



**TOUR OPERATORS INITIATIVE**  
FOR SUSTAINABLE TOURISM DEVELOPMENT

## Activity Report 2009

### BRIEF OVERVIEW OF MAIN ACTIVITIES AND PROJECTS

At the beginning of 2009, the Tour Operators' Initiative for Sustainable Tourism Development (TOI) conducted a first field visit and had meetings with tourism stakeholders aimed at identifying key priorities to advance sustainable tourism in the ***Andaman Sea Coastal area***, Thailand (particularly *Phuket, Khao Lak* and *Krabi*), and held discussions with the UNWTO Consulting Unit Bonn for Biodiversity and Tourism Development on how to prevent unplanned tourism development in *Koh Khao Island*.

The TOI contributed to three **publications**, ranging from the role of the tourism industry in a multi-cultural world, to the relation among tourism development, biodiversity conservation and poverty reduction policies, and the integration of climate protection measures into CSR strategies.

TOI's inputs were included in the final policy paper negotiated at the ***Fifth Meeting of the International Taskforce for Sustainable Tourism Development (GTI-DTD)***, held in Marrakech, Morocco, 20 to 22 April 2009, to be presented at the 18<sup>th</sup> session of the UN Commission on Sustainable Development (CSD) in 2010. Among the thematic issues to be addressed by the CSD Review Session are Transport; Chemicals; Waste Management (Hazardous and Solid Waste); Mining; and 10 Year Framework of Programmes on Sustainable Consumption and Production Patterns.

***NES Travel*** joined the TOI in June 2009. Founded in the year 1998, this Turkish tour operator offers tailored tours – mainly cultural and adventure packages. Since 2002, NES Travel strongly committed to sustainable tourism and developed a sustainable tourism policy.

In 2009 the Tour Operators' Initiative also became member of the ***Tourism Emergency Response Network (TERN)***, a network of the leading tourism associations of the world, managed by the UNWTO Risk and Crisis Management Section. Main aim is to help improve the well-being of travellers and mitigate the impacts of natural and man-made disasters on tourism. United Nations' concerned entities are also active members of TERN, which also plays a prominent role in UNWTO's portal SOS.travel designed to serve travellers and industry partners alike as the one-stop shop emergency platform.

Andreas Müseler (REWE Touristik) is the new Chairman of the TOI. He was elected during the TOI Annual General Meeting, held in London on 9 November 2009. Dr. Tom Selännemi (Aurinkomatkat), who served as Chairman of the TOI for the past 7 years, was re-confirmed in the Board. Vice-Chairman is Michel Lemay, Transat. Dr. Klaus Dietsch from Sudiosus and Matthias Leisinger from Kuoni were also elected in the Board. TOI Members paid tribute to Dr. Selännemi and expressed unanimously appreciation for his excellent chairmanship and his continuous efforts and tireless work in support of TOI's mandate. In closing the meeting, Dr. Selännemi welcomed the chairmanship of Mr. Müseler and said he strongly felt that the TOI would be "in good hands to successfully start its second decade".



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### I. COOPERATION WITH DESTINATIONS

After the TOI/WWF/MARTI Workshop in Playa del Carmen (**Mexico**) on Building Partnerships for Sustainable Tourism Business and Biodiversity Conservation, on 25 June 2008, in which key stakeholders and tourism source markets had actively participated, TOI and WWF agreed to join forces to achieve the following goals in **Riviera** and **Costa Maya**:

- Supporting the adoption of **Good Environmental Practices** by hotels, which represents a way to help hotels achieve a reduction in potable water consumption and in solid waste generation, and realize the related cost savings. The Mesoamerican Reef Tourism Initiative (MARTI), a joint Initiative of Conservation International and Amigos de Sian Ka'an, was identified as the local project partner
- Improving **tourism planning** and particularly advancing practices and legislation to protect the environment in the construction and management of tourism facilities

Four hotels and resorts sub-contracted by TOI member companies joined in 2009 the MARTI programme (**Catalonia Playa Moroma; Catalonia Tulum; Sandos Caracol; and Sandos Playacar**).

The TOI/WWF project has *inter alia* led to the development of a **Mexican Official Norm** with the provision of rules for Siting, Design and Construction practices at the Yucatán Peninsula. The text of the norm was approved by the National Technical Committee on Normalization and is currently under approval of the Chamber of Deputies.

In 2009, field trips and meetings with key stakeholders helped TOI and WWF identify the following ways to advance sustainable tourism in the **Andaman Sea Coastal area (Thailand)**:

- Improving **waste water treatment**
- **Training** resorts' and hotels' staff

- Ensuring that **fragile areas** are declared protected

Workshops with the active participation of UN entities, local stakeholders and NGOs to tackle **children's sexual exploitation** are also being organized.

