

CENTRE FOR ENTREPRENEURSHIP, SMEs AND LOCAL DEVELOPMENT
TOURISM COMMITTEECONCLUSIONS OF THE WORKSHOP ON SUSTAINABLE DEVELOPMENT STRATEGIES AND
TOURISM18 JUNE 2010
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This document presents the conclusions of the Workshop on Sustainable Development Strategies and Tourism, which was held on 18 June 2010 at the OECD Conference Centre in Paris. This document was prepared by France and was finalised with the collaboration of the OECD Annual Meeting of Sustainable Development Experts (AMSDE). It is also available under the document number SG/SD/RD(2010)2/FINAL.

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BACKGROUND

1. The Workshop on Sustainable Development Strategies and Tourism was held at the OECD on 18 June 2010 at the OECD Conference Centre in Paris. The workshop's agenda (Annex A) and the presentations made are available at the following address: www.oecd.org/CFE/tourism.

2. The purpose of the workshop was to analyse how sustainable tourism strategies based on national sustainable development strategies can contribute to transforming tourism into a sector that is an integral part of a "green" and "fair" economy.

3. This workshop took the approach advocated by the United Nations Commission on Sustainable Development (CSD), which regularly recommends that national sustainable development strategies be taken into account in preparing sectoral strategies and which is addressing the issue of sustainable modes of production and consumption, including in the field of tourism, in its 2010/2011 work cycle.

4. Tourism is an important economic sector because of the cross-cutting nature of its economic, environmental and social aspects and its linkages with the key challenges of sustainable development strategies (climate change and clean energy, sustainable transport, sustainable consumption and production, conservation and management of natural resources, public health, social inclusion, demographics and migration, world poverty and challenges in the field of sustainable development, for example, with respect to the European Strategy).

5. In addition, tourism must be approached at multiple levels, from local to global, and raises questions on how to structure governance that will be more easily solved if stakeholders share a common vision.

6. The dynamic development of tourism could rapidly upset the sometimes delicate balance prevailing in many situations and means that proactive approaches need to be adopted, since continuing with current trends will not spontaneously lead to sustainable tourism. Failure to act might have significant costs.

7. Today, a number of initiatives show that there is a growing awareness that a change is needed:

- governments are promoting the development of national and local sustainable tourism strategies, as has been illustrated by the examples presented during the workshop;
- the Global Partnership for Sustainable Tourism (formerly the International Task Force on Sustainable Tourism Development within the Marrakech Process) created in 2010 is promoting greater international discussion and co-operation;
- the major corporations in the sector are developing and implementing sustainable development strategies;
- lastly, there is a growing awareness of this issue on the part of consumers and the population at large, who are increasingly supportive of sustainable development initiatives.

CHALLENGES AND OPPORTUNITIES

8. Sustainable development strategies make it possible to address the main challenges facing tourism and to design policies aimed at meeting these challenges.

9. Sustainable tourism cannot ignore the issue of **climate change**, to which it contributes, especially through air transport emissions. Tourism will also have to adapt to the consequences of increasing temperatures.

10. Air transport must not be singled-out, however. The tourism and air transport sectors must work together with all emission sources to find solutions, such as changes in taxation and exemptions, regulations, financial instruments, offsetting measures, information aimed at changing behaviour and support for research to promote innovative solutions.

11. With regard to adaptation, new policies are emerging (Australia, United Kingdom) aimed at making tourism activities more resilient. However, on the whole, there is too little political interest in the measures that need to be implemented and the financial resources devoted to them are too low. Countries should act on these issues in a more co-ordinated manner. A report by the OECD and the UNEP, “Sustainable Tourism Development Strategies and Climate Change”, to be released in 2011, will identify the initiatives under way in a large number of countries.

12. Sustainable tourism strategies must also address the issue of visitor traffic to unique sites in order to ensure the proper **conservation of the natural and cultural heritage**.

13. Methods have been developed to regulate tourism flows. The growing involvement of the private sector in this management is a positive development. Tourism activity must be able to contribute more to the costs of preserving this heritage. Progress is expected in the field of economic assessment, which will make it possible to better assess the benefits generated by heritage sites and access to these sites, and the costs and risks of excessive visitor traffic.

