

# Sustainable Tourism

## Our Environment Our Life

Workshop Proceedings



November 28-29, 2006 - Al Bayda, Libya

With the financial support of the Embassy of Switzerland in Libya



The views expressed in this publication do not necessarily reflect those of the Environment General Authority of Libya, IUCN Centre for Mediterranean Cooperation, WWF Mediterranean Programme Office, or the Regional Activity Centre for Cleaner Productions of UNEP MAP.

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of Nature and Natural Resources

Proceedings of the  
Workshop on Sustainable Tourism

Al Bayda, Libya

November 28-29, 2006

Organized by:

Environment General Authority of Libya  
IUCN Centre for Mediterranean Cooperation  
WWF Mediterranean Programme Office  
Regional Activity Centre for Cleaner Productions of UNEP MAP



## **Table of contents**

<i>Foreword by Environment General Authority of Libya.....</i>	<i>i</i>
<i>Foreword by IUCN Med and WWF MedPO.....</i>	<i>ii</i>
<i>Background.....</i>	<i>1</i>
<i>The Al-Bayda Sustainable Tourism Workshop.....</i>	<i>4</i>
<i>Summary of discussions .....</i>	<i>5</i>
<i>Workshop conclusions .....</i>	<i>8</i>
<i>Workshop presentations.....</i>	<i>11</i>
<i>Annex I – Agenda .....</i>	<i>36</i>
<i>Annex II – Specific aims of each session .....</i>	<i>39</i>
<i>Annex III – List of participants .....</i>	<i>41</i>

## Foreword by Environment General Authority of Libya

Under the framework of the recently signed memorandum of cooperation between Environment General Authority (EGA), Regional Activity Centre for Specially Protected Areas (RAC/SPA), IUCN The World Conservation Union and World Wide Fund for Nature (WWF), concerning collaborating in achieving several conservation targeted actions in the Libyan Arab Jamahiriya, this workshop on sustainable tourism was our first joint initiative, in a list of other initiatives including:

- Setting a Working program to establish marine protected areas along the Libyan long pristine coastline
- Development of a national strategy and working programme to protect marine turtles
- Development of a national strategy on waste management
- Development of EGA capacity in raising public awareness.

EGA is the sole Libyan institution dealing with environmental and conservational issues, established by the General People's committee decree in 2000. EGA serves as a consulting research and regulatory body that aims to fulfill Libyan commitments towards regional and international conventions, to set programmes for a wise and sustainable use of natural resources, and to protect the Libyan environment contributing to regional and international efforts in this field.

This workshop on sustainable tourism was held in the city of Al-Bayda, from 28 to 30 of November 2006, after the noticeable increase on tourism activities in the country. For the last four decades, oil revenues has been the main source of national income, however the unspoiled historic and cultural heritage of Libya constitutes a huge attraction for the increasing number of tourists from around the world, that come and discover this less known destination. Nevertheless, mass tourism would have severe consequences on the quality of tourist sites (historic, natural or cultural). This is why a national strategy should be set to foreview and plan to answer to what Libya needs (quality and not quantity tourism) and tourist expectations and while protecting our natural habitats from its irreversible destruction.

The tourism sector in Libya is aware of these consequences and facts. The People's Secretary of Tourism and the National Authority of Tourism Development have therefore participated very actively in the preparation of this workshop, together with the two authorities working closely with EGA on Environmental Impact Assessment studies, and investment and projects related to tourism.

This workshop was a significant step in presenting other Mediterranean experiences in tourist planning, and the best way to draft a national strategy for sustainable tourism and nature conservation, where tourism moves forward in harmony with conservation.

Finally, I would like to present my sincere thanks to our friends in WWF, IUCN and RAC/SPA for their efforts in organizing this event, not forgetting the huge assistance provided by the Tourism General People's Committee and EGA staff (the preparatory committee) to make this idea a reality. Also, I would like to thank the participants (local and international) and special thanks to the University of Omar Al-Mokhtar for hosting the workshop and facilitate its success.

**Abdulhakim Rajab ELWAER**

**Secretary of Libyan Environment General Authority**

## **Foreword by IUCN Centre for Mediterranean Cooperation and WWF Mediterranean Programme Office**

In 2006, IUCN Centre for Mediterranean Cooperation (IUCN – Med) and WWF Mediterranean Programme Office (WWF MedPO) committed, by signing a Memorandum of Cooperation with the Environment General Authority of Libya, to establish a partnership aimed at supporting EGA in its efforts towards the conservation of Libyan biodiversity.

One of the first actions jointly undertaken has been the organization of the Workshop on Sustainable Tourism, in Al Bayda.

We have been very pleased to provide the technical and financial support to this event by preparing an agenda which included not only international agencies such as the UN Environment Programme and UNESCO, but also technical experts with diverse but comparable experiences in addressing key sustainability issues related to tourism development. These experts have successfully shared their field experiences in integrating conservation in tourism in countries with cultural and natural similarities with Libya.

Organizing this workshop has been for all of us an enriching experience, both from the human as well as technical point of view. One of the most crucial things we learned, thanks to this Workshop, is the passion that permeates the Libyan people for the conservation of their natural and cultural heritage.

We firmly believe that this Workshop is only the first step in a long term cooperation focusing on many crucial topics, including the promotion of sustainability in tourism development.

In particular, we believe that in Libya there are all the conditions for taking the key steps for a successful integration of environmental, social, economic aims into its national sustainable tourism policy, and for ensuring that the aspirations and ambitions of local communities are fully respected. All opportunities exist for linking the national tourism policy to Libyan natural and cultural assets, supported also by a national system of protected areas and national parks as a key asset for the national sustainable tourism policy. A tourism policy in which environmental social and economic aims are fully integrated and that it is effectively implemented regulatory, planning, economic and voluntary tools will also provide the enabling conditions for the national and international tourism service providers to meet their environmental commitments

We would like to thank all the participants who have contributed with their attendance and their presentations. The Workshop has been successful thanks to their commitments and passion. We specially acknowledge the contribution of Sara Casagrande and we offer her family our sincere condolences

**IUCN-Med**

**WWF MedPO**

## Background

Libya is party to many relevant International Conventions and Agreements related to the conservation of marine resources. Amongst them, on July 12, 2001, Libya ratified the Convention on Biological Diversity (CBD). The Convention highlights the need to promote ocean conservation by:

- Maintaining the productivity and biodiversity of important and vulnerable marine and coastal areas, including in areas within and beyond national jurisdiction;
- Encouraging the application of the ecosystem approach by 2010 to ocean and fisheries management; and
- Developing and facilitating the use of diverse approaches and tools, as well as the establishment of Marine Protected Areas (MPAs) consistent with international law and based on scientific information, including representative networks by 2012.

Libya has also contributed to the drafting of the Strategic Action Programme for the Conservation of Biological Diversity (SAP BIO) in the Mediterranean Region and the Protocol concerning Specially Protected Areas and Biological Diversity in the Mediterranean (SPA/BD) (Barcelona, 1995). During the Thirteenth Meeting of the Contracting Parties to the Barcelona Convention (Catania, November 2003), it has been stated that the Western and Eastern Regions of the Mediterranean Sea are priority for the second stage of implementation of the SAP BIO.

Libya's National Report drafted within the SAP BIO has identified some of the major problems and/or gaps in the designation, establishment and management of new marine and/or coastal reserve areas. The Report highlights the lack of the basic information required to design, implement and maintain MPAs: that is, where to establish multiple use MPAs; how to design MPAs and locate specific sites within them; how to establish regulations and effectively manage MPAs to meet their objectives; and how to monitor and decide whether goals are being met, including benefit valuation; proposals for new marine and coastal protected areas and/or national parks (location, size, vegetation, fauna, threats, socio-economic importance, legislative protection, etc.). The Report underlines also the lack of a legal framework, as well as policies and conservation tools, to designate and manage the MPAs.

Nevertheless, under the SAP BIO, Libya has committed to develop and implement the following National Action Plans:

### *National Action Plan on proposed new marine and coastal protected areas and national parks*

Objectives:

- To propose a legal framework to enhance MPAs establishment
- To run pilot tests of policies and actions in pre-selected areas
- To select new sites.

### *National Action Plan for the conservation of marine turtles and their habitats in Libya*

Objectives:

- To develop and enforce *ad hoc* regulations
- To establish a national management, research and monitoring programme



- To establish marine turtle protected areas
- To promote education and capacity building
- To conduct public awareness and information programmes
- To strengthen regional and international cooperation.

Since 1995, Libya has also been a State member of IUCN The World Conservation Union through its Environment General Authority (EGA). IUCN has collaborated with EGA on a range of initiatives including biodiversity assessments and propagation and management of medicinal plants and has participated in regional Red List assessment workshops. IUCN signed a Memorandum of Cooperation with the Mediterranean Action Plan in November 2005 that laid out areas for collaboration between 2006 and 2009 and nominating Regional Activity Centre for Specially Protected Areas (RAC/SPA) as the focal point for coordination of joint activities. The IUCN Centre for Mediterranean Cooperation is the focal point for the Barcelona Convention. IUCN provides technical support to Protected Areas networks through the World Commission on Protected Areas (WCPA), and on legal issues through the Commission on Environmental Law (CEL). Additional support is available from the IUCN West Central Asia and North Africa WESCANA office based in Amman, Jordan.

In 1998, the Mediterranean Programme Office of the World Wide Fund for Nature (WWF MedPO) conducted a Mediterranean Marine Gap Analysis, which identified 13 key marine and coastal areas for biodiversity in the Mediterranean where there is an urgent need for new reserves and changes in coastal management practices. In the report, WWF placed the coast of the Western and Eastern Regions of Libya among the "last 10 paradises" in the Mediterranean. However, these areas may easily join the ranks of the "lost paradises" without proper protective measures: urban sprawling, unregulated industrial, agricultural and mass tourism development and intensive fishing activities pose mounting threats on these fragile marine and coastal ecosystems.

In July 2004, EGA and the Marine Biology Research Centre (MBRC) of Tajura (Libya), together with WWF MedPO, carried out the first rapid biodiversity assessment of the coastal area of the Eastern Region of Libya. The survey revealed not only that long stretches of this coast are granted with outstanding biodiversity and unique environmental values (including nesting ground and feeding habitats of important endangered marine species, such as sea turtles and monk seals), but that they are still almost pristine and undisturbed. This is a unique situation in the context of the Mediterranean basin. However, the complete lack of solid waste management systems and waste water treatment plants, the mounting urban sprawling, the uncontrolled extraction of sand from the beaches for construction purposes, the intensive fishing activities (bottom trawling, use of explosives, etc.) and the development of mass tourism are undermining the quality of the coastal waters and shores.

Urgent action is therefore needed to establish a representative system of Coastal and Marine Protected Areas. In particular, EGA and WWF MedPO have identified two areas of special environmental interest, between Al Dressia (Tulmaythah) and Qasi ad Disah and between Darnah, Sidi Awn and Ras At Tin, where core MPAs could be developed and linked by extensive buffer zones, where certain human activities, such as sustainable tourism, artisanal fishing and - with the necessary precautions - aquaculture, could be allowed.

In September 2005, EGA, MBRC and WWF MedPO co-organized a National Conference on "Marine Protected Areas and Sustainable Human Development in the Eastern Region of Libya" to present the findings of the rapid biodiversity assessment. All relevant local authorities, international organizations, such as UNEP/MAP, RAC/SPA, IUCN, UNDP, and several Governmental Aid Agencies attended the Conference. The Conference conveners recommended the Libyan authorities to follow up their international commitments and national plans for the conservation of biodiversity by launching an initiative for the creation of a system of Marine and Coastal Protected Areas along the coast of Libya, in a context of Integrated Coastal Area Management, to function as the basis for the conservation of biodiversity, sustainable development of fisheries and tourism and rural development. Moreover, the Director of EGA expressed the interest in co-organizing a training workshop on sustainable tourism, addressing relevant Libyan institutions and authorities, to prevent flawed investments and ensure a more responsible development of tourism along the coast.

Therefore, in early 2006, EGA, UNEP MAP RAC/SPA, IUCN (represented by IUCN-Med) and WWF MedPO signed a Memorandum of Cooperation aimed at supporting Libya in undertaking several actions relative to biodiversity conservation. Within this context, a biannual work plan has been established by the Parties. The agreed work plan for 2006-2007 has the following objectives:

1. Launching the process for creating two marine and coastal protected areas
2. Strengthening the legal framework for environment preservation in Libya
3. Compiling an inventory of marine sites of conservation interest and elaborating a programme for establishing a national network of marine and coastal protected areas - criteria for site identification
4. The promotion of sustainable tourism
5. The development of a national strategy on waste management

The Sustainable Tourism Workshop organized in Al Bayda, was therefore convened as part of the above mentioned cooperation agreement and represented the first steps toward the execution of the 2006-2007 workplan.

## The Al-Bayda Sustainable Tourism Workshop

The Environment General Authority of Libya, the IUCN Centre for Mediterranean Cooperation, the WWF Mediterranean Programme Office and the Regional Activity Centre for Cleaner Productions of UNEP MAP jointly convened the "Sustainable Tourism Workshop", on November 28-29, 2006, in Al Bayda (Libya).

The Workshop aimed at building a platform upon which all tourism related authorities and stakeholders at national, regional and local levels could formulate an inter-agency plan for the development of a sustainable tourism strategy for Libya. This plan focused on tourism management in marine coastal areas and archaeological sites.

The objectives of the Workshop were to:

- Inform officials and practitioners of relevant Libyan authorities on sustainable tourism issues, with a special regard to the links between natural and cultural resources conservation and tourism development;
- Provide an overview of approaches and tools for sustainable tourism planning and management;
- Share experiences and lessons learnt in linking tourism development and biodiversity conservation in the Mediterranean, which constituted the baseline information for group discussion;
- Assess the needs of the relevant authorities in heritage and natural tourism management;
- Formulate priorities for action in view of the development of a national sustainable tourism strategy in Libya.

To achieve these aims, the workshop was structured as a sequence of four separate but interlinked sessions addressing:

1. Session 1: LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION: THE LIBYA EXPERIENCE AND INTERNATIONAL PERSPECTIVES, addressing the current policy context in Libya and the region
2. Session 2: MAKING TOURISM MORE SUSTAINABLE: PROCESSES AND TOOLS, addressing the elements and processes for developing and implementing a sustainable tourism policy
3. Session 3: NATURE CONSERVATION: WHAT OPPORTUNITIES FROM TOURISM?, addressing the synergic links between conservation of natural and cultural heritage and a thriving tourism industry
4. Session 4: THE ROLE OF THE PRIVATE SECTOR, addressing the role that the private sector can play in promoting sustainability in tourism and linkages with public policies

A final session was dedicated to facilitate discussion among all participants in order to generate key workshop outputs for action in promoting sustainable development in the Libyan tourism development strategy.

## Summary of discussions

The various presentations stimulated numerous questions and lively debate. People with different backgrounds exchanged ideas and useful suggestions regarding the specific themes of the four sessions. On the basis of these discussions, suggestions for the development of Sustainable Tourism in Libya were then presented by participants during the conclusive part of the workshop.

The comments and feedback triggered by presentations have been organized by themes.

### Enhancing the exchange of existing information among different public and private organizations of Libya

Sharing knowledge was perceived as a crucial first step by many participants. People expressed this need during the final discussion and also after the preliminary overviews of the Libyan Arab Jamahiriyan strategies and future plans, reported by Abdulhakim Hakim Elwaer, Secretary General of the Environment General Authority and Ammar M. Altayef, Secretary General of the General People's Committee of Tourism (GPC Tourism) together with Muftah Sagar, Head of the Studies Planning and Training Office GPC Tourism. In particular, two main themes were highlighted:

- The development plan of future tourist activities in Protected Areas (PAs) was considered a sensitive topic. A greater effort was requested to increase the transfer of information from GPC Tourism strategies to other involved parties.
- In order to develop future strategies and projects, it should be mandatory to disseminate pre-existing information regarding natural and cultural resources. Researchers and professors from the University, tour operators and institutional representatives are aware of the great treasures that Libya can offer. Nevertheless, difficulties in obtaining access to certain information might retard the creation of new initiatives. More specifically, the presentations on PAs and flag species (Abdulmaula Hamza, EGA, Ameer Abdulla for Steve McCool, IUCN and Peter Dogse MAB/UNESCO) aroused the interest of tour operators' in the resources present in the Libyan PAs; and the dissemination of the most representative spatial data was requested by the national and international community after the presentation of Osama Shalouf, EGA.

### Increasing awareness on the consequences of tourism development

Participants, during the opening discussions, highlighted several problems linked to the development of a new tourism industry, although it was not possible to have an exhaustive discussion. In particular it was noted that:

- Uncontrolled access for private and/or foreign investors is a cause of alarm for many local participants, who were worried about the possible negative consequences related to the development of mass tourism in Libya.
- New infrastructures, services for people, recreational activities imply heavy pollution effects. Effective design and management are required to deal with these consequences.
- Tourists have a high social impact on the local residents. The direct effects of the inauguration of a new destination may include property selling, the transformation of professions and activities, or the loss of local and traditional knowledge. Consequently, a participatory approach has to be employed in planning new projects in order to achieve sustainability.

- National legislation alone is not capable of accomplishing all tasks related to conservation. Initiatives should be initiated at a local level and local municipalities should be involved in the protection of fragile and valuable sites.

#### Supporting new investments in tourism

Throughout the workshop, issues related to tour operators and private investors were discussed. In particular, Sara Casagrande, KEL12 and Virginia Alzina, UNEP RAC/CP presentations generated interesting comments. In addition, the case studies presented illustrated the relationships between private sector and conservation issues in Arab and Mediterranean countries; in particular, Arab Hoballah, UNEP DTIE; Atila Uras, UNDP; Qusay Ahamad, UNDP Jordan; Ahmed Hassan, PA Consulting Egypt; Tony Ellul, MEPA Malta; Georgios Paximadis, WWF Greece; Giuseppe Notarbartolo di Sciarra, Tethys Research Institute, referred to these relationships in their presentations. The follow up discussion highlighted that:

- To facilitate and regulate the launch of new foreign and local investments, strengthening and guaranteeing collaboration among institutions at a national level were strongly recommended.
- Establishing cooperation and partnerships between governmental institutions and the private sector, together with a strong and effective legislation, are the only instruments to prevent uncontrolled, unsustainable growth and the monopoly of the tourist industry.
- Clear rules are not perceived as a constraint by private investors, on the contrary they facilitate the beginning of new initiatives.
- Although it may be necessary to face fierce competition to ensure shared benefits, destinations should compete and promote their own market and identity.
- Understanding what type of tourism resources a country can offer, i.e. its products, is crucial in developing a clear long-term strategy.
- Local visitors and tourists have a great impact on archeological sites and pristine areas. In order to reduce potential damages and the impact of tourists, training activities on surveillance for the local staff of tour operators have to be planned.
- The diversification of tourist products according to different seasons has to be taken into account in order to avoid a dramatic drop in low season.

#### Improving the sustainability of tourism development

- There is a need for increasing the production of scientific research related to Libya in order to generate specific reliable information and socio/bio-indicators.
- Enhancing the number and the quality of Environmental Impact Assessment studies for every new project can minimize the impact on cultural heritage and wildlife.
- Adequate policies and planning are difficult to achieve in the tourism sector without baseline information of Libyan resources. Dedicated institutions should be established to work towards the creation of information databases of Protected Areas, natural resources, historical and cultural heritages.
- The use of a Geographical Information System (GIS) and the acquisition of spatial and digitized data to develop the use of this technique in Libya are crucial for the sustainability of future projects. GIS would also be useful for more effective monitoring of natural and cultural resources.

- Planning from the outset of using ecolabels certifications is strongly recommended for the tourism industry.
- Many delegates, in particular from local organizations, indicated that special attention should to be given to the target market of national and Arab tourists for future tourist development.

General feedback on the workshop

Several comments were also made in relation to the structure and content of the workshop itself. Compliments on the general organization and management of the meeting were presented to the organizers. However, University representatives complained about the lack of contributions from local researchers and professors as a result of not being informed in advance of the meeting. Overall, participants suggested increasing the number of similar meetings, and indicated that the workshop was a good opportunity to develop innovative ideas and share knowledge.

## Workshop conclusions

The second afternoon was dedicated to a discussion over all the issues and comments raised during the workshop. The main suggestions proposed by participants during the facilitated discussion are reported below.

### Establish a cooperative arrangement:

1. Strengthen inter-ministerial and inter-sectorial integration.
2. Enhance relationships between private and public sectors dealing with tourism.
3. Ensure communication between public authorities and the private companies investing and operating in the tourism sector (with support from the academic community and international organizations).
4. Ensure information exchange between local institutions and local tourism service providers on environmental issues.
5. Promote involvement of the academic community in developing a sustainable tourism plan and promoting sustainable practices.
6. Provide the Tourism Development Authority with information on good and bad management practices and advice from tour operators working in Libya.
7. Strengthen the cooperation between institutions and agencies to build a GIS database to be used in the tourism development decision-making process.
8. Increase information exchange across the region (i.e. North Africa and Middle East).
9. Promote multilateral cooperation and exchange of know-how and knowledge across the region (for ministries of tourism and environment).
10. Enhance the cooperation between Libyan and Tunisian tourism authorities.
11. Promote local communities' active role in identifying and protecting key natural and cultural areas (i.e. El Kouf).

