

# **CBD COP 12 Business and Biodiversity Forum**

## **Side event on Biodiversity and Tourism Development**

Sunday 12 October 2014, Alpensia Convention Centre, Pyeongchang, Republic of Korea

30 participants from 12 Parties attended the session between 10.15 AM and 6.00 PM, including the panellists and a varied audience of park managers, CBD National Focal Points, diverse tourism and conservation interests, NGOs, researchers, academics, and project managers and officials. A list of the 24 registered participants is presented as Annex II. A programme is offered as Annex I.

### **Session Opening**

The session was opened by Mr Oliver Hillel, Programme Officer of the Secretariat of the CBD, who welcomed participants to this event on biodiversity and tourism development. He introduced the moderator of the session, Dr Richard Denman, Director, The Tourism Company, from the UK.

### **Panel 1: Tourism financing protected area systems**

The following presentations (all presentations below are available at <http://www.cbd.int/tourism/wstour-01.shtml>) were made:

- **Progress and trends in capturing revenues from tourism for parks** – Mr. Paul Dale, Senior Biodiversity Advisor, State Government of São Paulo, Brazil
- **Leveraging the tourism sector for ecosystem management in destinations** – Mr. Jose Koechlin, Founder and President, Inkaterra Group, Peru
- **Investment opportunities in tourism as a model of co-management of Peru's protected areas** – Mr. Pedro Gamboa, Director, Natural Protected Area Services, Government of Peru.

Key points from the presentations:

- Protected area management can have a range of purposes, including working with local society to benefit the protected area system alongside, and integrated with, enhancing visitor experiences.
- Establishing the right relationships and processes to deliver positive benefits from tourism may take time. The experience of São Paulo State points towards a long journey.
- A public-private partnership approach is required to gain benefit for protected areas from tourism. In São Paulo and Peru this is being supported by necessary new legislation. It is recognized that support and engagement of local as well as national government is required.
- Private sector operations which have a strong individual commitment to biodiversity can be very effective in supporting conservation through creative tourism initiatives. The Inkaterra approach is based on research, establishing a benchmark and monitoring change, so the impacts of the operation are clearly understood.
- The Inkaterra Association has received external financial assistance, but its ongoing model is to undertake work on biodiversity conservation that is self-financed by ecotourism.
- Conservation and tourism benefits can be closely interwoven. Biodiversity can be central to establishing a sense of place, with engagement in conservation as a component of the visitor experience.
- The government of Peru recognizes tourism as a means to achieving conservation, as the source of one third of the budget of the natural protected area services. Peru has seen strong benefits from forming partnerships between protected areas, businesses and local

communities. This continues to provide new opportunities for investment in the future. Trust, credibility and the right kind of targeted incentives are key to forming relationships. A number of practical opportunities exist for raising visitor awareness of local and wider environmental issues.

Key points from the subsequent discussion:

- It is important to recognise the volatility of tourism. While pursuing opportunities for income earning from tourism, resilience issues must also be addressed.
- Over-reliance on tourism revenues – included for the financing of protected areas systems - should be avoided. Tools such as hedge or trust funds are available and work, but core public investment is critical.
- On the other hand, many options are available and tested to increase the capture of tourism revenues for parks and steward communities (including concessions, private-public partnerships, volunteer and sponsoring options, and certification) – their analysis and dissemination are essential.
- Poverty issues must be recognised in any models to support conservation through tourism, with local community needs and issues brought firmly into the equation.
- Multiple uses of ecosystems, such as reefs, for a range of activities (not just tourism) can threaten components that in turn affect their value as tourism resources. Management approaches should be cross-sectorial.

## **Panel 2: Integrating biodiversity into the development of critical tourism and conservation hotspots – identifying criteria for priority setting**

Panellists:

- Mr. Han Qunli, Director, Division of Ecological and Earth Sciences Secretary, Man and the Biosphere (MAB), UNESCO, Paris, France
- Mr. Dirk Glaesser, Director, Sustainable Development of Tourism, World Tourism Organization (UNWTO), Madrid, Spain
- Ms. Giulia Carbone, Deputy Director, Global Business and Biodiversity Programme, IUCN, Gland, Switzerland.

