



**International Year of Ecotourism
2002**

**UNEP Manual
for the
International Year of Ecotourism
IYE 2002**

November 5, 2001



Welcome to the International Year of Ecotourism

In July 1998 the [United Nations Economic and Social Council](#) (ECOSOC) proposed to members of the UN General Assembly to designate 2002 as the International Year of Ecotourism (IYE) which has also been proclaimed as the [International Year of Mountains](#).

The [Commission on Sustainable Development](#) (CSD) and other venues were advised to implement the Year. Within the UN system the CSD's Inter-agency Committee on Sustainable Development (IACSD) mandated the [World Tourism Organization](#) (WTO/OMT) and the [United Nations Environment Programme](#) to prepare and co-ordinate supportive activities for and during the year.

Efforts to better understand the implications of ecotourism, as well as to improve its planning, management and marketing techniques have been conducted in many parts of the world by many ecotourism companies and practitioners, government officials and researchers. However, there has not been so far a truly comprehensive effort to disseminate widely the results achieved, or to integrate such results so as to produce the necessary synergies that will ensure that ecotourism will indeed generate the economic, social and environmental benefits expected from it.

The designation of the year 2002 as the IYE is an encouragement for intensified cooperative efforts by Governments and international and regional organizations, as well as non-governmental organizations, to achieve the aims of [Agenda 21](#) in promoting development and the protection of the environment. The UN declaration is a testimony of the growing importance of ecotourism, not only as a sector with a great potential for economic development -especially in remote areas where few other possibilities exist- but also as a powerful tool for conservation of the natural environment if it is properly planned, developed and managed.

Purpose of the Manual

The UNEP manual intends to help NGOs, governments, and academia to contribute to IYE activities. It includes suggestions for organizations to participate in the IYE and to develop their own programme of action. The manual provides information on focal points in different regions of the world for geographical coordination of activities in synchronisation with UNEP's and WTO's schedule.

Objectives of IYE

The International Year of Ecotourism will offer an opportunity to review ecotourism experiences worldwide, in order to consolidate tools and institutional frameworks that ensure its sustainable development in the future. This means maximizing the economic, environmental and social benefits from ecotourism, while avoiding its negative impacts.

UNEP and WTO aim at involving all the actors in the field of ecotourism during the International Year, with the following objectives in mind:

1. To open a wide review on the potential contribution of ecotourism to sustainable development and to conservation of biodiversity;
2. To exchange information on good practice and lessons learned in the sustainable planning, development, management and marketing of ecotourism;
3. To advance in the knowledge of the social, economic and environmental impacts of ecotourism;
4. To assess the effectiveness of regulatory mechanisms and voluntary schemes for monitoring and controlling the impacts of ecotourism;
5. To review experiences and lessons learned on the participation of local communities and Indigenous People in ecotourism projects and businesses;

6. To strengthen the capacity of governments, the private sector and NGOs to effectively use ecotourism as a tool for sustainable development and the conservation of natural and cultural resources;
7. To find ways to encourage a more responsible behaviour by all those acting in the field of ecotourism, including public sector officials, private business people and their employees, and the tourists themselves;
8. To define new areas for international and inter-stakeholder collaboration with a view to contributing to the sustainable development and management of ecotourism throughout the world.

About definitions

Many definitions of ecotourism have been developed worldwide and have evolved due to the multiple goals it seeks, and the diverse set of players involved.

WHAT IS ECOTOURISM?

Ecotourism has been defined as a form of nature-based tourism in the marketplace, but it has also been formulated and studied as a sustainable development tool by NGOs, development experts and academics since 1990. The term ecotourism, therefore, refers on one hand to a concept under a set of principles, and on the other hand to a specific market segment. The International Ecotourism Society in 1991 produced one of the earliest definitions:

“Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well being of local people.”

IUCN (now called the World Conservation Union) in 1996 states that ecotourism:

“is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features - both past and present) that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations.”

Ecotourism as a concept

Ecotourism is a sub-component of the field of sustainable tourism. *Figure 1* offers a reflection of where ecotourism can be placed within the process of developing more sustainable forms of tourism. This figure also provides a demonstration of how ecotourism is primarily a sustainable version of nature tourism, while including rural and cultural tourism elements.

Ecotourism aspires in all cases to achieve sustainable development results. However, it is important to clarify, that all tourism activities, be they geared to holidays, business, conferences, congresses or fairs, health, adventure or ecotourism should aim to be sustainable. This means that the planning and development of tourism infrastructure, its subsequent operation and also its marketing should focus on environmental, social, cultural and economic sustainability criteria.

The strong orientation of the ecotourism field toward the evolution of principles, guidelines, and certification based on sustainability standards gives it an unusual position in the tourism field. In the years since the concept was first defined, discussion in conferences has provided a general consensus on the following components of ecotourism.