### Address capacity building needs:

1. Build Libya's institutional capacity in the areas of coastal planning, Environmental Impact Assessment (EIA), natural and cultural heritage protection and management.
2. Provide training or learning tools for local guides (including tourism police) and staff of tourism service providers i.e. codes of conduct, guidelines and environmental issues.
3. Seek technical assistance in solid waste management and waste water treatment.
4. Seek assistance to improve the management of the Park Wadi El Kuf.
5. Seek assistance from international organizations in the future planning of coastal areas.
6. Establish a National Center for Biological Diversity (with the assistance of UNESCO).

*Build the enabling conditions for a sustainable development of tourism:*

1. Compile basic knowledge/data for decision-making (baseline assessment):
  - Map natural and cultural values, with the assistance of international organizations, to highlight priorities for conservation and planning purposes.
  - Undertake environmental, social, cultural assessment of the areas where tourism will be developed.
2. Catalogue natural and cultural sites (coastal areas and inland), including information from local and international studies and research.
3. Develop and regularly update a GIS database as a decision-making tool.
4. Undertake a feasibility study of tourism development projects, including environmental and socio-economic impacts on the coastal areas.
5. Enhance the use of the EIA and ensure that it includes social issues of present and future generations in planning for developing tourism.
6. Ensure monitoring and follow up to the EIA of tourism development projects.
7. Ensure long term viability of tourism projects.
8. Integrate eco-tourism in the national master plan for tourism.
9. Take into account climate change impacts while planning sustainable tourism development.
10. Ensure that planners and decision makers take fully into account the social and economic impacts of tourism on local communities by integrating all sectors relevant to tourism development in the planning process.
11. Define the level of tourism development based on a detailed analysis of sites.
12. Build a master plan that clearly establishes high quality tourism development.
13. Carefully plan future mass tourism and confine it to specific areas of lower vulnerability and biodiversity value.
14. Undertake an evaluation of the situation in the Ouadi (Wadi) Al Kouf protected area and develop a plan of action to comply with the necessary international requirements for its integration in the Mediterranean Protected Areas Network scenario.
15. Undertake a feasibility study for the establishment of a Protected Area in the Al Jabal Al Akhdar region (mountain chain) in accordance with the master plan developed in the framework of the tourism strategy.
16. Ensure that Libyan proposed Marine Protected Areas are declared and join the Mediterranean network of MPAs (MedPAN).
17. Carry out a Cost-Benefit analysis of a system of MPAs along the coast of Libya to showcase the profitable long-term investment that this system can provide to Libya.
18. Establish a financial mechanism based on the "*polluter pays principle*" at an initial phase of tourism development.
19. Develop and enforce regulations (including those already existing) for the protection of the environment and natural and cultural resources (including by increasing the monitoring of fragile areas such as deserts, archeological sites, etc.).
20. Address the illegal trade of wild animals and ancient artifacts in relation to tourism.



*Develop a sustainable tourism product:*

21. Focus more on the Arabian and domestic tourism and develop a new "tourism experience" for Libyans.
22. Capitalize on cultural heritage and traditions (e.g. handicrafts, old cities, etc.) to build the "destination" Libya.
23. Work with people to learn from past and present cultures and take advantage of cultural values.
24. Undertake field studies on migratory species aimed at developing both conservation plans and tourism activities, such as bird watching and promote nature tourism (including bird & marine turtle watching).
25. Ensure natural and cultural resources in Libya - especially the Libyan declared and proposed protected areas on the coastal zone - are taken into higher consideration under the national master plan on tourism, in the short and longer term, and that they strongly benefit the development of local population through environmentally friendly ecotourism.
26. Develop guidelines for all type of tourism service providers (accommodation, marine and land trips), and ensure that these guidelines are implemented through regulations or other instruments. An inventory of existing guidelines for hotel operations and trip operations should be carried out and results adapted to the Libyan situation.

*Raising awareness:*

1. Raise public awareness and local support for conservation.
2. Raise awareness in schools and universities on conservation and sustainable tourism (environmental education).
3. Raise public awareness on the need for solid waste management and waste water treatment.

## Workshop presentations

### Table of contents

#### LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION:

Overview of the conservation strategy and future plans of the Libyan Arab Jamahiriya - <b>Abdul Hakim Elwaer, EGA</b>	12
Overview of the tourism development strategy and future plans of the Libyan Arab Jamahiriya - <b>Muftah Sagar, G.P.C Tourism</b>	13
Tourism and sustainability: Regional needs and global strategies - <b>Arab Hoballah, UNEP</b>	14
Tourism as a tool to link conservation and development - <b>Peter Dogsé, UNESCO</b>	16
Integrated coastal zone management in Jordan - <b>Qusay Ahmad, UNDP Jordan</b>	17
MAKING TOURISM MORE SUSTAINABLE: PROCESSES AND TOOLS	
Introduction: Approaches and aims for a sustainable tourism policy.	18
Tourism development in Turkey: overview and examples - <b>Atila Uras, UNDP Turkey</b>	19
Case Study: Market-driven strategic management of sustainable tourist destinations: approach and case study from the Red Sea - <b>Ahmed Hassan, PA Consulting</b>	21
Case study: Malta: tourism and conservation - <b>Tony Ellul, MEPA</b>	22
NATURAL AND CULTURAL HERITAGE: WHAT OPPORTUNITIES FROM TOURISM?	
Tourism and protected areas: a symbiotic relationship - <b>Steve McCool, IUCN</b>	24
Overview of the natural resources (and flag species) of the Libyan coast - <b>Abdulmaula Hamza, EGA</b>	26
The experience of the National Marine Park of Zakynthos - <b>Georgios Paximadis, WWF</b>	27
Case study: The experience in Samadai - <b>Giuseppe Notarbartolo di Sciara, Tethys R.I.</b>	28
Case Study: Using GIS in relation to ecotourism, the experience of the Libyan - Arab Jamahiriya - <b>Osama M. A. Shalouf, EGA</b>	30
THE ROLE OF THE PRIVATE SECTOR	
Tools for integrated environmental management in the hotel sector - <b>Virginia Alzina, RAC/CP</b>	31
The outbound tour operator perspective - <b>Sara Casagrande, KEL12</b>	33

LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION:  
The Libyan Arab Jamahiriyan experience and international perspectives

***Overview of the conservation strategy and future plans of the Libyan  
Arab Jamahiriya***

***Abdul Hakim Elwaer***

General Secretary Environment General Authority of Libya (EGA)

# TOURISM & ENVIRONMENT

**Abdul-Hakim Elwaer**

General Environment Authority  
28-29 Nov. 2006  
Beyda-Libya

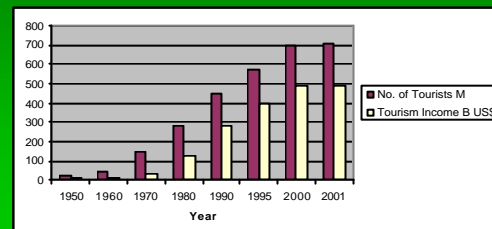
## Contents

1. Tourism Industry in Brief
2. Tourism, Environment, Society and Economics
3. Concept and Principles of Eco-Tourism
4. Eco-Tourism and Sustainability (Sustainable Tourism)
5. Development of Sustainable Tourism
6. Success Stories in Sustainable Eco-Tourism
7. Libya's Sustainable Tourism

## 1. Tourism in World Economy

- Tourism forms the most quickly developing industry.
- Tourism exports in 1998 achieved about 532 B US\$, compared to other automobile industry of 522 B US\$.
- Average Tourism income in 2001 ca. 462 B US\$ (Ca 11% of GDP)
- 760 tourists in 2004 and it is expected to double by 2020.
- Tourism provides about 215 M jobs (8.1% of total world jobs), annual jobs about 5.5 M till 2010.
- Tourism in developing countries is expected to develop faster than in economically developed nations.

## 1. Tourism Development and Income 1950-2001

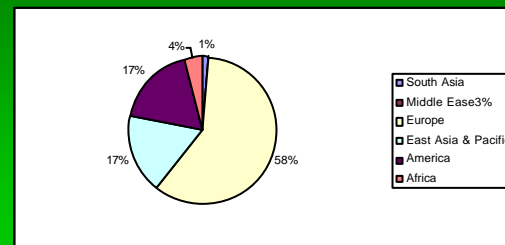


Ref: Guidelines for Sustainable Ecotourism in Arab World, UNEP, 2002.

## 1. Tourism in Arabic Economy

- Total Tourism Income and its percentage from total exports in some Arab Countries in 1999-2000:
  - Jordan 722 M US\$ (43%)
  - Tunisia 1507 M US\$ (25%)
  - Syria 2108 M US\$ (41%)
  - Egypt 4345 M US\$ (109%)
  - Morocco 2038 M US\$ (39%)
  - Yemen 76 M US\$ (6%)
  - Libya ?? (although potential is highly promising)

## 1. Regional Geographical Distribution of Tourists 2001



## 1. Components of Tourism

- **Elements of tourist attractions:** natural elements such as climate, topography, coasts, rivers, forests, reserves, leisure cities, historical, ancient and religious sites.
- **Utilities of housing and accommodation:** hotels, motels, guesthouses, restaurants ,etc.
- **Other Services:** Tourist Information Centre, Travel & Tourism Agencies, Handcraft centres, banks, health centres, post, police, tourist guides.
- **Transportation services:** land, sea and air transport to the tourist sites.
- **Infrastructure Services:** Potable water supply, electricity, wastewater and solid waste disposal, road and communication network.
- **Institutional Components :** Tourism Marketing and presentation, such as issuing of legislations and laws and organisation structures, Training and education of tourism sector staff.

## 2. Tourism, Environment, Society and Economics

- Most successful tourists sites depends on clean surrounding, protected areas, unique cultural heritage of local societies.. etc.
- Locations that do not provide above characteristics suffer from sharp drop in quality and quantity of tourists this economic loss.
- Tourism industry can become major environmental protection tool if adopted with local natural environment.
- Tourism industry aims to preserve and develop local cultural heritage such as ancient and historical sites, unique architectural designs, public folklore, traditional music, handcrafts, arts and traditions which are all regarded as tourist attractions.

## 2. Environmental Impacts of Tourism

- Nibal : ( a country very poor in energy sources) tourists consume 6kg of coal daily for heating.
- Egypt: a large hotel consumes power equivalent to 3600 average families energy consumption.
- Caribbean Islands: 70,000 tons of waste to sea by ships yearly.
- Jordan: ( a water resource scarce country) a large hotel consumes water equivalent to 300 average families water consumption.
- In heavy tourist areas and airports air transport contributes to increase of air temperature by 4%.

## 3. Eco-Tourism

- Global tourism development increased pressure on environment and biodiversity.
- Environmental protection can only be achieved by involvement of all interested parties of which tourism industry and tourists formed a major share.
- Thus a need to call upon integration of tourism and environment resulting in Eco-Tourism.
- Eco-Tourism is a process of education and awareness of the constituents of the surrounding environment.
- It's a tool to introduce tourists to environment and contribute to its protection.

## 3. Eco-Tourists

- Colvin , 1991 described Eco-Tourists as:
- Desire to explore natural and cultural sites.
  - Gaining real experience personal and social.
  - Limiting out-numbering of tourists in confined environmentally sensitive areas.
  - Working hard and accept difficulties to achieve goals.
  - Integration with local inhabitants and comply with their cultural and social lifestyle.
  - Easy to adopt even with limited simple tourist services.
  - Positive and patient.
  - Spend money to gain experience not to relax.

## 3. Principles of Eco-Tourism

- Eco-Tourism was introduced as an idea not a methodology. Now Eco-Tourism is one of the most important methodologies in Tourism Development.
- This methodology follows a clear set of principles and guidelines that tourism investors and developers follow nowadays.
- Principles of Eco- Tourism include:

### 3. Principles of Eco-Tourism (2)

Minimizing negative impacts of tourism on natural, cultural and social resources.

Educating tourists about importance of natural sites conservation.

Responsible investment based on cooperation with local authorities in order to provide needs of the locals and protect their traditions, culture and habits.

Environmental and social research in tourist sites to minimize negative impacts.

Maximizing efforts to achieve best possible income to guest country through the use of local human and natural resources.

Tourism development should go inline with social and environmental development, i.e. avoid sudden changes to society.

Depend on infrastructure that harmonies with environmental conditions, minimizing the use of trees for heating and protection of biodiversity.

### 4. Eco-Tourism and Sustainability (Sustainable Tourism)

- Eco-Tourism is an education and awareness process for tourists.
- Sustainable tourism is the ideal utilization of tourist sites from the point of view of controlling number of tourists access and pre-inform tourists of importance of locations and how to deal with the surroundings without causing any damage.
- Sustainable tourism provides need of tourists and simultaneously protects tourist locations. It also aims at applying best practices for the management of social, economic, cultural and natural resources as well as the protection of environmental balance and biodiversity.
- UN-WTO ensured on the concept of sustainable tourism in Manila Declaration 1980, and in Acobollo 1982 and in Sofia 1985 and in Cairo 1995.
- Sustainable tourism as the meeting point between the needs of visitors and the hosting surrounding.

### 4. Sustainable Tourism

- It is thus leading to providing opportunities for improvement. Three aspects of sustainability are interrelated:
  - Economic Sustainability.
  - Social and cultural sustainability.
  - Environmental sustainability.
- Sustainability must include continuity. This requires the ideal use of natural resources including biodiversity and minimising tourism impact on environment and culture.

### 4. Management of Sustainable Tourism

- Sustainable Tourism must involve:
  - Visitors management.
  - Resource management.
  - Management of potential adverse impacts.

### 4. Principles of Sustainable tourism

- Tourism planning, development and management must be part of the protection or sustainable development strategies of the country with the involvement of all stakeholders.
- All agencies, organisations, groups and individuals involved must respect behavioral principles and the cultural and social heritage of the host area as well as the locals traditions and behavior.
- Planning and management of tourism should be carried out with the aim of protecting and economical use of natural and human resources in host area.
- Equal and fair benefit to both investors/operators and individuals of host location.
- Studies should be provided on potential impact of tourism on inhabitants and cultural environment prior and during development.
- Encouraging locals to take part in the development process during planning and execution.

### 5. Development of Sustainable development

- Entrance centres to control movement of tourists and provide necessary information.
- Visitors Information centres to provide comprehensive information on locations and provide guidance on way of cooperation with locals running such centres.
- Issue of laws and rules to assure the control on number of visitors and provide them with services, safety and security.
- Environmental friendly management of natural and human resources to preserve such treasures to future generations.
- Education and awareness of locals about importance of environmental protection.
- Determination of maximum capacity of tourist sites to avoid over-crowding and increased pressure on natural and social environment..
- Involvement of local people and educate and aware both tourist and environmentally.
- Encouraging profitable projects to locals such as handcraft industry, horse guiding, organic agriculture as well as tourist guides.
- Cooperation of all sectors, governmental, official organization, NGO's and locals.

## 6. Success Stories of Sustainable Tourism

- DHANA Reserve: Jordanian experience in Eco-Tourism:
  - Aims to Sustainable management of location, identification of kind of visitors targeted and involvement of local community.
  - Establishing a society for management of project.
  - Identification of routes of access to the reserve to control no. of visitors.
  - Allocation of 3 entry points.
  - Automobile is limited to group parking, with provision of transport by a special bus.
  - Footpaths, camping site, activities are allocated.
  - Employment of 50 local individuals, 80% in the field of Eco-Tourism, providing income for 70 local families.
  - Year    1994   1996   2001
  - Visitors 2,304   4,735   60,000
  - Income 6,857   51,428250,000 US \$

LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION:  
The Libyan Arab Jamahiriyan experience and international perspectives

***Overview of the tourism development strategy and future plans of the  
Libyan Arab Jamahiriya***

***Muftah Sagar***

Studies Planning and Training Office Tourism General People's Committee of  
Libya (G.P.C Tourism)



Libya is about to start a Sustainable Ecotourism Industry based on The leader of the first September Great Revolution saying .

*( Libya will be the most favorable tourism country in the world if the tourism industry is respected ) .*

Libya well aware with expansion and growth if tourism industry over the last 30 years and has become a global tourism industry and main support to national economy of any country .

Great Socialist people Libyan Arab Jamahiriya

General people Committee for Tourism

Tourism Development Authority

Work Shop On Sustainable Tourism

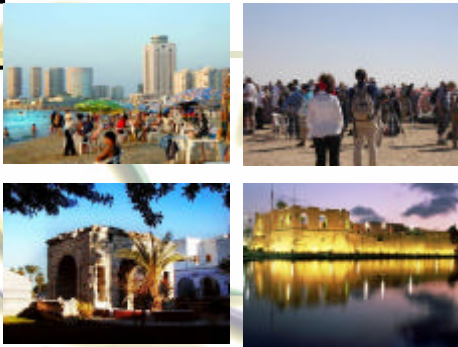
November 28 – 29 – 2006

Albayda , Libya

Prepared by : Muftah Sagar

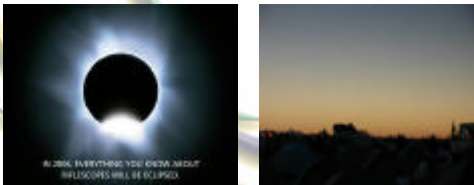
Studies – Planning and Training Office

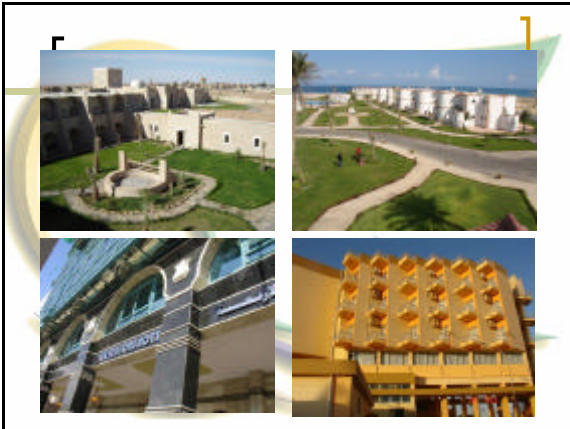
Tourism Development Authority



The Tourism Development Authority one of the executive bodies of the General Peoples Committee for Tourism is paying its full attention on Libya to become one of the best sustainable ecotourism destinations for visit and invest referring to the richness of national tourism product and natural resources and sources, the country historical cities and numerous old civilizations.

Sustainable ecotourism industry will be planned and executed by the tourism development authority according to the many research, reports and advisory publications it has produced on this field, the gained experience, from other countries preceded Libya in such field.



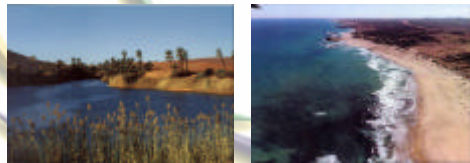


Wherein the Libyan Peoples by practicing the obtainable priority of incentives, encouragement, equal opportunities of investment, shares and working independently or with others will enjoy tourism industry not to live on it,

The Tourism Authority puts concern for sustainable ecotourism as a center of its activities accorded to what Libya is enjoying of:-  
 Good international reputation, secures, stability, warm accommodation, good climate and not polluted environment.

Therein the (Law No 7 for the year 1372 – 2004) concerning tourism and its executive regulation is issued in order to

Aiming to support, the communities culture, preserve the resources and sources of the country and prohibiting all kind of deterioration of the landscape. In addition, to escort the parallel wide development of all other sectors of economy.



4. Exchanging of knowledge in various tourist fields and activities by holding conferences , seminars forums , festivals , fairs and tourist weeks inside and out side the Great Jamahiriya , and participation therein.

5. Encouraging Libyan and foreign investment for investment in tourist projects with a view to developing the resources and sources of national income.

6. Creation of employment / work opportunities for Libyan citizens.

7. Participation in economic and social development.

1. Introduce the civilization and historical process of Libyan Arab people. and depicting the material and moral accomplishments and transformations of the Great Alfatah Revolution with respect to the potential of the Great Jamahiriya, such as tourist sites and natural, cultural and industrial resources and the civilization achievements therein and providing its honorable picture at international level

2. Supporting co-operation and human relations with peoples of the world.

3. Maintaining tourist sites – facilitates – development – promotion – and provisions of recreational and touring means for the citizens and tourists .

Referred to the observation, reports, and statistics of the International, Foundation, Organization and Societies of Tourism Libya considered as will behind in international tourist movement proportionally with the number of travelers coming to Libya where we usually get 1% or 2% no more.

Libya accepted that fact ... Up today.

Thus the others may have to accept the fact that 99% of international travelers worldwide did not see Libya yet and that turned to be as one of Libya is strategic deposit and aims of development in addition to 99% of national tourism product, which's also has not been seen yet.

Sustainable ecotourism has so many definitions.

In the earth summit conference 1992, sustainable ecotourism defined as development, which is capable of meeting today's needs without compromising the ability of future generations to meet their needs.

Another definition splits the sustainable ecotourism into deep and shallow.

The shallow ecotourism is cynical way to try and attract great number of visitors to an area.

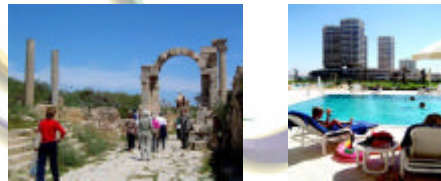
The deep ecotourism defined in Australia 1999 as ecologically sustainable tourism that fosters environmental and cultural understanding, appreciation and conservation.

We may define sustainable ecotourism as exchange of respect, knowledge, and benefits between travelers, investors and host peoples.

