

Magazine of the World Tourism Organization

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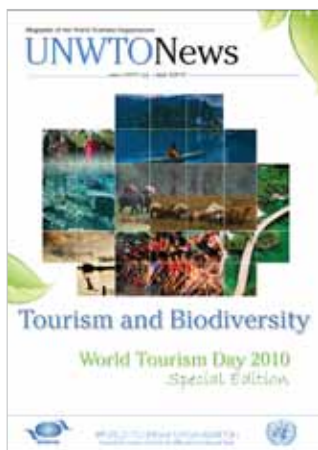
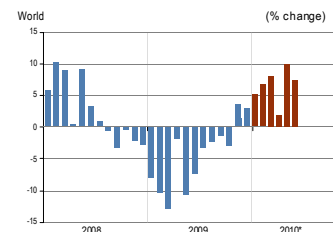
## Tourism and Biodiversity

World Tourism Day 2010  
*Special Edition*



WORLD TOURISM ORGANIZATION  
Committed to Tourism, Travel and the Millennium Development Goals





COVER STORY

*Tourism contributes to biodiversity conservation. In many areas where biodiversity is at threat, tourism can be a solution. A way to conserve areas of natural beauty that might otherwise be destroyed, to raise awareness of the plight of endangered species and a source of income for local communities providing incentives for habitat protection.*

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# World Tourism Day Message, United Nations Secretary-General

I am delighted that the UN World Tourism Organization is celebrating this year's World Tourism Day under the theme 'Tourism and Biodiversity'. Despite repeated global pledges to protect the planet's species and habitats – and the goods and services they provide – the variety of life on Earth continues to decline at an unprecedented rate. Human activities are the cause. This year – the International Year of Biodiversity – provides a timely opportunity to focus on the urgency of safeguarding biodiversity for the wealth, health and well-being of people in all regions of the world.



Tourism and biodiversity are closely intertwined. Millions of people travel each year to experience nature's splendour. The income generated by sustainable tourism can provide important support for nature conservation, as well as for economic development. Furthermore, sustainable tourism can help to raise awareness among tourists and local communities of the importance of biodiversity to our everyday lives.

Through initiatives such as its "Sustainable Tourism – Eliminating Poverty" project, and its collaboration with the UN family, national tourism authorities and the private sector, the World Tourism Organization is helping to highlight the links between tourism, poverty alleviation and biodiversity. The tourism community is becoming increasingly aware of its responsibility. And indeed there is much the sector can contribute to protecting biodiversity, including by integrating simple measures such as managing tour groups to minimize disturbance to wildlife or buying supplies only from sustainable sources.

On this World Tourism Day, I commend the tourism community for its growing recognition of the importance of conserving the diversity of life on Earth, and I urge all partners to strengthen their commitment to sustainability.

**Ban Ki-moon**

United Nations Secretary-General

## Tourism: Meeting the Biodiversity Challenge

The theme of this year's World Tourism Day (WTD), 'Tourism and Biodiversity', echoes the call of the 2010 International Year of Biodiversity to halt the accelerating and irreversible damage to the ecosystems that support life on our planet. The tourism sector has a crucial role to play in meeting this challenge.

WTD 2010 highlights the linkages between tourism and biodiversity – one of tourism's most valuable assets – and promotes sustainable tourism that balances the use of natural resources with sound conservation management. Sustainable tourism can provide vital income and employment for local communities, maintain local biodiversity and raise awareness of the importance of conservation.

Latest UNWTO figures show that tourism continues to grow, with the upward trend that began in the last quarter of 2009 continuing this year. As tourism develops alongside increasing environmental concerns, the tourism sector is more aware than ever of its responsibility to protect and sustainably manage biodiversity.

UNWTO will continue to support global efforts to combat biodiversity loss and position tourism at the forefront of preservation and sustainable development. The conclusions of the WTD High Level Dialogue on Tourism, Biodiversity and Sustainable Development will be officially presented by UNWTO at the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD) in Japan in October. UNWTO also counts on its Consulting Unit on Tourism and Biodiversity in Bonn to formulate and implement UNWTO's activities for the post 2010 biodiversity targets of the CBD.



I would like to take this opportunity to thank China – the official host of the WTD 2010 celebrations – a biodiversity rich country where tourism is a strategic pillar of the national economy, developed as an integral element in the transformation to a Green Economy.



**Taleb Rifai**

UNWTO Secretary-General



*The World Tourism Organization, a United Nations specialized agency, is the leading international organization with the decisive and central role in world tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 154 countries, seven territories and more than 400 Affiliate Members representing local governments, tourism associations and private enterprise.*

## World Tourism Day 2010

# Tourism and Biodiversity: A Win-Win Relationship

In 2002, the world's Governments agreed to "achieve by 2010 a significant reduction of the current rate of biodiversity loss at the global, regional and national level as a contribution to poverty alleviation and to the benefit of all life on Earth" (UN World Summit on Sustainable Development).

## World Tourism Day 2010

CELEBRATED around the world each year on 27 September, World Tourism Day (WTD) aims to raise awareness of the significant contribution of the tourism sector to today's global challenges. This year WTD joins the global campaign to safeguard biodiversity.

The United Nations has proclaimed 2010 as the International Year of Biodiversity, and WTD 2010 is being celebrated under the theme Tourism and Biodiversity. As such, WTD 2010 echoes the call to conserve the biological diversity on our planet and raises awareness of tourism's role in facing this urgent challenge.



World Tourism Day 2010:  
[www.UNWTO.org/worldtourismday/](http://www.UNWTO.org/worldtourismday/)  
International Year of Biodiversity:  
<http://www.cbd.int/2010/welcome/>

THIS TARGET has not been met. Biodiversity – the variety of all living things, the places they inhabit, and the interaction between the two – continues to decline at an alarming rate, tied mainly to human activity.

**Biodiversity has an intrinsic value – it is worth protecting regardless of its value to humans – but it also underpins economies, societies and individual well-being.**

With 2010 being celebrated as the United Nations (UN) International Year of Biodiversity, UNWTO declared Tourism and Biodiversity as the theme for World Tourism Day 2010; a unique opportunity to demonstrate how tourism not only depends on the conservation of biodiversity for its long-term growth, but can also significantly contribute to its protection.

Every year, millions of tourists fulfil their urge to see and experience the natural world; snorkelling among coral reefs; wildlife spotting on safari; trekking through rainforests. All these activities depend on healthy and intact ecosystems. Even a beach holiday requires clean waters and a functioning coastal ecosystem. Tourism is thus a biodiversity dependent sector and has a long-term interest in its protection and conservation. At the same time, when developed and managed in a sustainable way, tourism can be instrumental in safeguarding biodiversity.

