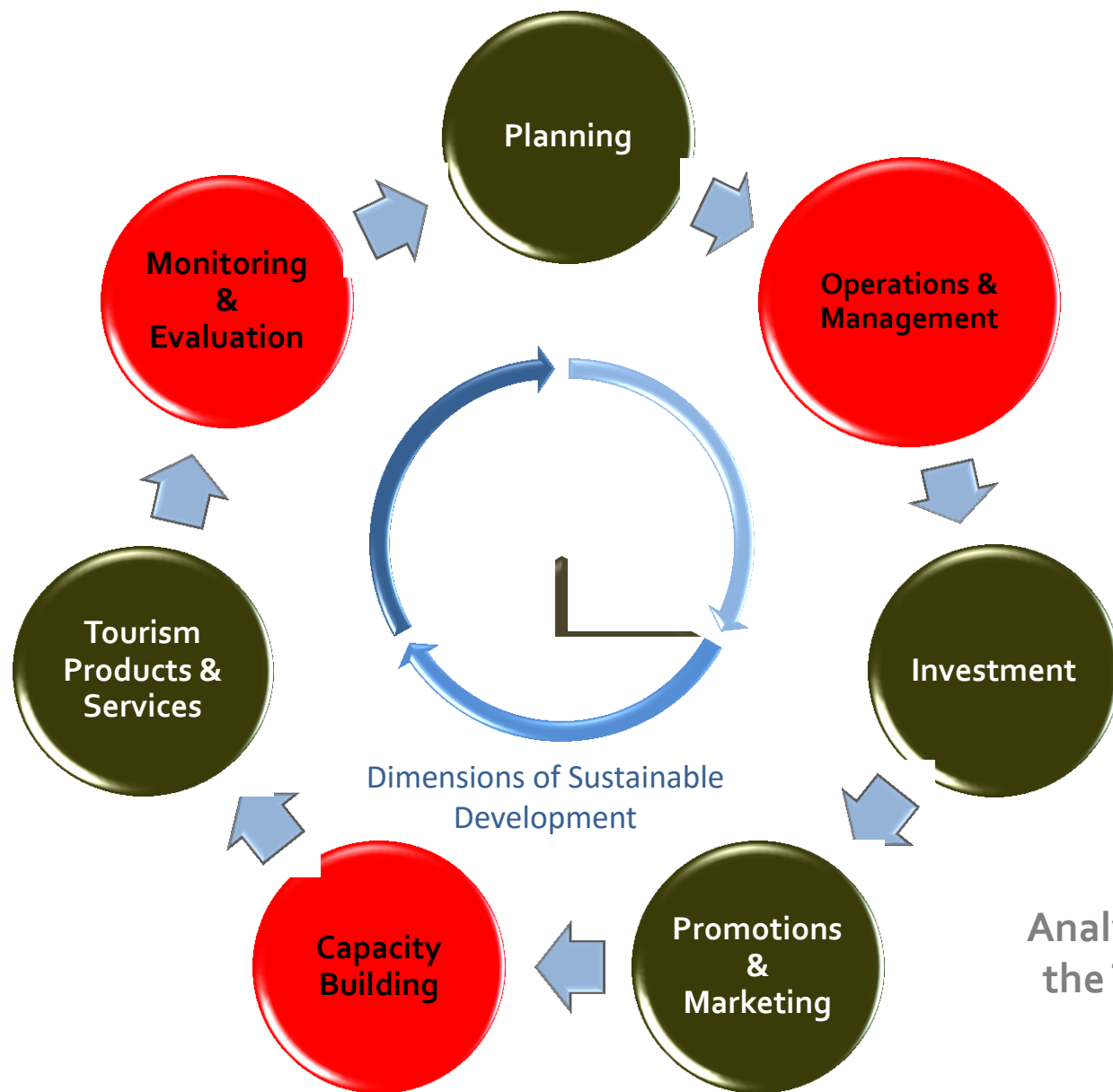


4. Recommended responses & actions



Recommended responses

No. 1: Destination focus

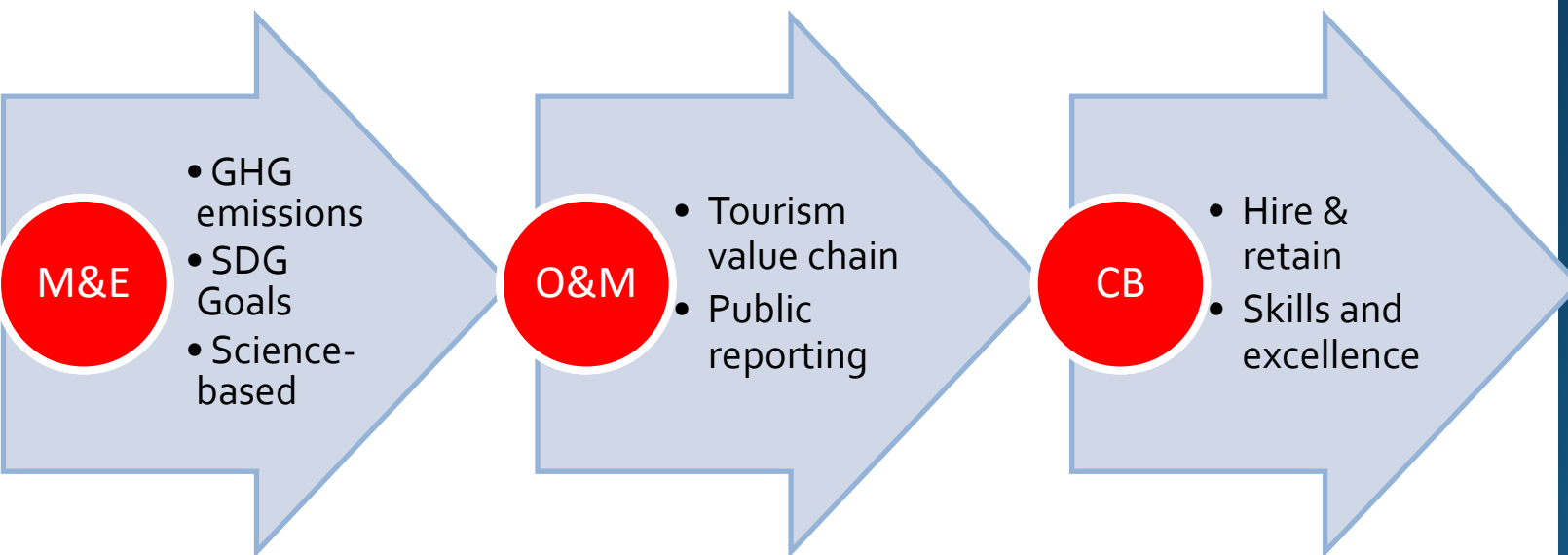


Analytical view of
the Tourism 'life
cycle'



Recommended responses – destination level

No. 1: Destination focus – priorities



M&E : Monitoring & Evaluation
O&M : Operations & Management
CB : Capacity Building



Recommended responses

No. 2: Understand the tourism value chain



Approaches: life cycle-, 'hotspots' analyses

**Analyze resource use
and consumption**

(water, energy, land, materials)

**Eliminate value
chain wastes**

(e.g. CO₂, water, energy, solids)

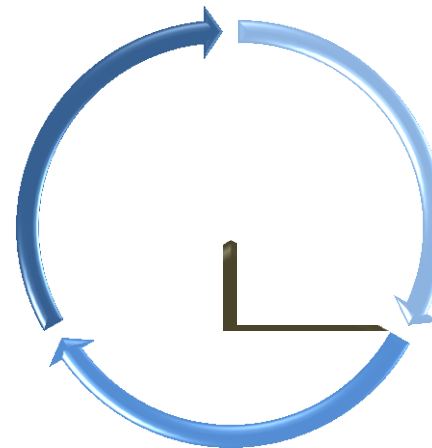
**Reuse, Recycle
Reduce, Recover**

(e.g. green economy, circular
economy)

Sustainable consumption and production

Results:

- Resource efficiency
- Low carbon footprint
- Process innovation
- Product innovation



Sustainable Development



Value Chain - Mapping



A quick look at the value chain: both for inbound and outbound tourism



Source: The World Bank

*Individuals who organize their holidays without professional aid.

Open to investment

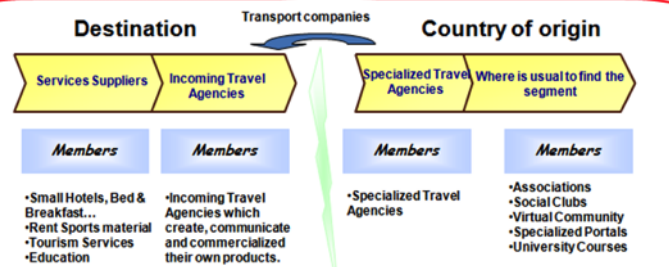
Note: Red boxes mean suitable for investment

Whether inbound or outbound, deciding on the **mode of distribution** starts the process, creating the distribution channel of the value chain. This is followed by the mode of transportation to the selected destination. Finally, there is the mode of transfer upon arrival, accommodation and possibly a series of excursions, such as beach outings or visiting natural wonders, which would constitute the next components of the value chain.