A parallel project with the UNWTO Consulting Unit Bonn for Biodiversity and Tourism Development in *Koh Khao Island* to prevent unplanned tourism development is being developed.

A third destination in the **Mediterranean region** will be soon identified.

### II. SPREADING THE WORD ON SUSTAINABILITY

In 2009, the Tour Operators' Initiative has contributed to:

- The *UN Alliance for Civilizations and UN Global Compact **Good Practice Guide on Doing Business in a Multicultural World*** (with individual contribution of TUI Travel PLC, Kel 12 and TLB Destinations) that was launched at the 2<sup>nd</sup> Alliance of Civilizations Forum, held in Istanbul, Turkey, on 7 April 2009
- The *Convention on Biological Diversity (CBD) **Good Practice Guide on Tourism for Nature and Development***, published in November 2009. This guide aims to provide stakeholders (mainly government officials, decision makers and development agencies related to tourism at the local, national, regional and global levels) with practical examples on ways to plan tourism activities with a more biodiversity friendly approach, given the unique value biodiversity conservation add to tourism
- The *Ecumenical Coalition on Tourism (ECOT) and EED Tourism Watch Handbook on **Disaster Prevention in Tourism - Climate Justice and***



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**Tourism** (particularly to the chapter on *Incorporating climate protection measures into CSR strategies*) – with individual contributions of Aurinkomatkat; Kuoni; REWE Group; Studiosus; TUI Travel PLC. This handbook was launched during the **United Nations Climate Change Conference** held in Copenhagen (Denmark), 7 to 18 December 2009.

The TOI has also organized and participated in many **meetings and events**, such as:

- **TOI strategic meeting**, Cologne, Germany, 29 January 2009
- First **TOI/WWF field visit and meetings with tourism stakeholders (Andaman Sea Eco-region project)**, Phuket, Kao Lak, Krabi (Thailand), 4 to 7 February 2009
- **TOI/WWF Core Group meeting**, Berlin, Germany, 12 February 2009
- **Sustainable Tourism Roundtables** - Reisepavillion Fair 2009, Munich, Germany, 27 February 2009
- **Panel on "Challenges and solutions"** - Corporate Social Responsibility (CSR) Day, Berlin, Germany, 12 to 13 March 2009
- **The Code Annual General Meeting 2009**, Berlin, Germany, 14 March 2009
- **Meeting with the UNWTO Consulting Unit Bonn for Biodiversity and Tourism Development** (Andaman Sea Eco-region Project), Bonn, 27 March 2009
- **TOI Board members meeting and TOI strategic meeting**, Paris, France, 2 to 3 April 2009
- **V Meeting of the International Taskforce for Sustainable Tourism Development (GTI-DTD)**, Marrakech, Morocco, 20 to 22 April 2009
- **World Heritage Congress**, Hallstatt (Austria), 3 to 5 June 2009
- **TOI/WWF Core Group meeting**, Madrid, Spain, 11 August 2009
- **Workshop on Travel and Tourism under Pandemic Conditions**, Madrid, Spain, 26 to 27 August 2009, organized by the UNWTO Risk and Crisis Management Section
- **TOI Board members meeting and TOI strategic meeting**, Munich, Germany, 5 to 6 October 2009
- **Panel discussion on Consumer behaviour vis-à-vis sustainability and the economic downturn** (European Tourism Forum 2009), Brussels, Belgium, 9 October 2009
- **TOI Annual General Meeting** (TOI AGM), London, UK, 9 November 2009
- **TOI/WWF Core Group meeting**, London, UK, 10 November 2009
- **TOI/WWF meetings with tourism stakeholders** (Andaman Sea Eco-region project), Phuket, Kao Lak, Krabi, Koh Khao Island (Thailand), 8 to 14 December 2009

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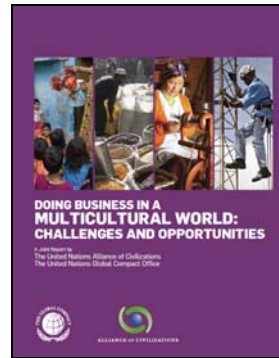


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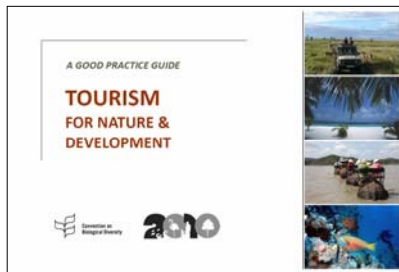
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[Mr. Andreas Mueseler, TOI Chairman and REWE Sustainability Manager, at the UNWTO Workshop on Travel and Tourism under Pandemic Conditions, Madrid, 26 to 27 August 2009]



[UN Alliance for Civilizations and UN Global Compact Good Practice Guide on Doing Business in a Multicultural World]



[Convention on Biological Diversity (CBD) Good Practice Guide on Tourism for Nature and Development]

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