Building Sustainable Tourism **Worldwide**

**Fostering Partnerships Through**

**the Common Language of Sustainability**

*Sustainable Management of Culture & Art Tourism*

Euromeeting X

Florence, Italy

May 18-19 2012

Coordinating Office
c/o UNEP DTIE
15 rue de Milan, Paris 75009
www.GlobalsustainableTourism.com
Global Partners

More than 80 Partners Worldwide

Composition

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

1. Support of effective policy frameworks and good governance
2. Preservation of the cultural and natural heritage
3. Climate change adaptation and mitigation
4. Promotion of sustainable tourism to alleviate poverty
5. Adoption of sustainable management practices by the private sector
6. Integration of sustainability factors into financing and investment decisions
7. Protection of the environment and biodiversity
3 Pillars

Design & Execution

Clear Sustainable Tourism Policy

Strategy

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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Second level
- Third level
- Fourth level
- Fifth level

North-South Cooperation:
- Awareness Raising
- Socio-Cultural Values
- Responses to threats to heritage: human, natural
Valuing Heritage Assets:
- Testimony of History
- Artistic Achievement
- National treasures
- Linkages to tourism
Sustainable Management: Heritage Assets

- Second level
  - Third level
    - Fourth level
    - Fifth level

Grazie

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