The following key points emerged from the interactive panel session, with brief presentations followed by questions and discussion:

- The tourism and biodiversity context can vary significantly between sites and agencies. There is a need to develop and/or recognize successful approaches and case studies that reflect different circumstances.
- While there is a need for more collaboration between international agencies, this is also required at national, subnational and local levels.
- The lack of integration between government departments responsible for the environment and for economic development can be a problem.
- Much damage comes from over-construction of facilities or supply of services, with the risk of subsequent market shortcomings and environmental and social degradation. Distribution channels need to be addressed at the outset. Projects and initiatives need to take account of market interest and access. A life-cycle approach to tourism product development and impacts should be taken. Business and local community engagement is highly important from the inception of conservation and development initiatives and projects. Tourism development and investment guidelines considering biodiversity and ecosystem services can be identified/developed as appropriate.
- More can be done through working at a regional level, including with regionally based organisations and through regional projects linking ecosystems and tourism development, also taking advantage of new GEF 6 allocations.

- Existing internationally accepted designations should be used as a basis for projects rather than developing new criteria for designating site. Agencies and players have an inherent interest in keeping the value of their “brands”.
- In view of limited resources, international agencies should work more closely together by recognising each other’s respective and complementary strengths and making use of them. The specific contribution of each agency to any collaborative initiative should be identified.
- Improved baseline data collection and knowledge is needed on tourism volume, value and impact in different protected areas – and especially on UNESCO WHSites, MAB Reserves, IBAs, Ramsar and geotourism sites and other accepted international categories of protected areas catalogued and reported on as part of the UNEP-WCMC-led World Database of Protected Areas. Success factors should be analysed. Demonstration projects on effective monitoring, such as local and/or regional “observatories”, could be established.
- Interaction of tourism with other economic sectors should be taken into account.
- More political leadership and lobbying to raise tourism impact up the political agenda are required in pursuing issues and opportunities. Possible approaches include identifying and supporting tourism-related entrepreneur leaders/champions also in subsectors (sport fishing, yachting, diving), for instance through a private sector “chapter” of the Aichi Biodiversity Champions campaign, or by supporting trade awards in this category with leading sector institutions.

### **Review of the User’s Manual on the CBD Guidelines on Biodiversity and Tourism Development.**

A presentation was made on the CBD Guidelines and the User’s Manual and proposals for the renewal of the latter. The subsequent discussion highlighted that the revised manual should:

- Reflect previous and existing material and initiatives – make references and linkages to different sources.
- Be clear about the audience – who will be the users? Whose responsibility is it to implement the Guidelines? Local authorities may be the primary audience;
- Take into account practical issues that affect tourism development and the performance of the private sector;
- Give priority to improved communication and feedback – including the facilitation of voluntary reporting on implementation of the Guidelines as part of overall CBD reporting (6th National Report). There should be clear, common messages;
- Identify a small number of priority actions for CBD Parties to take, and invite a wider range of players and Parties to engage in cooperation on biodiversity and tourism development.

Some participants suggested that the User’s Manual be rearranged along five main areas:

#### **1. Governance / Policy Instruments**

- a. Programmatic: Programs/projects working in a tourism context must lay out specific targets and indicators defining responsible tourism development goals (source: baselines, monitoring system, report lessons learned)
- b. Financial: Incentives (such as tax benefits and subsidies linked to employment promotion), taxes, payment for ecosystem services, park entry fee structure, polluter pays principle/ offsetting (e.g. of environmental footprint), concessions and licensing

2. **Integration** of tourism and non-tourism economic sector activities at a local (destination) level / value chain approach (municipal parks, PA buffer zones etc)
3. **Collaboration** between public, private and civil society, esp. strengthening coordination between (municipal) tourism agencies / DMO and conservation / park authorities; especially strengthen local collaboration in vocational training programs (in-house trainings / internship programs); joint marketing and lobbying capacity toward national and sub-national governments; multi-stakeholder public-private dialogues
4. **Market access development** and control, volatility and resilience of destinations (PA+buffer zones etc.) within limits of acceptable change; work toward and then manage destination maturity
5. **Develop destination level guidelines and/or standards** for tourism investments and product development, align them with the IUCN protected areas matrix and enter them into the ITC standards map

### **Panel 3: Biodiversity and the challenge of blue/green tourism development**

The following presentations were made:

- **Sustainable models for destination and resort development** – Mr. Manuel Bollmann, Programme Development Manager, Fair Trade Tourism
- **Experiences in sustainable tourism in Micronesia** – Ms. Alissa Takesy, Federated States of Micronesia, CBD National Focal Point
- **Mainstreaming biodiversity considerations into sustainable tourism development and land-use planning in the Caribbean** – Ms. Deirdre Shurland, Coordinator, Global Partnership for Sustainable Tourism, UNEP Division of Technology, Industry and Economics
- **Corporate leadership in tour operations and cruise lines** – Mr. Jamie Sweeting, Vice President for Sustainability at G Adventures & President Planeterra Foundation, USA.