14. Tourism policies cannot neglect **social issues**, such as access for everyone to heritage sites, the sharing of the profits of tourism activities, cohesion between local residents and tourists, and access to tourism for disadvantaged groups. Tourists are looking for safe and politically stable environments.

15. Access to tourism for all will require appropriate social policies and varied and high-quality products. Social tourism (for example, aimed at young people or seniors) can help spread the tourist season more evenly over time. The example of Spain shows that these kinds of policies can be of interest from an economic and financial standpoint.

16. Public policies must not be focused solely on tourists but also on host populations. The latter’s access to the tourism infrastructures and services available in their country and to tourism-related jobs, if necessary after completing training programmes that should be encouraged, are two key points that need to be taken into account. In this regard, the strategies must be focused on combating all forms of exploitation. **The preservation of a living culture** in all its different forms (heritage, language, social aspects, etc.) is also a very important factor of cohesion that seems to be one of the key components of sustainable tourism.

17. Emphasis must also be placed on effectively integrating the tourism economy into the local economy and on taking it into account and including it in integrated local development strategies. **Local development and sustainable tourism must be addressed jointly**, since it is impossible to conceive of

sustainable tourism that is not embedded at the local level. The French network of cities of art and history, festivals and management of major sites provide a number of interesting examples of what can be done in this field.

18. Sustainable tourism development strategies must make it possible to **encourage the economic actors involved in tourism to adopt approaches conducive to sustainable production and consumption** and to develop a new supply of tourism infrastructures and services that will meet the growing expectations of customers with respect to sustainable development. The major tourism operators have initiated these types of strategies by focusing on a comprehensive approach (fighting against waste, conserving resources, promoting fair trade, etc.) based on the largest possible number of stakeholders (various partners, suppliers, etc.). New business models are being introduced. Sustainable tourism development strategies must promote the involvement of small and medium-sized enterprises in the sector in such evolution. These strategies must also pay special attention to the issues of employment and training in tourism-related occupations in order to raise awareness of sustainable development issues.

19. The examples presented showed that the stakeholders of tourism were able to be proactive and to view their activity from the standpoint of sustainable development. These initiatives always entail **the involvement of stakeholders**.

20. **Major events** (sports, cultural, professional and conventions, etc.) provide a particularly important opportunity to promote sustainable development because of their high visibility. The efforts that are increasingly (but still too seldom) being made to create sustainable events show that the sustainable approach needs to be taken into account at the earliest possible stage and in a comprehensive manner by involving all stakeholders.

CONCLUSIONS AND POLICY MESSAGES

21. The activities generated by tourism are essential for economic and social development and help to capitalise on natural and cultural resources. However, it is now equally clear that tourism also generates considerable environmental, social and cultural pressures, affecting its own sustainability.

22. **The tourism sector must play a proactive role** in ensuring that its practices move towards sustainable tourism. Innovation must be encouraged in order to shift towards new practices. Change will often come from the impetus generated by certain actors who are more aware of the challenges faced. The ownership of sustainable development strategies, both at the local (agenda 21) and national level, facilitates this impetus.

23. Various sustainable tourism initiatives that seek to go beyond the initial models of tourism development and aim at striking a balance between the economic, social and environmental dimensions of tourism have gradually emerged, albeit sometimes in isolation. To enable these initiatives to come together in a generalised approach to promoting and developing sustainable tourism on a large scale, **strategies need to be put in place more systematically.**

24. **Governments, both at the national and local level, have a key role to play in encouraging and in acting as a catalyst for these developments,** in making the tourism sector an integral part of the green economy, and in facilitating forward-looking initiatives based on sustainable development strategies.

25. Sustainable development strategies make it possible to take into account, through their **comprehensive approach**, the different components of tourism (social, environmental, cultural and economic), to promote the changes that they recommend, and to facilitate the consistency of the various public policies, but they also make it possible to bring together, through their **collective approach**, the largest possible number of stakeholders (professional, institutional, experts, etc.).

26. **Sustainable tourism cannot be conceived of solely in terms of the actors involved in tourism.** If it is to go beyond niche ecotourism, the approach needs to take account of issues such as transport and buildings. Incorporating sectoral tourism policy into a multi-sectoral strategy of sustainable development can help go beyond a “silo” approach to this policy.