Libya which area is larger fifteen times than the area of UK welcome its visitors and investors who's desire to visit or invest in Libya promising them all with thoroughly virgin nature and fascinating cities, lakes, islands and clean beaches beside:



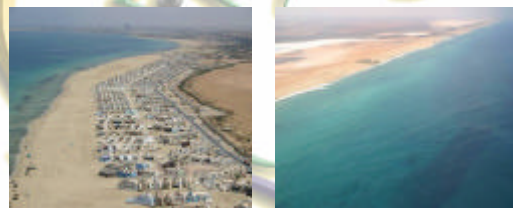
Also the research, studies, and observations pointed out to worldwide travelers as they deserting artificial, fabricated, copied, cities, lakes and islands seeking and looking instead for nature and natural places where they can practice theme favorable hobbies of nature phenomena, adventures, exploration, research, campaign encampment mounting, skating on sand, and natural cure etc



- 3. 40% of Africa heritage.
- 4. World heritage of old civilizations.
- 5. Ancient and old cities integrated with modern cities.



- 1. A hundreds of hectares covering a hundreds of touristic sites.
- 2. More than (1700 ) km of sandy beaches.



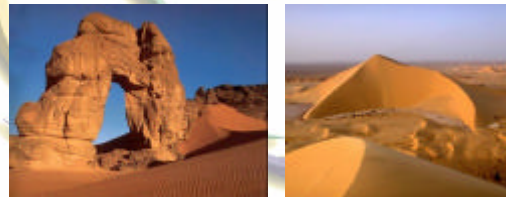
- 9. More than (16) natural springs wells spread all over the country.
- 10. More than (21) Protected areas and natural parks.



- 6. Chain of mountains with ( 3376 ) m above sea level peak.
- 7. More than (12) natural huge lakes.
- 8. More than ( 7 ) inhabited oasis.



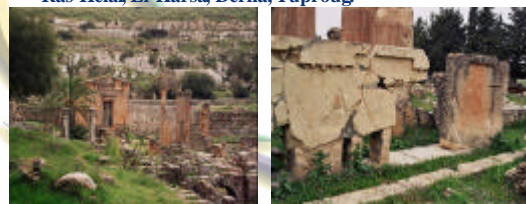
- 11. The Grand desert with its Akakus mountains, valleys, sand hills, Great sand sea, Great man made river, architectural arts, caves, Impress of human before history, Excavation of animal and trees, aspects of occupation, handmade goods, horsemanship, festivals

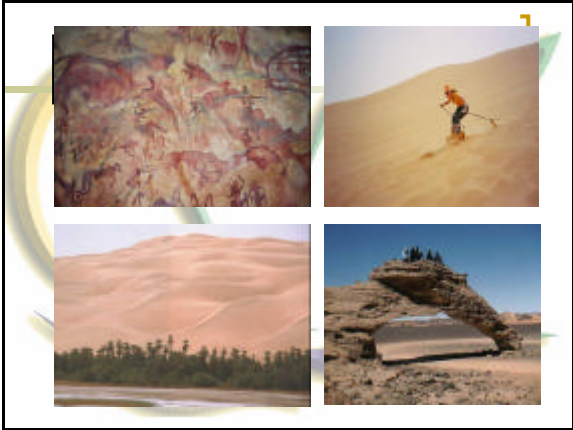


The natural protectorate areas and parks.  
 The magnificent landscape of wadi El Kouf and the Green mountain.  
 The Grecian, Phoenician and Roman civilizations in Susaa, Tulmitha, El Agoorya, Benghazi, and Ras Helal areas and a lot more.



Our honorable guests we meet in the eastern part of my country the Great Jamahiriya .and we believe that you have touched the worm hospitality of the peoples of this part. We deeply hope that you will have the chance to enjoy the nature of sandy beaches in the cities of Gimeens, Guliana, Toukra, Tulmtha, Susa, Ras Helal, El Karsa, Derna, Tuproug





We also wish you the best of luck to travel to the south of Libya where the Grand desert is to enjoy the many mysteries of the Akakus Mountains as natural landmarks, the infinity of great sand sea, the multi color rocks and caves that excavated and colored with arts and history

**Thank you very much and good luck.**

**At the end**

. in the name of the General Peoples Committee for Tourism and the Tourism Development Authority,  
We welcome our guests and expertise of organizations, foundations, and societies of world tourism wishing you all a pleasant time.

## LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION: The Libyan Arab Jamahiriyan experience and international perspectives

### ***Tourism and sustainability: Regional needs and global strategies*** ***Arab Hoballah***

Head - Sustainable Consumption and Production Branch *UNEP – DTIE*

#### ***Abstract***

As the UN agency responsible for environment, UNEP- the United Nations Environment Programme, and in particular its Division of Technology, Industry and Economics is committed to work with governments and the industry to achieve responsible investment and a cleaner environment. Among such industries is a key one: tourism.

Tourism is always suspect of having negative impacts on sustainable development and, in the case of countries where tourism is the dominant economic activity, it has often been declared guilty. Given that tourism makes such a crucial economic contribution to the local development and poverty alleviation in many countries, it is important to develop a rational and objective strategy for addressing any negative environmental and related socio-cultural impacts and proposing measures that will contribute to sustainable tourism development; a term that evolved during the last decade and its used increased day by day.

According to UNEP and World Tourism Organization (UNWTO) common references, the concept of sustainable tourism development is applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Within this framework, UNEP has developed, and is currently implementing, a tourism strategy that aims at the promotion of economically efficient tourism that safeguards the environment and supports social progress. The main objectives of this strategy are to:

- support the integration of sustainability in tourism development policies
- promote sustainable production and consumption patterns in the tourism industry
- create and encourage demand for "sustainable tourism services"

To achieve these objectives UNEP is undertaking a number of activities in the following intervention areas:

- demonstrate the value that sustainability can add to the tourism product
- improve the knowledge base of the tourism stakeholders
- enable and promote innovation throughout the tourism value chain

#### **Biography**

**Arab Hoballah** has been appointed as Head of Production and Consumption Branch (P&C) in the Division of Technology, Industry and Economics (DTIE), since October 2005.

Previously, he spent 14 years working in the UNEP Regional Seas programme, more precisely in the

Mediterranean Action Plan where he was the Deputy Coordinator of UNEP/MAP since 1998. He was also responsible for the Secretariat of the Mediterranean Commission on Sustainable Development (MCSD). Between 1991 and 1998, he was Deputy Director of the Blue Plan, one of MAP's Regional Activity Centres. Before 1991, he was a private consultant with various international organisations, including several years with World Bank projects in developing countries, involved in preparation, implementation, monitoring and evaluation of development projects in the field. He worked and promoted actively the development of the Coastal Areas Management Programmes and the sustainable development indicators programme. Arab contributed actively to the preparation of Agenda MED 21, worked on the launching of the Environment and Development "Observatories", and was involved in the establishment of the Mediterranean Commission on Sustainable Development (MCSD), as an exemplary regional body. He coordinated the preparation of the Mediterranean Strategy for Sustainable Development and also launched and supervised the preparation of various National Strategies for Sustainable Development.

Sustainable development and environment protection depend on the production and consumption patterns through individual and collective decision and behaviour. These require the promotion of a culture of change and adequate policy reforms; cross-cutting by nature, production and consumption patterns can only be changed through a multi-stakeholders approach. To that end, improving knowledge, raising awareness, promoting participation, building capacity through in particular demonstrations projects and the use of relevant tools such as lifecycle assessment, circular economy, clean technology and preparedness to emergencies, structure the work of the P&C team. Promotion of sustainable consumption and production is the backbone of the programme of work that integrates various priority issues such as industrial sectors, waste, construction, tourism and natural resources. Challenges are enormous for changing the unsustainable consumption and production patterns, and we think that our modest contribution within UNEP/DTIE can make a difference with a specific added value cell in the overall integrated building block strategy for sustainable development. A big challenge for me and my P&C team, within DTIE, for which we are and will be putting all necessary energy with enthusiasm to move steadily in the right direction.

Educated and trained in a multicultural environment in various continents, he qualified in Paris: in 1978-79 in Economic Tools and Prospective Analysis (M.Sc), in 1981 in International Relations (M.Sc) and in Economic Development (Ph.D.). Born in Lebanon, Arab grew up and studied in Senegal before moving to France to attend university, where he met his spouse, a Colombian National.



## Tourism & Sustainability: Regional Needs & Global Strategies

Arab Hoballah  
Chief, Sustainable Consumption and Production  
United Nations Environment Programme/DTIE



## Contents

- UNEP Tourism Strategy
- Sustainable Consumption and Production (SCP) patterns in tourism
- Market signals and regional opportunities



## STAKES & CHALLENGES

### Tourism brings benefits...

- One of the world's largest industries - jobs and business opportunities to steward populations (poverty alleviation)
- Financial and political support to conservation of nature: economically essential for many developing countries and sensitive areas (coral, protected areas, coastal zones)
- Privileged instrument for environmental education



## UNEP tourism strategy One mission

- *Support sustainable economic tourism development, while safeguarding the environment and promoting social and cultural progress*
- Conservation of natural and cultural heritage
- Promotion of sustainable use of biodiversity
- Impact minimization, climate change & pollution
- Empowerment of local stakeholders, in particular local and indigenous communities



## UNEP tourism strategy Three Objectives

- Support the integration of sustainability in tourism development policies.
  - Governments and other public stakeholders
- Promote sustainable production and consumption patterns in the tourism industry.
  - Industry and the private sector
- Encourage demand for "sustainable tourism services".
  - Consumers



## UNEP tourism strategy Three intervention areas


- Improve the capacity and knowledge basis of stakeholders.
- Demonstrate the value that sustainability can add to the tourism value chain. Analysis and pilot/demo projects.
- Enable & promote innovation towards resource-use efficiency & sustainability throughout the tourism value chain.





## UNEP Sustainable Tourism Strategy

- **Industry:** increase accountability, promote voluntary initiatives and best practices
- **Governments :** build capacity to integrate environment aspects into tourism policies and plans
- **Consumers:** raise awareness on responsible travel patterns
- **Protected areas managers:** provide tools to minimize impacts and increase benefits




## GMEF OUTCOMES

- CONCERNED ABOUT NEGATIVE IMPACTS
- AWARE OF ECONOMIC NEEDS
- AGREED TO CREATE ADEQUATE POLICY CONTEXT TO MAKE TOURISM AN ALLY TO ENVIRONMENT AND SOCIAL DEVELOPMENT
- HIGHLIGHTED THE NEED FOR DEEP CULTURE OF CHANGE IN OVERALL PROCESS




## GMEF OUTCOMES

- CALL FOR INTEGRATION AND MAINSTREAMING OF SUSTAINABILITY
- PARTICIPATORY APPROACH AND STRUCTURES FOR COORDINATION
- PROMOTE INFO/COM, KNOWLEDGE, BEST PRACTICES, RAISE AWARENESS
- ADOPT ECONOMIC & LEGISLATIVE TOOLS, WITH GUIDELINES, CODES OF CONDUCT & IMPACT ASSESSMENT STUDIES, LABELS
- EFFICIENT USE OF RESOURCES, WATER, ENERGY & RE, SBC PRACTICES




## GMEF OUTCOMES

- INFLUENCE CONSUMPTION CHOICES TOWARDS SUSTAINABILITY
- INCREASE AWARENESS/PREPAREDNESS FOR EMERGENCIES & NATURAL DISASTERS AT LOCAL LEVEL
- CONTRIBUTE TO POVERTY ALLEVIATION
- COMMUNITY-BASED DEVELOPMENT
- STRENGTHEN ROLE OF UNEP & INTER-AGENCY COOP WITHIN UN & WITH OTHER CONCERNED PARTNERS: PRIVATE & NGOs



## UNEP tourism strategy One programme

	Improve knowledge/capacity	Demonstrate the added value	Promote innovation
Tourism dev. policies	Workshops; publications; APELL in tourism destinations	Project: Sustainable tourism and ICZM	Planning instruments for sustainable tourism
Promote SCP patterns	Project: Publication for the hoteliers schools	UNEP-UNDP: Environmental principles of GC in the tourism sector	WTF 2006 Workshop on Innovation for sustainable tourism
Encourage demand for ST	Campaign for sustainable travel. Project		



## SCP patterns in tourism

- Identification, assessment and measurement of:
  - the main tourism related negative impacts on sustainability
  - tourism's contribution towards sustainable development
- Develop and implement the patterns
- Monitor, evaluate, review
- transfer/expand/duplicate success stories



## Identifying the impacts

- The main tourism related impacts on sustainability come from:
  - Land use (including overcharging against carrying capacity limits)
  - Transportation
  - Water use
  - Energy use by buildings and facilities
  - Generation of wastes



## Identifying the positive effects

- The main contribution of tourism towards sustainability is based on tourism's potential ability to:
  - Stimulate development and employment creation in disadvantaged, more remote or/and less-developed regions
  - Generate local income
  - Support nature conservation and environmental protection



## Main argument

- The sustainability of tourism development depends mainly (but not only) on patterns of:
  - Sustainable consumption of natural resources
    - Production oriented solutions (technology, innovation, CESR, etc.)
  - Sustainable consumption of tourism services
    - Educated and informed "demand"



## Market signals

- Yearly fluctuations of tourism demand in a number of semi-mature destinations on the basis of:
  - Tour operator's business development strategies
  - Price strategies of local tourism providers
  - Global and regional political events



## Market signals

- Countries with a strong tourism sector that dominates the national economy are facing strong competition from emerging tourism markets:
  - ⚡ Cost minimisation strategies. Possible short-term recoveries cannot be sustained; Structural problems; big environmental impacts
  - ⚡ Diversification strategies; new environmental friendly products and services; target new markets



## Market signals

- The emerging tourism markets are living the "cash-cow" period
  - ⚡ Increasing investments without sustainability impact assessments
  - ⚡ Positive environmental friendly investments



## Regional opportunities

- Continuing increase of the tourism market
- Demand for new tourism products
  - “Life-style” tourism
  - Adventure tourism
  - Custom made tourism
- Demand for new destinations



## Regional opportunities: Libya

- Growing demand
- New destination
- Assets
  - Deserts
  - Coasts
  - Cultural heritage



## An epilogue

- The fundamental question for the Mediterranean destinations
- Do we need growth or development?



## Thank you for your kind attention

**More information on  
UNEP tourism programme**

**[www.unep.fr/tourism](http://www.unep.fr/tourism)**

**[tourism@unep.fr](mailto:tourism@unep.fr)**

## LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION: The Libyan Arab Jamahiriyan experience and international perspectives

### ***Tourism as a tool to link conservation and development***

***Peter Dogsé***

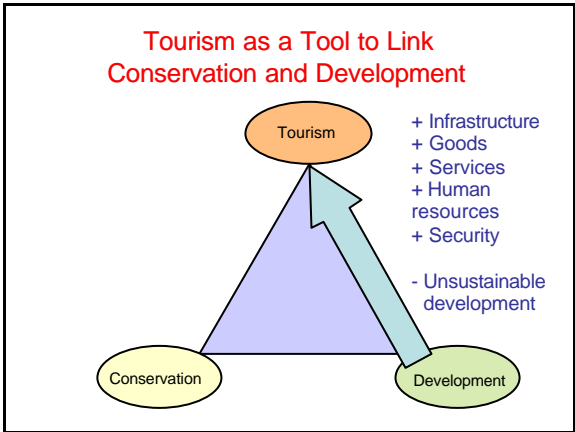
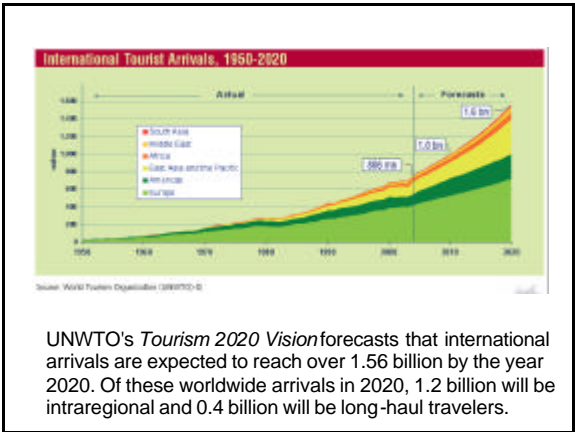
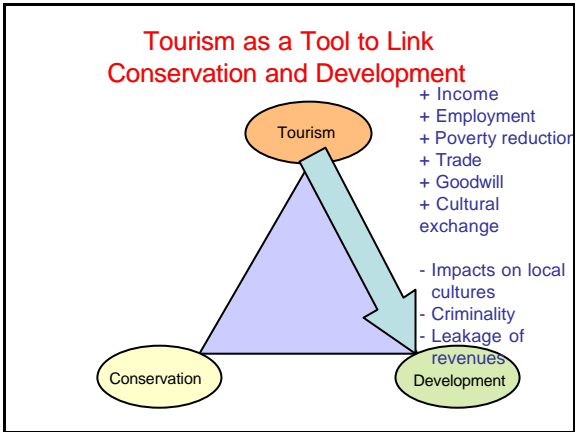
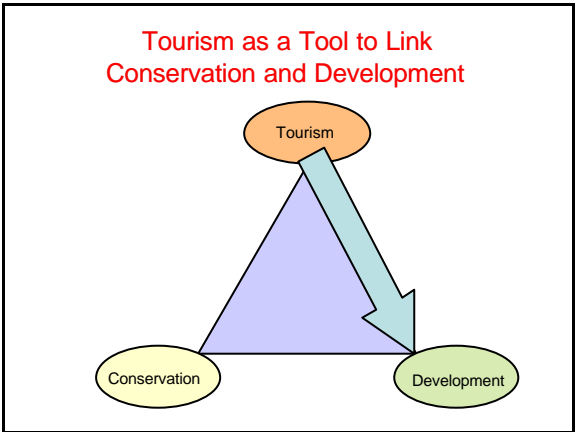
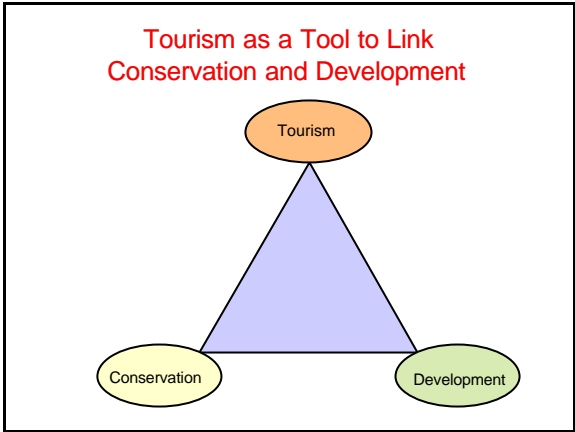
Programme Officer – Man and Biosphere Programme UNESCO

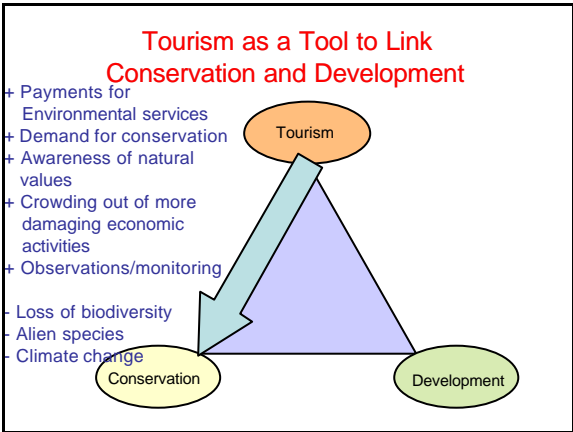
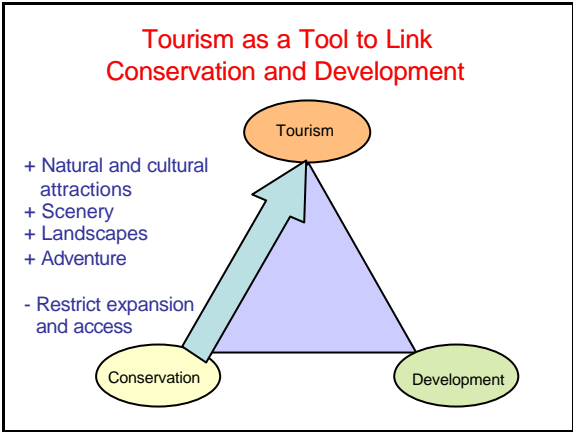
#### ***Abstract***

The presentation provided an overview of some of the key positive and negative linkages among tourism, development and conservation and outlined some tools and approaches for promoting sustainable tourism development based on the conservation and sustainable use of natural and cultural assets. The importance of forging and projecting a vision of future tourism development was stressed, together with the need for integrated tourism development plans, strategies and a coherent and supportive regulatory and legal framework. Several UNESCO instruments, programmes and networks were highlighted as relevant in this context, such as the World Heritage Convention and the World Network of Biosphere Reserves under the Man and the Biosphere (MAB) Programme. While recognizing the highly competitive nature of the tourism sector, cooperation among countries in the Mediterranean was called for in order to promote the development of quality, rather than mass tourism destinations and products.

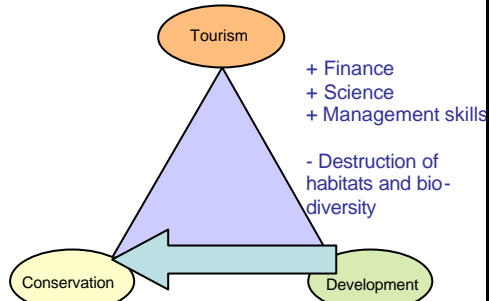
#### **Biography**

**Peter Dogsé** is a Programme Specialist in the Man and the Biosphere (MAB) Programme, Division of Ecological and Earth Sciences, UNESCO, Paris. Mr Dogsé, Swedish national, studied Ecology and Economics at the University of Stockholm and is now working on Ecological Economics activities and projects within MAB, including in the field of ecotourism and sustainable tourism. Mr Dogsé has assisted the World Bank in efforts to reconcile tourism development with Integrated Coastal Zone Management in the Seychelles, and consulted The Bahamas in the framework of its Biodiversity Country Study concerning tourism and biodiversity. Present activities include the promotion of ecotourism in Biosphere Reserves and the testing and implementation of the CBD guidelines on biodiversity and tourism development.