Key points from the presentations:

- Rapid fluctuations in tourism arrivals and significant negative impacts on environments means that we need a much better understanding of destinations and how they work, including their life-cycle and value chains.
- There is a need to move away from focussing on small-scale community-based ecotourism to scaling up and mainstreaming work on tourism sustainability, which addresses framework conditions for success and takes account of business needs and opportunities.
- Tourism is a driver in the economy of many SIDS but has significant implications for biodiversity. It is important to appreciate the different circumstances of the various SIDS – for example in Micronesia tourism (including cruise tourism) is newly developing, with opportunities to address biodiversity concerns, such as biosecurity, from an early stage – in other sites volumes are significant, and increased attention should be given to mitigation and compensation of impacts. In view of UNSIDS/SAMOA Pathway and SDG work in 2015, it is critical and timely to identify and disseminate, at regional level, best practices on blue-green economic approaches and win-win partnerships with the tourism sector in developing islands (as independent States or not).
- There is a need for more focus on the identification and execution of creative, collaborative projects, not just on planning and policy studies.

- There is a need to exert more influence on demand (promoting sustainable consumption tools and policies), to use social information technology more effectively, to understand business models and to be more imaginative in ways of building local capacity. Results should be demonstrated by better use of indicators, reporting channels and monitoring.
- The approach should not only be about achieving tourism that is ‘less bad’ but about doing ‘more good’ through tourism.

Key points from the subsequent discussion:

- Individual small projects are often at risk and many fail – it is essential to work with a critical mass of demonstration projects and larger-scale projects, and to influence companies of all sizes. Established larger companies have the potential, themselves, to assist a range of micro projects, sometimes at quite low cost.
- Tourism businesses can be influenced in a number of ways. Impacts need to be addressed at the master planning stage of tourism development. Another opportunity is through placing conditions on the provision of financial incentives, based on criteria that may include attention to the environment and biodiversity. Destination Management and Marketing Organizations need to be more engaged with this. Care should be taken in the provision of the right kind of financial incentives in terms of the effect on longer term economic sustainability

#### **Panel 4: Tourism as an alternative livelihood for indigenous and local communities: threats and opportunities**

The following presentations were made:

- **Tourism benefitting local livelihoods in Africa** – Ms. Jennifer Seif, Executive Director, Fair Trade Tourism South Africa
- **Lessons learned from the Rainforest Alliance: Leveraging tourism as a tool for conservation and community wellbeing (Certification systems and other voluntary instruments empowering communities)** - Ms. Elizabeth Kennedy, Director Evaluation and Research, Rainforest Alliance
- **How large and medium-scale operators can cooperate with indigenous and local communities to develop nature-based tour products** – Mr. Randy Durband, Chief Executive Officer, the Global Sustainable Tourism Council (GSTC)

Key points from the presentations:

- Biodiversity is threatened by poverty and inequality. Many established protected areas are not sufficiently benefitting local communities, who are not seeing sufficient tangible benefits from tourism. Where appropriate and possible the sector should deliver more local benefit, while avoiding raising false expectations.
- A comprehensive approach to sustainable tourism development is required, that includes national and local policy guidelines, the development and application of standards, provision of technical and financial assistance, supporting public-private partnerships, using voluntary tools such as certification and improving consumer information.
- Concepts to pursue include businesses having a social license to operate (such as fair trade or sustainability certification) and measuring returns on investment made by (or in) them partly in terms of public benefits. Certification is one means to an end, not an end in itself. It can play a part in harnessing the power of the traveller as a key influence on change.
- Clear standards and criteria, such as those established by the GSTC, are a valuable tool. Standards can be used on their own to provide guidance. They can also serve as a basis for certification.
- It is important to understand tourism markets and the role to tour operators and other players in order to influence the sector effectively.

- 40% of the world's protected areas are under the management or stewardship of indigenous peoples and local communities, thus highlighting the continued need to engage with their representative networks. Additionally, the large majority of tourism businesses is micro, small and medium-sized. Working at destination level provides a particular opportunity to secure change in the future.

