

10th Meeting of the SCP/RAC National Focal Points

Roadmap for implementation of the SCP Action Plan: Tourism

Philippe Jochaud
Associated Expert - Policy Component and SCP
Pilot Activities
Madrid, 2 June 2015

Rationale

Two Main Dimensions

- Territorial dimension (site, island, area, region, etc.)
- Operator dimension (hotels, transport, leisure activities, real estate ,etc.)

Main gaps identified in the Tourism sector in the Mediterranean

- A common framework for advancing sustainable tourism: many existing tools and methodologies but no common strategy neither definition
- Support for private sector operators: many existing tools and methodologies, need to share & harmonize best practices (BEP & BAT, ecolabels, etc.) and build capacities.
- Communication of the performance: how to communicate the performance and quality of the destinations to the market?
- Building capacities, both at territorial and operator level

Tourism - Operational objective 3.1.

Develop and promote practices and solutions to ensure efficient use of natural resources and reduce environmental impacts of tourism, respecting spatial, ecological, and socio-cultural carrying capacities of the destination

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
26	Promote the sharing of relevant knowledge on SCP applied to tourism (e.g. best environmental practice (BEP) and best available techniques (BAT)) to optimise the eco-efficiency of tourism activities and the use of environmental management systems (e.g. ISO 14001).	<ul style="list-style-type: none"> •Development of a guidelines document that sets best practice information material for different tourism sectors (e.g. hotel management, transportation, harbours, tourism real estate development, etc.) compiled in the languages of the region. •Establish a web platform to disseminate the guidelines on SCP applied to tourism sector. 	<p>compilation of best practice guidelines 75</p> <p>web platform 70</p>	<p>Number of destination managers informed and aware of the best practice Guidelines through the web platform. BL: 0 / T: 10,000</p>	<p>P.H.A.R.O.S. (LIFE ENV) MED- COASTS S-T (LIFE ENV) SUTOUREELM (LIFE ENV)</p>	SCP/RAC

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
27	<p>Develop a destination management model to promote sustainable tourism and create a network of sustainable destinations.</p>	<ul style="list-style-type: none"> •Development of a Sustainable Destination Management Organization (SDMO) model building on previous work done in the region (hand book). •Implementation of SDMO in pilot coastal destinations. •Development of a Mediterranean network of coastal destinations which have implemented the SDMO (online platform). 	<p>Hand Book on SDMO 90 Pilot projects 400 Network 120</p>	<p>Number of coastal destinations that have adopted the SDMO. BL: 0 T: 24 Number of countries of the Mediterranean network of coastal destinations that have implemented the SDMO BL: 0 / T: 8 Number of coastal destinations part of the network B: 0 / T : 20</p>	<p>S&T MED (ENPI-CBC-MED) EDEN</p>	<p>MiBACT – Italian Ministry of cultural Heritage and Tourism Plan Bleu TSG - Tourism sustainability Group UNESCO - WHC</p>

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
28	Promote local sustainable tourism training to enhance local capacities and upgrade the existing ones	<p>Prepare and implement a Programme to integrate the concept of sustainable tourism in schools and training centres at the local level.</p> <p>Compile and develop education modules on sustainable tourism for primary, secondary and tertiary educational schools.</p>	<p>Budget for the preparation of the Programme 25</p> <p>Budget for the preparation of education modules: 60</p>	<p>Number of schools and training centre's that have integrated the concept of sustainable tourism in their curriculum BL:2016/ T: 3 schools in each participatory country</p> <p>Number of schools of primary, secondary and tertiary education that use the developed education module BL:2016 / T:50</p>	Coast Project S&T MED (ENPI CBC MED)	UNESCO - WHC UNWTO