### TOURISM CONTRIBUTES TO BIODIVERSITY CONSERVATION

IN MANY AREAS where biodiversity is at threat, tourism can be a solution. A way to conserve areas of natural beauty that might otherwise be destroyed, to raise awareness of the plight of endangered species and a source of income for local communities providing incentives for habitat protection.



### SUSTAINABLE TOURISM: TYING BIODIVERSITY TO THE LOCAL ECONOMY...

SUSTAINABLE TOURISM is a major source of revenue and employment for local communities, providing a strong incentive to protect biodiversity. This revenue often translates into direct income for conservation and both direct and indirect income for local stakeholders, boosting local, national and international support for the protection of nature. At the same time, revenue provides impetus for private biodiversity conservation efforts and is often channelled into capacity building programmes for local communities to manage protected areas.

In much the same way, sustainable tourism preserves land for nature, offering alternative livelihood options to those who may otherwise rely economically on less sustainable land use. With habitat destruction as the leading cause of species extinction, protected areas form the cornerstones of efforts to conserve biodiversity. For many national parks, tourism provides the financial means and incentives for conservation and justifies the creation of further protected areas.

While the loss of biodiversity and its ecosystem services is of global concern, it is at the local level that it has the greatest impact. The world's poor, especially in rural areas, are especially vulnerable, depending heavily on biological resources for much of their needs. With the largest proportion of global biodiversity concentrated in developing countries, which are at the same time receiving an increasing share of the international tourism market, biodiversity may well be one of their most competitive tourism advantages.

### ... AND RAISING AWARENESS

IT IS ONLY ONCE we begin to recognize the importance of biodiversity to our everyday lives and understand the dire consequences of overlooking the value of our natural capital that the future well-being of the planet can be assured.

Through its vast reach and impact, sustainable tourism also plays an important role in awareness raising and consumer education, raising the profile of biodiversity conservation at local, national and global levels.

Tourism has an increasingly important role to play in raising awareness of sustainability issues and motivating people to change long-established practices and behaviours. With millions of people

travelling the globe each year, tourism is an ideal vehicle to spread awareness of the importance of biodiversity to all of our lives and the urgent need for its conservation.

### UNWTO: TOURISM FOR BIODIVERSITY

AS THE UN SPECIALIZED agency for tourism, UNWTO promotes sustainable, responsible and universally accessible tourism; one that establishes a suitable balance between environmental, economic and socio-cultural aspects, thereby maximizing tourism's positive contribution to biodiversity conservation.

Over the years UNWTO has taken-up various actions within the framework of targets for biodiversity, such as the implementation of biodiversity-based tourism projects and active engagement within the UN family to sustain the planet's irreplaceable natural wealth. The Global Code of Ethics for Tourism, a comprehensive set of principles set out by UNWTO to guide tourism development, calls on all tourism stakeholders to safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth and recognizes nature tourism and ecotourism as being particularly conducive to enriching and enhancing the standing of tourism.

The Davos Process on Tourism and Climate Change, initiated by UNWTO in 2007 includes firm recommendations and a clear commitment for action to respond to the climate change challenge, including the urgent adoption of a range of sustainable tourism policies. In particular, the Davos Declaration calls on the tourism industry to conserve biodiversity, natural ecosystems and landscapes in ways which ensure the long-term sustainable use of tourism's environmental resource base. UNWTO also counts on a specialized unit on Tourism and Biodiversity based in Bonn, Germany.

Through these and many other initiatives, UNWTO is committed to fully harnessing tourism's potential to conserve biodiversity. Biodiversity loss concerns us all and it is the responsibility of all sectors, all over the world, to take immediate steps to reduce the rate of this loss. Tourism, properly managed and developed, has a key part to play in reducing the threats to biodiversity and ensuring a sustainable future for all.

## DID YOU KNOW?

- The total (direct and indirect) value added contribution of tourism to **Australia's Great Barrier Reef Conservation Area** in 2006-07 was US\$ 3,2 million, with a further US\$1,7 contribution elsewhere in Australia from tourists as part of their visits to the areas.
- 28% of visitors to **Monteverde Cloud Forest Preserve** said their motivation for visiting was to see resplendent quetzal and three-wattled bellbird, two iconic bird species. This means that \$17.5 million out of total tourism income of \$62.6 million depends on the protection of the Pacific slope habitats of these birds.
- Reintroduction of wolves to the greater **Yellowstone area** in the mid-1990s has drawn wolf enthusiasts from all over the world to the park. Around 90,000 visitors account for an additional \$35 million in spending each year. Local wildlife-watching businesses have adapted to serve the growing demand to view wolves in the wild.

*Further examples of income generated through tourism for parks, protected areas and wildlife can be found in the publication **Tourism and Biodiversity: Achieving common goals towards sustainability.***  
[www.UNWTO.org/worldtourismday](http://www.UNWTO.org/worldtourismday)



# Tourism & Biodiversity

## Working for Conservation

On the occasion of World Tourism Day 2010 and ahead of the tenth Conference of the Parties to the Convention on Biological Diversity (CBD), UNWTO has released two landmark publications setting out clear recommendations for integrating biodiversity in the tourism policy and actions of governments, international organizations, the tourism private sector and NGOs and providing practical guidelines to local tour operators on how to suitably balance the reasonable use of natural resources with their proper conservation.

### TOURISM AND BIODIVERSITY: ACHIEVING COMMON GOALS TOWARDS SUSTAINABILITY

*"To enable better coordination between biodiversity management and tourism, biodiversity considerations, as set out in national biodiversity plans and strategies, need to be taken fully into account in national and local sustainable tourism plans," Tourism and Biodiversity, Achieving Common Goals towards Sustainability, 2010.*

This report assesses how tourism can contribute to the implementation of post-2010 international targets for the protection of biodiversity and other global initiatives.

The report sets out clear recommendations to ensure that tourism is managed and developed in ways that avoid or minimize damage to biodiversity, that integrated approaches are more widely used to bring together tourism planning with biodiversity management, and that the value of biodiversity is fully appreciated and taken into account.

#### Policy guidelines for integrating biodiversity conservation in tourism development

- Promote and implement best practices for avoiding or minimizing negative impacts of tourism on biodiversity.
- Integrate biodiversity considerations into national and local sustainable tourism plans.
- Use the CBD Guidelines on Biodiversity and Tourism Development to assist implementation of the biodiversity components of sustainable tourism.
- Apply the findings of the Economics of Ecosystems and Biodiversity Report (TEEB) to the sustainable management and development of tourism.
- Promote investment in ecological infrastructure that protects and supports tourism.
- Minimize impacts on biodiversity from adaptation of tourism to climate change.
- Ensure that where projects use tourism as a tool to support biodiversity conservation and/or poverty alleviation, the tourism components have a clear economic base.
- Increase knowledge and understanding of the linkages between biodiversity, ecosystem services and tourism.
- Promote sustainable tourism products and activities linked to the protection of biodiversity.
- Involve all relevant stakeholders in evaluating and determining the balance between use of ecosystem services for management and development of sustainable tourism, and other sustainable uses.