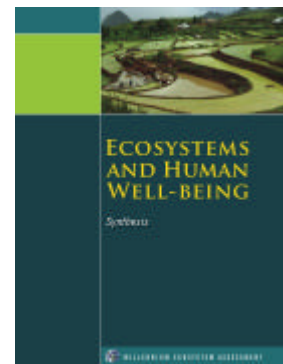
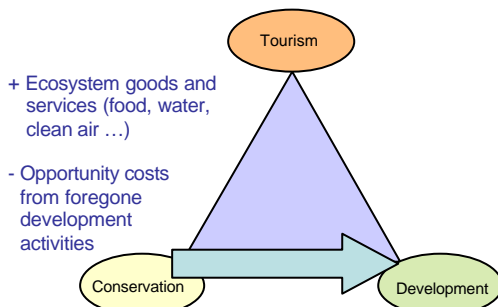




## Tourism as a Tool to Link Conservation and Development



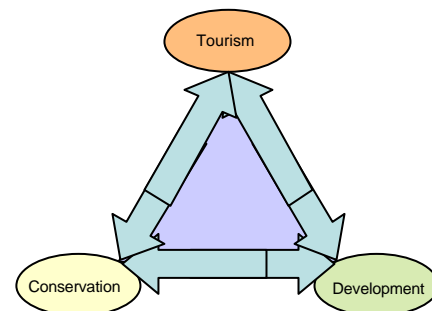
## Tourism as a Tool to Link Conservation and Development



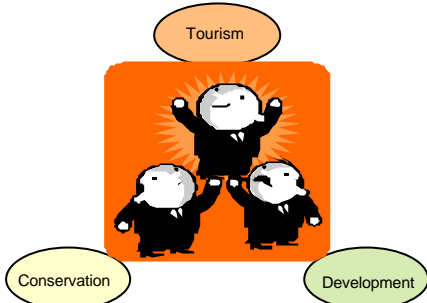
### Four Main Findings

- Over the past 50 years, humans have changed ecosystems more rapidly and extensively than in any comparable period of time in human history, largely to meet rapidly growing demands for food, fresh water, timber, fiber, and fuel. This has resulted in a substantial and largely irreversible loss in the diversity of life on Earth.
- The changes that have been made to ecosystems have contributed to substantial net gains in human well-being and economic development, but these gains have been achieved at growing costs in the form of the degradation of many ecosystem services, increased risks of nonlinear changes, and the exacerbation of poverty for some groups of people. These problems, unless addressed, will substantially diminish the benefits that future generations obtain from ecosystems.
- The degradation of ecosystem services could grow significantly worse during the first half of this century and is a barrier to achieving the Millennium Development Goals.
- The challenge of reversing the degradation of ecosystems while meeting increasing demands for their services can be partially met under some scenarios that the MA has considered, but these involve significant changes in policies, institutions, and practices that are not currently under way. Many options exist to conserve or enhance specific ecosystem services in ways that reduce negative trade-offs or that provide positive synergies with other ecosystem services.

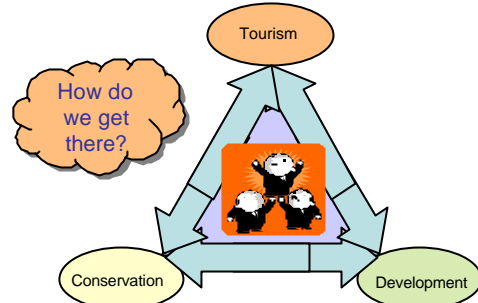
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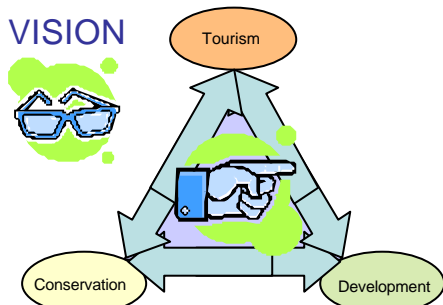
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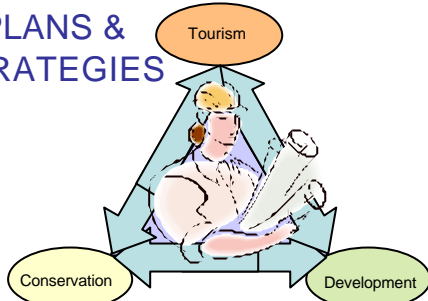
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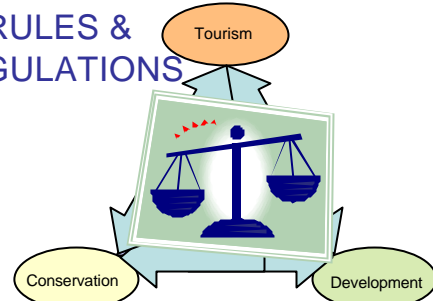
Tourism as a Tool to Link Conservation and Development

PLANS & STRATEGIES



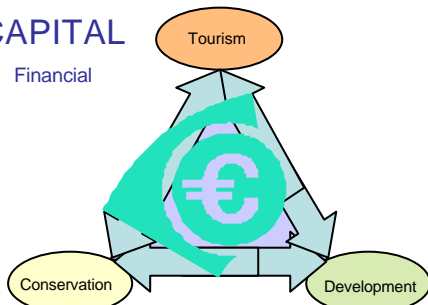
Tourism as a Tool to Link Conservation and Development

RULES & REGULATIONS



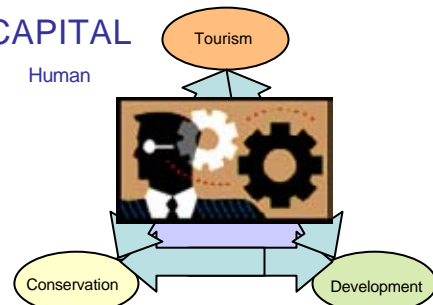
Tourism as a Tool to Link Conservation and Development

CAPITAL  
Financial



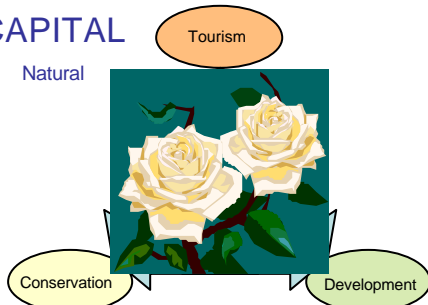
Tourism as a Tool to Link Conservation and Development

CAPITAL  
Human



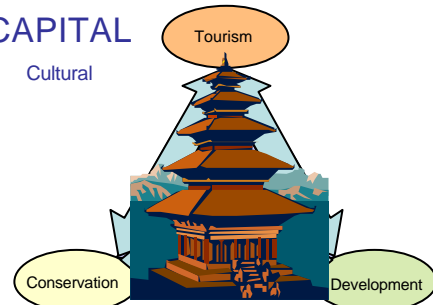
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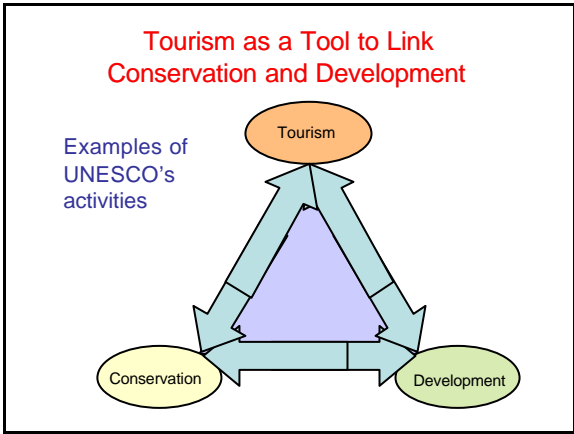
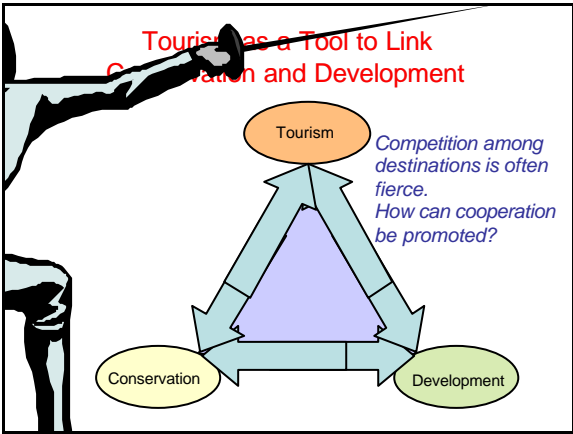
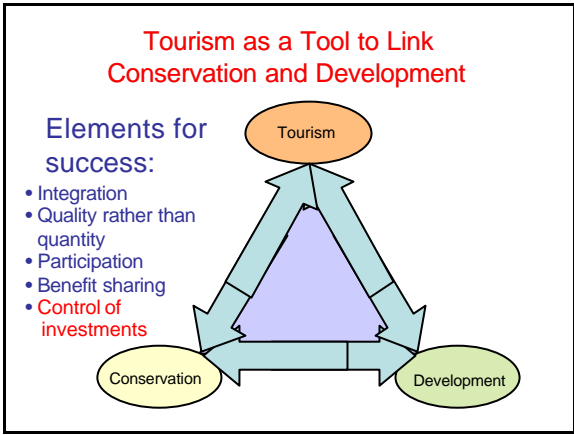
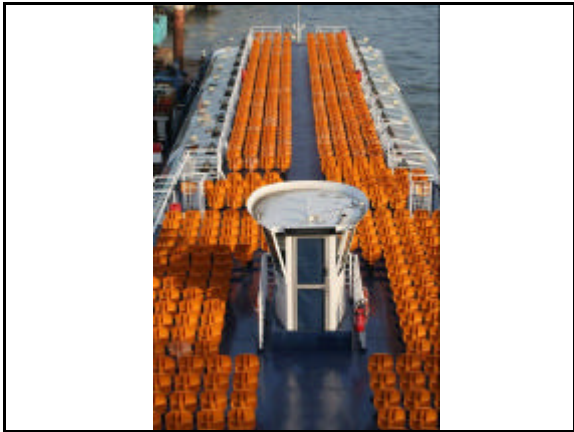
CAPITAL  
Natural



Tourism as a Tool to Link Conservation and Development

CAPITAL  
Cultural





**UNESCO's functions**

- a laboratory of ideas
- a standard -setter
- a clearing house
- a capacity-builder in Member States; and
- a catalyst for international cooperation

**UNESCO - the United Nations Educational, Scientific and Cultural Organization**  
 - was born on November 16, 1945

**UNESCO & Tourism**

**Culture**

- World Heritage Convention
- The Convention for the Safeguarding of the Intangible Cultural Heritage

**Science**

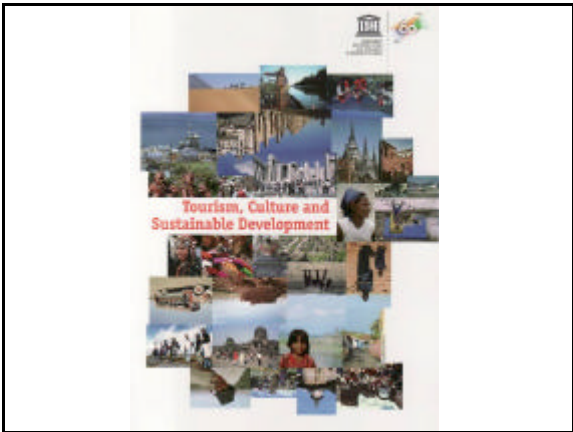
- Man and the Biosphere (MAB) Programme

**Education**

- UN Decade of Education for Sustainable Development
- UNESCO Chairs on Tourism

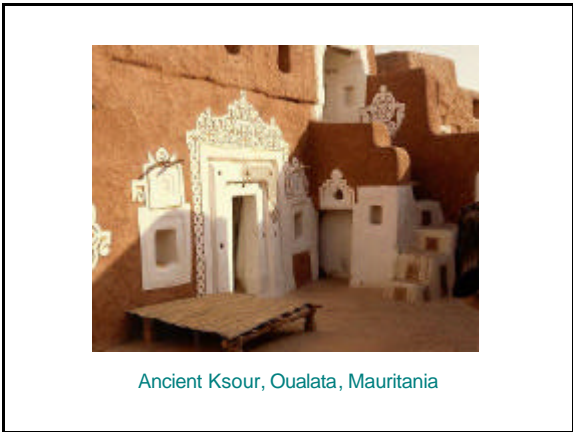
**Partnerships**

- UNEP, UNWTO (TOI), UNDP, WB...
- IUCN, WWF...



**World Heritage**

Grand Canyon National Park, USA



Expedia.com

Welcome - Are you a member? [Sign Up](#)

**Celebrate World Heritage**

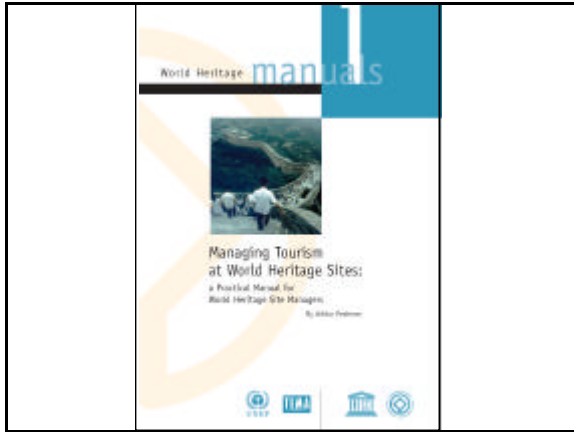
The World Heritage Alliance is a collaboration between Expedia, Inc. and the United Nations Foundation in consultation with UNESCO's World Heritage Center. The initiative aims to raise awareness of World Heritage sites, encourage sustainable travel, and support local economic development.

**What is World Heritage?**

What do the Taj Mahal, Hells/Anderson National Park, the Serengeti, and the Everglades in Common? pilgrimage sites have in common? They're all World Heritage sites—milestones of humanity placed by the world's historians, scientists, and art lovers, as well as by their own governments.

Learn more about World Heritage by visiting [www.expedia.com/heritage](http://www.expedia.com/heritage), [www.unesco.org](http://www.unesco.org), and [www.wildlife.com](http://www.wildlife.com)

The world has recognized 800 special places—national parks, historic sites, and monuments—as World Heritage sites through a committee coordinated by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). Sites are nominated by local countries and confirmed by all member nations of the committee as having value for all of mankind. They include:

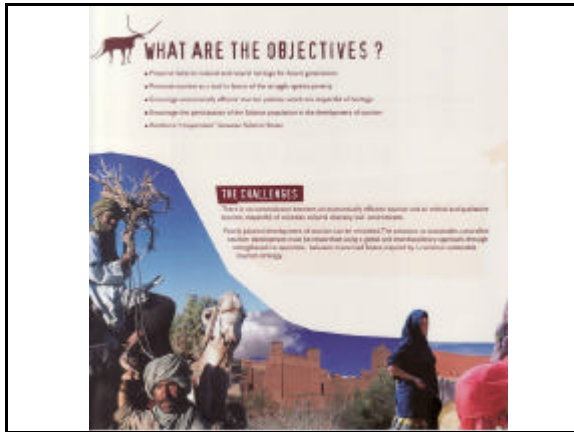
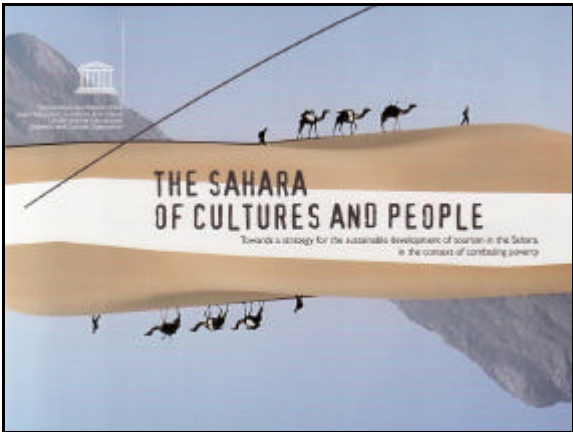


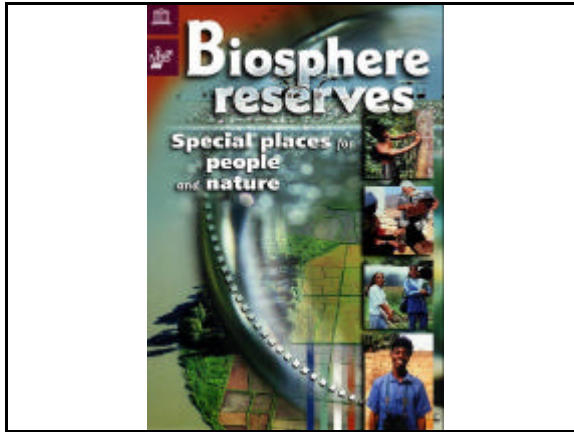
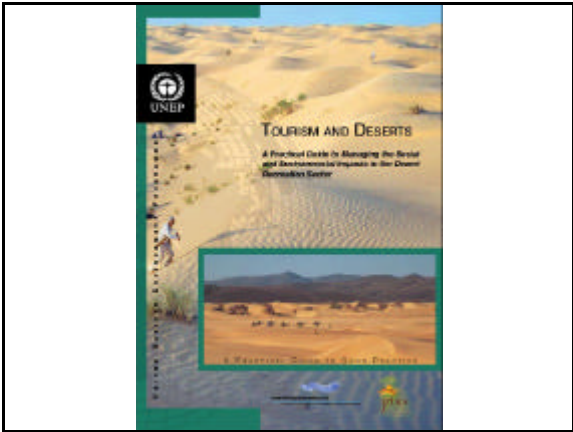
### Climate Change and Cultural Heritage

- Structural damage and collapse
  - Sahelian Mosque (Mali, Mauritania)
- Increased sea level and storm surges
  - 4 WHS in London (UK)
- Damage to buried archaeological evidence
  - Yukon sites, Canada: Ivavik (permafrost), Kluane (icecaps)

### Climate Change and Natural Heritage

- Changes in species distribution and ranges, spread of invasive alien species
  - Cape floral region (South Africa)
- Coral Bleaching
  - Great Barrier Reef (Australia)
- Glacier Melting and Glacial Lake Outburst Floods
  - Sagarmatha NP (Nepal)





## Biosphere reserves

UNESCO MAB  
for Sustainable Development

Biosphere reserves are established as a tool to carry out the Sustainable Development Goals. They are sites established by countries working with the UNESCO-MAB Programme to promote biodiversity conservation and sustainable development, based on local community efforts and sound science. As places which seek to reconcile economic development, social development and environmental protection, through partnerships between people and nature, they are ideal to test and demonstrate approaches to sustainable development at a regional scale.

**Main characteristics of Biosphere reserves are:**

- Having a zonation pattern for conservation and development;
- Focusing on a multi-stakeholder approach, with particular emphasis on the involvement of local communities in management;
- Forming a tool for conflict resolution of natural resource use, through development of dialogues;
- Integrating cultural diversity and biological diversity, especially the role of traditional knowledge in ecosystems management;
- Demonstrating sound policies based on research and subsequent monitoring;
- Being sites for education and training, and, importantly,
- Participating in a World Network.