- Contributes to conservation of biodiversity.
- Sustains the well being of local people.
- Includes an interpretation / learning experience.
- Involves responsible action on the part of tourists and the tourism industry.
- Is delivered primarily to small groups by small-scale businesses.

- Requires lowest possible consumption of non-renewable resources.
- Stresses local participation, ownership and business opportunities, particularly for rural people.

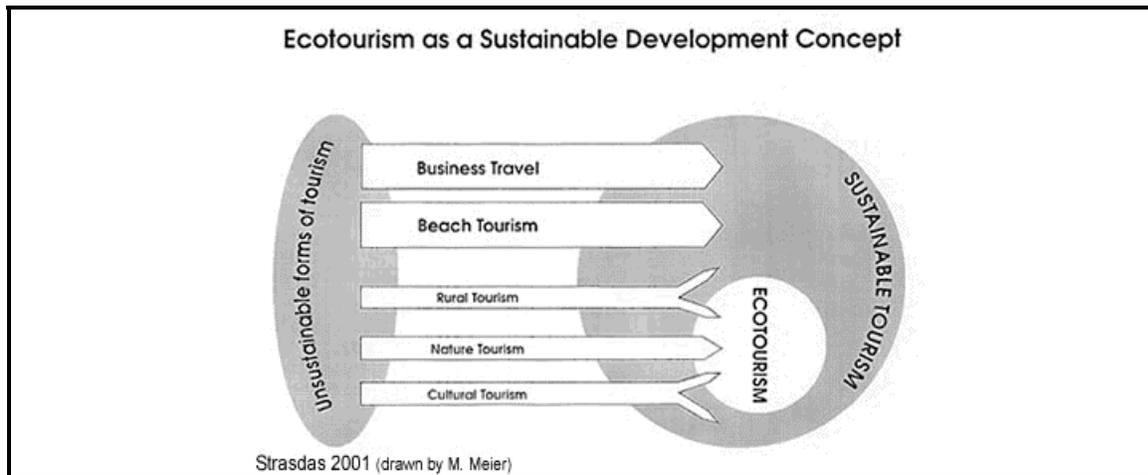


Fig 1: The concept

Ecotourism as a market segment

Ecotourism is a small but rapidly growing industry working within a niche market that is governed by market forces and regulations. It is primarily advertised as a form of nature tourism. Some countries, companies and destinations have social and environmental policies and programs, while others do not. This has led to confusion worldwide about the meaning of the term ecotourism as it is applied in the marketplace.

Figure 2 provides a reflection of how ecotourism fits into the larger tourism marketplace. Both adventure tourism and ecotourism are components of nature tourism, while ecotourism has stronger links to rural and cultural tourism than adventure tourism.

In ecotourism the prime motivation is the observation and appreciation of natural features and related cultural assets, whereas in adventure tourism it is rather the physical exercise and the challenging situations in natural environments.

From a functional viewpoint, ecotourism in the marketplace is mostly individual or small-scale tourism (tour groups up to 25, and hotels with less than 100 beds) that is operated by small- and medium-sized companies in natural areas. It represents a segment of the marketplace that concentrates on leading and accommodating small groups in natural areas in an educational manner through interpretative materials and local specialist guides.

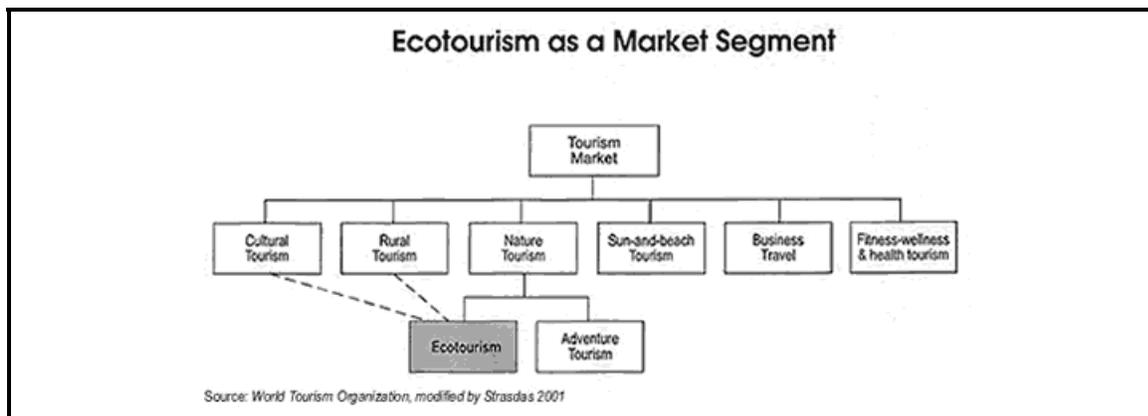


Fig 2: The market segment

In May 2000, as part of the side events on the 8th session of the United Nations Commission on Sustainable Development (CSD 8), a group of Indigenous People Organizations, NGOs and other members of civil society provided a proposal on guidelines for ecotourism. Although the final result could not be incorporated into the official papers due to procedural aspects, UNEP recognizes its value as a statement of genuine concerns from primary stakeholders.