Read the Executive Summary:  
[www.UNWTO.org/worldtourismday](http://www.UNWTO.org/worldtourismday)

### PRACTICAL GUIDE FOR THE DEVELOPMENT OF BIODIVERSITY-BASED TOURISM PRODUCTS

*"Biodiversity related tourism activities must be undertaken within the framework of specific development plans and strategies so that the tourism product develops in tandem with sustainable environmental practices, community involvement and socio-economic development." Practical Guide for the Development of Biodiversity-based Tourism Products, 2010.*

This introduction to the development of biodiversity-related tourism products, by the UNWTO Consulting Unit on Tourism and Biodiversity in Bonn, provides local product developers and tour operators with the relevant knowledge to not only position themselves effectively in international markets, but also to maximize tourism's benefits for local communities, while maintaining local biodiversity.

It raises awareness of the issues of biodiversity conservation within tourism operations and provides guidance on the planning, management, marketing and monitoring of biodiversity-based tourism products.

#### Recommendations for local product developers and tour operators

For sustainable tourism products to be successful, local product developers and tour operators should implement the following activities:

- Establish effective communication in order to jointly plan, manage, market and monitor biodiversity - based tourism products.
- Define properly those natural areas which you want to visit with your clients and monitor its capacity limits in order not to damage its habitats and species.
- Develop intensive, distinctive and creative campaigns, publicising the importance and attractiveness of the product site, raising the public and international community awareness towards biodiversity.
- Include a section on sustainable tourism management and conservation in the tourism product management plan.
- Be involved in continuous training programs. These programs should include subjects such as biodiversity conservation, ecology, zoology, man and environment interactions, traditional and local cultures, etc.
- Develop tourism products, which apart from serving as attractive sustainable biodiversity and ecological destinations will be supporting biodiversity conservation.

Read the Executive Summary:  
[www.UNWTO.org/worldtourismday](http://www.UNWTO.org/worldtourismday)

1



# WTD 2010

Photo Competition Winners:  
‘Tourism and Biodiversity’

2



3



4



5



**01 First prize:** Indian summer. *Zoltán Balogh*

**02 Runner-up:** Natural aquarium, Bora Bora, French Polynesia. A sea biologist explaining biodiversity to tourists. *Barbara Ainis*

**03 Runner-up:** Eco Tourism: Foreign tourists enjoy desert safari during Pushkar fair at Rajasthan, the biggest camel fair in India. *Sudipto Das*

**04 Runner-up:** Face to face/ jungle tourism brings humans close to wildlife, both physically and emotionally. It makes us feel being in co-existence with biodiversity. *Anindya Majumdar*

**05 Runner-up:** The rarely visited biodiversity hotspot of Koroyanitu Park of inland Fiji is beautifully sustained through the training of local guides. Viti Levu, Fiji. *Paul Zizka*

Congratulations to the winners of the WTD 2010 Photo Competition and thank you to all those that took part. See all 500 photos: <http://www.UNWTO.org/worldtourismday/photocompetition/photogallery.php?lang=E>

## Support for World Tourism Day



*Ahmed Djoghlaif*  
Executive Secretary  
of the Convention on  
Biological Diversity  
(CBD)

[www.cbd.int](http://www.cbd.int)

I would like to thank UNWTO for the invaluable contribution they are making to the International Year of Biodiversity by celebrating World Tourism Day 2010 under the theme biodiversity. The celebration is fully in the spirit of the MOU signed last year between the CBD Secretariat and UNWTO, whose aim is to enhance cooperation between our two organizations and to raise public awareness of the interrelationship between biodiversity and tourism.

Indeed, UNWTO has already contributed to the Convention's Biodiversity for Development handbook, and we have been working with the UNWTO Consulting Unit in Bonn to implement our biodiversity and tourism guidelines. In addition, we collaborated with UNWTO, the UN Foundation, UNEP and the Rainforest Alliance to help launch the Global Sustainable Tourism Criteria and the Tourism Stewardship Council.

There is an acute need for such partnerships in this time of environmental crisis. In May the Secretariat released the third edition of Global Biodiversity Outlook (GBO3). Based on 120 national reports of Parties to the Convention and the scientific literature, GBO3 shows that species worldwide continue to disappear at an unprecedented rate. It warns that without concerted action massive further loss of biodiversity is projected to occur before the end of this century, and that ecosystems are approaching tipping-points beyond which they will be irreversibly degraded.

Hence, now more than ever we need to redouble our efforts to raise awareness amongst tourists and providers about the importance of preserving biodiversity, to prevent unsustainable development in ecologically-sensitive areas, and to promote the role of tourism in financing protected areas. As Confucius said: "Let the states of equilibrium and harmony exist in perfection... and all things will be nourished and flourish."

Looking ahead, I would like to suggest several possible areas of further collaboration. The first is capacity building and the promotion of tourism concessions in protected areas as a part of our protected areas programme of work. The second is the promotion of biodiversity-friendly indigenous tourism. And the third is the promotion of voluntary biodiversity-friendly carbon offset mechanisms for the tourism and travel industries, an issue on which we have already been working with Airbus and the International Air Transport Association (IATA).

Finally, I would like to highlight that the Convention's 10th Conference of the Parties in Nagoya, Japan, is just around the corner. In October our Parties are expected to adopt a 2020 biodiversity target and a 2050 biodiversity vision as part of a post-2010 strategy for stopping biodiversity loss. This will be done with the participation of all stakeholders, including youth, local and indigenous authorities, parliamentarians, cooperative agencies and the private sector.

As our preservation efforts intensify and expand over the coming years, I hope that UNWTO and the tourism industry will play an increasing large role in the struggle to save life on Earth.

**"Tourism has considerably developed in the world's biodiversity hotspots, in the regions rich in species and in those facing extreme threats."**



*Andreas Müseler*  
Chairman, Tour  
Operators' Initiative for  
Sustainable Tourism  
Development (TOI)  
Sustainability Manager,  
REWE Touristik  
(Germany)

[www.toinitiative.org](http://www.toinitiative.org)

Tourism can play a central role for biodiversity conservation, given its cross-cutting and pragmatic nature, and tour operators can make the difference as they direct the flow of tourists, influence the development of destinations, the supply chain and customers' choices and behaviours. For the Tour Operators' Initiative for Sustainable Tourism Development (TOI), an association that has been gathering tour operators world-wide for a decade and whose Secretariat is hosted by UNWTO, safeguarding biological diversity means safeguarding a destination, which is the way to preserve the future of the tour operating business and the well-being of local communities in the medium and long term.

For this reason, we, TOI members, fully support UNWTO's efforts to raise awareness of the close relationship between tourism development, biodiversity conservation and poverty reduction and of the need to adopt sustained tourism policies at destinations and we strongly believe that we should keep working together to best manage, safeguard and invest in our natural capital.