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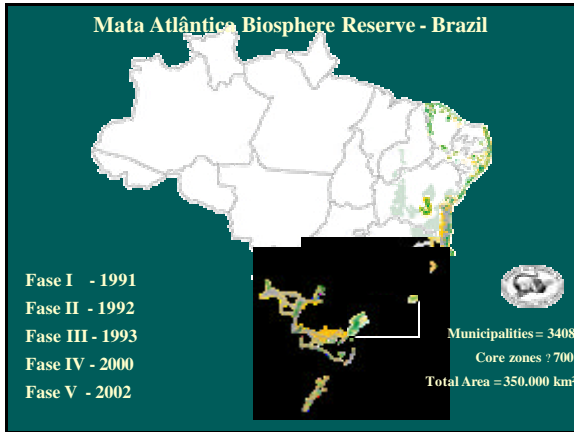
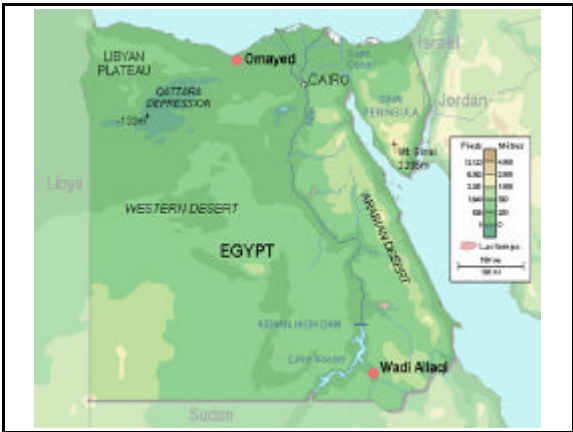
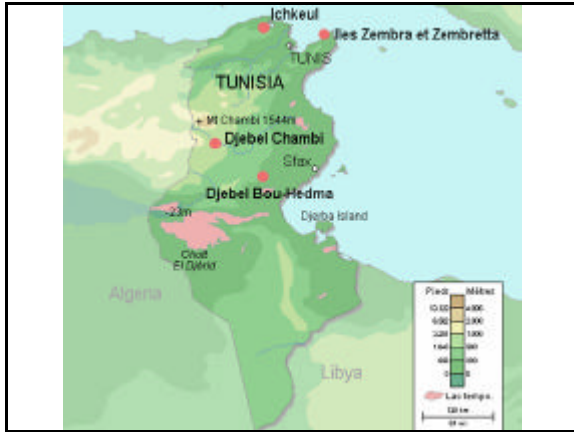
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Division of Ecological and Earth Sciences  
Man and the Biosphere Programme

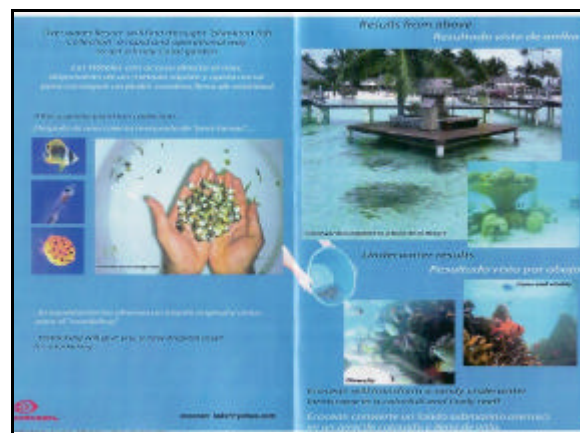
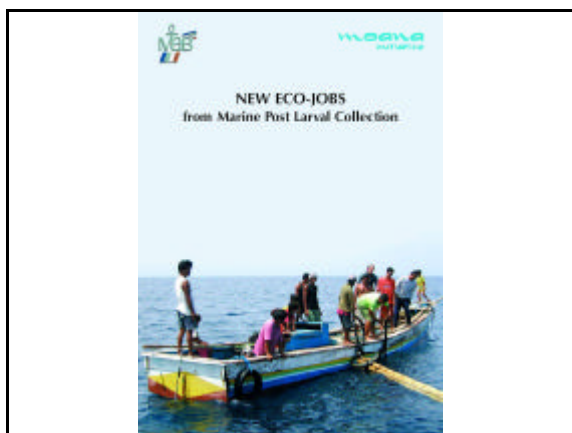
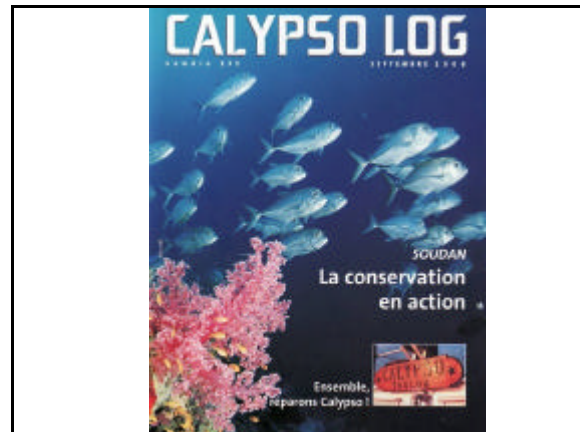
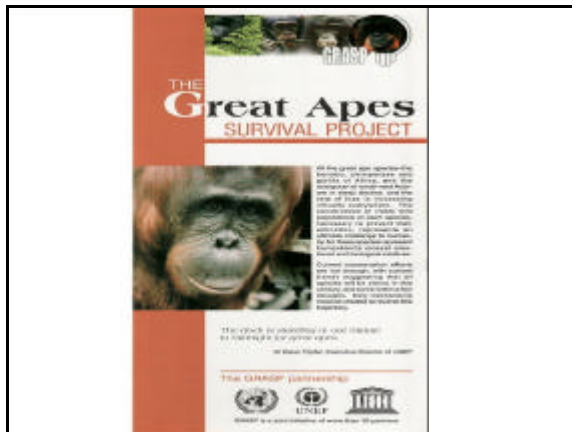
**ECO - JOB Training Programmes for Young People**

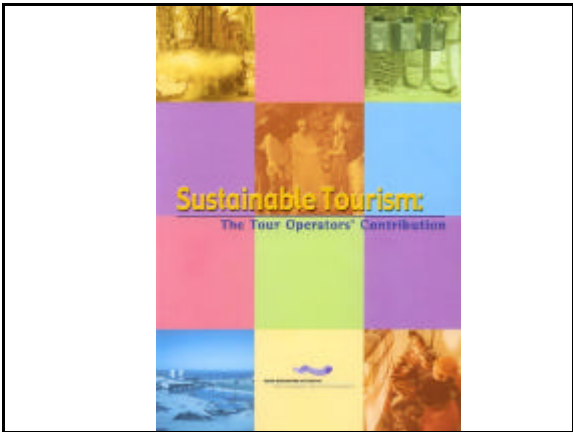
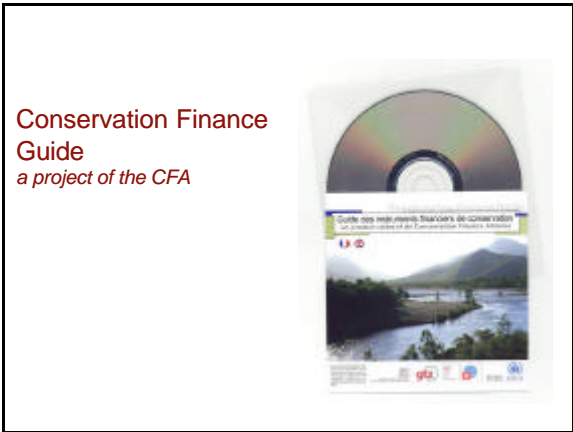
**AGROFORESTRY**

**RECYCLING**

**SUSTAINABLE TOURISM**

Origin label for quality goods and services from Biosphere Reserves







Thank you!



**Finding #1:** *Over the past 50 years, humans have changed ecosystems more rapidly and extensively than in any comparable period of time in human history, largely to meet rapidly growing demands for food, fresh water, timber, fiber, and fuel. This has resulted in a substantial and largely irreversible loss in the diversity of life on Earth.*

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## LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION: The Libyan Arab Jamahiriyan experience and international perspectives

### ***Integrated coastal zone management in Jordan***

**Qusay Ahmad**

Via Nova Group Consultant for UNDP Jordan

#### **Abstract**

Currently, some of the natural, culture and economical resources in the region's costal areas are suffering degradation at various levels as a result of unplanned development, and tourism industry growth is a major player in this issue.

Sustainable Tourism as it is based on international understanding for sustainable development cares for the sustainable usages use of the tourism resources alongside its exploitation.

On the other hand, we need to admit the fact that developing a quality tourism product without impacting the natural, cultural and economic resources is a great challenge without the committed implementation of a group of mechanisms and methodologies focusing on creating awareness towards sustainability issues among the hosting costal zone's local community and the visitor as well.

Basic elements for the presentation were highlighted:

- The importance of region's coastal zones for the tourism industry
- The vulnerabilities of the coastal zones to tourism development
- Best integrated management practices to develop sustainable tourism in costal areas (Environmental, social, economic)
- Awareness, education and interpretation for coastal areas' local communities
- Models of sustainable tourism planning, design and operations in coastal areas

#### **Biography**

**Qusay Ahmad** is the Via Nova Group's Managing Director and has a track record in nature-based sustainable tourism consultation in some of the most successful region's private, public and non-governmental projects in the region.

Former manager of the Ecotourism Department of the Royal Society for the Conservation of Nature (RSCN), responsible of ecotourism development in all of the protected areas of Jordan.

EXPERIENCE (Over 12 Years): Professional experience managing, researching and administrating environmental, sustainable tourism and eco-tourism projects, tourism management, and stakeholder development.

INTERNATIONAL EXPERIENCE: USA, UK, Europe (Germany, France, Italy, Spain, Netherlands); Africa (Morocco, Egypt, South Africa); Middle East (KSA, Jordan, Syria, Lebanon, Oman, UAE, Yemen, Bahrain, Qatar).

## Sustainable Tourism Development in the Arab Region focusing on Coastal Zones Management

تطوير السياحة المستدامة في المنطقة العربية: إدارة المناطق الساحلية كنموذج

## Sustainable Tourism as a Concept مفهوم السياحة المستدامة

A sustainable approach to tourism development is based on globally applicable principles of sustainability

تطوير السياحة المستدامة جزء لا يتجزأ من المفهوم العالمي الأعم للتنمية المستدامة

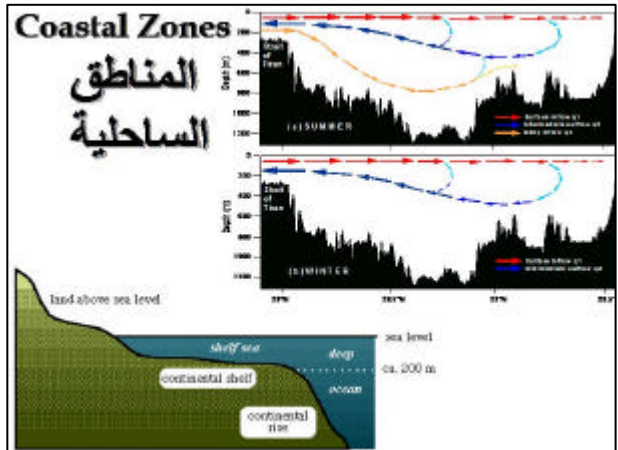
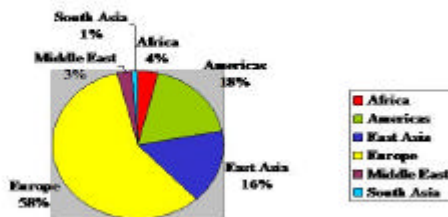
## Sustainable Tourism as a Concept مفهوم السياحة المستدامة

Any action towards managing a destination should be considered in terms of the values of sustainable development

التطوير السياحي المستدام يعني السعي بالضرورة إلى التأكد من مدى قدرة الموانئ الطبيعية والاجتماعية والاقتصادية على دعم استدامة المنتج السياحي



## Tourism in The Arab Region السياحة في المنطقة العربية



## Integrated Management of Coastal Zones

### الإدارة المتداخلة للمناطق الساحلية

Integrated Coastal Management (ICM) refers to the full range of approaches pertaining to both planning and management, as applied to both land and sea components of the coastal zone

الإدارة المتداخلة للمناطق الساحلية تشير إلى كافة مستويات وأشكال التدخل التخطيطي والإداري الذي يتم تطبيقه على المنطقة الساحلية سواء كانت من مكونات اليابسة و/أو البحر

## Sustainable Tourism in Coastal Zones

### السياحة المستدامة في المناطق الساحلية

## Tourism Impacts on Coastal Zones

### آثار السياحة على المناطق الساحلية

تتنوع آثار النشاط السياحي على المناطق الساحلية بشكل قد يصعب حصره، وذلك نتيجة التداخل الذي تشهده تلك المناطق بين مجموعة متعددة من النظم البيئية ذات مستويات الحساسية المختلفة

Tourism impacts on coastal resources are far from uniform. First, the coastal zone is a complex of inter-linked ecosystems, with different sensitivities and vulnerabilities, and therefore different abilities to withstand stress

## Tourism Impacts on Coastal Zones

### آثار السياحة على المناطق الساحلية

لا تنحصر آثار النشاط السياحي على المناطق الساحلية في ما يتم تطويره من بنى تحتية ومرافق، بل إن العمليات السياحية قد يكون لها آثار أكبر

The impacts of tourism result not only from the siting and design of facilities, but also from their operations

## Requirements of Sustainable Tourism Management in Coastal Zones

### متطلبات الإدارة المستدامة للسياحة في المناطق الساحلية

- Water quality
- Safety and services
- Environmental management
- Environmental education and information

نوعية المياه  
السلامة والخدمات  
الإدارة البيئية  
الثقافة البيئية  
والمعلومات

## Planning for Sustainable Tourism in Coastal Areas

### التخطيط للسياحة المستدامة في المناطق الساحلية

## عناصر التخطيط والإدارة Planning & Management Elements

- EIA
  - Zoning
  - Infrastructure & facilities
  - Entrance & exist points
  - Interpretation & information
  - Environmental & Waste Management
  - Site regulations
- دراسات تقييم الأثر البيئي
  - التقسيم إلى مناطق
  - البنية التحتية والمرافق
  - نقاط الدخول والخروج
  - آليات التوضيح والمعلومات
  - تعليمات الموقع
  - الإدارة البيئية وإدارة المخلفات

## عناصر التخطيط والإدارة Planning & Management Elements

### حجم وتنوع وأهمية المصادر الطبيعية

Size, Diversity & Importance of Natural Resources

### مدى اعتمادية المجتمع المحلي على المصادر الطبيعية

Level of Local Community Dependency on Natural Resources

## حساسية أو هشاشة المصادر الطبيعية Sensitivity or Fragility of Natural Resources

### إحتمالية المصادر الطبيعية من أعداد زوار أو تطويرات

Carrying Capacity of the Natural Resources relevant to number of Visitors & Development

### حماية المناطق الساحلية والبحرية من خطر المخلفات الصلبة والسائلة

Protecting costal & marine zones from solid & fluid wastes

## عناصر التخطيط والإدارة Planning & Management Elements

### البنية التحتية والمرافق الموجودة حاليا

Existing Infra Structure & Facilities

### البنية التحتية والمرافق المطلوبة

Required Infra Structure & Facilities

## أعداد الزوار الحالية والمتوقعة (والمطلوبة)

Number of Current & Expected Visitors (& Requested)

## التكاليف المادية المطلوبة لتنفيذ التطويرات المعمارية

Financial Cost of the Required Architectural Development

## مؤشرات النجاح Success Indicators

### منافع إقتصادية مباشرة وغير مباشرة ومكملة لنشاطات المجتمع المحلي التقليدية

Direct or indirect economic benefits to local community, complementing their traditional practices

### تعظيم مشاركة المجتمع المحلي في عملية صنع القرار

Maximize the local community participation in the decision-making process

الحد من الآثار السلبية على البيئة  
والمجتمع المحلي

Minimize negative impact on the environment  
& local community

زيادة وعي وتفهم الزوار للنظم البيئية والثقافية  
والإشكاليات التي تتعرض لها المنطقة الساحلية

Increase the visitors awareness & understanding of the  
coastal area's natural & cultural systems & affecting  
issues

From Theory to Practice  
من النظرية إلى التطبيق

Via Nova Group  
مجموعة الطريق الجديد



• شركة عربية متخصصة في مجال التخطيط  
والتطوير والإدارة السياحية المستدامة

• منهجية علمية متخصصة ومعتمدة على البحث  
العملي الميداني المختلف التخصص

• الهدف هو الوصول إلى بدائل سياحية مستدامة  
حساسة للقضايا الثقافية والاقتصادية والبيئية

Via Nova Group  
مجموعة الطريق الجديد



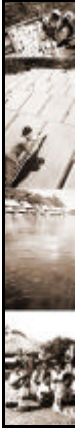
• A Specialized Arab Company in the Field of  
Planning, Development & Management of  
Sustainable Tourism

• Scientific Methodology Based on Multi-disciplinary  
Field Research

• We Aim at Providing Alternatives for Sustainable  
Tourism Solutions that are Sensitive to the Cultural,  
Economic and Environmental Issues

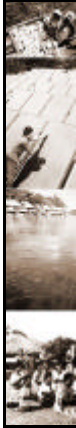
## MAKING TOURISM MORE SUSTAINABLE: Processes and tools

### ***Introduction: Approaches and aims for a sustainable tourism policy.***



### Overview of the benefits from tourism to protected areas

- Direct financial contributions (entrance fees, users' fees, concessions and leases, direct operation of commercial activities, donations, taxes)
- Support to alternative (sustainable) livelihoods
- Political support to PA status
- Income generation (indirect) by creating employment in the tourism industry
- Knowledge/intelligence sharing



### Conditions needed to attract tourism

- "Intrinsic" tourism potential (domestic and international) of the PA :
  - wildlife watching and recreation opportunities
  - transport and communication infrastructures
  - food and lodging facilities
  - ground operators and local partners
- Transparent regulations for tourism (visitors and tourism professionals)
- Good information and interpretation opportunities
- Environmental quality and management ensured
- Financial transparency in management of fees
- Community based tourism businesses in line with visitors' expectations



### Tourism in protected areas?

- Consistent with Convention on Biological Diversity programme on protected areas and CBD's Guidelines for sustainable tourism
- Protected Areas need to have sound management plans in place including measures to prevent, manage and monitor impacts related to visitors' use (trekking, adventure activities, camping, wildlife watching..) and to tourism related facilities (hotels, marinas and piers ..)
- Tourism will add to the PA management costs = need to have a realistic cost-benefit analysis



## MAKING TOURISM MORE SUSTAINABLE: Processes and tools

### **Case study:**

### ***Tourism development in Turkey: overview and examples***

***Atila Uras***

Project Coordinator UNDP Turkey

#### **Abstract**

The tourism history of Turkey dates back to the first years of the republic, 1923. The tourism industry started being a priority sector in the late 70's and "Mass tourism development", first mentioned in the fourth five-year development plan. (1979-1983)

The large number of government incentives issued for the tourism sector in the 1980s resulted in massive and rapid expansion of tourism facilities throughout the Mediterranean coast of Turkey causing negative landscape and environmental impacts. The Government of Turkey, recognizing the potential irreversibility of environmental damage along its fragile coastline, has adopted Integrated Coastal Zone Management and introduced legislation which protects some coastal areas - in line with Pan-Mediterranean development and environmental agreements of which Turkey is a signatory (Barcelona Convention, Nicosia Charter, Cairo Declaration). However, frequent sector-oriented changes in land use plans, the absence of co-ordination between the numerous laws and central sectorial agencies, inadequate implementation of legislation, and under-resourced authorities, have rendered the system ineffective.

Annual capacity increase in accommodation facilities were reached to record levels, making Turkey the fastest growing tourism industry among OECD countries, from 66.000 beds in 1983 to 192.000 at the end of 1991. Between these years, tourism revenues rose ten times and number of arrivals increased 4 times. By the end of the 20th century, tourism sector lost its acceleration due to the Gulf war, increasing terrorist activities and the happened earthquake in 1999. The fall of demand due to those events resulted with considerable price reductions and decrease in the quality of tourist arrivals.

The contribution of the tourism sector to national economy was with approximately 620.000 direct jobs in 2001, and 1.500.000 employees if sub-sectors were counted. Although the world tourism faced a crisis in 2001, Turkish tourism had a noticeable growth and international arrivals raised by 12% and reached 11.6 million foreign visitors.

Turkey, with 14 million visitors, ranks 8th in world tourism revenues list, according to 2005 WTO figures, after USA, Spain, France, Italy, UK, China and Germany. With 14,8% increase in the revenues, it is the fastest growing country among the top ten.

Cirali and Belek, along the South Anatolian Coast of Turkey, have been two interesting cases of small-scale and mass tourism examples respectively. WWF has been involved in an EU funded project, which the two sites were compared, and a sustainable tourism model has been developed for Cirali.

Belek has been a mass tourism development and investment area, neighbouring a Specially Protected Area, facing conflicts from planning and implementation perspectives. It is underlined by different NGOs and tourism planning experts that an integrated approach was missing, particularly on different sectors using the area, which are Tourism, Urbanisation, Agriculture, Transportation and Environment. It's been

also evaluated that the binding cross-cutting issues for integrating these sectors could have been Natural Resources Management, Competitiveness, Governance, Biodiversity protection and Poverty Reduction.

Cirali, with the aim of being a replicable model of Conservation, Integrated Management and Sustainable Development, has managed to still be the best example of participatory nature protection, and sustainable tourism/development in the Mediterranean. Today Cirali has more than 80 pensions with more than 1500 beds, with a very high occupancy rate between June and September, with prices around 35€/room, BB. This infrastructure is based on a unique sustainable development model, with a sustainable tourism business (high occupancy rate, decent prices, longer season) having strong competition capacity with neighbouring mass tourism areas, by the help of high quality tourism services provided, supported in off-season by diversified economical activities (tourism, organic agriculture, non-timber forest products), increased life quality (access to sanitary services, improved infrastructure, solid waste collection, chemical free soil, etc.) and in addition a stable and improving environmental quality, better managed cultural and natural resources, and an aware society, with a strong ownership of cultural and natural heritage.

### **Biography**

Born in 1968, **Atila Uras** studied Civil Engineering at the Middle East Technical University (METU) in Ankara, Turkey. He specialized in coastal engineering and coastal zone management, while graduating and assisting research at the Ocean Engineering Research Centre of METU. He paid visits to UK and Wales, where he tested a scheme that he developed for rating yacht harbours. He worked in the organization and also participated in several training programs and conferences pertinent to coastal zone management during his graduate study.

After working as a coastal engineer in the private sector for a couple of years, he moved to the NGO sector in 1999. He worked as Marine Programme Officer in the Turkish Society for the Protection of Nature (DHKD), as Marine Projects Coordinator in the World Wide Fund for Nature (WWF) Mediterranean Programme Office (based in Rome-Italy), and as the Conservation Director in WWF Turkey.

He took part in several European Union (EU) and other Government & Aid Agency funded projects, as a team member, project coordinator and project manager. One of these projects, "Integrated Coastal Management in Turkey: Cirali and Belek", had won the Dubai Award of UN HABITAT in 2000.