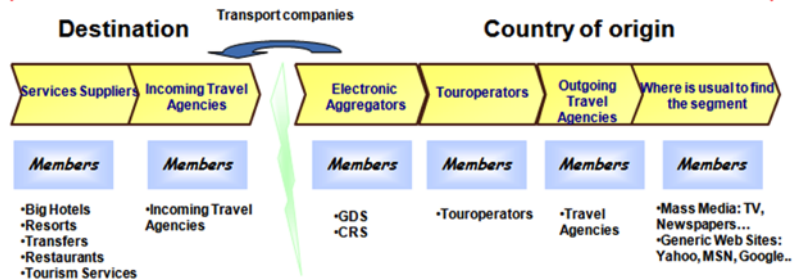
Each component of the value chain presents promising investment opportunities to foreign investors.

Investment Support and Promotion Agency of Turkey

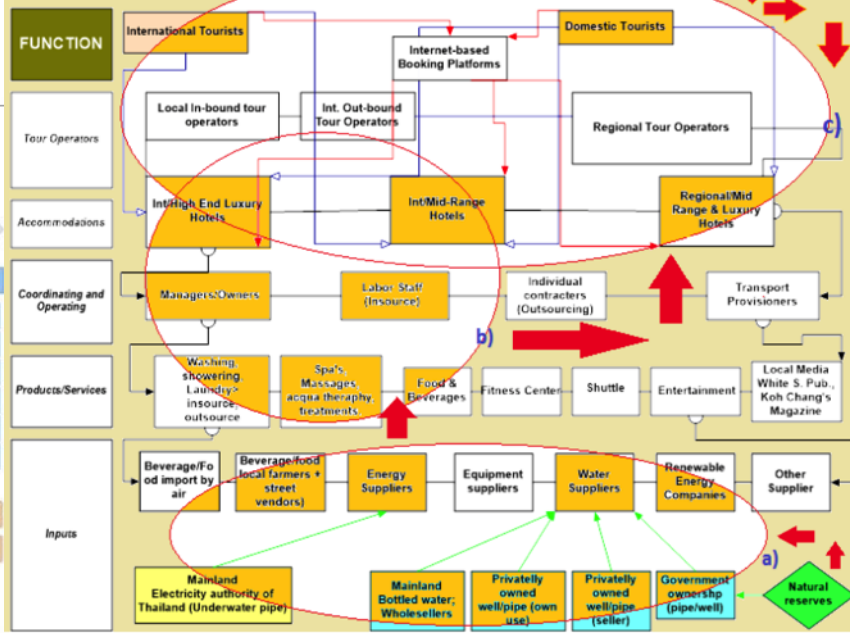
Specialized Tourism



Mass Tourism

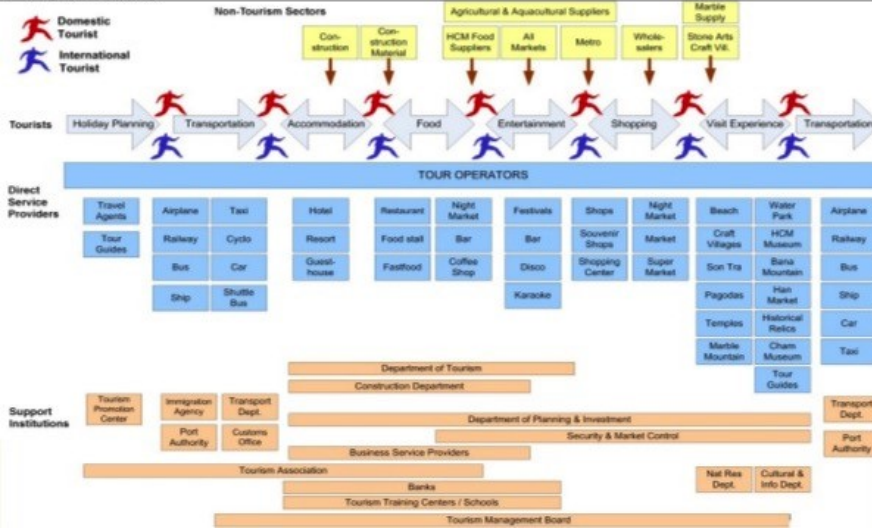


Public/Private Tourism Business Associations, Public Administration, Businesses, Research Institutions, Regional/local Government (Wageningen, NHTV, DASTA, Koh Chang's National Park, others)