More World Tourism Day messages at: [www.UNWTO.org/worldtourismday](http://www.UNWTO.org/worldtourismday)

# China Hosts World Tourism Day 2010

## Interview with Shao Qiwei, Chairman of the China National Tourism Administration



Shao Qiwei  
Chairman of the China  
National Tourism Administration

**China's recent decision to upgrade the tourism strategy from a sector nature to a state-level national strategy has set a good example for many countries in the world. What developments led to this decision?**

After three decades of rapid development, China's economy has made remarkable achievements, attracting worldwide attention. However, it also faces new challenges, such as increasing pressures on resources and the environment, a low percentage of the tertiary sector as part of the overall economy, an excessive dependence on investment and exports, as well as growing pressures on employment.

Tourism is a strategic sector featuring low consumption, high employment opportunities and substantial benefits. It is the flagship of the modern service sector. Given the need to adjust the industrial structure, transform the development model and promote employment, the Chinese Government has decided to upgrade tourism to the national level as a strategic pillar of the national economy as well as a modern service sector to the greater satisfaction of the people.

**What will be the consequences of this new policy direction?**

By 2015, China's domestic tourists will reach 3.3 billion, international tourists 90 million and outbound tourists 83 million. Urban and rural citizens will make more than two trips on aver-

age every year, with spending on tourism accounting for 10% of their total consumption. Tourism receipts will increase by over 12% a year. As a result, the added value of tourism will rise to 4.5% of GDP, accounting for 12% of the added value of the service sector. The rapid development of China's tourism will provide more development opportunities to travel agencies, hotels, tourist attractions and other tourism enterprises. It will also stimulate the development of tourism-related sectors.

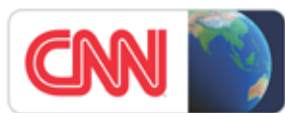
Furthermore, the integration of tourism with culture, sports and rural development will help expand the areas of impact of tourism, resulting also in improved service quality, increased technological efficiency and reduced emissions. Furthermore, the support of local governments will provide a powerful backing for the development of the sector, through specific policies and measures to enhance tourism development, ranging from financial inputs to constantly improving operating environment.

**Asia, and in particular China, have been identified by the United Nations Environment Programme (UNEP) as pioneering an economic and employment recovery based in part on significant investments in a Green Economy. How does this translate into the tourism sector?**

The Chinese Government attaches great importance to the green economy and vigorously promotes energy conservation and emission re-

duction. The Chinese Government has pledged that by the year 2020 per-unit GDP carbon dioxide emissions will be reduced by 40-45% (compared to 2005). To this end, the Government has enforced the responsibility system for reaching the target of energy conservation and emission reduction. At the same time, it has actively readjusted the national economic and industrial structure, giving higher importance to tourism as a sector that can help saving resources, stimulate other industries and increase employment. It has identified tourism as a strategic pillar of the economy.

The Chinese Government will promote the sound and fast development of tourism by pressing ahead with its energy conservation and environmental protection, including projects on water saving and emission reduction, and supporting the efforts of tourism providers to actively engage in energy efficiency. By 2015, the amount of water and electricity to be used by star-rated hotels and Grade-A scenic areas will be reduced by 20%. The capacity of tourists to be admitted into scenic areas will be rationally determined, the system of appraising tourist items' impact on environment strictly enforced, and the protection of water resources as well as water and soil conservation stepped up. CNTA is also formulating the Criteria for Sample Areas of Ecotourism, vigorously promoting the development of ecotourism and other products and actively pushing forward low-carbon tourism.



GO BEYOND BORDERS

## High Level Dialogue on Tourism and Biodiversity

UNWTO is pleased to count on China as the global host of the WTD 2010 celebration. As one of the world's most biodiversity-rich countries, China has been leading efforts to stem the rapid decline in biodiversity and was the first country to prepare a national biodiversity strategy and action plan in 1994. More recently, China became one of a select group of countries to initiate a new strategy and action plan for the period 2010-2030, aiming to increase by 2020 the area of biodiversity conservation in the country from 15 to 18 %.

As part of the World Tourism Day celebrations, held in the city of Guangzhou, a panel of leading tourism and biodiversity experts will meet to explore the synergies between tourism, biodiversity and sustainable development. The High Level Dialogue on Tourism, Biodiversity and

Sustainable Development is jointly organized by UNWTO, CNTA and the Guangdong provincial government, in collaboration with the Pacific Asia Travel Association (PATA) and UNWTO media partner CNN.

The conclusions of the Dialogue will be presented to the tenth Conference of the Parties to the CBD and will form a central element of UNWTO's policies and actions for the post-2010 biodiversity targets of the CBD. As such, WTD represents a unique opportunity for the international tourism community to respond to the urgent call to conserve the diversity of life on our planet.

*The conclusions of the Dialogue will be made available at:*  
[www.UNWTO.org/worldtourismday/](http://www.UNWTO.org/worldtourismday/)



ON THE GROUND

## UNWTO Consulting Unit on Tourism and Biodiversity

In 2006, UNWTO, with the support of the German Government, established the Consulting Unit on Tourism and Biodiversity for Tsunami Affected Counties in the UN premises in the former capital Bonn. The initial goal of the Unit was to provide expertise and advisory support to countries hit by tsunamis in order to ensure the sustainability of the redevelopment of tourism.

In 2010, the mandate of the now UNWTO Consulting Unit on Tourism and Biodiversity has been widened. Providing guidance on how to ensure tourism and biodiversity are mutually supportive, the Unit offers consulting services to UNWTO Member States on issues of biodiversity-based tourism, assists them in finding new funding opportunities for biodiversity related tourism development projects, prepares research highlighting the linkages of biodiversity and tourism and will contribute to the formulation and implementation of UNWTO's activities for the post-2010 biodiversity targets of the CBD.

More information:

[www.UNWTO.de](http://www.UNWTO.de)

## Focus on *Tourism and Biodiversity*

### ACTIVITY CENTRE ON KOH KHO KHAO ISLAND, THAILAND

FAMED FOR ITS BEACHES, islands, mountains and forests, the province of Phang Nga, Thailand was well positioned to become a leading destination for ecotourism. Nevertheless, following the December 2004 tsunami which hit the area particularly hard, the protection of nature and its crucial ecosystem services was almost sidelined in efforts to re-establish tourism in the province.

Following the guidelines of the Convention on Biological Diversity (CBD), the project 'Biodiversity and Sustainable Tourism Development in the Province of Phang Nga' was initiated and implemented by the UNWTO Consulting Unit on Tourism and Biodiversity to integrate sustainable tourism development and biodiversity management in the area.

As part of the project, nature-based and environmentally-friendly outdoor activities, managed by the local communities, were planned and developed on the Island of Koh Kho Kha. An activity centre was established to centralize the many activities on offer including biking, kayaking and bird watching.