Ecotourism is sustainable tourism, which follows clear processes that:

- *Ensures prior informed participation of all stakeholders,*
- *Ensures equal, effective and active participation of all stakeholders,*
- *Acknowledges Indigenous Peoples communities' right to say "no" to tourism development - and to be fully informed, effective and active participants in the development of tourism activities within their communities, lands, and territories, and*
- *Promotes processes for Indigenous Peoples and local communities to control and maintain their resources.*

For more information on ecotourism, please consult the UNEP publication to be released together with The International Ecotourism Society (TIES) this autumn as a contribution to IYE, "**Ecotourism: Principles, Practices, and Policies for Sustainability**" and visit UNEP's Web site: <http://www.uneptie.org/pc/tourism/ecotourism/home.htm>

UNEP activities for IYE

Activities to support the International Year of Ecotourism 2002 and the World Ecotourism Summit (WES) in Quebec, May 2002, are planned through partnerships with the World Tourism Organization (WTO) and NGOs.

Activities include:

- Co-organization of preparatory regional conferences to prepare government and practitioner input to the Summit (with WTO and TIES). For an updated list of UNEP supported preparatory meetings, please consult our website: www.uneptie.org/tourism/ecotourism/documents.htm
- Co-organization of a meeting with developing country NGOs and grass-roots organizations, to ensure Summit participants are aware of issues faced by host communities, avoiding negative impacts of ecotourism project development (with Ecological Tourism in Europe and Equations).
- Examine the feasibility of an International Forum on Ecotourism and Sustainable Tourism to conduct an interdisciplinary, multi-stakeholder, independent review of the impacts of tourism worldwide. The Forum could be launched at the World Ecotourism Summit and UNEP could facilitate its process.
- Contact all member governments through their representatives to UNEP, requesting their contribution and coordinating inputs.
- Encouraging attendance of less-developed country governments and NGOs, including traditional host communities and Indigenous Peoples, to the World Ecotourism Summit.
- Coordinate activities for the IYE within UNEP and among other inter-governmental organizations, linking the IYE with the International Year of the Mountain (IYM), the Sport and Environment Initiative, the Great Apes Survival Project (GRASP www.unep.org/grasp), coral tourism related activities, the regional sea programmes and the Global Programme of Action.
- Publication and dissemination of the WTO/UNEP IYE [Concept Paper](#). Other Publications include [Ecotourism. Principles, Practices & Policies for Sustainability](#), containing basic

background data and references for governments and practitioners (to be published in fall 2001), and an issue of UNEP's [Industry and Environment](#) magazine with case studies on ecotourism (to be published by the end of 2001).

- Creation of this UNEP Manual for the IYE containing orientation for interested parties to collaborate with the Year. The manual is available as a PDF file on UNEP's website.

IYE partners

WORLD TOURISM ORGANIZATION (WTO/OMT)

Leading intergovernmental organization in the field of tourism, based in Madrid, Spain. A forum for tourism policy issues and a practical source of tourism data. Membership includes 139 countries and territories and more than 350 Affiliate Members representing local government, tourism associations and private sector companies, including airlines, hotel groups and tour operators. <http://www.world-tourism.org>

TOURISME QUÉBEC

Tourisme Quebec a pour mission de créer les conditions favorables afin de stimuler la demande québécoise, canadienne et internationale et de permettre aux entreprises touristiques d'y répondre adéquatement. Ces conditions touchent aussi bien le développement et la mise en valeur des attraits touristiques que l'exploitation et la promotion de toutes les activités reliées au tourisme au Québec. <http://www.bonjourquebec.com/>

THE CANADIAN TOURISM COMMISSION (CTC)

The CTC is a public/private sector partnership that provides an innovative approach to tourism: one that is industry led and market driven. CTC designs, delivers and funds marketing and research initiatives in partnership with provincial and regional tourism associations, government agencies, hoteliers, tour operators, airlines and attractions managers. <http://www.voyagecanada.ca/travelcanada/>

ECOLOGICAL TOURISM IN EUROPE (ETE)

A federation of NGOs based in Bonn, Germany, working to advance sustainable tourism in Europe, by supporting grass-roots ecotourism practitioners and facilitating negotiations between industry sectors. It has regularly contributed for CSD and CBD in sustainable tourism and ecotourism, and is mainly funded through membership and the German Ministry of the Environment <http://www.oete.de/>

THE INTERNATIONAL ECOTOURISM SOCIETY (TIES)

Largest global organization in the field of ecotourism, with around 1,700 members in 100 countries working in the private sector, consultants, governments, academic institutions and NGOs. Based in Vermont, USA, TIES works to foster synergies between outdoor travel entrepreneurs, researchers, and conservationists and assists committed professionals around the world to make ecotourism a tool for conservation and sustainable development. <http://www.ecotourism.org>