Images source: Google Images

ASSESSMENT OF TOURISM VALUE CHAIN & SERVICE PROVIDERS

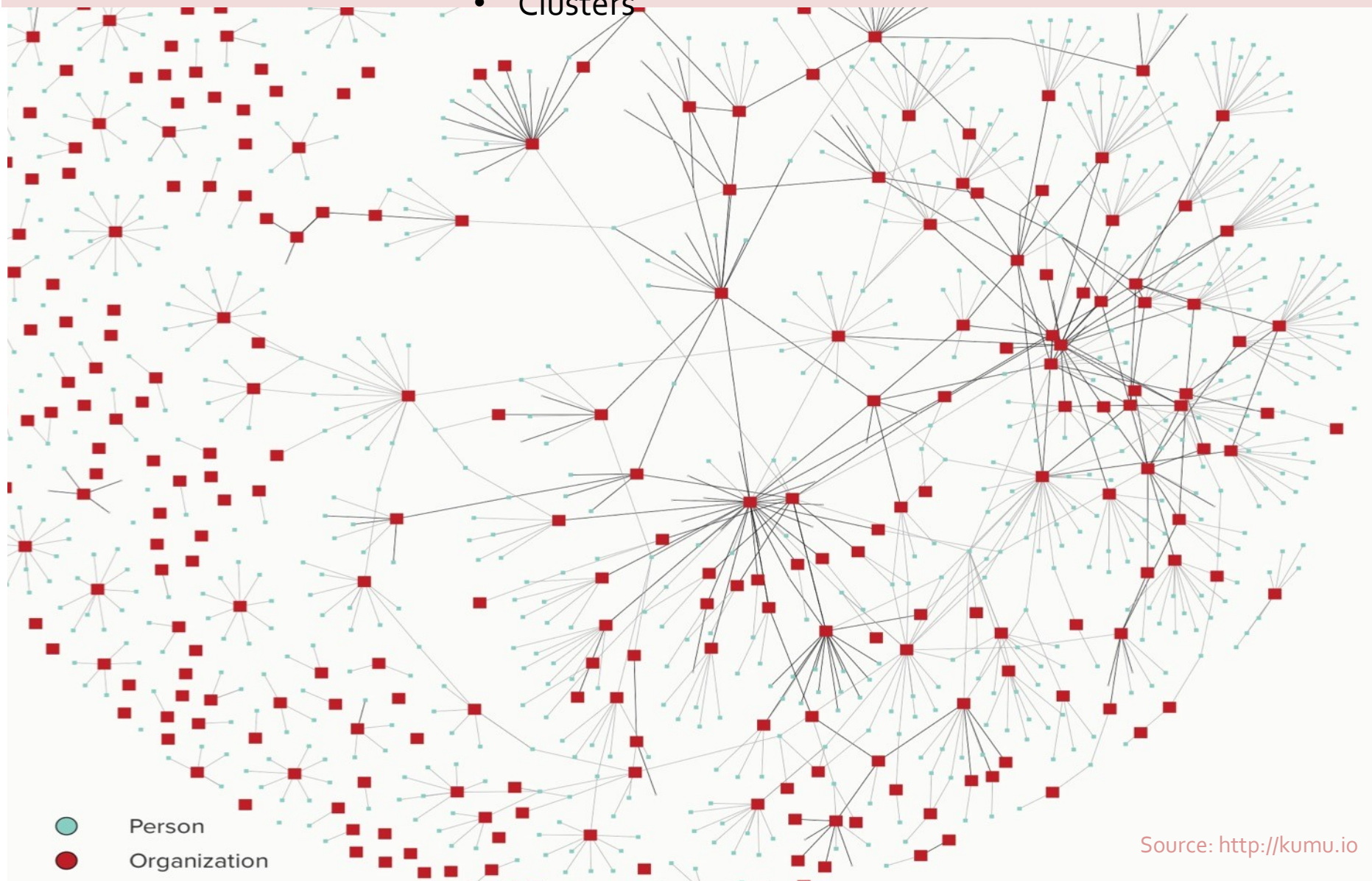


Detailed value chain (network) map view - details:

- Key influencers
- Spheres of influence

- Relationships
- Nodes
- Hubs
- Clusters

- Flow directions: resources, information



● Person
● Organization

Recommended responses

No. 3: Fund raising



Multi-lateral banks

(loans, grants and guarantees to sovereign and private sector clients)