The activity centre has not only strengthened the local economy - through the creation of jobs (guides, centre management) and enlisting local services (catering after bike tours) - but has also been crucial in raising awareness among locals and tourists of the value of the environment (as the basis for the ecotourism offers), thus promoting long-term nature conservation on the Island. In the future, an expansion of the activity centre has been planned to include a hiking trail with learning stations passing through different ecosystems and the activity centre will be used as nature classroom for local children.



### UNDERSTANDING BIODIVERSITY IN PANGANDARAN, INDONESIA

PANGANDARAN ON THE southern coast of Java, Indonesia, experienced extensive damage following the July 2006 tsunami, with a severe impact on tourism facilities and a decreasing number of tourists. The UNWTO Consulting Unit on Tourism and Biodiversity has since established the project 'Tourism Development Supporting Biodiversity Conservation in Pangandaran' to support the area through planning and implementing sustainable tourism following the Guidelines of the CBD.

In addition to the famous beaches of Pangandaran, the nearby Nature Recreation Park on the biologically diverse Pananjung Peninsula is an important tourism attraction. However, lack of planning, poor community participation in planning and weak destination management led to increasingly negative impacts on biodiversity inside and outside the conservation area.

Recognizing that one of the key factors underlining poor awareness of nature and biodiversity conservation as tourism assets is a lack of sufficient information, UNWTO in collaboration with the Indonesian Ecotourism Network, developed and installed information signs alongside the trail of the Nature Recreation Park. These signs aim to minimize the negative impact from tourism on nature and biodiversity, as well as to increase the educational value of tourism activities for tourists. Core areas of the Park are now better protected and locals as well as visitors show an increased awareness and understanding of the functioning of coastal area ecosystems.

## MAKING THE BUSINESS CASE FOR WILDLIFE CONSERVATION AMONG THE KASIGAU COMMUNITY, KENYA

THE KASIGAU COMMUNITY lives in the wildlife corridor between Tsavo West and East National Parks in South East Kenya. For a long time, the community has entered into conflict with local wildlife, with migrating elephants straying into communal settlements, leading to a loss of lives and destruction of property. Compounded by inadequate rainfall and crop failure, the local community significantly threatened the wildlife population through poaching for food and income.

With the support of the UNWTO ST-EP programme and in partnership with the Nairobi based safari firm, Finch Travels Limited, the Kasigau Wildlife Trust has been created to enhance the protection of the wildlife population in the area and to build and strengthen the institutional capacity among the Kasigau community to manage these resources in a way that is sustainable and beneficial to them in the long run.

In particular, an eco-lodge is being built in an area set aside for wildlife which will employ members of the Kasigau Community. The Kasigau eco-lodge aims to attract 500 international tourists and 200 domestic tourists in its first year of operation. Initially, 21 community members will be employed as chefs, waiters, security (rangers), tour guides, and general maintenance. The lodge will work with approximately 20 households in various businesses including house rentals for the lodge staff and supplies for the lodge. Furthermore, the lodge will engage with 100 women who are currently members of the three basket weaving organizations around Kasigau, to sell basket and crafts to the tourists at the lodge.

It is expected that the Kasigau community will receive sustainable revenue in the form of land lease estimated at US \$20,000 annually, through employment in the eco-lodge and wildlife sanctuary and through supplying vegetables and handicrafts to the eco-lodge.

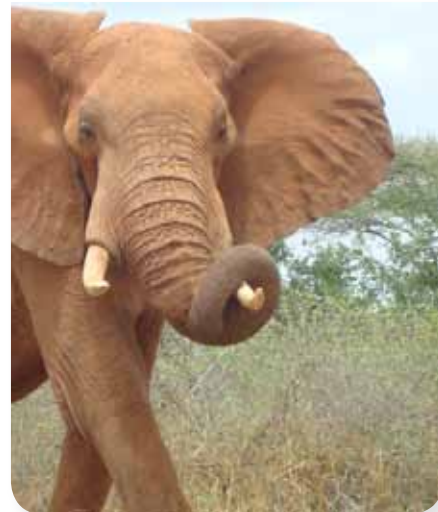


## ZIP-LINE THROUGH THE DONG HUA SAO NATIONAL PARK, LAOS

DONG HUA SAO IN LAOS protects the semi-evergreen forests of the Bolaven Plateau, one of the most biologically diverse areas in the region.

With the support of the Netherlands Chapter of the World Conservation Union (IUCN), UNWTO and Green Discovery (an adventure travel and ecotourism specialist in Laos) supported the construction of a canopy walkway and zip-line through the forests within the framework of the ST-EP programme. The project also established new trekking routes and an information house with material on local fauna and flora and nature conservation.

Villagers were hired for the construction of the canopy walkway and guides trained in basic English, first aid and safety and security. As the project site is close to major towns and provincial capitals in the south of Laos (Pakse, Salavan, Sekong), schools from the region are encouraged to use the canopy walkway for ecological studies and awareness building. It is expected that those who use the zip-line will add a trek and/or go wildlife watching – thus staying longer in this district - and will also visit near-by villages currently not benefiting from the tourism boom.



## Sustainable Tourism – Eliminating Poverty [ST - EP]

Aware of the close relation between tourism and local economic development and committed to enhancing tourism's contribution to poverty alleviation, the UNWTO launched the ST-EP initiative (Sustainable Tourism – Eliminating Poverty) at the World Summit for Sustainable Development in Johannesburg 2002.

The ST-EP initiative focuses on enhancing the Organization's longstanding work to encourage sustainable tourism – social, economic and ecological – with activities that specifically alleviate poverty, delivering development and jobs to people living on less than a dollar a day. As such, ST-EP origins and activities are intimately tied to the UN Millennium Development Goals, which include the objective of halving extreme poverty by 2015.

More information:

[www.UNWTO.org/step](http://www.UNWTO.org/step)



# Tourism and the Millennium Development Goals

“When approached in a sustainable manner, travel for recreation can help drive economic growth and alleviate poverty. In fact, tourism has proved one of the leading ways for the least developed countries to increase their participation in the global economy. The UNWTO’s own “Sustainable Tourism – Eliminating Poverty” initiative illustrates the role of tourism in achieving the Millennium Development Goals”

*UN Secretary-General, Ban Ki-moon*

FIVE YEARS FROM the target date for the Millennium Development Goals (MDGs), world leaders gathered at United Nations Headquarters in New York in September to reaffirm their commitment to the eight anti-poverty targets and generate renewed momentum to meet the 2015 deadline. While the global recession and other crises have threatened commitments, significant progress towards the MDGs has been made since the 2000 Millennium Declaration, making a real difference to the lives of the poor.

