



Tourism in the UN Green Economy Report

*UNWTO high-level regional
conference on green tourism*

3 May 2012

Chiang Mai, Thailand





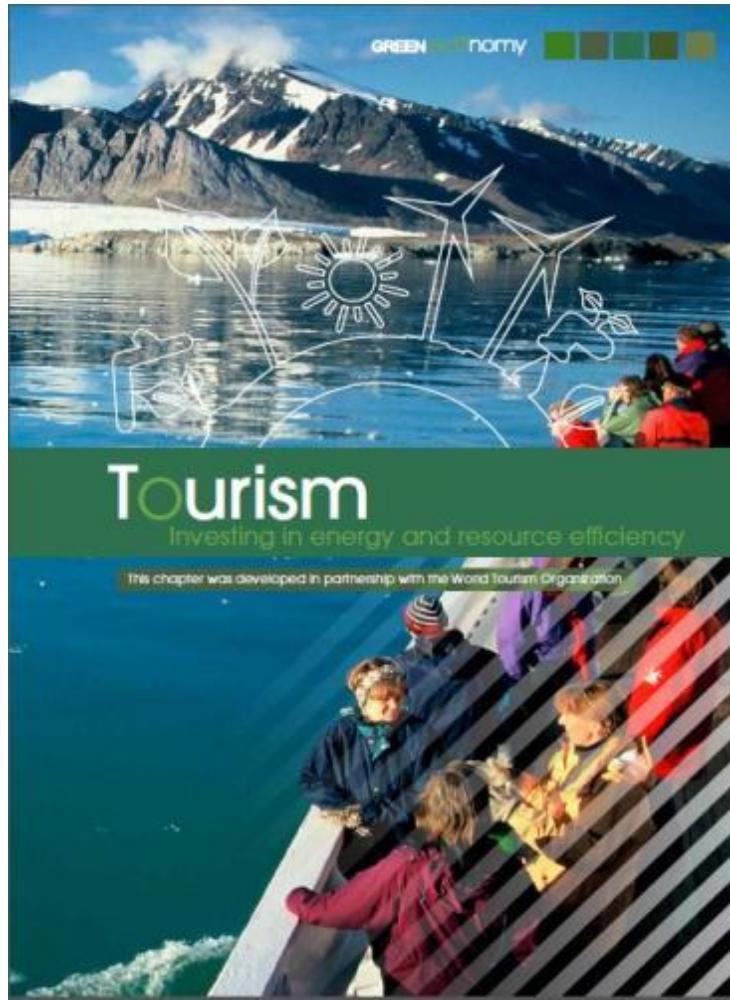
The definition of the **Green Economy** has evolved to include broader sustainability parameters:

"A Green Economy can be defined as an economy that results in **improved** human well being and **reduced** inequalities over the long term, while not exposing **future generations** to significant environmental risks and ecological scarcities"

Tourism is a main component of the Green Economy Initiative

Green Economy Report: Chapter on Tourism

The **Tourism Chapter** of the Green Economy Report, prepared jointly by UNEP and UNWTO, makes the case for investments in greener and sustainable tourism as a means to create jobs and reduce poverty while also improving environmental outcomes.



Key Messages

- ▶ Green tourism has the potential to create new jobs
- ▶ Investing in greening of tourism can reduce costs
- ▶ Tourists are demanding the greening of tourism
- ▶ The private sector can, and must be mobilized to support green tourism
- ▶ The development of tourism is accompanied by significant **challenges**:



- energy and GHG emissions
- water consumption
- waste management
- loss of biological diversity
- effective management of cultural heritage



Opportunities

- Sizing and growth of sector
- Changing consumer patterns
- Potential for addressing local development and poverty reduction



Sizing and growth of sector

Tourism is one of the most promising drivers of growth for the world economy.

- The sheer size and reach of the sector makes it critically important from a global resource perspective.
- Even small changes toward greening can have important impacts.
- The sectors' connection to other sectors means that changes in practices can stimulate changes in many different public and private actors.



