

WAYS TOWARDS SUSTAINABLE TOURISM

WWF Multimedia Toolkit

BACKGROUND

As part of WWF's mission to conserve the world's biological diversity, the promotion of sustainable tourism plays an important role in addressing the demand on natural resources. WWF's engagement is part of worldwide efforts based on the Marrakech Process – a global multi-stakeholder process to promote sustainable consumption and production (SCO). Coordinated by the UN Environment Programme (UNEP) an International Task Force on Sustainable Tourism Development was set up to support concrete tourism-related activities within this process. With the Multimedia Toolkit (DVD) "Ways towards Sustainable Tourism" WWF responds to the request of the ITF-STD to provide tools and present existing activities that may inspire pilot projects or good practice in other countries.

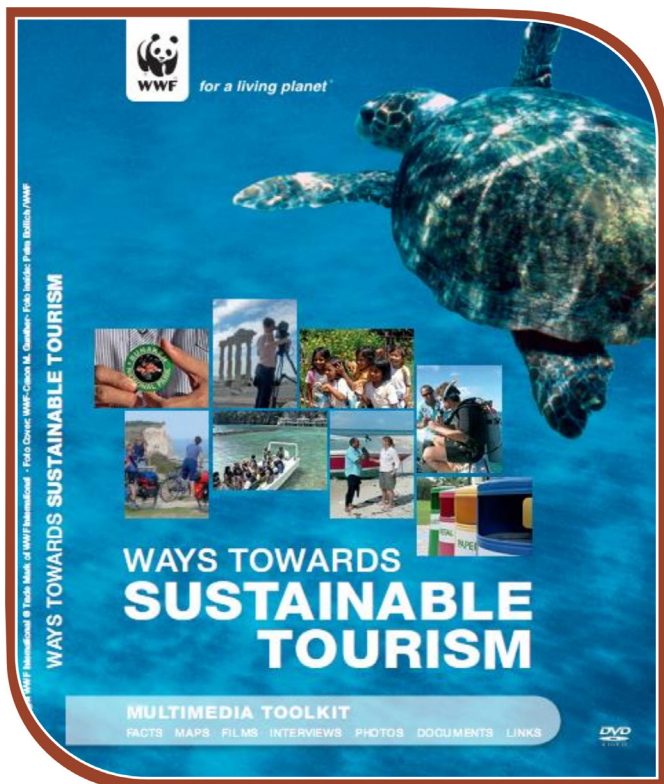
OBJECTIVES

The Multimedia Toolkit "Ways towards Sustainable Tourism" presents in-depth information on five best practice examples in marine and coastal areas. Marine and coastal areas are often particularly affected by inappropriate or unplanned tourism development. Thus, key stakeholders show how they dealt successfully with different challenges such as waste and sewage management, funding for nature conservation and livelihood improvement, protected areas management, certification of tourism products and cross-national cooperation on tourism-related topics. The DVD offers a wide range of graphic and audiovisual media to deliver first-hand experiences from the real world to the user:

- Fact Sheets presenting the basic information on the best practice project
- Short documentaries providing a concise overview of the main achievements with respect to sustainable tourism development
- Front actors underlining their motivation in short interviews and add hands-on experience
- Maps and slide shows illustrating the specific conditions and processes
- Documents and Internet links complementing the presentation of each project and lead to further information sources

TARGET GROUPS

The WWF Multimedia Toolkit "Ways towards Sustainable Tourism" addresses different stakeholders in the tourism business. Tourism industry, tour operators, protected areas management, local and national communities, non-governmental organisations as well as local stakeholders can profit from the best practice examples to create their own ideas how to implement more sustainability in their destinations.



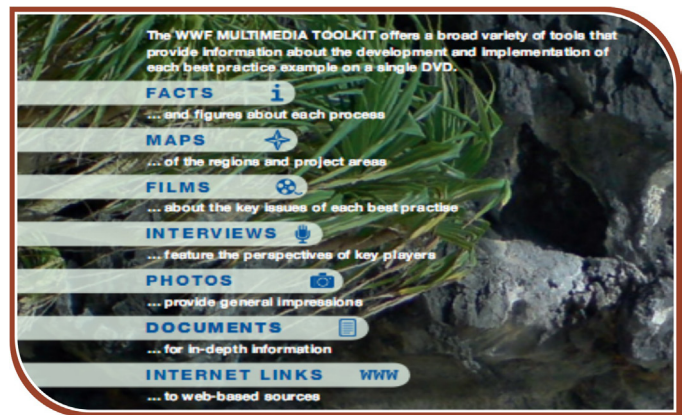
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BEST PRACTICE

WWF created this Multimedia Toolkit to portray successful marine tourism projects from around the world that can easily be adopted by other destinations. The best practice projects presented on the DVD are:

- **Networking for high quality nature experience to achieve guest satisfaction on the island of Ruegen (Germany)** has lead to a variety of environmental information tools and a certified quality label.
- **Waste and sewage management in a mass tourism destination in side (Turkey)** shows how international and national private sectors found solutions for better environmental practises.
- **Visitor fee for marine protected areas provides profit for nature and people on Bunaken island (Indonesia)** and raises support for the national park.
- **Private resort investors initiate nature conservation and livelihood improvement in El Nido (Philippines)** has achieved stakeholder-based enforcement and inter-sectoral collaboration.
- **Creation and implementation of cross-national voluntary standards for marine tourism in Belize (Mesoamerican Reef)** was achieved through innovative web-based participation.



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