- **EU 28 - EC**
 - Development cooperation
 - Multi-annual financial framework (2014-2020)
 - Geographic instruments
 - Grants, contracts
 - EIB, investment facilities
 - Etc.
- **World Bank**
 - IBRD, IDA, IIFC, MIGA etc.
- **Inter-American Development Bank**
 - Multi-Lateral Investment Facility
 - Inter-American Investment Facility
- **Asia Infrastructure and Investment Bank (?)**

Regional Development Banks

(loans, grants and guarantees to sovereign and private sector clients)

- Asian Development Bank
- African Development Bank
- Caribbean Development Bank

International funds

- 10YFP Trust Fund
- Etc.

- ✓ Relationship building
- ✓ Information
- ✓ Funding requirements, procedures
- ✓ Proposal objective and partners
- ✓ Project management structure
- ✓ Results and outcomes

UNEP Tourism & Environment – global project

3. Fundraising



Fund: International Climate Initiative (IKI)

Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Government of Germany

(grant, non-infrastructure, capacity building)

Title: Transforming Tourism Value Chains

In developing countries and SIDS to accelerate more resource efficient, low carbon development

€4.98M

Philippines

Dominican Republic

Small Island Developing States:

- ◆ Mauritius
- ◆ OECS: Antigua, Grenada, Dominica, St. Kitts/Nevis, St. Lucia, St. Vincent/Grenadines



UNEP DTU
PARTNERSHIP



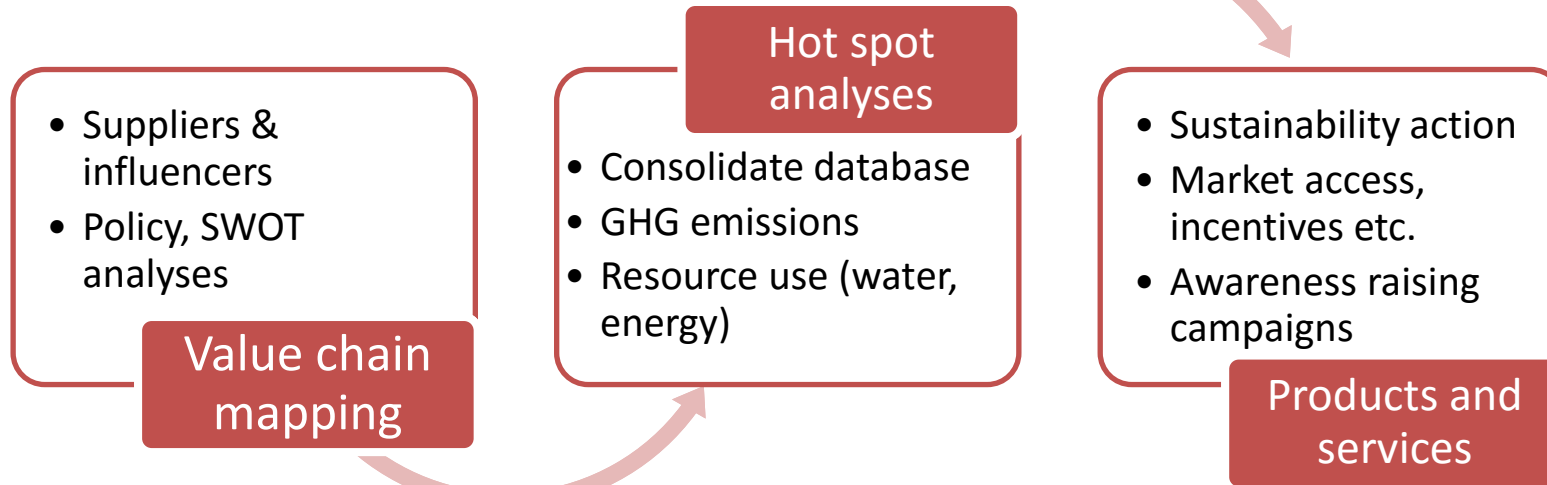
Global Partners

IKI/BMUB-UNEP Tourism Value Chains:

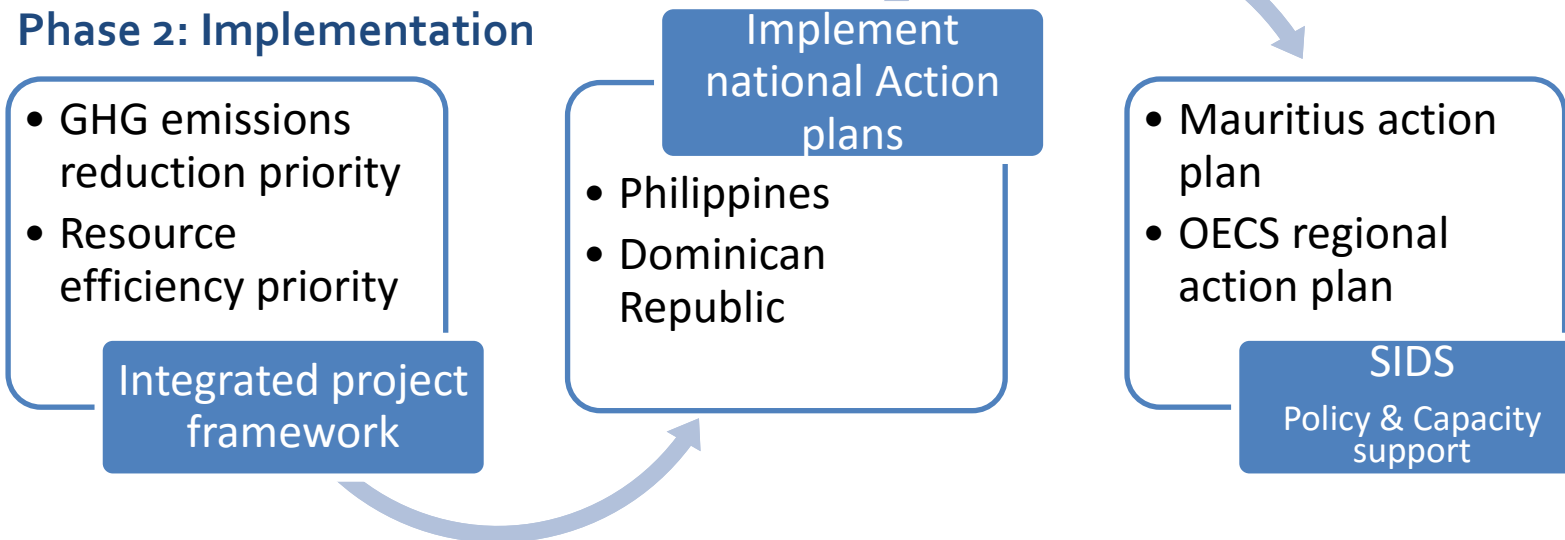
Accommodation, Food & Beverage
Meetings/Incentives/Conferences/Events (MICE)