Tourism has been recognized as a viable and practical tool in addressing economic, environmental and social imperatives. As part of

a broad approach, tourism plays a significant role in the achievement of the MDGs, in particular MDG 1 - Eradication of Poverty; MDG 3 - Gender Equality; MDG 7 - Environmental Sustainability and MDG 8 - Global Partnerships for Development.

Read the E-zine on Tourism and the Millennium Development Goals:

<http://www.UNWTO.org/tourism&mdgseazine/>

Sustainable Tourism – Eliminating Poverty: <http://www.unwtostep.org/>

World Tourism Day: <http://www.UNWTO.org/worldtourismday/>

More information on the United Nations Summit on the Millennium

Development Goals: <http://www.un.org/en/mdg/summit2010/>



## MDG 1 - ERADICATE EXTREME POVERTY AND HUNGER

In many developing and least developed countries, tourism is the most viable and sustainable economic development option, and in some countries the main source of foreign exchange earnings. Tourism accounts for 45% of the exports of services of least developed countries and is a major job generator for many of the world’s most vulnerable populations. In 2009, emerging economies received 410 million international tourism arrivals, a 47% share of the global total, and US\$ 306 billion in international tourism receipts, 36% of the global total. The Sustainable Tourism-Eliminating Poverty (ST-EP) is UNWTO’s long-term programme aimed at reducing poverty through developing and promoting sustainable forms of tourism. To date, UNWTO has implemented over 90 ST-EP projects in 31 countries. UNWTO is also actively involved in several projects funded by the MDG Achievement Fund (MDG-F), an international cooperation mechanism financed by the Government of Spain to speed up progress towards the Goals.



## MDG 7 - ENSURE ENVIRONMENT SUSTAINABILITY

Sustainable tourism, one that makes optimal use of environmental resources, maintains essential ecological processes and conserves natural heritage and biodiversity, is key to ensuring environmental sustainability. The UNWTO Davos Process represents the commitment of UNWTO to position tourism at the forefront of global efforts to tackle climate change, being a sector that can deliver on green jobs and infrastructure. Furthermore, sustainable tourism’s capacity to respond to the challenge of global biodiversity loss is highlighted at this year’s World Tourism Day celebrated under the theme Tourism and Biodiversity. The day also raises awareness of how continued biodiversity loss hampers efforts to meet other MDGs, especially those related to poverty, hunger and health.



## MDG 3 - GENDER EQUALITY

Tourism provides various entry points for women into the paid workforce and important opportunities for self-employment in tourism initiatives, thus creating paths towards the promotion of gender equality and women’s empowerment.



## MDG 8 - GLOBAL PARTNERSHIPS FOR DEVELOPMENT

UNWTO calls for increased engagement of all tourism stakeholders to Corporate Social Responsibility (CSR) – a form of self-regulation whereby organizations take responsibility for their impact on society and the environment - in the pursuit of a greener, more competitive and responsible tourism sector. In partnership with the UN Global Compact, the largest corporate responsibility initiative in the world, UNWTO is developing TOURPACT.GC, a framework for creating closer links between the public and private sectors and driving CSR in the tourism sector.



## THE MILLENNIUM DEVELOPMENT GOALS

The United Nations Millennium Development Goals (MDGs) are eight international development goals agreed by world leaders in 2000. Ranging from halving extreme poverty to halting the spread

of HIV/AIDS and providing universal primary education, the MDGs commit nations to slashing poverty, hunger and a host of other socio-economic ills by a 2015 deadline.

More information on the MDGs:

<http://www.un.org/millenniumgoals/>

# UNWTO MDG Achievement Fund Programmes around the World

## HONDURAS

- Creativity and Cultural Identity for Local Development

## NICARAGUA

- Cultural Recovery and Creative Productive Development on the Caribbean Coast
- National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People

## ECUADOR

- Development and Cultural Diversity to Reduce Poverty and Promote Social Inclusion
- Conservation and Sustainable Management of the Natural and Cultural Heritage of the Yasuní Biosphere Reserve

## PERU

- Inclusive creative industries: an innovative tool for alleviating poverty

## SENEGAL

- Promoting Initiatives and Cultural Industries

## EYGPT

- Dashur World Heritage Site Mobilization for Cultural Heritage for Community Development

## TURKEY

- Alliances for Cultural Tourism in Eastern Anatolia

## SERBIA

- Sustainable Tourism for Rural Development

## PANAMA

- Entrepreneurial Opportunities Network for Poor Families



## Conservation and Sustainable Management of the Natural and Cultural Heritage of the Yasuní Biosphere Reserve in Ecuador

THE YASUNÍ BIOSPHERE Reserve in Ecuador is considered one of the areas of greatest biodiversity on the planet, hosting 596 bird species, 150 amphibian species, more tree species per hectare than the whole of North America, more combined numbers of tree, bush and vine species per hectare than anywhere else in the world and more than 100.000 insect species per hectare. The Reserve is also home to some 60.000 people, half of whom belong to indigenous groups. The pressure of agriculture, as well as oil concessions, logging and poaching are the main threats posed to this wonderful paradise for biodiversity.

This MDG-F programme, with the support of UNWTO, addresses MDG 7 and MDG 1 by promoting the conservation and sustainable use of one of the worlds most biologically and culturally diverse areas through environmentally sustainable economic alternatives such as sustainable tourism.

For the Huaorani people of Queueri'ono, the Amazonian quichuas of Añangu and the colonists settled down the river Napo, sustainable tourism has become a way of living off their lush environment without damaging it. UNWTO is supporting a network of community-based tourism projects which have biodiversity sustainable use and protection at their core: Wao-Lodge is expanding the tourism value chain to five more Huaorani settlements, which will provide tourism supplies and services to the community-tour operator owned and managed lodge. Napo Wildlife Centre is creating a scientific and volunteers camp, to increase local scientific knowledge of biodiversity and also monitor its well-being.

Wildlife watching, canoe trips down the many waterways of the Reserve, and cultural exchange are becoming new ways of generating sustainable, environmentally friendly income for these populations thanks to the programme.



## UNWTO SUSTAINABLE TOURISM – ELIMINATING POVERTY [ST-EP]: KONSO COMMUNITY TOURISM PROJECT, ETHIOPIA

THE SOUTHERN ETHIOPIAN district of Konso has been identified as a major destination for culture-based and rural tourism, yet there was previously a general lack of awareness and capacity for developing this potential.

The Konso Community Tourism Project - a UNWO ST-EP project with the involvement of local and central government, the local community and SNV (the Netherlands Development Organization) – organized meetings to raise awareness of tourism's socio-economic benefits in local villages, with participation from over 15,000 community members. Following the meetings, several villagers took the initiative to sell products and services to tourists, and received advice and sometimes small subsidies from the programme. In consultation with the provincial government, it was agreed that 70% of the district fee paid by tourists visiting Konso would be used for community development purposes in the district rather than be

transferred to the provincial government, as was the case until 2007.

