



THE GLOBAL PARTNERSHIP FOR  
**SUSTAINABLE TOURISM**

**Building Sustainable Tourism **Worldwide****  
***Fostering Partnerships Through***  
***the Common Language of Sustainability***

*Sustainable Management of Culture & Art Tourism*

**Euromeeeting X**

Florence, Italy

May 18-19 2012

Coordinating Office

c/o UNEP DTIE

15 rue de Milan, Paris 75009

[www.GlobalSustainableTourism.com](http://www.GlobalSustainableTourism.com)



## Global Partners

### More than 80 Partners Worldwide



Liberté • Égalité • Fraternité  
RÉPUBLIQUE FRANÇAISE



UNEP



## Composition

[www.GlobalSustainableTourism.co](http://www.GlobalSustainableTourism.co)



## About the Global Partnership

### MISSION

**To transform the way tourism is done worldwide, by promoting sustainability through clear policies, successful projects and the sharing of knowledge and experience.**

### VALUE STATEMENT

- **Convening Power:** Bringing together tourism stakeholders in the public & private sector, NGOs, UN agencies and donors
- **Results-based Project Implementation:** monitoring and evaluating projects, endorsing the most innovative and transformative for seed funding and eventually for donor funding
- **From Knowledge to Solutions:** access to be best available knowledge, solutions and training