Phase 1: Assessment

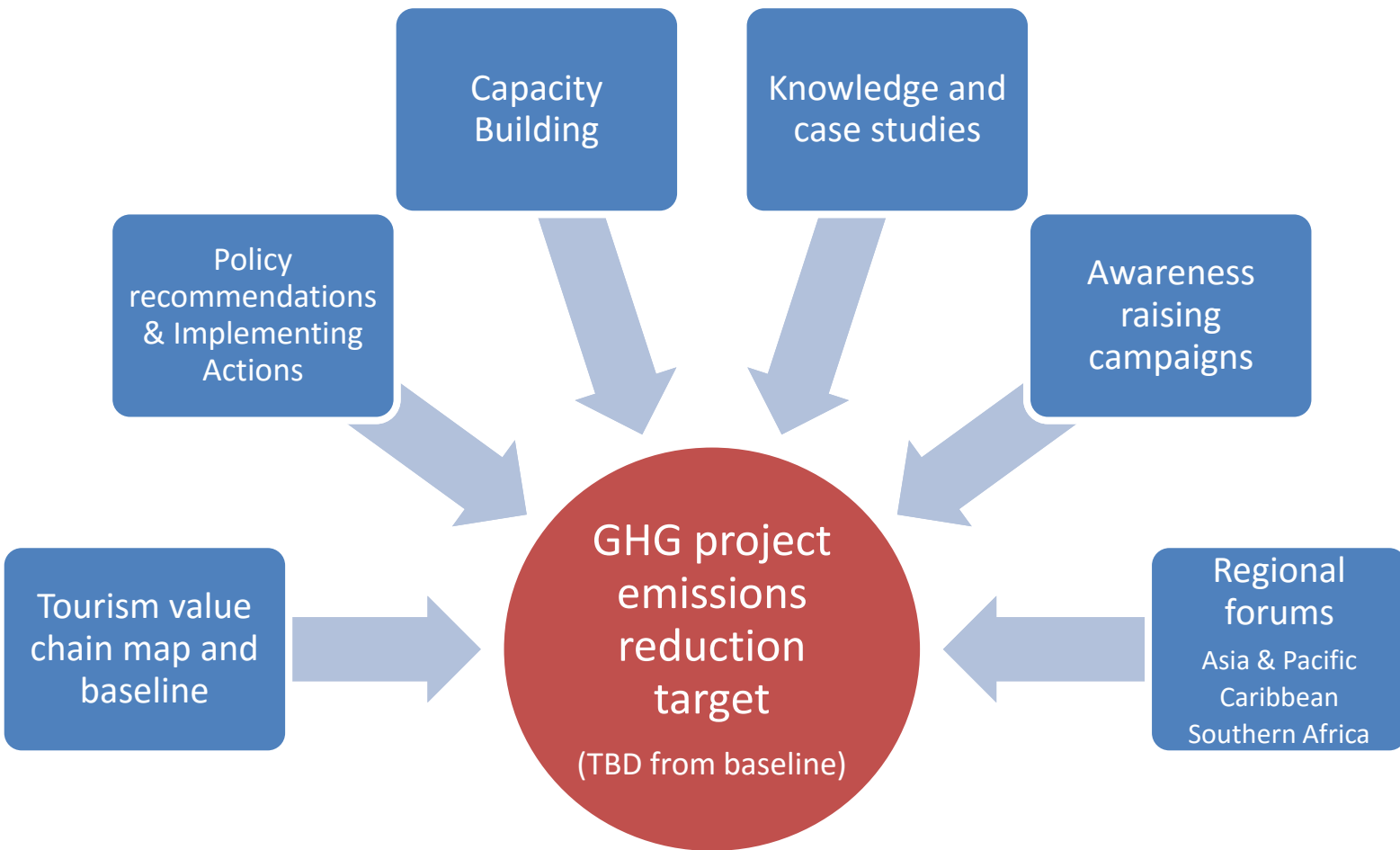


Phase 2: Implementation



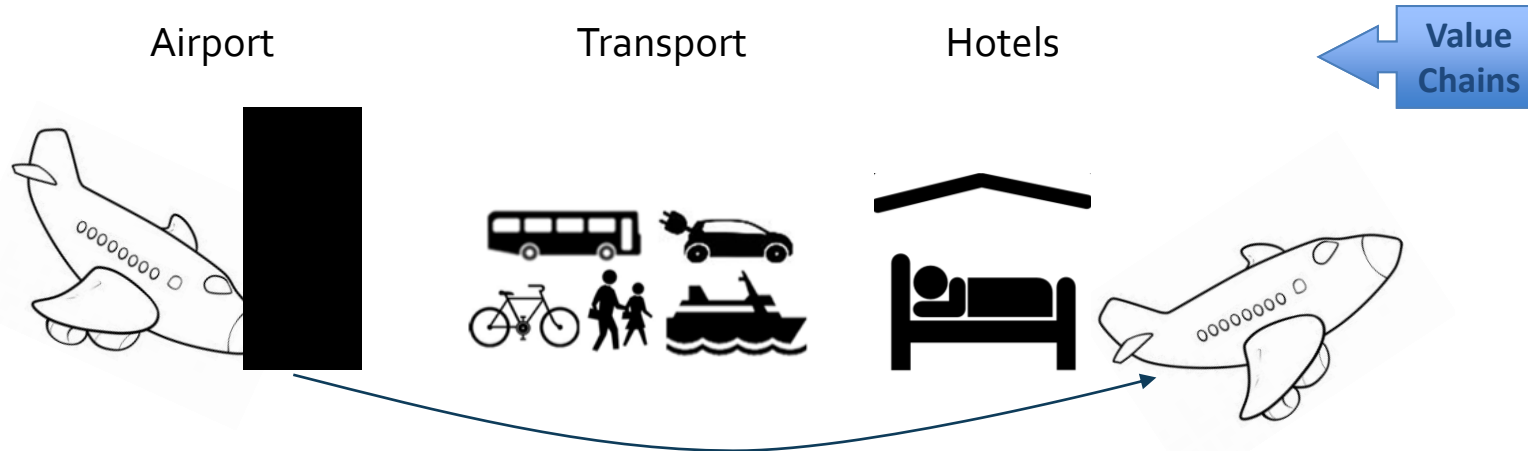
IKI/BMUB-UNEP Tourism Value Chains Project