Changing consumer patterns

- Tourist choices are increasingly influenced by sustainability considerations.
- *Ecotourism, nature, heritage, cultural, adventure, rural and community tourism* are taking the lead in tourism markets and predicted to grow most rapidly.
- **34%** of travellers are willing to pay more to stay in environmentally-friendly hotels (**Trip Advisor**) and for sustainable tourism options (**WEF**)
- **50%** international tourists are willing to pay more to companies that benefit local communities and conservation (**CESD** and **TIES**)
- **52%** travellers are more likely to book a holiday with a company that has a written code to guarantee good working conditions, protect the environment and support local charities (**SNV**)



Potential for addressing local development and poverty reduction

International Tourism Receipts (in billion US\$)

	1990	2000	2010	Growth rate
World	262	475	928	254 %
High income Countries	207	336	588	184 %
Developing Countries	55	139	340	518 %
49 LDCs	1.1	2.9	9.9	800 %

Source: UNWTO

- Principal export sector in one third of the developing countries
- First source of foreign exchange earnings in most of the 49 LDCs (excluding oil)
- UNWTO ST-EP initiative promotes poverty reduction projects in developing countries

Investing in the greening of tourism

Modeling tourism

To quantify the likely effects of increased investments in tourism, the **green investment scenario** simulated in the modeling exercise allocates **0.2%** of **global GDP** between 2011 and 2050 to the tourism sector.



This will entail significant results in sub sectors such as
energy, water, waste and biodiversity

Investing in the greening of tourism

Energy

- **Tourism energy supply and demand:**

Total energy consumption for tourism activities in 2050: 44% savings thanks to a modal shift to **less carbon intensive transport** (e.g. electrified train and coach) and behavioral changes (e.g. shorter-haul trips).



- **CO2 emissions** will descend -52% by 2050
- Investment in more **energy efficient features and services** (refrigeration, laundry, air conditioning and heating) generates important returns and helps differentiation of operators and their value chains toward lower energy profiles.

Investing in the greening of tourism

Energy

- Energy costs in hotels: 6% of annual turnover.
- Energy costs in “Best practice” hotels: 1.5 - 2.8% of annual turnover.
- Energy-efficient equipment can lower electrical consumption by 10%
- Low-cost water-efficient design and operation can reduce consumption by 30%
- The overall financial cost recovery of a destination’s green strategy can be 117%



Hotel Energy Solutions (HES)

This initiative supports small and medium hotels in the European Union to use renewable energies and energy-efficiency.

Objectives

- *20% increase in energy efficiency among participating SME hotels in Europe.*
- *10% increase in usage of renewable energy technologies among participating SME hotels in Europe.*

Benefits for SME Hotels

By adopting up-to-date energy technologies, SME hotels can:

- *Enhance their competitiveness*
- *Boost their sustainability*
- *Reduce CO2 emissions*
- *increase their level of Corporate Social Responsibility*
- *Benefit from partnership and networking opportunities*



Investing in the greening of tourism

Benefits in employment

Tourism, among the world's top job creators: more than 230 million jobs

- 60 - 70 % of labour force are women
- 50% of the workers are aged 25 or younger



The greening of tourism:

- creates additional employment in energy, water, and waste services
- expands local hiring and sourcing
- creates indirect employment in segments oriented toward **local culture** and the **natural environment**

GER - Tourism Background Report



- The Tourism Background Report is an extended version of the **Tourism Chapter** of the **Green Economy Report**.
- Its structure follows the same contents as the GER Tourism Chapter, adding a section with **regional case studies on Europe, America, Asia and Africa**.
- Few examples from Asia in next slides



National strategies

Many countries in **Asia** have integrated sustainability principles into development tourism plans:

Bhutan

- Strict sustainable tourism policy in order to preserve local culture and prevent environmental degradation.
- Bhutan pursues ‘high-value, low-impact tourism’ and measures its success in terms of ‘**gross national happiness**’ rather than gross domestic product
- >72% of the country still forested. Parts of it declared wildlife reserves.
- Many mountains closed to trekking for fear of littering and pollution.



National strategies

The Maldives

- Plan to shift entirely to renewable energy to become the first carbon-neutral nation and fight climate change.
- Visiting divers to watch the sharks generate 100 times more revenue than shark fishing for consumption and export. - Several dive sites declared protected areas
- The protected areas also created awareness among locals on the importance of underwater beauty, for the national pride and heritage and for the country's overall development which is highly dependent on tourism.



Energy use and GHG emissions



- ⊕ Air transport industry is one of the main factors for tourism development.
- ⊕ Asia has seen phenomenal growth in low-cost regional carriers - this helps to intensify the tourism industry.
- ⊕ Some Asian airlines (e.g. Air Asia, Malaysia Airlines) are trying to reduce the fuel consumption through routing strategy, flying more direct routes at the most economical speed and practising continuous descent approaches
- ⊕ Flying lighter and cleaner aircrafts helps to improve fuel efficiency. The cost is lower and enables the airlines to have competitive edge over competitors.
- ⊕ Airlines have introduced carbon-offsetting schemes for passengers to make a contribution which help fund selected environmental projects

Cultural heritage

- Tourism has improved the preservation efforts and maintenance of Hindu temples in the Nepal and Indian Himalayas.
- Tourists have contributed directly through fees towards the preservation of heritage sites while local communities are more willing to spend more on preserving their heritage if their incomes improve.