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
29	<p>Promote the diversification of the tourism offer from mass tourism to alternative forms of tourism (e.g. ecotourism, cultural tourism, rural tourism) to reduce the impacts of seasonality and to reduce environmental pressures on coastal areas.</p>	<ul style="list-style-type: none"> •Development of a Handbook compiling cases demonstrating the economic, environmental and social benefits of the diversification of the tourism offer, and dissemination of the guide •Preparation of a communication plan to publicise the economic, environmental and social benefits of best practices for diversification of tourism offer. •Dissemination activities including seminars to inform about opportunities of alternative form of tourism to reduce seasonality; brochures; Website) •Implementation of a pilot case of alternative tourism offer in a Mediterranean Country 	<p>Handbook with best practices 75 Communication Plan 50 and Communication activities 300</p>	<p>Number of handbooks distributed to destination managers. BL: 2016/ T: 1000 (2020) Number of public institutions and stakeholders informed and aware of the Handbook. BL: 2016 / T:300 (2020) Number of participants in dissemination seminars about alternative tourism. BL: 2016 / T: 6000 (2020) Number of brochures about diversified tourism offer distributed. T: 15000 (2020) Number of visitors to the dedicated website. BL: 2016/ T 500.000 (2020)</p>	<p>EU CALYPSO INITIATIVE MED COASTS (LIFE) F.O.P. (ENPI CVC MED)</p>	<p>UN WTO TSG - Tourism sustainability Group</p>

Tourism - Operational objective 3.2.

Promote regulatory, legislative and financial measures to mainstream SCP in the tourism consumption and production area, to reduce tourism seasonality creating green and decent jobs and to promote local community engagement and empowerment

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
30	<p>Revise current tourism legislation at the national level to facilitate the integration of SCP principles and measures in the tourism sector</p>	<ul style="list-style-type: none"> •Promotion of the creation of an inter-ministerial committee (e.g. Ministry of Tourism, Ministry of Environment, etc.) in charge of including SCP in the tourism sector in each country of the BC •Preparation of a study reviewing the national legislation of the Mediterranean countries providing recommendation on how to integrate SCP in the tourism sector (to be submitted for consideration to the inter-ministerial committee) 	<p>Study reviewing national tourism legislation of MED countries 200</p>	<p>Number of measures to integrate SCP in the tourism sector in the national legislation proposed by the inter-ministerial committee T: 0 (2015) /T: 10</p> <p>Number of MED countries which national legislation has been reviewed to integrate SCP in the tourism sector. BL: 2016 / T:8 (2017)</p>	<p>SUTOUREELM (LIFE ENV)</p>	<p>SCP-RAC UN WTO and UNEP-DTIE</p>

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
31	<p>Create eco-taxes, eco-charges or fees as an effective instrument to internalize externalities (e.g. tax relief of tourism activities during the low season) creating a fund exclusively earmarked for the improvement of the environmental quality of the destination and to create green jobs</p>	<p>•Compilation and dissemination of Guidelines on eco-taxes, eco-charges and other environmental fees applied to the tourism sector (including success stories)</p> <p>•Tailored support for the implementation of eco-taxes/eco-charges to pilot coastal destinations</p>	<p>Budget of Guidelines 40 Support to implement eco-taxes/eco-charges</p>	<p>Number of Guidelines on eco-taxes, eco-charges and other environmental fees distributed to destination managers. BL: 2016/ T: 500 (2019)</p> <p>Number of destination managers informed and aware of the Guidelines. BL: 2016 / T: 100 (2019)</p> <p>eco-taxes/eco-charges initiative implemented in the MED. BL: 2016 / T: 9</p> <p>creation of green jobs related to the introduction of eco-taxes/eco-charges : BL: 2018 / T: 150</p>	<p>ECOTAX LA NZAROTE (LIFE ENV)</p>	<p>PAP-RAC TSG - Tourism sustainability Group</p>

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
32	Promote the Tourism Carrying Capacity Assessment (TCCA) approach as a mandatory analysis for the preparation of national and local tourism planning and for the approval of new tourism investment;	<p>Preparation and dissemination of a TCCA guide based on the previous work developed by PAP/RAC and by the EU DG ENV.</p> <p>Implementation of Pilot projects in selected countries for the application of TCCA to coastal destinations.</p>	Preparation of TCCA Guide 75 Pilot Projects 300	<p>Number of Guides distributed to destination managers. T: 1000</p> <p>Number of destination managers informed and aware of the Guides T: 200</p> <p>Number of countries that have implemented pilot projects for the application of TCCA to coastal destinations</p>	DESTINATIONS (Life Third Countries)	PAP-RAC