General framework of the IYE

In preparation for the International Year of Ecotourism, UNEP and WTO invited their Member States to undertake activities, such as regional meetings and conferences, to achieve the Year's objectives. They recommended that national committees, with multi-stakeholder participation, prepare activities at the national level and involve all relevant actors in the process. They also requested the designation of a national focal point to handle matters pertaining to the IYE within the Tourism and Environment Administrations. National and local-level activities of Member States are regularly reported on WTO's IYE 2002 web page. [World Tourism Organization](#)

OVERALL AGENDA



The World Ecotourism Summit

Among the many activities to be undertaken at the global, regional, national, and local levels on the occasion of the International Year of Ecotourism throughout the world, the World Ecotourism Summit aims to be the major landmark, the main activity and the core event of the UN-declared International Year of Ecotourism. The Summit is expected to be the largest ever world-wide gathering of all types of stakeholders involved in ecotourism, including Ministers, public sector officials, tourism companies and their trade associations, local authorities, national park managers, NGOs relevant to the ecotourism sector, representatives of Indigenous people, the academic community, and others.

In the course of IYE, the Summit will be used as a forum for a systematic and critical review of ecotourism as it stands at presents and as a filter to identify priority issues and indicate general directions of action. The Summit conclusions and recommendations are meant to be reported to the World Summit on Sustainable Development (WSSD), to be held in Johannesburg, South Africa, in September 2002. Similarly, the Summit will draw inspiration from the UNEP Principles for Implementation of Sustainable Tourism (http://www.unepie.org/tourism/draft_principles.html) and from the Global Code of Ethics for Tourism, approved by consensus by all WTO Member States in October 1999. The WES and WSSD results will be brought to an IYE wrap up event at the end of 2002.

Please visit the official WES website at: <http://www.ecotourism2002.org>

ORGANIZERS

The Summit is jointly organized by **UNEP** and **WTO/OMT**, with the key support of the Government of Canada, the Government of the Province of Quebec, and the City of Quebec. The two international organizations have been in consultation with the following organizations:

- The International Ecotourism Society
- Ecological Tourism in Europe
- WWF
- IFC

- CSD Northern and Southern co-chairs of the NGO Tourism Caucus

The Canadian Tourism Commission and Quebec Tourism are hosting the World Ecotourism Summit. It will be held in **Quebec, Canada, 19-22 May 2002.**

OBJECTIVES OF THE SUMMIT

The Summit will identify priority issues and indicate general directions of action through:

- Systematic review of current ecotourism practices
- Review of potential contribution of ecotourism to sustainable development; and on its social, economic and environmental impacts
- An examination of ways to strengthen the capacity of governments and the private sector to effectively use ecotourism as a tool for sustainable development and conservation of natural and cultural resources;
- An assessment of the effectiveness of regulatory mechanisms and voluntary schemes for monitoring and controlling the impacts of ecotourism;
- An effective multistakeholder network to address ecotourism and sustainable tourism at a global level;
- Exchange of lessons learned, best practice techniques and experiences on:
 - participation of local communities and Indigenous Peoples in ecotourism projects and businesses
 - sustainable planning, development, management and marketing of ecotourism

SUMMIT CONTENT

In line with the spirit and objectives of the Summit, its structure will be geared to allow an ample participation of all types of stakeholders and a wide debate of all the subjects included in the agenda. At the same time, provisions have been made to ensure that substantive conclusions and recommendations can be taken during the Summit, addressed to the different types of stakeholders.

PARTICIPANTS

The Summit will be of interest to:

1. National government administrations concerned with tourism and the environment;
2. Local authorities and other representatives of the local communities with an interest in ecotourism;
3. Natural protected area authorities and park managers;
4. Ecotourism businesses (tour operators, transport and accommodation suppliers, travel agents, guides, and other businesses specialised in ecotourism);
5. Trade associations and NGOs relevant to the ecotourism sector;
6. The academic community and researchers in the field of ecotourism; and
7. International organizations directly and indirectly concerned with ecotourism.

A participation fee between US\$ 200 – 300 will be charged for the Summit.

SIDE ACTIVITIES

During the days preceding and following the Summit, the host country as well as other major participants will organize and offer to participants other activities such as:

1. Educational workshops on subjects relevant to the Summit;
2. Exhibitions and press conferences;

3. Experts, professional and academics meetings;
4. Technical tours to Canadian ecotourism sites and installations;

Pre-and post Summit educational workshops will be organized by TIES. For the list of training opportunities please visit www.ecotourism.org/trainfr.html

A parallel exhibition of around 100 booths arranged by Tourism Quebec, will be aimed at demonstrating good practices in ecotourism and will be available for governments, national associations and other public or private enterprises.

PROGRAMME AND INVITATIONS

Final invitations, including the Summit Programme and side activities, hotel information, participation costs, and the final registration form will be sent in January 2002.