Atila is a member of the Mediterranean Experts Group of IUCN (World Conservation Union) World Commission on Protected Areas - Marine (WCPA MMED) for the period 2005 – 2008. He also teaches Coastal Zone Management at the Middle East Technical University as a part-time instructor. He joined UNDP in August 2006, as project manager for an EU funded project, namely "Integration of Sustainable Development into Sectorial Policies".

Atila is married and has one daughter.

# TOURISM DEVELOPMENT IN TURKEY: OVERVIEW AND EXAMPLES

Atila Uras  
UNDP Turkey



## TOURISM SECTOR IN TURKEY History, Facts and Figures



### THE HISTORY OF TOURISM SECTOR IN TURKEY

#### 1. THE FIRST PERIOD: INITIATION OF TOURISM ACTIVITIES (1923-1950)

- Tourism affairs in Turkey have started with the Traveler's Association in 1923, which dominated the tourism policy in Turkey.
- In 1934, the Ministry of Economy opened a bureau called Turkish Office under the department of Foreign Trade, in order to deal with tourism affairs.



### THE HISTORY OF TOURISM SECTOR IN TURKEY

#### 2. THE SECOND PERIOD: THE INITIAL DEVELOPMENTS IN TOURISM SECTOR 1950-1980

- ? First big hotels in Istanbul, Izmir and Ankara.
- ? The enactment of the Law for Encouragement of Tourism Industry in 1953.
- ? Tourism Bank was founded in 1955:
- ? Establishing the Ministry of Tourism and Promotion was the other event of this era (1963).
- ? Planning studies of the South Antalya Area started in 1974. The South Antalya Tourism Development Project aimed to create the capacity of 25.000 beds.
- ? "Mass tourism development", mentioned in the fourth five-year development plan. (1979-1983)



### THE HISTORY OF TOURISM SECTOR IN TURKEY

#### 3. THE THIRD PERIOD: THE ORGANIZED DEVELOPMENTS IN TOURISM SECTOR 1980-2001

- ? In 1982 the Ministries of Tourism and Culture were merged to establish coordination between them.
- ? During that period, Tourism Encouragement Law numbered 2634 was prepared and issued in 1982.
- ? In this period, the economic, social and legal features of tourism sector and high incentives, planning and infrastructure investments have led an authorized, specialized organization. Therefore Ministry of Culture and Tourism re-separated and Ministry of Tourism was established to focus on tourism affairs in 1989.



- ? In 1989, the Ministry of Tourism launched the ATAK project (Southwest Coast Environmental Project) to provide environmental protection along Aegean and Mediterranean coastlines and to determine the deficiencies in infrastructure system.

### THE HISTORY OF TOURISM SECTOR IN TURKEY

#### 3. THE THIRD PERIOD: THE ORGANIZED DEVELOPMENTS IN TOURISM SECTOR 1980-2001

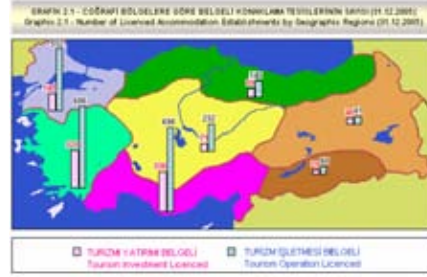
- ? Annual capacity increase at accommodation facilities were reached to record levels, making Turkey the fastest growing tourism industry among OECD countries, from 66.000 beds in 1983 to 192.000 at the end of 1991 Between these years tourism revenues raised ten times and number of arrivals increased 4 times
- ? By the end of 20<sup>th</sup> Century, tourism sector lost its acceleration due to the Gulf war, increasing terrorist activities and the earthquake happened in 1999. The fall of demand due to those events resulted with considerable price reductions and decrease in the quality of tourist arrivals.
- ? The Sixth, Seventh and the Eight Five Year Development Plans had the common policy of diversifying tourism activities and developing certain tourism types beyond sea-sand-sun based activities.
- ? Contribution of tourism sector to national economy was with approximately 620.000 direct jobs in 2001 and when sub-sectors were counted this number increased to 1.500.000 employees.
- ? Although the world tourism faced a crisis within the year 2001, Turkish tourism had a noticeable growth and international arrivals raised 12% and reached to 11.6 million foreign visitors.

## TOURISM SECTOR IN TURKEY

Number of Tourists and Total Revenue (annual) b/w 1996-2005				
YEARS	Foreign visitors (000)	CHANGE %	Foreign visitors' expenditure (Million\$)	CHANGE %
1996	8 614		5 650	
1997	9 689	13	7 008	23,9
1998	9 752	0,6	7 177	2,4
1999	7 464	-23,4	5 193	-27,64
2000	10 412	39	7 636	47
2001	11 569	11	8 090	5,9
2002	13 247	14,5	8 481	4,7
2003	14 030	5,3	9 677	14,1
2004	17 517	24,86	12 125	25,3
2005	21 122	20,59	13 929	14,8

Turkey ranks 8th in world tourism revenues list, according to 2005 WTO figures, after USA, Spain, France, Italy, UK, China and Germany. With 14,8% increase in the revenues, it is the fastest growing country among the top ten.

## TOURISM SECTOR IN TURKEY



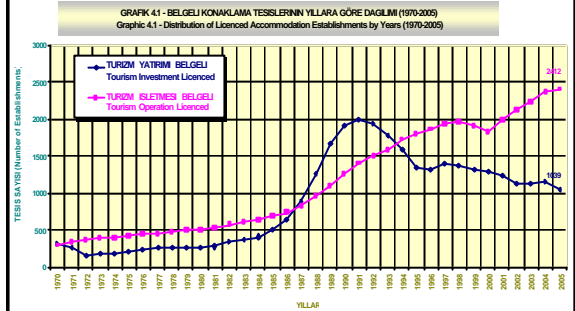
- Total number of licensed accommodation facilities reach more than 3,450 at the end of 2005.

## TOURISM SECTOR IN TURKEY



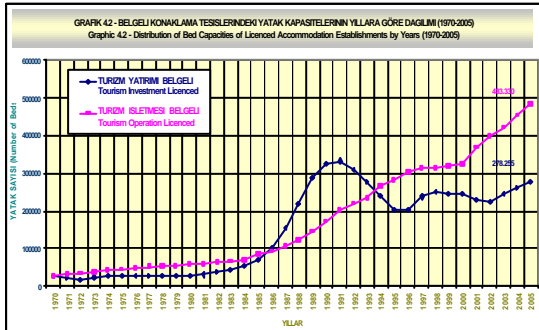
- Total number of beds reach more than 760,000 at the end of 2005.

## TOURISM SECTOR IN TURKEY



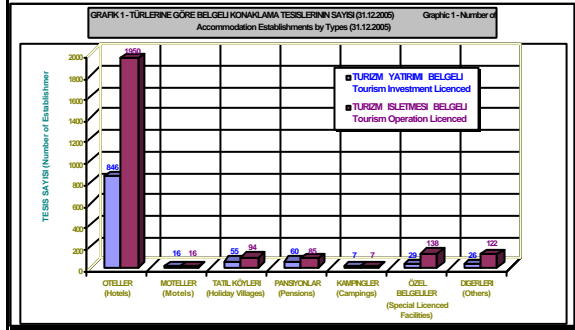
Distribution of Licensed Accommodation Establishment by year (1970-2005)

## TOURISM SECTOR IN TURKEY

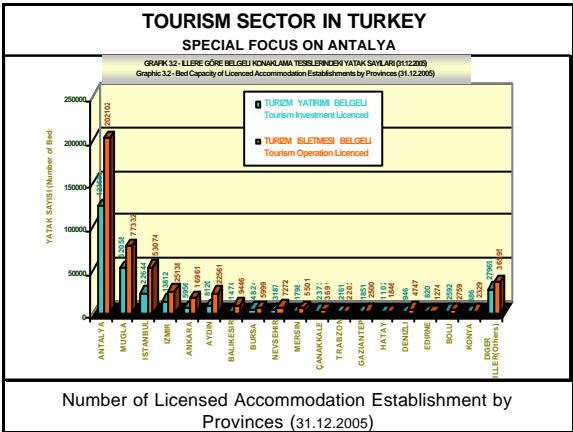
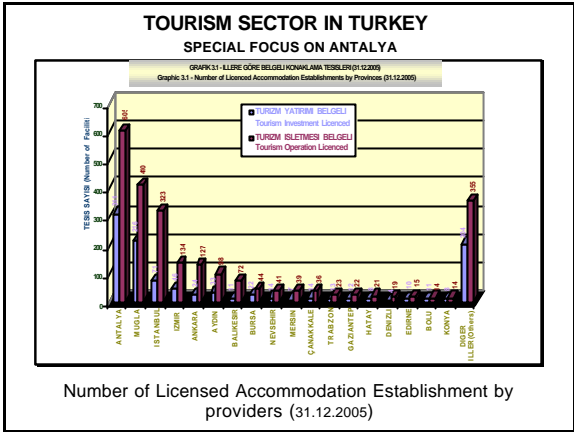
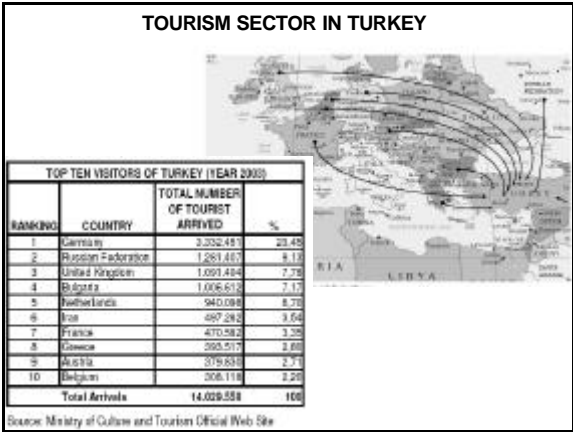


Distribution of Bed Capacities of Licensed Accommodation Establishment by year (1970-2005)

## TOURISM SECTOR IN TURKEY



Accommodation Establishment (31.12.2005)



### Development Planning in Turkey

Two dimensions of planning in Turkey:

1. National Development Plans (supported by sectoral strategic plans, national thematic plans etc.) – Policy Level (responsible authority is State Planning Organization)
2. Physical Landuse Plans – Implementation Level (various responsible authorities in the process)

### “Sustainability” in Development Plans

- Following the wind of Brundtland Report, 6th 5-Year Development Plan is considered to be the first Plan, referring to “sustainable development” in general and also under sectoral items.
- The road to EU, and the other international commitments (e.g. WSSD, MDGs) led Turkey to take concrete steps on sustainable development initiatives both at policy and implementation levels.
- Again, taking these commitments as reference, integration of sustainable development principles into sector policies has been accepted as top priority by the State Planning Organization.

### Sustainable Development

**Classical definition**

*«Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.»*

*Brundtland Report, Our Common Future (1987)*

## Sustainable Development

### Modern Definition

*"Improving the quality of human life while living within the carrying capacity of supporting ecosystems"*

*(Caring for the Earth, IUCN/WWF/UNEP, 1991)*

## How to integrate SD into Policies?

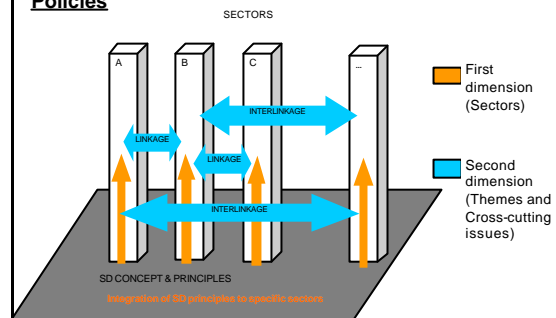
The restructuring of the development of policies at National/Regional/Local and Sectoral levels by inserting **economical, sectoral and environmental** parameters as **major criteria** into planning and decision-making processes, in an integrated manner, based on a sustainability axis.

### Integration of Sustainable Development into Sector Policies

The integration of SD into sector policies has two distinct dimensions which has to be met for a complete and adequate integration.

- i. First dimension is to **make each sector sustainable by considering and integrating criterions of social and environmental factors into their decision-making and planning cycles**, and
- ii. Second dimension **is to define the linkages between the sectors, and the macro-economic situation in national and local levels**, in order to **integrate the SD principles to the whole planning and decision-making structure and mechanisms** of the country.

### Integration of Sustainable Development into Sector Policies



## The 9th Development Plan

According to the Plan, Economical and Social Development axis's are as follows:

- Increasing the competition capacity
- Increasing work opportunities
- Societal Development and Strengthening Social Cooperation
- Regional Development
- Increasing quality and efficiency in social services

Again, referring to the Plan, the sectors are as listed: Agriculture, Mining, Industry, Energy, Transportation & Communication, Tourism, Urbanisation, Education, Health, other services

Another example on Sectors and Cross-cutting issues - DENMARK

### AS STATED IN NATIONAL SD STRATEGY

#### Sectors

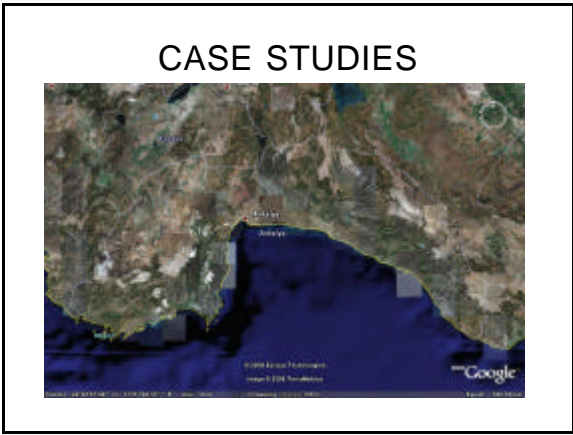
- Food
  - Food Safety
  - Agriculture
  - Fisheries
- Forestry
- Industry, trade and Services
- Transportation
- Energy
- Urbanisation and housing development

#### Cross-cutting issues

- Climate Change
- Biodiversity / Nature Protection and access to nature
- Environment and Health
- Chemicals
- Environment quality and other environmental parameters
- Food
- Health and security
- Resources and resource efficiency
- International Activities

PHYSICAL LANDUSE PLANNING IN TURKEY	
Plan Type/Level	Responsible Public Institution
National Development Plan	State Planning Organisation (SPO)
Regional Plans	State Planning Organisation (SPO), South Eastern Anatolia Regional Dev't Admin.
Environmental Profile Plan Scale: 1/100 000, 1/50 000, 1/25 000	Min. of Settlements and Reconstruction
	Min. of Environment
	Agency for Specially Protected Areas
Provincial Environmental Profile Plan Scale: 1/25 000	Special Provincial Administration

PHYSICAL LANDUSE PLANNING IN TURKEY	
Plan Type/Level	Responsible Public Institution
Land-use Plan Scale: 1/5 000, 1/1000	Municipalities or Metropolitan Municipalities within municipal borders and in adjacent areas, Governorates in other areas
Land-use Plans in specific areas (in liaison with responsible national and local authorities) Scale: 1/25000, 1/5 000, 1/1000	Min. of Culture & Tourism in Tourism Areas and Centres
	Agency for Specially Protected Areas in SPAs
	South- eastern Anatolia Regional Development Administration
Special Use and Management Plans	National Parks General Directorate in National Parks
	Forest Management Plans – Min. of Forestry
	Min. of Environment, Agency for for SPAs in Specially Protected Areas.
	Min. of Culture and Tourism for Historic and Archaeological sites



### South Antalya Tourism Development Plan

Just to remind...  
 ? Planning studies of the South Antalya Area started in **1974**.  
 The South Antalya Tourism Development Project aimed to create the capacity of **25.000** beds.

And today...

NAME OF THE PLAN	INITIAL PLAN # of BEDS	CURRENT REVISED PLAN #of BEDS
East Antalya	12.000	35.000
South Antalya	25.000	75.000
Belek	20.000	50.000



## INTEGRATION OF

### SECTORS

1. Tourism
2. Urbanisation
3. Agriculture
4. Transportation
5. Environment



### CROSS CUTTING ISSUES

1. Natural resources Management
2. Competitiveness
3. Governance
4. Biodiversity protection
5. Poverty Reduction

## COMPLAINTS OF AN INVESTOR

- "The expansion of tourism sector should rely on a wise supply-demand balance."
- "Antalya is saturated in bed capacity, no more hotels should be built at least for 5 years."
- "70 % of the hotels are closing in Antalya this winter."
- "We have to make tourism sector alive for 4-seasons."
- "They are selling beds for 9€, which is even not enough to wash the sheets."

*Mr. Ibrahim Çeçen, President of board, IC Holding (A company with three 5\* hotels in Antalya), 15 November 2006, Milliyet newspaper*

## ÇIRALI

A model of Conservation, Integrated Management and Sustainable Development

### ÇIRALI



VIEW OF 3.2 km LONG ÇIRALI BEACH FROM SOUTH TO NORTH



TAHTALI MOUNTAIN (2375 m) AS SEEN FROM ÇIRALI





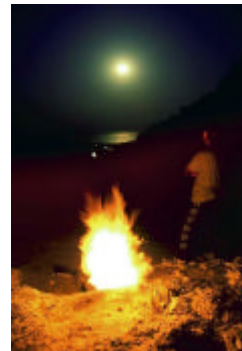
**ÇIRALI BEACH IN FRONT OF OLYMPOS  
ANCIENT CITY**



**LYCIAN TOMB IN OLYMPOS ANCIENT  
CITY**



**EVERBURNING FLAMES OF  
CHIMAREA (YANARTAS)**



**EVERBURNING FLAMES OF  
CHIMAREA (YANARTAS)**





**The Challenge:**  
Facing high mass tourism pressure in the surrounding areas by promoting and implementing a different model of tourism development in harmony with landscape and nature conservation

**The Project Goal**  
Preparation of a Management Plan and promotion of environmentally and socially sound development through integrated planning, traditional and alternative economic activities and nature protection in a small-scale tourism destination

**Objectives of Çirali Management Plan**

- ? Preservation of the natural and archaeological values
- ? Improving social services
- ? Diversifying economical activities in nature friendly ways
- ? Land use in harmony with nature
- ? Local public participating decision making processes
- ? Protection of the traditions
- ? Establishment of coordination between relevant institutions
- ? Monitoring and evaluation

**The Çirali Physical Plan (Land use plan) for Conservation**

**ACHIEVEMENTS**

- ? The land use plan has met with endorsement from the local community, the local government institutions and the relevant ministries.
- ? The local community, trained in the necessary skills to carry on the activities, has a sense of ownership and responsibility for the project.
- ? Ecotourism has been taken up enthusiastically by the community, and the town has become a famous nature-friendly tourism destination

### ACHIEVEMENTS

- ? The Çirali brand is becoming a household name for high-quality organic products.
- ? Improved protection of the marine turtle habitat, demonstrated by the increase in the number of nests, implies a positive effect on the marine and coastal biodiversity of Çirali.
- ? Çirali's success has made it a priority for the local bodies too. The authorities responsible for infrastructure (GATAB and ALTAS) have put in place a drinking water supply system for the town, as well as continuous solid waste collection service.



### ACHIEVEMENTS

In June 2000, the project received the "Best Practice Award" from the United Nations Center for Human Settlements (HABITAT) in partnership with the Municipality of Dubai. Of the 770 projects from 110 countries submitted for the award, a total of ten best practices were identified.

The selection of best practices was based on three criteria: a tangible impact on human living conditions; partnership between two or more stakeholders; and sustainability in terms of lasting changes in policies, management practices, attitudes and behaviour.



### SUSTAINABLE DEVELOPMENT IN ÇIRALI

- A sustainable tourism business (high occupancy rate, decent prices, longer season)
- Diversified economical activities (tourism, organic agriculture, non-timber forest products)
- Strong competition capability with neighboring mass tourism areas, by the help of high quality tourism services provided,
- Increased life quality (access to sanitary services, improved infrastructure, solid waste collection, chemical free soil, etc.)
- Stable and improving environmental quality
- Aware society, with strong ownership of cultural and natural heritage
- Better managed cultural and natural resources



### TODAY IN ÇIRALI

1. More than 80 pensions, with more than 1500 beds
2. Very high occupancy rate between June and September
3. 35€/room, BB
4. Efficient monitoring of sea turtles by local cooperative
5. Still the best example of participatory nature protection, and sustainable tourism/development in the Mediterranean



ترکیا

Turchia

THANK YOU...