27. **The implementation of a sustainable development approach on a well-defined territory (country, region, destination)** seems to be a key principle for establishing sustainable tourism development strategies. The fact that an initiative is embedded in the territory facilitates the involvement of stakeholders who share the same territory as well as the political support for the initiative. It makes it possible to define environmental, social and economic issues more clearly, to clarify the issues of co-ordination between the various levels of government and to view the tourism economy within the broader issue of territorial development and the green and fair economy.

28. **International co-operation also contributes to the emergence of policies, frameworks and tools for promoting sustainable tourism** by facilitating the dissemination of good practices, as illustrated by the synergy created by the Global Partnership for Sustainable Tourism.

29. If strategies are to be put in place, it will first be necessary to have the most accurate and relevant assessments and measurements possible. An effort of certification has been undertaken, which must be continued. However, **new tools need to be defined** to measure the many effects of tourist activity. It is essential to have the capacity to measure the impact of tourism both on the local and national economy and on the welfare of tourists and local populations, following the approach outlined by the Stiglitz-Sen-Fetoussi Report¹. Indicators need to be established.

30. Lastly, a dynamic and flexible approach should be emphasised, for the strategies to be much more effective in order for the sector to evolve and adapt to the economic, social and environmental challenges that they may have to face. **This means that the focus must be on processes of continual improvement rather than excessively rigid planning.**

¹ Stiglitz, J. E., A. Sen and J. Fitoussi (2009), Report by the Commission on the Measurement of Economic Performance and Social Progress, stiglitz-sen-fitoussi.fr/fr/index.htm.

ANNEX A

WORKSHOP PROGRAMME	
<p>The workshop will be chaired jointly by:</p> <p>Mr. Etienne COFFIN <i>Chairman of the French Committee for Sustainable Development in Tourism General Directorate for Competitiveness, Industry and Services (DGCIS) Ministry of Economy, Industry and Employment, France</i></p> <p>and</p> <p>Mr. Alain DUPEYRAS <i>Head of the Tourism Unit OECD Centre for Entrepreneurship, SMEs and Local Development (CFE)</i></p>	
OPENING OF THE WORKSHOP	
9h30-9h45	<p>Mr. Sergio ARZENI <i>Director OECD Centre for Entrepreneurship, SMEs and Local Development (CFE)</i></p> <p>Mr. Robert VISSER <i>Deputy Director OECD Environment Directorate</i></p> <p>Facing major challenges (climate change, resource conservation, social cohesion), tourism can contribute to sustainable growth provided it develops strategies consistent with national sustainable development strategies. The workshop will explore these issues at the national and local levels and forms part of the OECD's work on sustainable development, tourism and green growth.</p>
THREE MAJOR CHALLENGES FOR SUSTAINABLE TOURISM <i>- each presentation will be followed by a discussion -</i>	
CLIMATE CHANGE	
9h45-10h15	<p>Mr. Stefan GÖSSLING <i>Professor Lund University (Sweden)</i></p> <p>Tourism and climate change: tourism is concerned both by mitigation policies to curb emissions of greenhouse gases, of which transport is a major source, and adaptation policies to adjust to global warming and its implications. How can tourism reflect those policies?</p>
RESOURCE CONSERVATION	
10h15-10h45	<p>Mr. Valéry PATIN <i>Associate Professor, University of Paris 1 Panthéon Sorbonne and Expert Consultant, World Bank and UNESCO</i></p> <p>Tourism and resource conservation: cultural and natural resources are often behind a region's tourist appeal, but they may be under threat from excessive visitor traffic. How can they be managed sustainably?</p>