PRE-REGISTRATION FOR THE SUMMIT

Please visit:

<http://www.bonjourquebec.com/ecotourisme/anglais/registration.html>

OTHER SIDE EVENTS

The World Ecotourism Summit will not be the end of a process but rather a milestone within the Year and beyond. Parallel events and initiatives will be undertaken the whole year through.

OTHER ACTIVITIES PLANNED FOR IYE

Governments, NGOs, private industry, and local communities have planned and are undertaking a certain number of activities at the regional, national and local level in preparation of the IYE.

For more information, and an overview of WTO/OMT Member States activities undertaken at the national and local levels and reported to WTO, please consult the WTO's IYE 2002 web page: http://www.world-tourism.org/sustainable/IYE/Activities_WTO-Member-States.htm

REGIONAL PREPARATORY CONFERENCES

Several regional and national conferences are planned for 2001 and 2002, before and after the World Ecotourism Summit. The official IYE 2002 and UNEP, WTO/OMT supported preparatory conferences will contribute to the Summit. The reports and findings of these meetings will be used in the final recommendations of the WES.

Some of these meetings are supported, co-organized or co-funded by several organizations including UNEP, WTO and TIES.

UNEP SUPPORTED PREPARATORY CONFERENCES

UNEP is co-operating in about 10 preparatory meetings and has developed its own criteria for supporting them:

The meetings:

- have to be international or regional in scope and
- convene diverse stakeholders;

The organizers:

- need to have the financial and logistical capacity and experience to host the preparatory

meeting

- involve UNEP in their steering committees;
- structure their preparatory meetings and present their results at the Summit according to the four World Ecotourism Summit themes and the two cross-cutting themes;
- commit to choosing and sending a delegation to present results and participate at the Summit;
- Submit a request to be an official preparatory meeting to UNEP by September 2001.

For an updated list of UNEP-supported preparatory meetings please consult our web site: www.unepdtie.org/tourism/ecotourism/activities.htm

All preparatory conferences are strongly encouraged to consult previous conference summaries which will be on UNEP DTIE's website at the end of November 2001.

WTO/OMT AND TIES-SUPPORTED PREPARATORY MEETINGS

WTO/OMT and TIES are organizing some other preparatory meetings. For the list of conferences organized by WTO and TIES, see their Internet sites at <http://www.world-tourism.org> or <http://www.ecotourism.org>

A COMMON FRAMEWORK: THE FOUR KEY THEMES AND THE SUBTHEMES

UNEP and WTO, in consultation with other organizations and ecotourism stakeholders, have defined and adopted the following main discussion themes for the International Year of Ecotourism. Together these themes cover all of the major issues and concerns raised by ecotourism development.

THEME A ECOTOURISM PLANNING: THE SUSTAINABILITY CHALLENGE

Sustainable ecotourism plans, policies and programmes at international, national and local levels. Integration of ecotourism policies into sustainable development plans and frameworks, land use planning, use of natural parks and protected areas, balance between development and biodiversity conservation objectives in policies, development agency programmes on ecotourism and major pipeline investments related to ecotourism, plans for human resource development in ecotourism operations.

THEME B REGULATION OF ECOTOURISM: THE RULES OF THE GAME

Legislation, norms and other regulations for ecotourism activities, voluntary schemes and self regulation, certification, accreditation and ecolabels, international and inter-governmental guidelines, principles and codes, roles of different stakeholders in ensuring compliance with regulations or voluntary schemes.

THEME C PRODUCT DEVELOPMENT, MARKETING AND PROMOTION OF ECOTOURISM: FOSTERING SUSTAINABLE PRODUCTS AND CONSUMERS

Building sustainable ecotourism products, private sector- and public/private partnerships for product development in protected areas with communities, market research, marketing techniques and marketing channels, promotional methods, information to tourists, ethical behavior, environmental education for consumers, public-private sector relationships for marketing and promotion, co-operative marketing for small ecotourism operations.

THEME D MONITORING COSTS AND BENEFITS OF ECOTOURISM: ENSURING EQUITABLE DISTRIBUTION AMONG ALL STAKEHOLDERS

Measuring economic, ecological and social costs and benefits of ecotourism, net contribution to conservation, assessing potential and actual environmental and socio-cultural impacts of ecotourism, taking precautionary measures at national, international and regional levels, measuring effectiveness of ecotourism policies, integrating monitoring and evaluation procedures, research needs and adaptive management systems.

THROUGHOUT THE FOUR THEMES THE FOCUS WILL BE ON TWO MAIN
CROSSCUTTING ISSUES:

- ❖ The sustainability of ecotourism from the environmental, economic and socio-cultural points of view.
- ❖ Involvement and empowerment of local communities and indigenous people in the ecotourism development process, in management and monitoring of ecotourism activities, and in the sharing of profits resulting from it.