Atila Uras

atila.uras@undp.org

Turkey

Türkiye

## MAKING TOURISM MORE SUSTAINABLE: Processes and tools

### **Case Study:**

### ***Market-driven strategic management of sustainable tourist destinations: approach and case study from the Red Sea***

**Ahmed Hassan**

PA Consulting

## Strategic Management of Travel Destinations

**PA's Market-Driven Sustainable Tourism  
Approach to Map the Future of Egypt's Tourism Destinations**

Ahmed Hassan, 28 Nov 2006, Libya

# CONTENTS

**A market-driven strategic approach to destination management is required to ensure the sustainability of tourism development in MENA countries**

**Why?**

## **1. SITUATION**

***... highest growth rates in the world, 11% annual and 1.1m rooms in 2005...***

leverage extensive experience from developing strategy and management solutions in destinations globally

## **2. APPROACH**

***... meet market change and the sustainability challenge ...***

identify and address the key issues to ensure a destination's competitive advantage and sustained resources

## **3. OUTCOME**

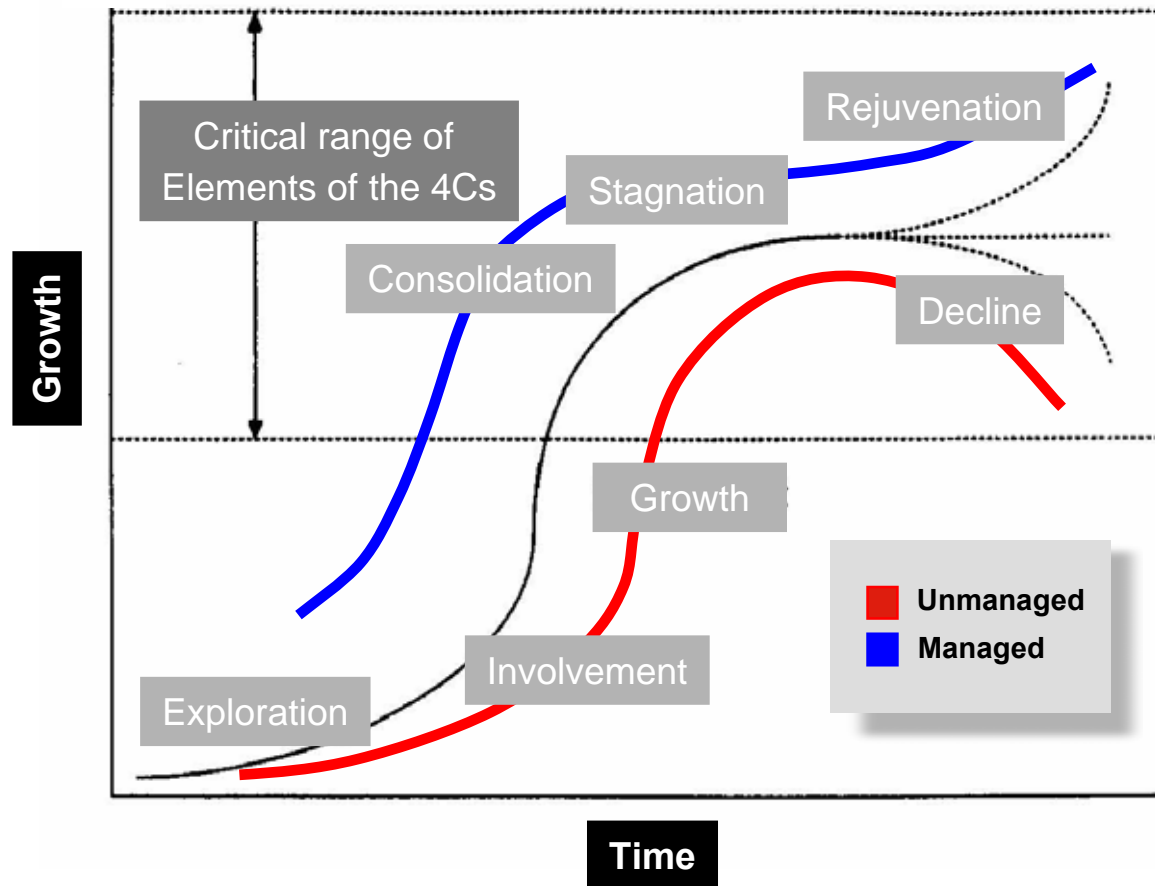
***... destinations that are sustainable in the market and environmentally ...***

implement a strategic management framework that makes the destination a lasting and lucrative one

# Strategy in Destination Management

<b>INITIATION</b>	<ul style="list-style-type: none"><li>▪ Deliberate</li></ul>	<ul style="list-style-type: none"><li>▪ Emergent</li></ul>
<b>PLANNING</b>	<ul style="list-style-type: none"><li>▪ Intentional, designed</li></ul>	<ul style="list-style-type: none"><li>▪ Gradual, organic</li></ul>
<b>FORMATION</b>	<ul style="list-style-type: none"><li>▪ Figured out</li></ul>	<ul style="list-style-type: none"><li>▪ Found out</li></ul>
<b>OUTLOOK</b>	<ul style="list-style-type: none"><li>▪ Forecast and anticipate</li></ul>	<ul style="list-style-type: none"><li>▪ Partially unknown, unpredictable</li></ul>
<b>COMMITMENT</b>	<ul style="list-style-type: none"><li>▪ Framework and rules, prepare</li></ul>	<ul style="list-style-type: none"><li>▪ Lack framework, be flexible</li></ul>
<b>PROCESS</b>	<ul style="list-style-type: none"><li>▪ Formally structured and comprehensive</li></ul>	<ul style="list-style-type: none"><li>▪ Unstructured and fragmented</li></ul>
<b>DECISIONS</b>	<ul style="list-style-type: none"><li>▪ First think, then act</li></ul>	<ul style="list-style-type: none"><li>▪ Thinking and acting intertwined</li></ul>
<b>ORGANIZATION</b>	<ul style="list-style-type: none"><li>▪ Hierarchical, programmed (efficiency)</li></ul>	<ul style="list-style-type: none"><li>▪ Disperse, learn as you go (development)</li></ul>
<b>RESOURCES</b>	<ul style="list-style-type: none"><li>▪ Optimal</li></ul>	<ul style="list-style-type: none"><li>▪ Experimental</li></ul>
<b>IMPLEMENTATION</b>	<ul style="list-style-type: none"><li>▪ Top-down</li></ul>	<ul style="list-style-type: none"><li>▪ Broad and cognitive</li></ul>

## A Destination has a Market-Driven Life Cycle, DLC

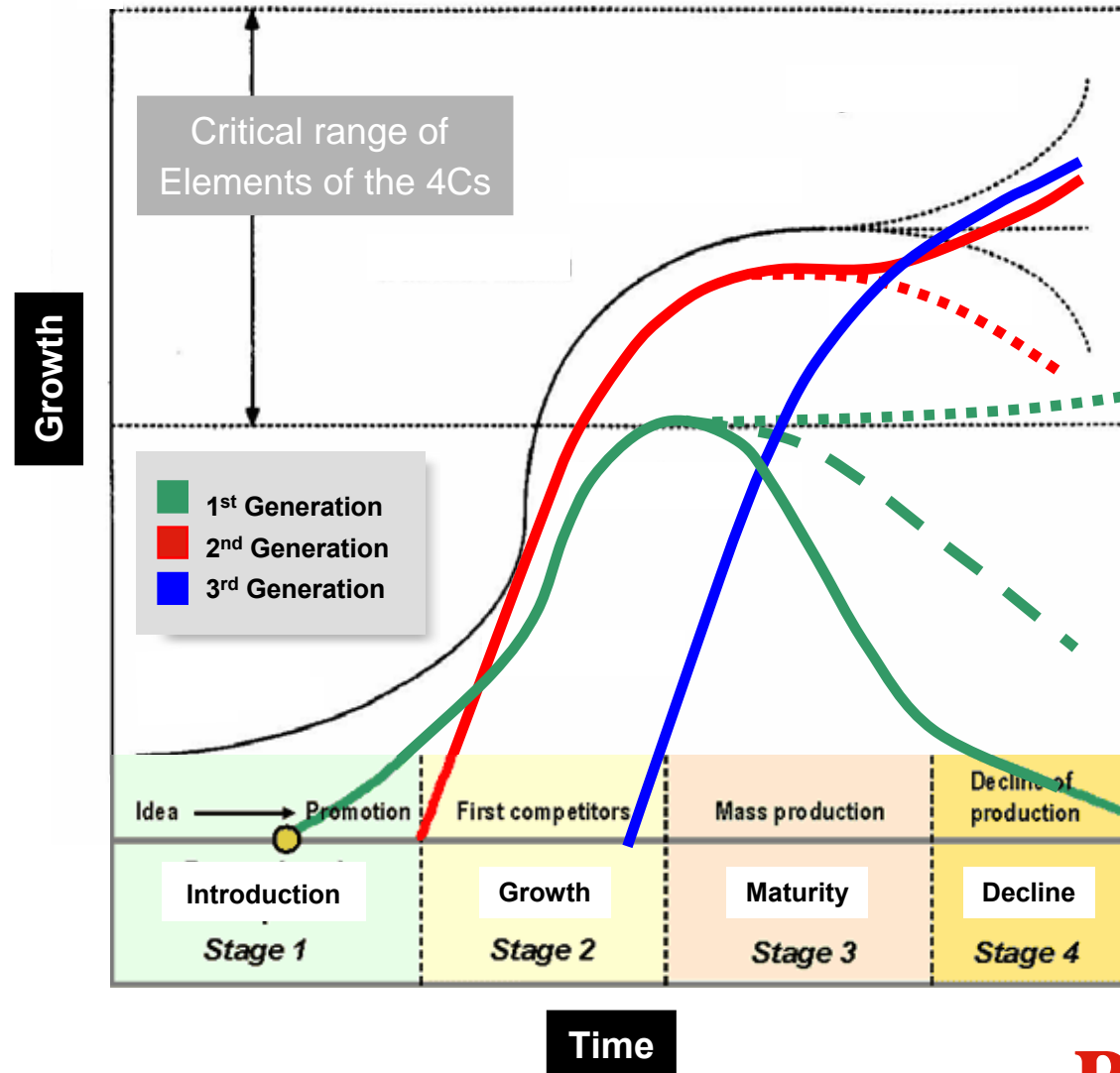


- Destination **explored** by adventurers or **limited tourists**
- **Local businesses** offer services, **destination emerges**
- Outside **investment** attracted and **market emerges**
- **Local economy is tourism**, slower visitation increase, chain and **tour operators start to dominate**
- **Capacity levels at threshold**. artificial attractions take hold, **excess room capacity**
- Tourists go to **newer destinations**, non-tourism industries emerge
- **Dramatic change**, use more natural or artificial resources

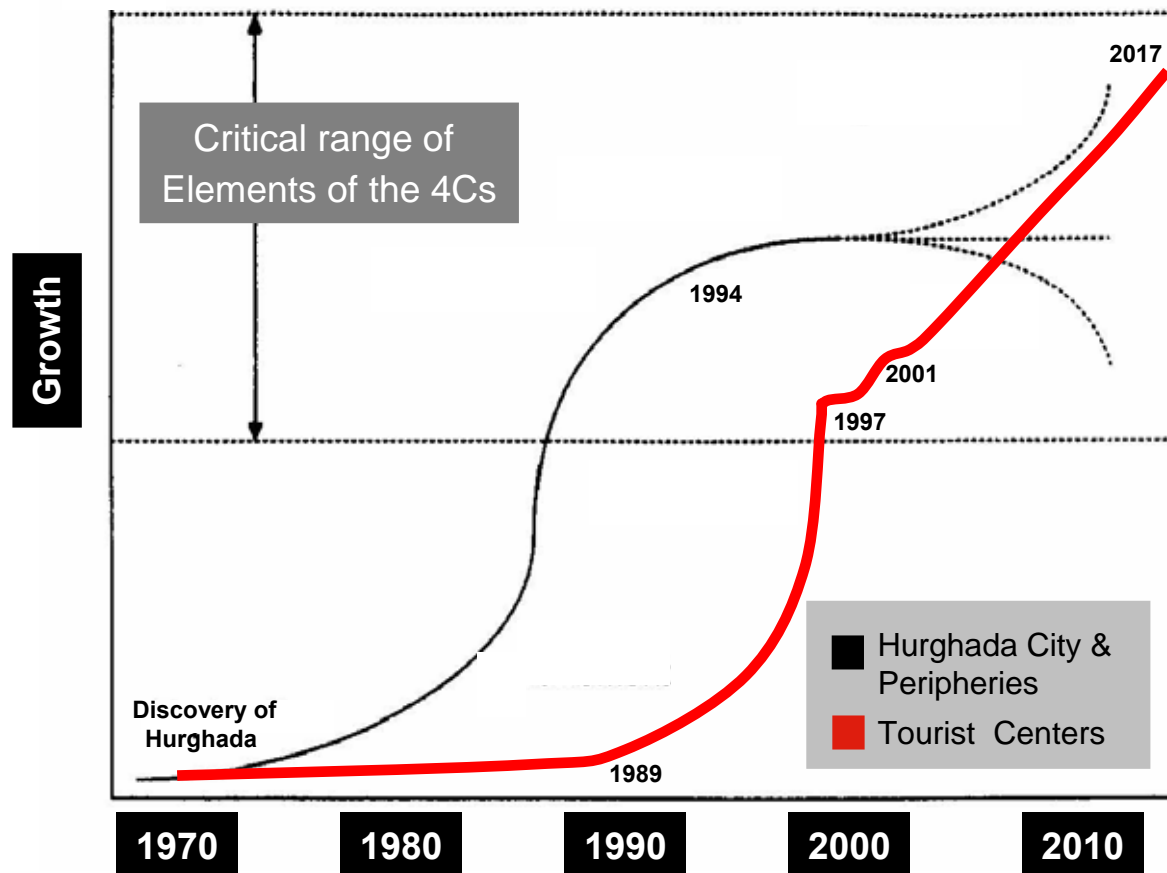


## Products within a Destination have a Life Cycle, DPLC

- Products of a destination mirror its life cycle
- The range of the 4Cs is impacted by **market forces** and **products** introduced
- Products introduced **grow**, **mature** then **decline**.
- **First movers** are eroded by **first competitors** followed by **economy of scale producers**
- A market is standardized with products and distribution for the **masses**
- **Competition** increases, lower prices to grow market share
- Products **die**, **innovate**, or are **replaced**

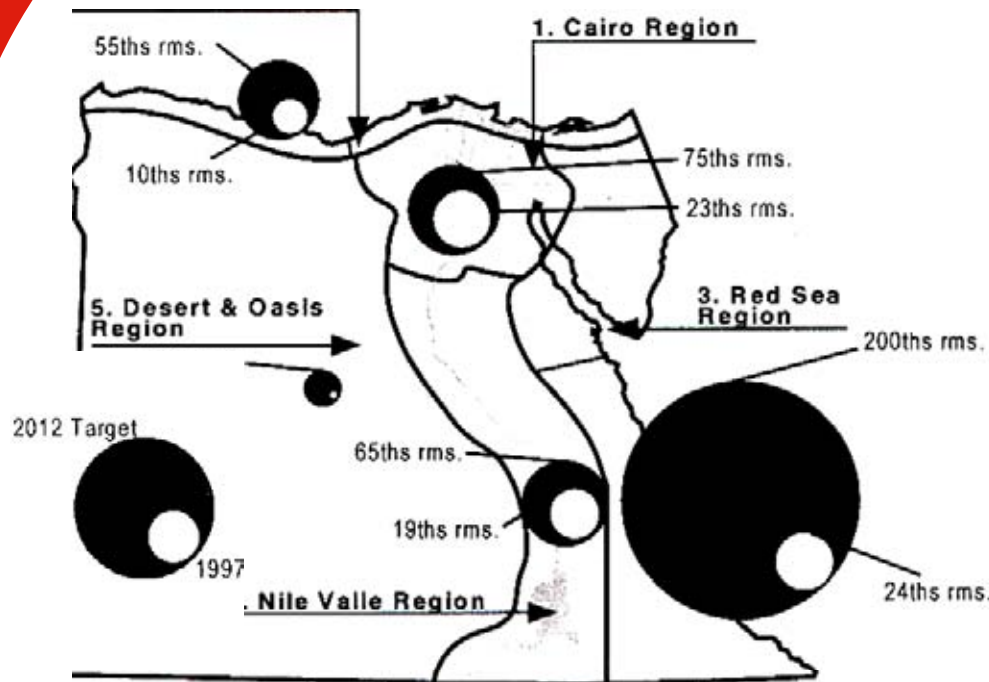


## Red Sea Resort Development 1970s to Present



- **Up to 1970s:** Red Sea explored by limited tourists and divers
- **1980s:** Local entrepreneur offer services, Hurghada emerges in Europe. Hurghada coastal environment destroyed
- **1989:** Tourism Development Authority (TDA) promotes planning and investment
- **1990:** Advent of integrated tourism centres like elGouna
- **1994:** Environmental legislation
- **1997:** Slower growth, Hurghada becomes mass destination for the price sensitive in Europe and Russia markets
- **2000s:** 22 tourism centers under development, exceeding Hurghada in hotel rooms, chain and tour operators dominate

# Destination Red Sea Riviera



Source: PA Consulting, 2006



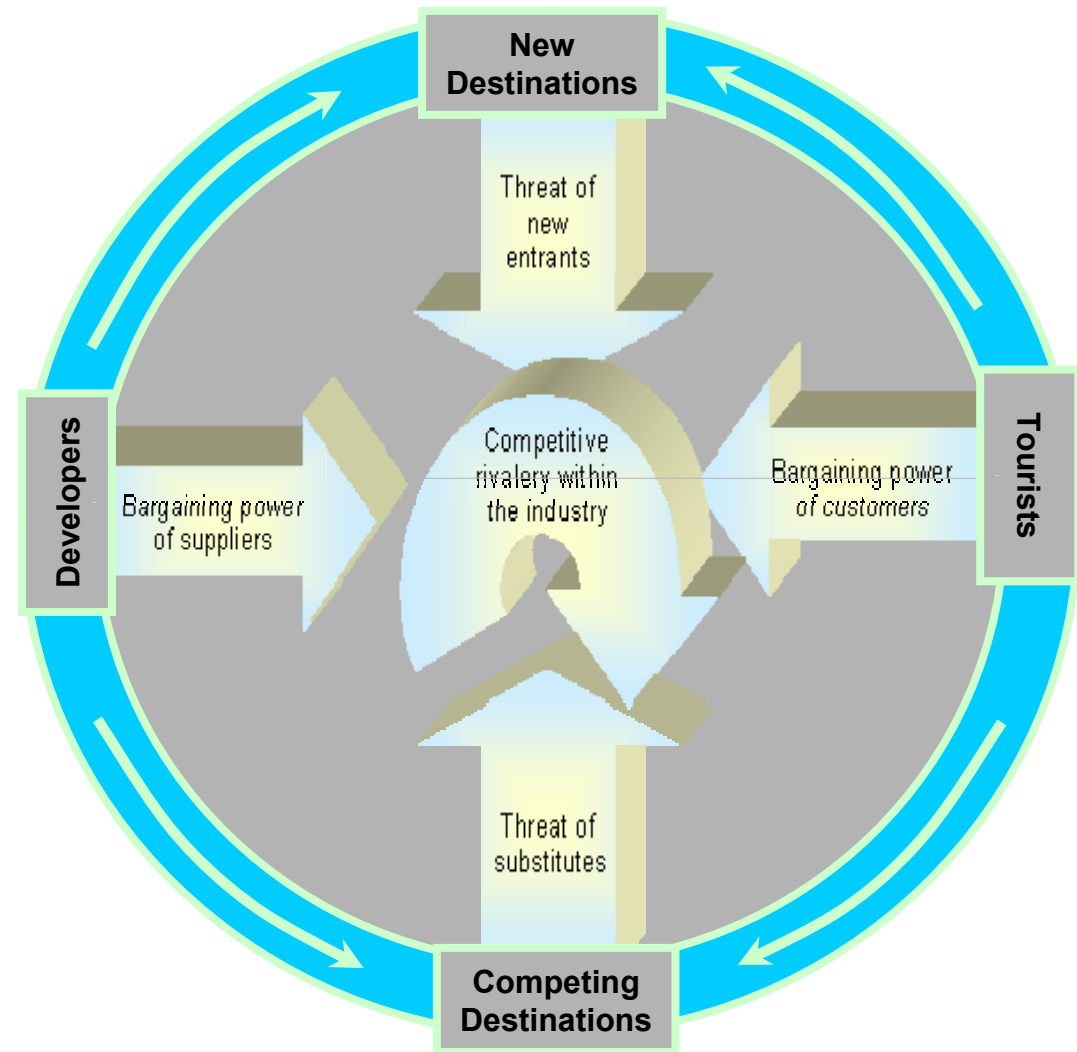
	Hotel Rooms ('000)	Occupancy (%)	Room Rate (US\$)	RevPAR (US\$)	Room Revenue (US\$b)	Currency to US\$
2006	90	85	40	30	1.2	5.8
2000	32	77	41	31	0.4	3.7
1997	24	63	44	28	.25	3.4
1990	13	50	70	40	.17	1.5
Egypt 2006	170	70	48	40	5.7	
ME 2006	875	48	105	78	2.7*	3.6
	Africa included				Dubai only	UAE Dirham