SOCIAL COHESION	
10h45-11h15	<p>Mr. Jean-Marc MIGNON <i>Vice-President</i> <i>International Bureau of Social Tourism</i></p> <p>Tourism is facing two challenges in terms of social cohesion: how to engender harmonious relations between tourists and local communities? And how to give low-income groups access to tourism?</p>
11h15-11h30	Coffee break
TOURISM AS A FACTOR IN SUSTAINABLE GREEN GROWTH? THE VIEWS OF PROFESSIONALS <i>- each presentation will be followed by a discussion -</i>	
11h30-12h20	<p>Ms. Patricia CORTIJO <i>Environment Director</i> <i>ACCOR Group</i></p> <p>Mr. Tom SELÄNNIEMI <i>Senior Adviser</i> <i>Tour Operators Initiative (TOI)</i></p> <p>Can tourism contribute to sustainable green growth? What is the role of private operators in promoting this trend? What do private operators expect of government in this field? Is a strategic national debate on sustainable tourism a good tool to achieve that aim?</p>
12h20-12h45	Open discussion
12h45-14h30	Lunch break
INSIGHT GAINED BY THE INTERNATIONAL TASK FORCE ON SUSTAINABLE TOURISM DEVELOPMENT	
14h30-14h55	<p>Mr. Charles ARDEN-CLARKE <i>Head, Goods and Services Unit</i> <i>Sustainable Consumption and Production Branch</i> <i>Division of Technology, Industry and Economics</i> <i>United Nations Environment Programme (UNEP)</i></p> <p>As part of the Marrakech Process, an International Task Force on Sustainable Tourism Development has been meeting since 2006. It has drawn up guidelines and criteria for sustainable tourism and adopted policy recommendations. One of the aims of the recommendations is to serve as basis for the development of sustainable tourism strategies. A United Nations Partnership is to be set up to establish a permanent forum for discussion, co-ordination and mobilization on this theme.</p>

EXAMPLES OF SUSTAINABLE TOURISM STRATEGIES: NATIONAL AND LOCAL APPROACHES	
14h55-15h20	<p>Dr. Regina PRESLMAIR <i>Austrian Ministry of Agriculture, Forestry, the Environment and Water Management</i></p> <p>Austria's strategy to make major events more environment-friendly and prepare for them using a sustainable development approach. The use of this strategy will be illustrated with a number of examples, including the 2008 European Football Championship.</p>
15h20-15h45	<p>Mr. Michel RICARD <i>High-Level Official for Sustainable Development Ministry of Culture and Communication, France</i></p> <p>The linkages between tourism/culture and the inclusion of a chapter on "cultural tourism and sustainable development" in the French ministry's strategy. Three examples will be presented: i) the territories and cultural tourism – the cities and places (<i>pays</i>) of art and history; ii) the major sites and historical monuments - a sustainable development strategy; iii) international co-operations - UNESCO World Heritage/European labels.</p>
15h45-16h00	Coffee break
16h00-16h25	<p>Mr. Max WHITBY <i>Acting Manager International Team, Tourism Division Department of Resources, Energy and Tourism of Australia</i></p> <p>Introduction on Australia's sustainable tourism strategies.</p>
16h25-16h50	<p>Mr. Pan Sang HAN <i>Minister Counsellor Korean Delegation to the OECD</i></p> <p>Korea has become one of the first countries to choose green growth as a core national development strategy. The presentation will introduce Korea's Green New Deal aimed at overcoming the economic crisis and creating jobs and the Four Major Rivers Restoration Project which is an effective means of not only preserving the ecosystem but also responding to ongoing climate change.</p>
16h50-17h15	<p>Ms. Margarita NÁJERA <i>Commissioner of the Spanish Government for the reclassification of Platja de Palma (Beach of Palma) and Director of the Urban Management Consortium for the development and beautification of the Platja de Palma (Beach of Palma).</i></p> <p>Spain's initiative to improve the Platja de Palma (Beach of Palma) through the implementation of seven strategies concerning its territory, market positioning, living conditions of its residents and workers, sustainable development and climate change, the use of new technology, and governance.</p>

CLOSING SESSION	
17h15-17h45	<p>The closing session will begin with the conclusions of the sessions followed by a brief Question and Answer session with the audience.</p> <p>Ms. Isabel HILL <i>Chair of the Tourism Committee and Deputy Director Office of Travel and Tourism Industries Department of Trade, United States</i></p> <p>Ms. Catherine LARRIEU <i>Head Sustainable Development Delegation Ministry of Ecology, Energy, Sustainable Development and the Sea France</i></p>