PREPARATORY CONFERENCE CONTRIBUTIONS AND REPRESENTATION AT THE SUMMIT

According to the guidelines set by WTO and UNEP, contained in this UNEP Manual for the IYE and the WES Methodology, contributions from all preparatory conferences to the World Ecotourism Summit should fall under the four main themes, subthemes and the two cross-cutting ones, to ensure a structured presentation at the Summit in Quebec, May 19-22, 2002.

The actual case study discussions and themes discussed during the prep-conferences do not need to fit exactly into the four themes of the Summit and their sub-themes. The preparatory meetings may focus on or specifically address certain stakeholders or policy-makers or specific planning and policy levels, as long as the issues addressed during the discussions and the reports summarize contributions under these headings. This procedure will ensure compatibility and easy presentation of the preconference results at the Summit.

Each preparatory conference is kindly asked to produce a **4-6 page summary report** according to the 4 WES themes + 2 crosscutting themes (detailed version) Based on this report **UNEP and WTO/OMT will produce a one-page summary report** (short version). UNEP and WTO/OMT will post both versions on their websites as well as on the official WES website (<http://www.ecotourism2002.org>) to ensure that preconference participants will be aware of previous discussions, results and recommendations. This would promote cross-reinforcement and also enhance the information exchange between the different preconferences organized by UNEP, WTO and TIES as well as others such as the India Southern NGO workshop.

Each organizer is kindly requested to produce this paper 1 month after the actual conference.

UNEP will:

- help ensure that input and suggestions from the conferences are incorporated into the Summit structure.
- provide a template for the reports (by 20 November 2001)
- produce one-page summary reports based on the detailed reports submitted by preconference organizers and post them on the UNEP DTIE website
- provide organizers with documents:
 - UNEP IYE Manual
 - WES Themes
 - WES Methodology
 - UNEP and IYE Logo

Each official preconference should send a **delegation to Quebec** to present the results on Day 1 of the Summit. Their expenses at WES should be covered by the regional preparatory conference organizers.

USE OF IYE AND UNEP LOGO

The IYE 2002 logo and those of the leading IYE agencies, WTO and UNEP, may be used after their written consent is received for promotional activities aimed at increasing awareness of the International Year of Ecotourism 2002, provided these activities are consistent with the aims and principles of the IYE 2002 and not contrary to public order, morals or human rights.

INTERVENTIONS AND CONTRIBUTIONS DURING THE SUMMIT

Participants can give a 6-8 minutes Powerpoint/slide presentation and statement at day 1 and 2 of the Summit. Registration is requested in advance with the final invitation. The presentations will be selected by the four Summit organizers, based on:

- Quality of contribution : statements should be supported by case examples. Speakers will be selected for their ability to describe a good practice and case study. Negative examples

of ecotourism practices should be mentioned and brought to the attention of the Summit as well, background documents can be submitted to provide additional information.

- Experience: Practitioners and experience from the field will be given priority

The registrations and documents should be sent to JPdL Secretariat by January 2002
Ecotourisme2002@jpdL.com

Pre-registered interventions at Day 1 will be regional in scope and on day 2, themes related.

Floor contributions can be made after each presentation and will be restricted to 3 minutes.

The final structure and methodology for contributions will be communicated to pre-registered persons and will be posted on the official Summit website shortly at:
<http://www.ecotourism2002.org>

ADVERTISING AND FUNDING

The UNEP-supported preparatory meetings are listed on UNEP's website (see the list at www.uneptie.org/tourism/ecotourism/activities.htm). UNEP may but is not committed to promote events. UNEP and WTO do not have resources to cover the preparatory meeting expenses and consequently will not do any financial sponsoring. UNEP will be glad to assist participants to seek other funding for sponsored events.

International Year of Mountains (IYM)

2002 has also been designated the **International Year of Mountains**. The organization Committee has developed an Internet site with detailed information that can be consulted: www.ecotourism-mountains.at.

Austria hosted a European conference on ecotourism in September, with the purpose of examining the sustainability challenges of ecotourism in Mountain Areas. (See [UNEP-supported regional meetings](#)).

Other mountain countries are encouraged to combine their activities for the Ecotourism and Mountain International Years.

Please consult as well: www.mtnforum.org, www.mrd-journal.org, www.alpen3000.ch

How to be an active IYE partner?

With a view to making the IYE's results widely available, WTO and UNEP offer recommendations and general suggestions for action by Governments, NGOs, industry and other interested groups.