### RESULTS

- The number of international tourists in Konso increased by over 100 % in three years (from 1,833 in 2006 to 4,354 in 2009).
- A community development fee paid by tourists was introduced that raised US\$ 7,000 in 2007 and US\$ 26,500 in 2009. These funds are reinvested in community development projects in the district.
- 13 local guides were trained to take tourists around the district.

More information on this project and further examples of how tourism can contribute to the MDG's can be found in the UN Development Group publication MDG Good Practices:

<http://www.undg-policynet.org/?q=node/11>

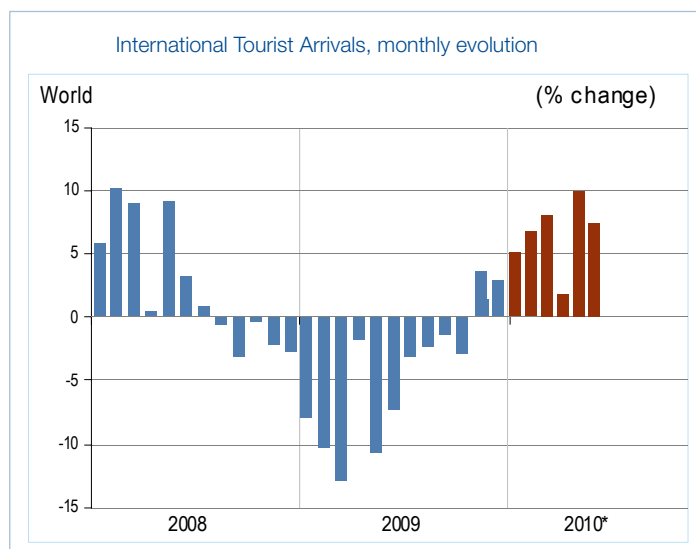
# International Tourism UP 7% IN THE FIRST HALF OF 2010

Halfway through 2010, the recovery trend that began in the last quarter of 2009 has been confirmed, with international tourism up 7% to June. The challenge ahead will be to balance the strong growth numbers for the first half of 2010 with a still fragile global economic environment.

## FIRST HALF OF 2010 SEES STEADY GROWTH

ACCORDING to the Interim Update of the UNWTO World Tourism Barometer, international tourist arrivals grew by 7% worldwide during the first six months of 2010, somewhat stronger than initially expected. May (+10%), March (+9%) and June (+8%) were the strongest months, while April was the weakest (+2%) as a consequence of the closure of European airspace following the eruption of a volcano in Iceland.

Against this background, UNWTO maintains its forecast of 3-4% growth in international tourist arrivals worldwide for 2010. Given current growth rates, end-year results are likely to be closer to 4%, and may even exceed this figure. A new forecast will be included in the October issue of the Barometer.



Source: World Tourism Organization (UNWTO)©

## ASIA LEADS GROWTH

AS ALWAYS, average growth rates mask large differences between advanced, emerging and developing economies. Growth in arrivals was positive in all world regions but was largely driven by emerging economies with growth at 8% compared to 6% in advanced economies.

Asia and the Pacific (+14%) and the Middle East (+20), where growth had already returned in the second half of 2009, continue to lead in the first half of 2010 with the majority of destinations in both regions posting double digit growth rates. The Americas (+7%) recorded an increase in international tourist arrivals around the worldwide average. Europe (+2%) shows the slowest recovery but results from recent months are slightly more positive. Africa (+7%), the only region to grow in 2009, maintained this momentum during the first half of 2010.

Despite the stronger than expected first half recovery, results must be viewed with caution as they compare with an extremely weak period of 2009 when international tourism declined by 8%. Overall, international tour-

ist arrivals totalled 421 million during the first six months of 2010, up 7% on 2009, but still 2% below that of the record year of 2008 (428 million arrivals in the same period).

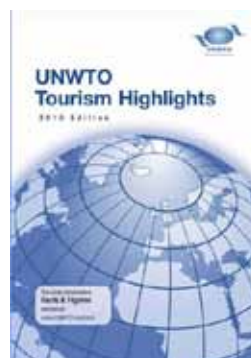
Some destinations, however, are exceeding 2008 levels, including Sub-Saharan Africa (+16%), North Africa (+12%), North-East Asia (+7%), South Asia (+7%), South-East Asia (+5%) and South America (+4%).

## RISKS REMAIN

WHILE GROWTH has clearly returned to international tourism, the still fragile economic environment, especially in major outbound markets such as the USA and some European countries, represents a clear challenge to the tourism sector. Continued high levels of unemployment and tax rises resulting from national budget-cutting measures are a major cause of concern.

While there is undoubtedly a need to balance public deficits, UNWTO continues to warn against one-sided fiscal decisions which risk impacting the tourism sector, namely air taxes. As one of the world's largest generators of economic growth and jobs, especially in developing countries, tourism can play a unique role in a strong and sustainable recovery; but can do so only with extensive public support.

For the latest trends in international tourism, including monthly data on tourist arrivals and receipts for some 140 countries worldwide, see the UNWTO World Tourism Barometer: [www.UNWTO.org/facts/eng/barometer.htm](http://www.UNWTO.org/facts/eng/barometer.htm)



## UNWTO Tourism Highlights, 2010 edition now available!

The 2010 edition of UNWTO Tourism Highlights presents the consolidated data of international tourism in the world for 2009, highlighting key figures and trends for the year. It provides statistics on international tourist arrivals and international tourism receipts, the ranking of the world's top tourism destinations and information on out-

bound tourism, including the list of international tourism's top outbound markets.

UNWTO Tourism Highlights is released every year on the occasion of World Tourism Day and can be downloaded free of charge at [www.UNWTO.org/facts](http://www.UNWTO.org/facts)

## Fifth International Meeting on the Silk Road

8-9 October 2010 in Samarkand, Uzbekistan



To mark the beginning of a new phase in its Silk Road Programme, UNWTO, in collaboration with the Government of Uzbekistan, will hold the 5th International Meeting on the Silk Road on 8-9 October 2010 in Samarkand, Uzbekistan. The Meeting will introduce new concepts for Silk Road branding and marketing, destination management and travel facilitation and will set out key strategies for the UNWTO's 'Silk Road Action Plan 2010-2011'.

Share your views and experiences in the working sessions which will cover:

- Selling and marketing the Silk Road brand;
- Innovations in product development and destination management;
- Best practice in regional cooperation and how to build partnerships and profits;
- Eliminating the obstacles preventing Silk Road tourism development;
- The role of community-based tourism in Silk Road destinations;
- The profile of the Silk Road traveller and how best to communicate to them;
- Spreading the cultural, social and economic benefits of tourism development across all corners of the Silk Road.

Registration and full details online at: [http://www.UNWTO.org/silk\\_road/](http://www.UNWTO.org/silk_road/)

## UNWTO Ministers' Summit at WTM

Tuesday 9 November 2010, ExCeL London, UK



The 2010 Ministers' Summit will take place this year under the theme Shaping a Stronger Travel and Tourism Industry: Governance and business models for the future.