Voluntary Codes

Pacific asia travel association (PATA) traveller's code:

Sustaining indigenous cultures

- **Be Flexible:** Are you prepared to accept cultures and practices different from your own?
- **Choose Responsibly:** Have you elected to support businesses that clearly and actively address the cultural and environmental concerns of the locale you are visiting?
- **Support Local Enterprise:** Have you made a commitment to contribute to the local economy by using businesses that economically support the community you are visiting, eating in local restaurants and buying locally made artisan crafts as remembrances of your trip?
- **Be Respectful and Observant:** Are you willing to respect local laws that may include restrictions of your usage of or access to places and things that may harm or otherwise erode the environment or alter or run counter the places your visit?

Good practices in accommodation

Energy saving practices employed at YTL hotels and resorts in Malaysia

- Equipment upgraded to reduce carbon emissions. E.g. Pangkor Laut Resort upgraded the marine equipment from 2 to 4-stroke outboard motors, which produces less carbon emissions
- Rainwater harvesting
- Hotels retrofitted to improve energy efficiency and sustainability (e.g. motion sensors in public spaces)

'Reuse, Reduce, Recycle' policy adopted:

- Educating hotel staff on the importance of conservation, using environmentally friendly products, and employing sustainable practices in hotel operations.
- Use of non-harmful, biodegradable chemicals and detergents from an environmentally-friendly company;



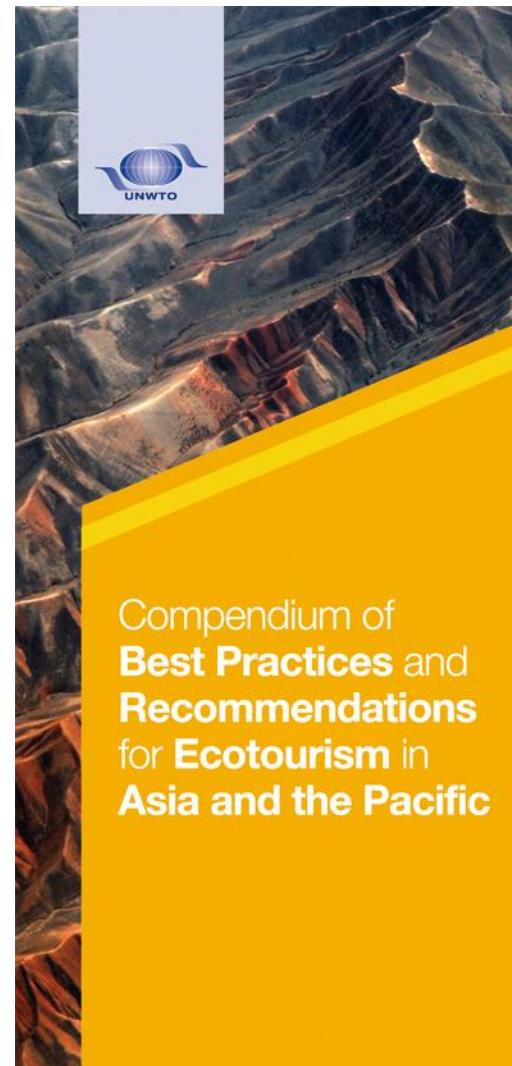
REUSE 
REDUCE
RECYCLE

WRI Sustainable Development Agency of the United Nations



Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific

- Recent UNWTO publication
- Compendium of hotels and private companies practices in adherence to **Global Sustainable Tourism Criteria (GSTC)**
- Includes a number of sustainable and green initiatives applied through Asian countries
(Thailand, Brunei, Malaysia, Indonesia, Macao, Sri Lanka, Fiji, China, Hong Kong, Laos, Papua New Guinea, Nepal, New Zealand, Philippines, India, Cambodia, Pakistan, Korea, Vietnam, Japan, Australia, Lao PDR)



Conclusion

Scenarios of Green Investment in tourism lead to significant resource conservation through efficiency improvement and reduction of losses, assuming a growing flow of tourists though with a shift toward less frequent but longer trips



A large, semi-transparent rectangular overlay containing the text is positioned over a background image of a sunflower field. The field is filled with numerous bright yellow sunflowers with dark brown centers. The overlay has a light blue-to-white gradient at the top.

Thank you!

Luigi Cabrini
Director,
Sustainable
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