GOVERNMENTS

In order to prepare the activities to be carried out at the national level and to involve all relevant actors in the process, UNEP recommends the creation of **national or steering committees**, with multi-stakeholder participation, and also requests the designation of a **national focal point** to handle matters pertaining to the IYE within the Tourism and Environment Administrations. In more general terms, UNEP suggests that governments:

- Encourage the establishment of inter-ministerial working groups within the national tourism and environment administrations to co-ordinate activities relating to the International Year at the country level with those to be undertaken by WTO and UNEP at the international level.
- Define, strengthen and disseminate a national strategy and specific programmes for the sustainable development and management of ecotourism.
- Provide technical, financial and promotional support for, and facilitate the creation and operation of, small and medium-size enterprises in the field of ecotourism where appropriate.
- Support the establishment of multi-stakeholder regulating and monitoring systems for ecotourism activities, particularly with regard to environmental and socio-cultural sustainability.
- Promote effective action for sustainable tourism such as information, communication, capacity building, training, infrastructure and environmentally sound technology.
- Institute national and/or local committees for the celebration of the International Year of Ecotourism, involving all stakeholders relevant to this activity (public tourism and environment authorities at the national and local levels, the private sector, NGOs, host communities, etc.), as well as the local media.
- Inform the WTO Secretariat and UNEP of the activities planned for 2002 at the national level.

NGOS

In order to deal with the numerous IYE activities in a coordinated and goal-oriented manner, TIES has elaborated a set of recommendations to NGOs for the regional preparatory meetings:

- Provide a forum to local communities and ecotourism practitioners who otherwise may not have a voice at the WES and other related international events.
- Prepare a strategic analysis, i.e., a comprehensive review and critical evaluation of ecotourism as it is currently practised in the region.
- Based on this, identify regional needs for action to be presented at the World Ecotourism Summit and as a basis for further activities (during IYE and beyond) on both national and international policy levels.
- Create or reinforce active networks of regional stakeholders involved with ecotourism, send community and NGO representatives and experienced practitioners to the regional meetings and expand the global ecotourism network working towards sustainability in the long-term.

TOURISM INDUSTRY

- Define, apply and promote planning and management guidelines for eco-destinations.
- Implement sustainable practices such as appropriate siting and eco-efficient design.
- Apply cleaner technologies and EMS.
- Apply environmental impact assessment to ensure sustainability.
- Report publicly on environmental performance.
- Develop and provide training programmes on ecotourism and education on best practices.
- Encourage environmentally responsible behaviour by companies, the supply chain and tourists.
- Co-operate with local NGOs and governments in developing best practices and holding stakeholder meetings.

OTHER GROUPS

- Organize events, workshops, conferences, meetings on ecotourism.
- Conduct a far-reaching educational campaign for tourists to create environmental awareness.

Contact points for IYE organizers

UNEP

United Nations Environment Programme

Division of Technology, Industry and Economics

Tour Mirabeau, 39-43 Quai Andre Citroen

75739 Paris - Cedex 15, France

Tel. 33 1 44 37 76 21, Fax 33 1 44 37 14 74

E-mail: IYE2002@unep.fr

Internet Site: www.uneptie.org/tourism/home.html

WTO

World Tourism Organization

Sustainable Development of Tourism

Capitán Haya, 42

28020 Madrid - Spain

Tel: (+34) 91 5678100

Fax: (+34) 91 5713733

E-mail: env@world-tourism.org

Internet Site: www.world-tourism.org

TIES

The International Ecotourism Society

P.O. Box 668

Burlington, Vermont

USA 05402

T 802.651.9818

F 802.651.9819

TIES position on IYE: www.ecotourism.org/statement_on_un.html

TIES "From the field" Monthly Report on IYE: www.ecotourism.org/observer/from_field.asp

Ecomail@ecotourism.org

For Preparatory Meetings Organizers

Please consult the list of UNEP endorsed preparatory meetings at www.uneptie.org/tourism/ecotourism/activities.htm.

For WTO and TIES organized meetings, please consult their web sites (see above).

For the World Ecotourism Summit

Interested institutions and people are kindly asked to contact:

Ecotourisme 2002 – JPdI Secrétariat
51, rue d'Auteuil
Québec, Québec, G1R 4C2
Fax: 418-692-5587
Tel: 418-692-1699
E-mail: ecotourisme2002@jpdI.com
Internet site: www.ecotourisme2002.org

Tourism Quebec, the official Quebecois government website
<http://www.bonjourquebec.com/>

Official site of the Canadian Tourism Commission
<http://www.voyagecanada.ca/travelcanada/>

Background Documents and References

UNEP PUBLICATIONS ON ECOTOURISM AND RELATED ISSUES

"Ecotourism: Principles, Practices, and Policies for Sustainability", UNEP/TIES (The International Ecotourism Society), to be released (fall 2001)

"Industry and Environment Review. A quarterly review", UNEP Magazine for Environmentally Sustainable Development. Fall 2001, double issue on Ecotourism, UNEP/DTIE

"Tourism Focus", UNEP DTIE Newsletter, latest issue 2001

"Our Planet, Special Issue on Tourism", UNEP Magazine for Environmentally Sustainable Development Vol. 10, No. 1. 1999

"Ecolabels in the Tourism Industry", UNEP-IE, 1998

"Guidelines for the Sustainable Development and Management of Tourism in National Parks and Protected Areas" A joint publication of WTO, UNEP and IUCN, 1992.