Key points from the subsequent discussion, which are extended to cover the event as a whole:

- The private sector can play a key role in influencing destination management. There is increasing recognition by businesses of the importance of sustainable destinations for their long term performance. Forums such as this one are welcome - interaction with other thematic business-related workshops was positive.
- Certification is costly and schemes find it hard to break even. The value of ecolabels should be more clearly demonstrated and presented, or more sustained public interest financial support needs to be offered to offset the costs of sustainability
- Business to business engagement is very important, partly as it can be easier to influence producers/suppliers than to influence consumers.
- In general, we need to give more attention to how tourism can pay for ecosystem services (identify and disseminate solutions).
- While voluntary mechanisms have a part to play, it is very important to pursue the effective implementation and enforcement of regulations.

ANNEX I – PROGRAMME

**Biodiversity and Tourism Development  
CBD COP 12 BUSINESS AND BIODIVERSITY FORUM**



*Sunday, 12 October 2014 - Pyeongchang, Republic of Korea  
At Alpensia Convention Center, Bobsleigh/Biathlon Hall 5*

<b>09:00AM – 10:15AM</b>	<b>Business and Biodiversity Forum - Opening Plenary Panel</b>
<b>10:15AM – 06:00PM</b>	<b>Moderator: Mr. Richard Denman, Director, The Tourism Company</b>
10:15AM – 10:20AM (5 min)	<b>Session Opening</b> – Mr. Oliver Hillel, Programme Officer, Secretariat of the CBD – Ten-year review of implementation of the CBD Guidelines on Biodiversity and Tourism Development
10:20AM – 10:55AM (Three 8 min interventions + 10 min moderation)	<b>Panel 1 – Tourism Financing Protected Areas Systems</b> <ul style="list-style-type: none"> <li>• <b>Progress and trends in capturing revenues from tourism for parks</b> – Mr. Paul Dale, Senior Biodiversity Advisor, State Government of São Paulo, Brazil</li> <li>• <b>Leveraging the tourism sector for ecosystem management in destinations</b> – Mr. Jose Koechlin, Founder and President, Inkaterra Group, Peru</li> <li>• <b>Investment opportunities in tourism as a model of co-management of Peru’s protected areas</b> – Mr. Pedro Gamboa, Director, Natural Protected Area Services, Government of Peru</li> </ul> Moderator comments – 10 minutes
10:55PM – 11:15PM (20 min)	<b>Q&amp;A with audience</b>
11:15PM – 11:25PM (10 min)	<b>10 min Coffee-break</b>
11:25AM – 12:00PM (Three 8 min interventions + 10 min moderation)	<b>Panel 2 – Integrating biodiversity into the development of critical tourism and conservation hotspots - a panel on identifying criteria for priority-setting</b> <ul style="list-style-type: none"> <li>• Mr. Dirk Glaesser, Director, Sustainable Development of Tourism, World Tourism Organization (UNWTO)</li> <li>• Ms. Giulia Carbone, Deputy Head, Global Business and Biodiversity Programme, IUCN. Switzerland</li> <li>• Mr. Han Qunli, Director, Division of Ecological and Earth Sciences Secretary, Man and the Biosphere (MAB), UNESCO, Paris</li> </ul> Moderator comments – 10 minutes
12:00PM – 12:20 PM (20 min)	<b>Q&amp;A with audience</b>
12:20PM – 01:00PM (40 min)	<b>Review the User’s Manual on the CBD Guidelines on Biodiversity and Tourism Development and Web – validation exercise for content</b> (moderated by Mr. Richard Denman, Director, Tourism Company)
<b>01:00PM – 02:45PM</b>	<b>Business and Biodiversity Forum – Networking Lunch</b>