Expected Results



CLIMATE SMART INVESTMENT FOR ENERGY & RESOURCE EFFICIENCY IN TOURISM SERVICES (CLIENTS)

TARGET DONOR: EU/EC – CARIBBEAN REGIONAL INDICATIVE PROGRAMME (CRIP), 2014-2020
(€6M- PROPOSAL AWAITING FINAL EU-EC APPROVAL)



70% of the Caribbean hotel industry's electricity consumption comes from only three products:

Air conditioners 50%



Lighting 11%



Refrigeration 10%

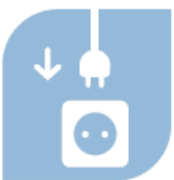
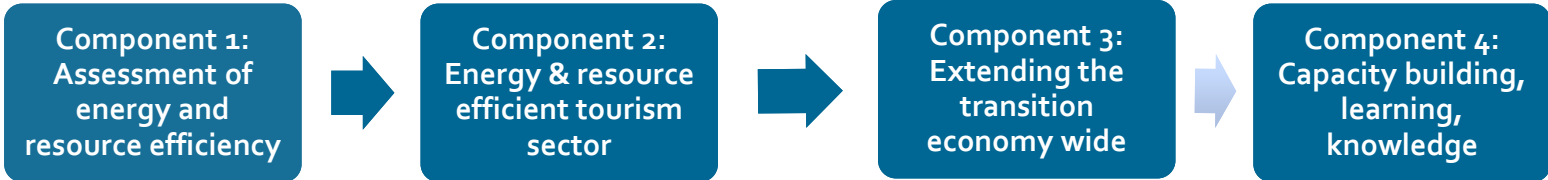


5 Countries:

The Bahamas
Barbados

Jamaica
St. Lucia

St. Kitts & Nevis



Reduce electricity use
→ by over **4.4 TWh**
→ Nearly **11%** of current electricity use

...equivalent to **8** power plants (100MW)



Save **700 million US\$** on electricity bills



Reduce CO₂ emissions by **3.1 million tonnes**

...equivalent to **1,700,000** passenger cars



Conclusions

"DeCAF"

Destinations

- All tourism is local

Commit

- Policies
- Priorities
- Targets

Act, measure & report

- Strategy, plan
- Collaboration, partnerships
- Indicators, outcomes

Fundraise

- Grants
- Investments, equity
- Loans



REGISTER NOW!



Sustainable Tourism
PROGRAMME
Committed to drive the change

ADVANCING SUSTAINABLE TOURISM IN A CHANGING CLIMATE

AN OFFICIAL SIDE EVENT DURING
COP22 IN MARRAKESH



The 22nd Conference of the Parties (COP22) of the United Nations Framework Convention on Climate Change (UNFCCC) will be hosted in the city of Marrakech by the Government of the Kingdom of Morocco from 7-18 November 2016. This global climate conference is an important backdrop for a 3-day tourism side event of the 10YFP Sustainable Tourism Programme under the theme "Advancing Sustainable Tourism in a Changing Climate".

With the objective to promote increased awareness and action by the tourism sector on the Paris Agreement and the 2030 Sustainable Development Agenda, the side event comprises 3 meetings:

THURSDAY, NOVEMBER 10 2016
SUSTAINABLE TOURISM EXPERT
MEETING ON KEY ENVIRONMENTAL
AND LIFE CYCLE INDICATORS
FOR THE PRIVATE SECTOR
(BY INVITATION)

SATURDAY, NOVEMBER 12 2016
10YFP SUSTAINABLE TOURISM
PROGRAMME ANNUAL
CONFERENCE OF PARTNERS
(BY INVITATION)

FRIDAY, NOVEMBER 11 2016
10YFP SUSTAINABLE TOURISM
PROGRAMME INTERNATIONAL
SYMPOSIUM
(OPEN MEETING)

SUNDAY, NOVEMBER 13 2016
FIELD VISIT

HOSTED BY:



Ministry of Culture, Sports
and Tourism
Republic of Korea

IN COLLABORATION WITH:

REGISTRATION
ARE NOW OPEN!

For more information: stp10yfp2@unwto.org
#10YFP_STP_COP22
F. Facebook.com/10YFPTP/ T. @10YFP_STP
LinkedIn. 10YFP Sustainable Tourism Programme

Thank you!

Contact us:

UN Environment

Economy Division – Tourism Programme

Address: 1 rue Miollis, 75015 Paris, France

Tel: +33 1 44 37 14 50

Fax: +33 1 44 37 14 74

Email: tourism@unep.org