Ministers of Tourism and private sector leaders will debate three key issues facing the tourism industry as it emerges from the global economic crisis:

- Mainstreaming Tourism in the Political and Economic Agendas
- Stimulating a Competitive Framework for Tourism Development
- Climate Change and the Green Economy

The Ministers' Summit is an annual event held at the World Travel Market in London, UK. A press conference will be held directly following the Summit.

Registration and full details online at:

<http://www.wtmlondon.com/page.cfm/Link=34/t=m/goSection=11>

## Seventh International Tourism Forum for Parliamentarians and Local Authorities

16 - 18 November 2010, Puerto Vallarta, Mexico

For a number of years now, UNWTO has been engaged in efforts to raise awareness among parliamentarians and local authorities regarding the importance of tourism.

The seventh edition of the Forum in Puerto Vallarta, Mexico will be devoted mainly to the study of the major issues currently facing the sector and analysing how tourism contributes to global and local economic growth. The Forum is also aimed at enabling parliamentarians and local authorities to better define their role in the promotion and development of tourism and to identify the instruments that should be put into place in order to encourage partnership.

Registration and full details online at: [http://www.UNWTO.org/pdf/Event\\_E.pdf](http://www.UNWTO.org/pdf/Event_E.pdf)

## SEPTEMBER 27

World Tourism Day 2010

(Guangzhou, China)

[www.UNWTO.org/worldtourismday](http://www.UNWTO.org/worldtourismday)

## OCTOBER 6-8

World Tourism Conference 2010

(Kota Kinabalu, Malaysia)

<http://www.worldtourismconference2010.com/>

## OCTOBER 8-9

International Silk Road Conference

(Samarkand, Uzbekistan)

[www.UNWTO.org/silk\\_road](http://www.UNWTO.org/silk_road)

## OCTOBER 11-13

Second T.20 Ministers' Meeting

(Buyeo, Republic of Korea)

## OCTOBER 13-14

International Summit: LogIn Tourism 'New Decade, New Tourism'

(Buyeo, Republic of Korea)

<http://www.t20korea.com/eng/ISLT/greeting.jsp>

## OCTOBER 24-26

Eighty - ninth session of the Executive Council (Kish Island, Iran)

[www.UNWTO.org/conferences/index.php?lang=E](http://www.UNWTO.org/conferences/index.php?lang=E)

## NOVEMBER 9

UNWTO Ministers' Summit at

World Travel Market

(London, United Kingdom)

<http://www.wtmlondon.com/page.cfm/Link=34/t=m/goSection=11>

## NOVEMBER 16-18

Seventh International Tourism Forum for Parliamentarians and Local Authorities (Puerto Vallarta, Mexico)

[www.UNWTO.org/pdf/Event\\_E.pdf](http://www.UNWTO.org/pdf/Event_E.pdf)

Share your event with the global tourism community through UNWTO.org.

Submit your event to the UNWTO online calendar of International Tourism Events:

[www.UNWTO.org/calendar/](http://www.UNWTO.org/calendar/)

## PREPARATION OF UNWTO PROGRAMME OF WORK 2012-2013

The UNWTO Secretariat is currently conducting consultations with Member States on the priority areas that they wish to see included in the UNWTO programme of work for 2012-2013. This exercise is an opportunity for Members to express their needs, and to indicate which of these needs they think can or should be responded to by the UNWTO Secretariat during the next programming cycle.

Member States are invited to submit their responses by 15 October 2010.

Please contact [plemaistre@unwto.org](mailto:plemaistre@unwto.org) for more information.

# UNWTO Publications

The UNWTO Elibrary is a virtual library offering unparalleled coverage of research and information in the area of tourism, reflecting on a multiplicity of themes ranging from ecotourism and sustainable development through to risk and crisis management and market research.

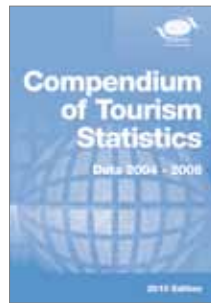
Continuously updated, the Elibrary contains over 900 books in English, French, Spanish, Russian or Arabic. The Elibrary also provides access to the latest statistical information and aggregated data on inbound and outbound tourism within the "Tourism Factbook".

For more information visit the Elibrary: <http://www.wtoelibrary.org/home/main.mpx> or contact the Elibrary helpdesk: [elibrary@unwto.org](mailto:elibrary@unwto.org)



## Demographic Change and Tourism

The world's population is forecast to reach 8.3 billion in 2030, life expectancy is projected to increase in most of the world, households and families are becoming more diverse, and migration is changing the face of societies. All these changes will impact upon the types of tourists, where they originate from, where they travel to, the accommodation they require and the activities they engage in while travelling. The UNWTO/ETC Report on Demographic Change and Tourism presents a comprehensive analysis of major demographic trends, analyzes how these will impact on tourism demand and travel behaviour and how destinations and companies can best adapt and seize the opportunities emerging out of these changes.



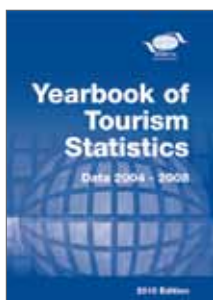
## Compendium of Tourism Statistics, 2010 Edition

The Compendium of Tourism Statistics is the farthest reaching quick-reference guide on all key tourism statistical indicators covering 210 countries and territories around the world for the period 2004-2008.



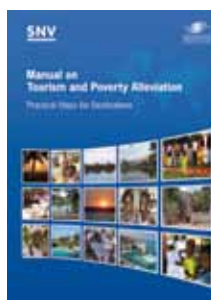
## Cruise Tourism – Current Situations and Trends

The growth of cruise passengers and the increasing number of countries that include cruises as a key product for their tourism development, have turned this industry into one of the most dynamic in the tourism sector. Cruise Tourism – Current Situations and Trends presents current trends in this industry in areas such as innovation, safety and security, and sustainability, and identifies the major lines that will shape the sector in the future.



## Yearbook of Tourism Statistics, 2010 Edition

The 2010 edition of the Yearbook of Tourism Statistics provides data for 204 countries and territories on arrivals and overnight stays associated to inbound tourism with a breakdown by country of origin for the period 2004-2008, the most comprehensive publication of its kind.



## Manual on Tourism and Poverty Alleviation – Practical Steps for Destinations

Contributing to the understanding of tourism as a tool for poverty alleviation and sustainable development, the UNWTO/SNV Manual on Tourism and Poverty Alleviation outlines practical steps for tourism destinations to maximize the benefits of tourism for disadvantaged individuals and communities. The Manual provides guidance on both how to assess the contribution of tourism to the poor and how to strengthen such contribution in the future.

