



THE GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM

Sustainable Tourism Investment and Financing Tools the French government experience

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Main motivations for France's involvement in sustainable tourism

Tourism has significant potential as a driver for growth for the world economy

France:

- First destination in the world : 80 millions of tourists annually ; 75% of its local authorities are concerned by tourism and nearly 900,000 jobs generated directly by the tourism industry
- Coastal areas, mountains, cultural heritage which account for a very diversified tourism offer including also 10% of the Coral Reef, 20% of the atolls as well as an important tropical forest
- Conservation of this heritage, especially its biodiversity, is a challenge, but first and foremost a chance to attract visitors and develop diversified tourism services



Main motivations for France's involvement in sustainable tourism

Like other sectors, tourism contributes to economic development but has also to face the challenge of sustainability locally and globally

- **In France** : transportation, primarily by car, represents 6% of greenhouse gas emissions (about 30 million tonnes of CO₂ per year) ; tourism generates 4.8 million tons of waste per year ; 80% of tourism activities concentrated in 20% of the country;
- **In tourism destinations** : tourism triggers pressures on the environment (climate change, biodiversity, water resources) as well as threats to the survival of local cultures, built heritage and traditions.



Main motivations for France's involvement in sustainable tourism

Tourists are demanding the greening of tourism

- Consumer demand is increasingly moving towards responsible and sustainable tourism in Europe, which is the main provider of tourism demand:
- In France, **83%** ready to prioritize a travel agency which offers responsible travels (sondage TNS Sofres 2009)
- **88 %** of French tourists ready to act in favour of the environment and 56 % ready to pay more for this (enquête GMV 2010)



Main motivations for France's involvement in sustainable tourism

Main issues of concern

- How to change unsustainable patterns of producing and consuming tourism services?
- How to raise awareness among tourists and professionals about the global impacts of tourism?
- What can we do to increase the economic benefits of tourism (especially for local communities) without harming the fragile environmental and social balances and, instead, using them as an opportunity for further development?
- How to mobilize the private sector, especially small firms, to support green tourism ?



The International Taskforce on Sustainable Tourism Development (2006-2010)

- **Launched in February 2006** during the **UNEP Governing Council (9th session)**
- In the context of the **Marrakech Process on Sustainable Consumption and Production**
- Supported and chaired **by France**
- **Objectives:** Policy tools; Good practices; Education and capacity building; Strategies and pilot projects; Information, communication and networking
- **4 priority issues :** climate change; biodiversity; conservation of cultural and natural heritage; Fostering local governance with better involvement of local populations.
- **Main achievements :**
 - Adoption of a set of policy recommendations to reinforce sustainability parameters in tourism planning and management
 - Around 40 projects, policy tools, methodologies and publications to promote sustainable tourism development.





The Global Partnership for Sustainable Tourism

- **Launched in Costa Rica in January 2011** as a **more permanent successor** to the International Task Force on Sustainable Tourism Development
- **Strongly supported** by France (currently chairing the Steering committee for 2 years)
- **Builds upon the strong accomplishments** of the International Task Force on Sustainable Tourism Development
- **Through a new Internet site**
<http://www.globalsustainabletourism.com/>



THE GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM!



French initiatives backing the development of sustainable tourism

Proactive initiatives at French level

- Setting up of the **French Committee for Sustainable Tourism** gathering representatives of :
 - **Ministries** of Sustainable Development, Tourism, Foreign Affairs, Culture
 - **Civil society**: businesses, NGOs, local authorities
- In order to :
 - **coordinate the work** of French stakeholders to foster sustainable tourism
 - **identify national and international good practices**
- Launching of **dedicated Internet websites** :
 - <http://www.tourisme.gouv.fr/>
 - <http://www.veilleinfotourisme.fr>

Veille info tourisme

French initiatives backing the development of sustainable tourism in the framework of the international Task Force

Specific actions supported by France

have contributed to the work of the International Task Force :

- **Projects :**
 - **North-South cooperation** in the field of **Architectural Heritage** (Pondichery, India) ; **Biodiversity** (Coral Reefs - South Pacific) ; **Environmental Management** (Vietnam)
 - **At French level : Tourism in protected areas** (Regional Natural Park of Vexin); **Environmental management** (Saint-Jean-de-Monts); **Fair and Sustainable Tourism** (Saint-Anne de la Martinique); **Walking Tours Fostering Local Development** (Hautes-Alpes)
- **Studies :**
 - « Assessing the impact and cost implications of sustainable development for tourist enterprises», 2008



Projects and thematic areas
for potential replication within the Partnership

France has targeted specific projects and thematic areas for potential replication within the Partnership



Projects and thematic areas
for potential replication within the Partnership

THE MOUNTAIN RESORT SUSTAINABLE DEVELOPMENT CHARTER

- A national network of committed mountain resorts
- A technical tools provider for achieving sustainable development goals
- A choice of 130 items
- Best examples : Les Menuires, Val Thorens in the Tarentaise valley and Valberg mountain resort
- <http://www.anmsm.fr/docs/charteenvironnement.pdf>



Projects and thematic areas
for potential replication within the Partnership

The French network “Agenda 21 and Tourism”

- **Support municipalities and tourist resorts** in the development of their Agenda 21 by including actions related to sustainable tourism
- Allows members **to identify best practices and resources**
- Enables **easy access** to tools, training and support services
- <http://www.communes-touristiques.net/>



Projects and thematic areas
for potential replication within the Partnership

BIKE GREEN ROADS

- **Makes use of the 21 000 km of cycling facilities**, a figure that continues to grow;
- **Links the development of bike green roads to a remarkable cultural heritage**;
- **A compendium** including all bike tourism projects in France;
- **An Internet portal** on all biking routes (Fall 2011) <http://francevelotourisme.com>
- **« La Loire à Vélo »** : development of a specific label for hotels and tourist offices
- **Project Paris/ Le Mont Saint Michel** : to be finalised in 2012



Thematic area : sustainable marinas

- **Development of sustainable and innovative marina infrastructures by rewarding** best practices in spatial planning, wastewater and waste management, energy efficiency, coast protection
 - Initiative led by the French Ministry of Sustainable Development and targeting local authorities in 2009 and 2011
 - http://www.developpement-durable.gouv.fr/IMG/pdf/DP_Ports_de_plaisance_exemplaires-2.pdf
- **The « Odyssea » project** : connecting ports into a network fostering the development of local tourism around the Mediterranean sea ; involving European port cities, rural areas as well as other operators from the tourism, agriculture, heritage, handicraft and the environment sector.



Thematic area : training

- **Developing software for self sustainability assessment of professional events, such as the one developed by the French Environmental Agency (ADEME) :**
 - ADERE is a free software :<http://www.evenementresponsable.fr/> ;
 - Can be used in a variety of events
 - Cultural - exhibition, concert, festival -;
 - Professional - seminar, convention, conference, fairs –;
 - Sports;
 - Others (party, wedding ...).
- **Inserting sustainability in tourism training as part of national green economy action plans (example of the French camping sector)**



THANK YOU

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