02:45PM – 03:30PM (Four 8 min interventions + 5 min moderation)	<p><b>Panel 3 – Biodiversity and the challenge of blue/green tourism development</b></p> <ul style="list-style-type: none"> <li>• <b>Sustainable models for destination and resort development</b> – Mr. Manuel Bollmann, Programme Development Manager, Fair Trade Tourism</li> <li>• <b>Experiences in sustainable tourism in Micronesia</b> – Ms. Alissa Takesy, Federated States of Micronesia, CBD National Focal Point</li> <li>• <b>Mainstreaming biodiversity considerations into sustainable tourism development and land-use planning in the Caribbean</b> – Ms. Deirdre Shurland, Coordinator, Global Partnership for Sustainable Tourism, UNEP Division of Technology, Industry and Economics</li> <li>• <b>Corporate leadership in tour operations and cruise lines</b> – Mr. Jamie Sweeting, Vice President for Sustainability at G Adventures &amp; President Planeterra Foundation, USA</li> </ul> <p>Moderator comments – 5 minutes</p>
03:30PM – 03:50PM (20 min)	<b>Q&amp;A with audience</b>
03:50PM – 04:00PM	<b>10 min Coffee-break</b>
04:00PM – 04:50PM (Three 8 min interventions + 10 min moderation)	<p><b>Panel 4 – Tourism as an alternative livelihood for indigenous and local communities: threats and opportunities</b></p> <ul style="list-style-type: none"> <li>• <b>Tourism benefitting local livelihoods in Africa</b> – Ms. Jennifer Seif, Executive Director, Fair Trade Tourism South Africa</li> <li>• <b>Lessons learned from the Rainforest Alliance: Leveraging tourism as a tool for conservation and community wellbeing (Certification systems and other voluntary instruments empowering communities)</b> - Ms. Elizabeth Kennedy, Director Evaluation and Research, Rainforest Alliance</li> <li>• <b>How large and medium-scale operators can cooperate with indigenous and local communities to develop nature-based tour products</b> – Mr. Randy Durband, Chief Executive Officer, the Global Sustainable Tourism Council (GSTC)</li> </ul> <p>Moderator comments – 10 minutes</p>
04:50PM – 05:10PM (20 min)	<b>Q&amp;A with audience</b>
05:45 – 06:00 PM (15 min)	<b>Concluding remarks/next steps</b> – Mr. Oliver Hillel, Programme Officer, Secretariat of the CBD
<b>06:00PM</b>	<b>Business and Biodiversity Forum Networking Cocktail</b>

## ANNEX II – LIST OF PARTICIPANTS

a) Speakers:



# Speakers



## Biodiversity and Tourism Development CBD COP 12 BUSINESS AND BIODIVERSITY FORUM

Sunday, 12 October 2014 - Pyeongchang, Republic of Korea

At Alpensia Covention Center, Pyeongchang Hall 1



**Mr. Oliver Hillel**  
Programme Officer,  
Secretariat of the CBD

**Mr. Richard Denman**  
Director,  
The Tourism Company



**Mr. Jamie Sweeting**  
President,  
Planeterra Foundation



**Mr. Jose Koechlin**  
Founder and President,  
Inkaterra Group

**Mr. Paul Dale**  
Biodiversity Advisor,  
Government of São Paulo



**Mr. Pedro Gamboa**  
Director,  
Natural Protected  
Area Services  
Government of Peru



**Ms. Giulia Carbone**  
Deputy Head,  
Global Business and  
Biodiversity Programme  
IUCN

**Mr. Dirk Glaesser**  
Director,  
Sustainable Development  
of Tourism  
UNWTO



**Mr. Han Qunli**  
Director,  
Division of Ecological  
and Earth Sciences  
UNESCO  
[www.unesco.org](http://www.unesco.org)



**Ms. Deirdre Shurland**  
Coordinator,  
Global Partnership  
for Sustainable Tourism  
UNEP

**Mr. Manuel Bollmann**  
Programme Development  
Manager,  
Fair Trade Tourism



**Ms. Jennifer Seif,**  
Executive Director,  
Fair Trade Tourism



**Mr. Alejandro Argumedo**  
Program Director,  
Asociacion ANDES

**Ms. Elizabeth Kennedy,**  
Director,  
Rainforest Alliance



**Mr. Randy Durband,**  
Chief Executive Officer,  
GSTC



b) Other registered participants:

- Mr José Truda Palazzo Jr (whaling tourism specialist, Truda Palazzo Environmental Solutions), Brazil
- Mr Luis Fueyo Mac Donald (CONANP), Mexico
- Mr Sergio Chiarandini (AGIP Kazakhstan Oil Company), Kazakhstan
- Ms Nicola Breier (Ministry of Environment), Germany
- Ms Liliam Ballon (Ministry of Foreign Affairs), Peru
- Ms Roxana Solis (Ministry of Environment), Peru
- Mr Paulo Pinguim (Divers 4 sharks operator), Brazil
- Mr Daniel Wepukhulu (Kenya Wildlife Service), Kenya
- Ms Katja Kriege (Global Reporting Initiative – Headquarter), Netherlands
- Ms R. M. Harshini de Silva (Sri Lanka Business and Biodiversity Platform at The Ceylon Chamber of Commerce), Sri Lanka