For more updated information, and publications on the issue, please consult:
www.uneptie.org/tourism/ecotourism

WTO PUBLICATIONS ON ECOTOURISM AND RELATED ISSUES

"Ecotourism market studies in 5 countries of Europe; France, Germany, Great Britain, Italy, Spain", WTO, to be released Dec. 2001

"Sustainable Development of Tourism: A Compilation of Good Practices", WTO, 2000

"Guide for Local Authorities on Developing Sustainable Tourism", WTO, 1999

"Sustainable Development of Tourism: An Annotated Bibliography", WTO, latest issue

November 1999

For more information, and publications on the issue, please consult: www.world-tourism.org

IYE DOCUMENTS

“WTO/UNEP IYE Concept Paper”. <http://www.uneptie.org/tourism/ecotourism/documents.htm>

“United Nation Economic and Social Council 1998/40 - Declaring the year 2002 as the International Year of Ecotourism” <http://www.un.org/documents/ecosoc/res/1998/eres1998-40.htm>

“UN General Assembly Resolution A/RES/53/200. Proclamation of 2002 as the International Year of Ecotourism” <http://www.un.org/documents/ga/res/53/a53r200.pdf>

OTHER USEFUL CONTACTS AND WEB SITES WITH INFORMATION ON ECOTOURISM

A number of NGOs, research centres, trade associations and other organizations have more information about ecotourism. To facilitate your research, we list a number of useful links, although this list is by no means exhaustive.

Ecotourism associations are partnerships between entrepreneurs, local government, NGOs, consultants, researchers and practitioners. The ones listed below bring some useful information globally and regionally.

- ⇒ [Ecobrazil](#)
- ⇒ [Ecotourism Association of Australia](#)
- ⇒ [Ecotourism Society of Kenya](#)
- ⇒ [Ecotourism Society of Pakistan](#)
- ⇒ [Ecotourism Society of Saskatchewan](#)
- ⇒ [Honduras Ecotourism Association](#)
- ⇒ [The Swedish Ecotourism Society](#)
- ⇒ [Japan Ecotourism Society \(JES\)](#)
- ⇒ [Virginia EcoTourism Association](#)

NGOs have either a more advocacy role of highlighting the main issues around ecotourism, or take a practical approach to ecotourism as a conservation and development tool. Here we list first the more issue-oriented ones, followed by examples of NGOs implementing ecotourism projects - but please keep in mind that the distinction may be artificial.

- ⇒ [Rethinking Tourism](#)
- ⇒ [Tourism Concern](#)
- ⇒ [Tourism Watch](#)
- ⇒ [Studienkreis für Tourismus und Entwicklung e.V](#)
- ⇒ [Institute for Tourism and Development](#)
- ⇒ [Charles Darwin Foundation, Inc.](#)
- ⇒ [Conservation International](#)
- ⇒ [The Nature Conservancy](#)
- ⇒ [World Wide Fund for Nature \(WWF\)](#)
- ⇒ [Fundacion Pachamama / The Pachamama Alliance](#)
- ⇒ [RARE Center for Tropical Conservation](#)

Many development organizations have included ecotourism components into projects and programmes.

- ⇒ [Inter-American Development Bank](#)
- ⇒ [International Finance Corporation](#)

Inter-governmental organizations and multilateral environmental agreement secretariats also produced a wealth of reports and documents on ecotourism and sustainable tourism.

- ⇒ [Convention on Biological Diversity](#)
- ⇒ [World Tourism Organization](#)

⇒ [Organization of American States](#)

Some associations of tour operators and service providers have produced documents and guidelines on how they apply ecotourism principles in their operations.

⇒ [Alaska Wilderness Recreation and Tourism Association](#) (AWRTA)

⇒ [Baja Ecotourism and Sea Kayak Association](#)

Research, consulting and educational institutions have taken up ecotourism as an issue, and contribute to the theme.

⇒ [Cooperative Research Centre for Sustainable Tourism /](#)

⇒ [International Centre for Ecotourism Research \(ICER\)](#)

⇒ [ECOTRANS \(The European Network for Sustainable Tourism Development\)](#)

Forum of discussion, networks

For further debates on the International Year of Ecotourism, please find one of the various groups at: <http://groups.yahoo.com>

The independent IYE 2002 Forum: <http://groups.yahoo.com/group/iye2002>

Other useful web sites:

<http://www.Planeta.com> is also an informative news source / discussion site on ecotourism, with a focus (but not a limit) on Latin American issues.

The Planeta .com Resource Guide to IYE, <http://www.planeta.com/ecotravel/tour/year.html>

Ecotour, www.eco-tour.org, the homepage for ecological tourism, contact of tour operators and selection of trips

Ecotip, www.eco-tip.org, Good practice in sustainable tourism and ecolabel in Europe