## Global Partnership: Focus on 7 Themes



**Support of effective  
policy frameworks  
and good  
governance**



**Preservation of the  
cultural and natural  
heritage**



**Climate change  
adaptation and  
mitigation**



**Promotion of  
sustainable tourism  
to alleviate poverty**



**Adoption of sustainable  
management practices by  
the private sector**



**Integration of  
sustainability  
factors into  
financing and  
investment  
decisions**



**Protection of the  
environment and  
biodiversity**



# Common Language of Sustainability

## 3 Pillars

Social/Cultural

Environmental

Economic

## Design & Execution

**Clear Sustainable Tourism Policy**

**Strategy**

**Action & Results**

**Action & Results**

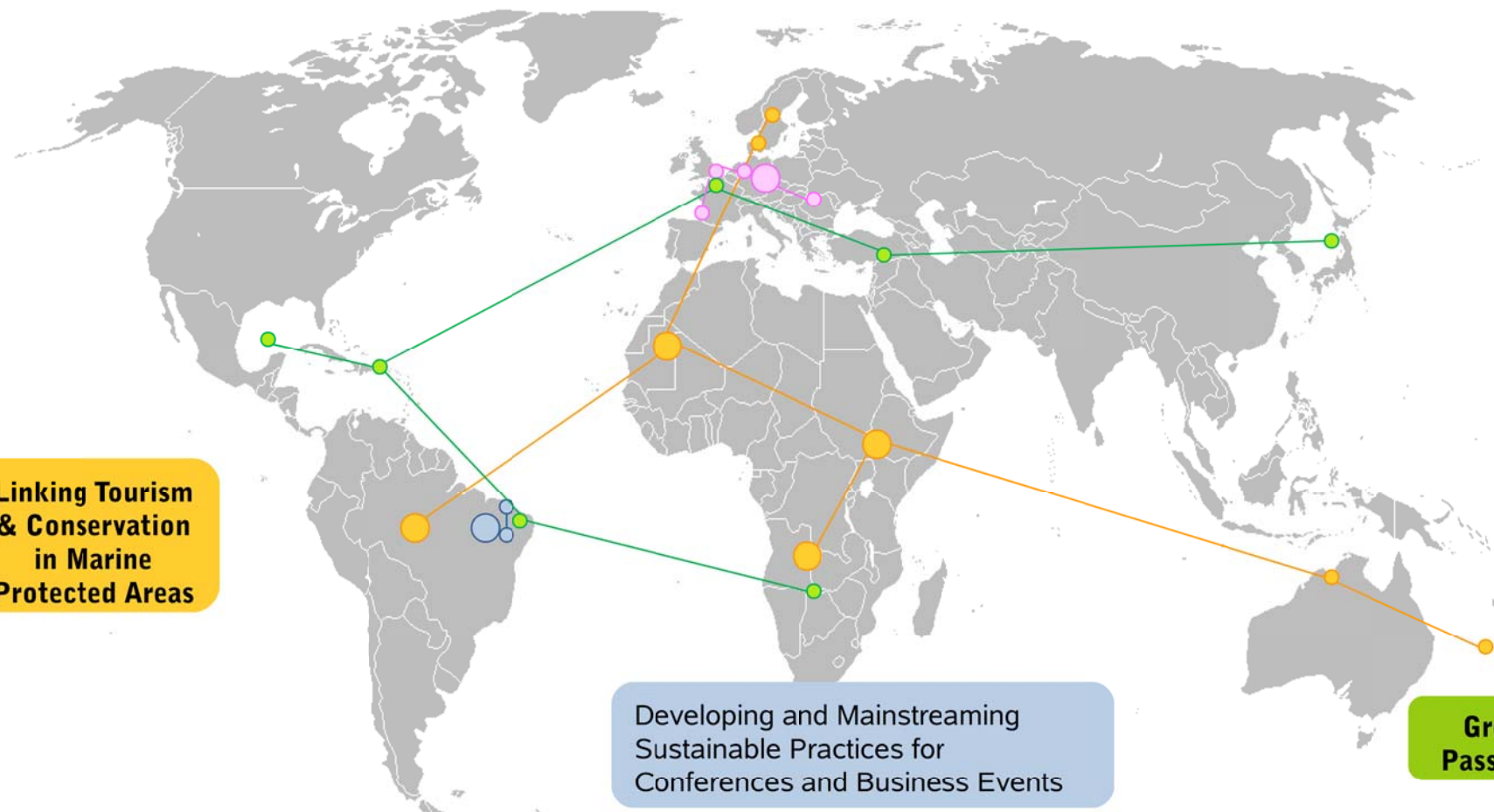
# Scaling up Innovative Projects

**Hotel Energy  
Solutions**

**Linking Tourism  
& Conservation  
in Marine  
Protected Areas**

**Developing and Mainstreaming  
Sustainable Practices for  
Conferences and Business Events**

**Green  
Passport**





# Socio-Cultural Sustainability

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- Fourth level
- Fifth level

North-South Cooperation:

- ✓ Awareness Raising
- ✓ Socio-Cultural Values
- ✓ Responses to threats to heritage: human, natural



Near This Spot Rest the Remains of Fourteen Soldiers  
And one Married Woman  
of the 36<sup>th</sup> Regiment who were killed  
by the destruction of the Barracks and Hospital during  
The awful visitation of the hurricane  
August 11<sup>th</sup> 1851

This Monument is erected By the Non Commissioned Officers  
and privates of the same Corps  
as a tribute to the memory of  
To the Memory of the Departed Comrades  
Peace to their Remains





# Expertise & Knowledge

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## Valuing Heritage Assets:

- ✓ Testimony of History
- ✓ Artistic Achievement
- ✓ National treasures
- ✓ Linkages to tourism



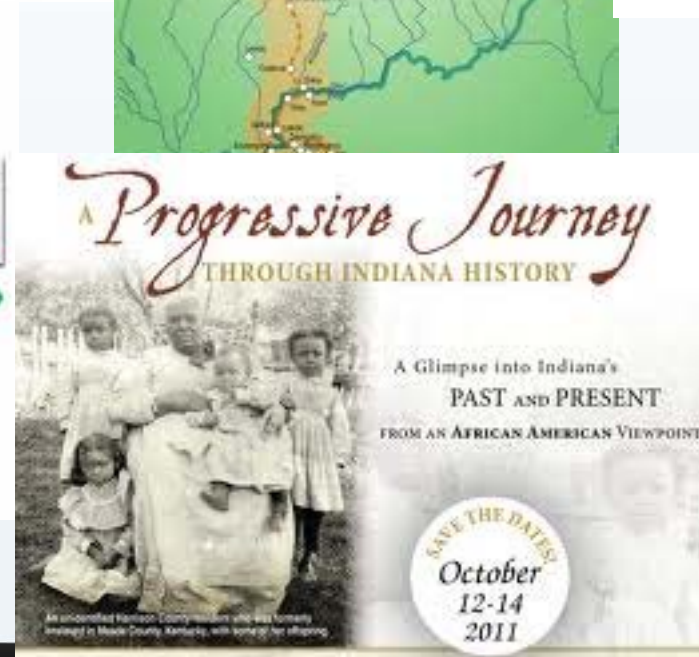


# Practical Action – Innovative Projects

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Photos:  
Google Images



# Sustainable Management: Heritage Assets

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- Third level
- Fourth level
- Fifth level

Grazie