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
33	<p>Development of policies and actions to minimize the physical impact of tourist activity;</p>	<p>•Preparation and dissemination of Guidelines on how to apply policies and actions to minimize the physical impact of tourism activity (e.g. codes of conduct, visitor management measures, education activities)</p> <p>•Implementation of Guidelines through pilot projects (e.g. visitor management measures for parks and MPAs to reduce pressures and deflect activities to more robust sites)</p>	<p>Preparation of guidelines 50</p> <p>Training activities 90</p> <p>Pilot Projects 100 per destination</p>	<p>Number of guidelines distributed to destination managers. BL: 2016 / T: 500 (2018)</p> <p>Number of destination managers and trained of the Guidelines. BL: 2016 / T:150 (2020);</p> <p>Number of countries that have implemented pilot projects based on the Guidelines BL: 2016 / T:150 ;</p>	<p>EDEN – European Destination of Excellence MEET (ENPI CBC MED)</p>	<p>PAP-RAC SPA-RAC (other players to involve: TSG - Tourism sustainability Group, UNESCO WHC)</p>

Tourism - Operational objective 3.3.

Raise awareness, capacities and technical skills to support sustainable destinations and green tourism services, and promote the development of appropriate marketing and communication tools to ensure a competitive sustainable Mediterranean Tourism

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
34	<p>Promote tourism eco-labels with robust environmental criteria based on a standard scheme verified by an independent organization (e.g. EU Ecolabel) and develop specific Mediterranean eco-labels.</p>	<ul style="list-style-type: none"> •Undertake a regional assessment study to review existing eco-labels to define minimum common standards. •Define a shared framework and procedures for the coordination and the recognition of the standard scheme. •Elaboration of a communication plan to raise the number of certificated tourism enterprises. 	<p>Assessment study 80 Shared framework 60</p>	<p>Number of Mediterranean countries that have defined and adopted a shared framework to integrate existing eco-labels (e.g. EU Ecolabel, Green Key, etc.). BL: 0 / T: 6 (2019) Percentage increase of tourism eco-labels certifications in the Mediterranean by 2021. BL: / T: 100%</p>	<p>Shmile 2 (ENPI CBC MED) TOTEM (Plan Bleu) SUTOURE ELM (LIFE ENV)</p>	<p>Plan Bleu SCP/RAC UN WTO EU - DG ENV</p>

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
35	<p>Develop and implement capacity building activities for tourism private operators to improve capacities and awareness on the importance of adopting sustainable consumption and production strategies.</p>	<ul style="list-style-type: none"> •Preparation of toolkits on SCP in tourism for the private sector. •Disseminate the results of “successful” green tourism business cases among operators through Workshops and Webinars. 	<p>Toolkit 100 Training Workshops and Webinars 150</p>	<p>Number hotels’ employees trained with the SCP toolkit. BL: 0 /T: 1,500 Number of young professionals and senior professionals trained on the implementation of SCP in the hotel sector: BL: 0 / T. young professionals: 500 T. senior professionals: 500 (2020)</p>	<p>UNESCO Sustainable Tourism Toolkit MEET and S&T MED (ENPI CBC MD) COAST Project</p>	<p>SCP/RAC UNESCO</p>

N°	Actions	Proposed regional activities (2021)	Estimated cost (thousand €) (2021)	Progress indicators including baseline (BL) and Target (T) by 2021	Related flagship initiatives	Key Partners
36	Encourage marketing and communication activities focused on promoting the Mediterranean sustainable destinations and enhancing the visibility of Mediterranean sustainable tourism service providers in the international and national markets (e.g. flagship events; participation to international fairs, exhibitions and major public events; agreements with online tour operators and other intermediaries; web-marketing and thematic publishing).	<ul style="list-style-type: none"> •Promote a Mediterranean fair dedicated to sustainable tourism destinations and green tourism operators in the region. •Develop a Sustainable Trip Advisor to market Mediterranean sustainable destination and green hotels and other green tourism services. 	Fair 500 Sustainable Trip Advisor Web Site 150	<p>Biannual Mediterranean fair for Sustainable Tourism held in autumn 2019 and in autumn 2021</p> <p>Number of monthly visitors of the Sustainable Trip Advisor webpage. BL: 0 / T: 100,000</p> <p>Number of reviews and opinions covering more than 5 thousands accommodations, restaurants, and attractions. BL: 0 / T: 50,000</p>	EU CALYPSO INITIATIVE Reise Pavillon, Falacosagiusta (Fairs) Green Leaders Programme of Trip Advisor	SCP/RAC Other players to involve: UN WTO, TOI, ASCAME



**Regional Activity Centre
for Sustainable Consumption
and Production**



Thank you

Philippe Jochaud

Policy.consultant@scprac.org

(34) 654 754 158

www.scprac.org