\*30,000 rooms, Rate US\$300



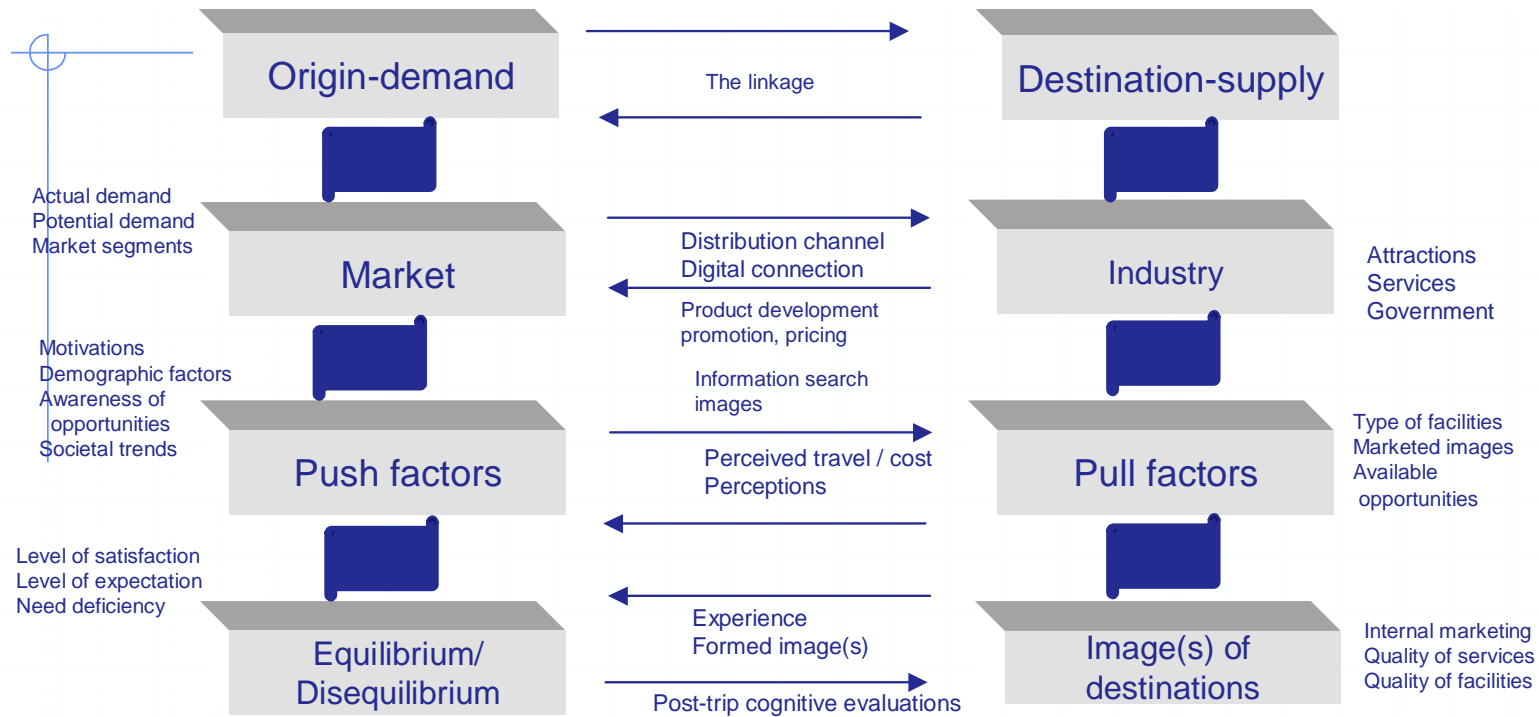
## Market Forces Shaping a Destination

- Once a **destination** is created, a **market** situation ensues
- Market forces **competition** and marketing **decisions**
- Competition is **external** and **internal** to a destination
- Market mix decisions of **product, distribution, pricing, and promotion**
- Bargaining is linked to **distribution channels, investment and chain hotels**
- Other destinations offer **new products** or **substitutes**
- A sustainable destination is **strategically managed** to **co-align** market forces with **goals** through **competitive methods** and **resources** at destination and business levels



After Porter's , 2001

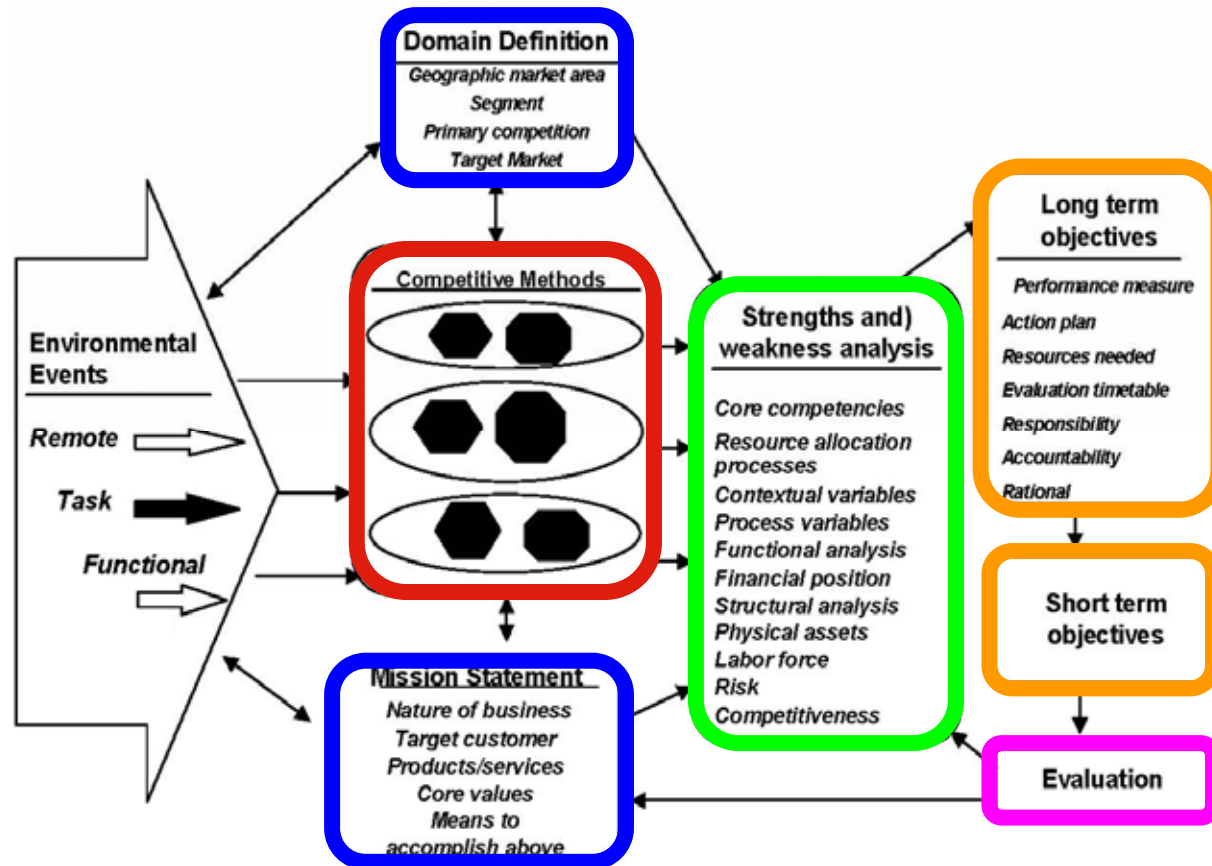
# A Destination is a System of Demand and Supply



(Fesenmaier and Uysal 1990; Uysal 1999)



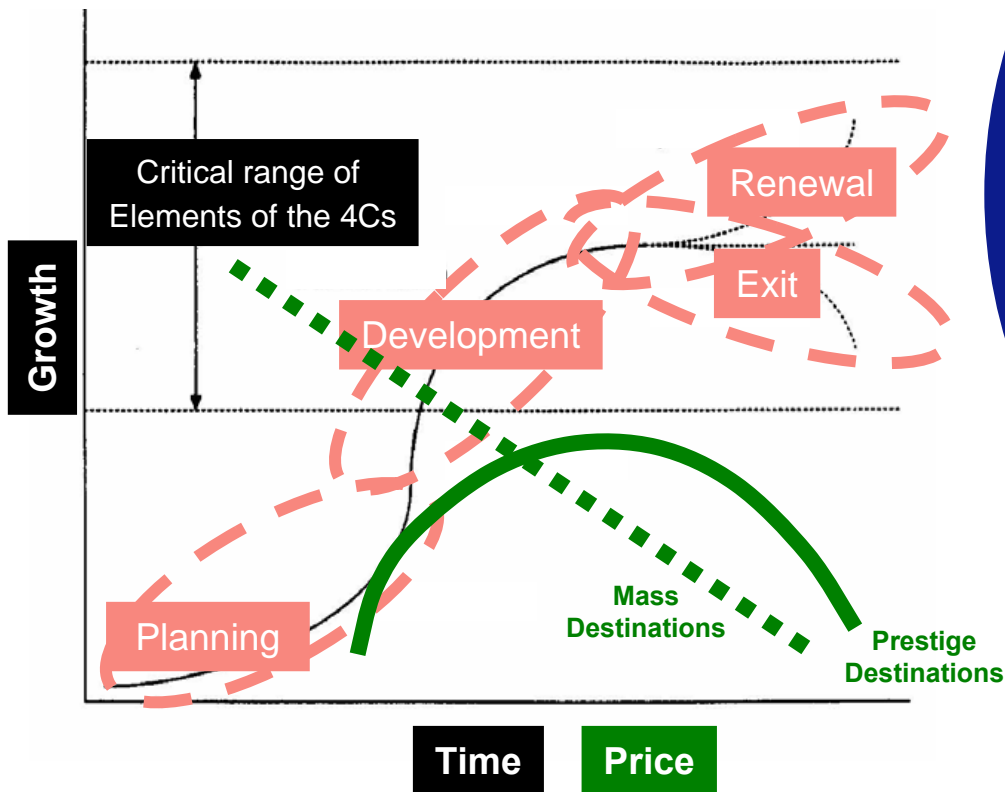
# Strategic Management of Destinations



- Know the customer “the tourist”
- Predict and adapt to **external events**
- Manage **change in supply and demand** (shocks, fads, substitute destinations)
- Synergize the right **market-mix**
- Consolidate a **unique identity**
- **Deliver** what's promised
- Balance the **natural versus the artificial**
- Optimize **resource allocation**
- Manage the **internal business environment** – industry competition
- **Audit** continuously image, resources, and impacts
- Manage the **media relation**

# PA's Solutions to Managing Destinations (price and risk)

- Lifecycle management
- **Manage risks**
- Understand market forces
- Destination as system
- Coalign external vs internal, resource vs product, price vs. demand
- **Price elasticity**



## Red Sea sustainable tourism initiatives

- Conducted **Market research** in tourism outbound markets worldwide
- Developed a **national framework for tourism planning, private investment and project management**
- Developed **land use planning and zoning regulations**
- Conducted **regional and physical planning of integrated resort developments**
- Customized an **integrated resort planning and investment model (TDCs)** encompassing physical design, marketing and conservation
- Innovated **sustainable hotel design and eco-lodges**
- Developed **Shoreline classification** and coastal models for both conservation and tourist development
- Conducted **audits of tourist destinations**, covering infrastructure, tourist services and facilities
- Developed **best practices for coastal development and resort planning**
- Implemented **Environmental Management Systems** for destinations and resorts
- Developed **EIA guidelines** for tourism projects (resorts, marinas, golf courses, and ecotourism within national parks)
- Developed **tourism product and marketing development** guidelines
- Developed **Information management systems** for tourism and conservation (GIS, e-EIA Forms, EIA-Track)
- Developed Egypt's **National Strategy for Ecotourism development**
- Developed the **South Red Sea Ecotourism Plan**
- Developed an **ecotourism concession system** and business models for **ecotourism projects**
- **National Program for international nature guides certification**
- **Community local programs and hospitality training**
- Developed **urban preservation and rehabilitation plans** of historic towns and sites



## Taking a tour along the Red Sea

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Satellite imagery tour of Red Sea coastline with overview of coastal features, old resort developments, environmental concerns, new sustainable integrated resort models, and the way forward to sustaining the southern region



# PA Consulting Group



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Group

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**PA**

## MAKING TOURISM MORE SUSTAINABLE: Processes and tools

### **Case study:**

#### ***Malta: tourism and conservation***

***Tony Ellul***

Malta Environment Planning Authority (MEPA)

#### ***Abstract***

The presentation gave a brief outline of the tourism development in the Maltese Islands highlighting the main issues that led to the development of mass tourism with all its problems – coastal degradation, loss of traditional character, destruction of sensitive ecological areas and beach degradation.

After years of rapid development the Islands experienced a decrease in tourism arrivals, leading Government to formulate a tourism plan for the Maltese Islands. The Environment Protection Act and Development Planning Act were important legislation which ensured that development was planned and respects environmental resources, even though in certain cases planning policies have not been so effective in ensuring the protection of certain coastal areas and sensitive ecological areas.

The Carrying Capacity Study prepared by the Ministry of Tourism was an important step in determining thresholds, even though there were occasions when such thresholds were exceeded. The Malta Environment and Planning Authority's (MEPA) Tourism Topic Paper has also highlighted the main issues to be addressed in terms of tourism development and spatial planning. Some issues include the development of rural tourism, beach management, development of tourist accommodation as well as attractions.

Despite some individual actions the concept of sustainable tourism development still finds some difficulty in becoming a role concept in the development of tourism. The tourism industry is a strong lobby force and this slows down attempts, through plans and policies, to instill a culture towards sustainable development.

The experience of Malta in this regard should show what is to be avoided in developing tourism, what instruments should be in place to achieve convergence between social, environmental and economic interests with regard to tourism development as well as provide suggestions that should lead towards a more sustainable development of this sector.

#### **Biography**

**Anthony Ellul** is a planner employed by Malta Environment and Planning Authority (MEPA) as Team Manager responsible for the South Malta Local Plan and the Marsaxlokk Bay Local Plan. He was also responsible for the preparation of the Tourism Topic Study.

Anthony has developed a specialization in tourism planning, having worked for some years for the Department of Tourism, and has lectured at the University of Malta on this subject. Between 1993 and 1999 he formed part of a Committee of a Group of Specialists on Tourism and Environment of the Council of Europe and was commissioned to prepare two reports on Tourism and Environment in European countries. During this period he was also asked to present papers on aspects related to tourism planning and sustainable tourism development at various seminars/conferences in Berlin, Majorca and Cyprus.

Between 2000 and 2003, Anthony participated in and co-coordinated the finalization of the report on the Systemic Sustainability Analysis Project now called IMAGINE as part of the CAMP (Malta) Project together with Blue Plan. This related to the formulation of Sustainability Indicators and forecasting through stakeholder participation.

In 2002 he was engaged as a consultant in the Council of Europe to prepare a report with regard to the impacts of the tourism development proposed in the Akamas Peninsula. He works closely with the Blue Plan with regard to the preparation of reports relating to tourism development in the Mediterranean. He also forms part of Blue Plan's group of experts on tourism.

Anthony's academic qualifications include a Masters of Science in Environmental Management and Planning from the University of Malta, a postgraduate Diploma in Environmental Management and Planning from the University of Malta and a Bachelor of Arts (Hons) in Business Management from the University of Malta.

# Integrating Tourism and Environmental Conservation in The Maltese Islands

**Anthony Ellul**

EGA - IUCN Med - WWF MedPo - UNEP  
MAP RAC/CP WORKSHOP  
SUSTAINABLE TOURISM IN LIBYA  
AL BAYDA, 28-29 NOVEMBER 2006

- The Maltese Islands located in the centre of the Mediterranean are composed of three main islands - Malta (264 sq km), Gozo (64 sq km) and Comino (2 sq km)
- The Maltese Islands have a population of about 400,000 and a population density of 1,300 per sq km
- Its main economic activities are manufacturing, construction, financial services and tourism



**Arrivals in 1959 - 12,583**  
**2005 - 1,170,610**

**Earnings in 1959 - Lm 765,000 (1,834,000 euros)**  
**2005 - Lm 430 m (1 billion euros)**

**Employees (\*) in 1959 - 505**  
**2005 (Sept) - 8360**

**Tourist beds in 1959 - 1218**  
**2005 - 40,040**

**Tourism currently contributes about 19% to exports of goods and services a decrease from 25.1% in 1990**

**(\*) in hotels and catering establishments**

**Arrivals**

**1959 - 12,583**  
**1970 - 170,853**  
**1972 - 149,913**  
**1980 - 728,732**  
**1984 - 479,747**  
**1990 - 871,774**  
**1994 - 1,174,223**  
**1996 - 1,053,788**  
**2000 - 1,215,712**  
**2005 - 1,170,610**

Year	Number arrivals
1959	12,583
1970	170,853
1972	149,913
1980	728,732
1984	479,747
1990	871,774
1994	1,174,223
1996	1,053,788
2000	1,215,712
2005	1,170,610



**Tourist beds**  
**1959 – 1,218**  
**1970 – 7,935**  
**1977 – 22,714**  
**1980 – 42,090**  
**1990 – 41,439**  
**2000 – 45,688**  
**2004 – 43,170**  
**2005 – 44,000**



### Early Years (1959 - 1970)

- Tourism identified as one of the main economic sectors with industry and agriculture
- British are the main market
- Beaches the main product
- Arrivals grew at an annual rate of 114%
- Seasonal pattern becoming evident and peaking in summer



### Mass Tourism Years (1971 - 1986)

- Setting up of Air Malta in 1973, Ministry of Tourism (1976) and the NTOM (1977)
- Arrivals 1971 – 1980 (30.8% per annum), 1980 – 1986 (-3.5% per annum)
- Concentration of tourists in summer months
- British market increases (76% in 1980)
- Departure of British services in 1979
- Forward Booking Rate (FBR) in 1985
- Resorts expanded rapidly with developments happening close to the main beaches



### The Planning Years (1987 onwards)

- Arrivals 1986 – 2000 (7% per annum), 1996 – 2005 (1.2% per annum)
- The Tourism Development Plan (1989)
- Diversification, Decrease seasonality, Product Development
- Cruise, Conference/Business, Religious tourism, Sports tourism (diving), cultural tourism, Senior citizen, language schools.

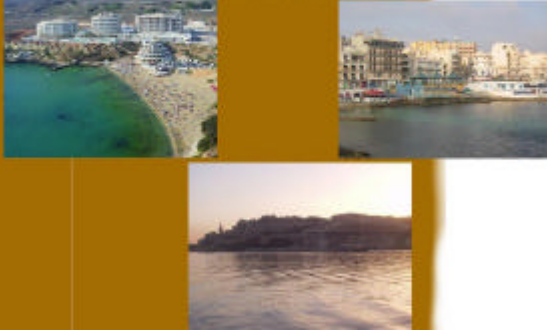


### The Planning Years (1987 onwards)

- Environment Protection Act (1991) and Development Planning Act (1992)
- The Structure Plan for the Maltese Islands (1992)
- Malta Travel and Tourism Services Act (1999) & setting up of the Malta Tourism Authority (1999)
- Economic Impact Study and Carrying Capacity

### ENVIRONMENTAL ISSUES

- Development along sensitive coastal areas



### ENVIRONMENTAL ISSUES

- Pressure on infrastructure



### ENVIRONMENTAL ISSUES

- Transformation of the local urban character



### ENVIRONMENTAL ISSUES

- Loss of sandy beaches



### ENVIRONMENTAL ISSUES

- Threat to ecologically sensitive areas



### ENVIRONMENTAL ISSUES

- Pollution in the vicinity of bathing waters



## ENVIRONMENTAL ISSUES

- ❖ Lack of visitor management at heritage sites



## ENVIRONMENTAL ISSUES

- ❖ Over development of sites



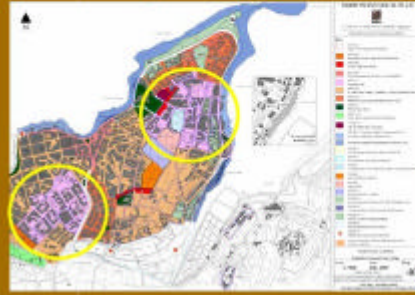
## ENVIRONMENTAL ISSUES

- ❖ Seasonal pressures on specific localities



## Tourism and Environmental Conservation

- ❖ Planning – Zoning



## Tourism and Environmental Conservation

- ❖ Planning – Policy Guidance

Golf Course Development Policy paper;  
Development in Urban Conservation Areas;  
Agriculture, Farm Diversification and Stables.



## Tourism and Environmental Conservation

- ❖ Planning – Local Plans

A number of policies in Local Plans provide guidance with regard to the location of tourism development whilst providing guidance on the development of new tourism products e.g. heritage and rural tourism

Development briefs also provide guidance for development of specific sites.





## Tourism and Environmental Conservation

### ❖ Planning – Planning and Development Parameters

These provide guidance with regard to design, site planning as well as space requirements for tourist accommodation facilities e.g landscaping, parking and site coverage.

These parameters also make a distinction between development in urban areas and rural areas.



## Tourism and Environmental Conservation

### ❖ Legislation – Environmental Impact Assessment Regulations

Construction of yacht marina for more than 200 vessels;

Construction of a new hotel having:

- more than 500 beds or gross floor area of more than 20,000 sq m, or site area of more than 5 ha –full EIA

- between 60 – 500 beds or gross floor area of more than 2000 sq m – Environmental Planning Statement

Public Hearing



## Tourism and Environmental Conservation

### ❖ Legislation – Scheduling

Urban Conservation Areas;

Specific listed buildings;

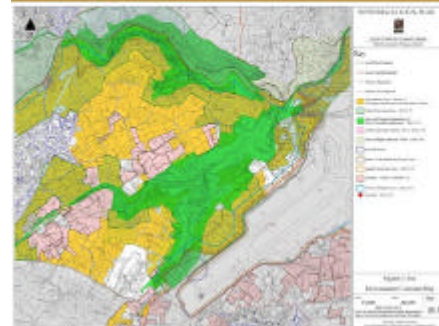
Archaeological Areas;

Areas of Ecological Importance;

Areas of Scientific Importance.



## Tourism and Environmental Conservation



## Tourism and Environmental Conservation

### ❖ Voluntary Schemes – Hotel certification

Eco-certification is a scheme, which assists hotels to reduce their impact on the environment, through more efficient utilisation of resources, such as energy and water; improved waste management techniques and the introduction of environmental management systems



## Tourism and Environmental Conservation

Statistics:

- 33 establishments (14,488 beds) received training. These represent:
  - 16%+ of establishments in Maltese islands
  - 36%+ of national bed stock
- 21 establishments (9,949 beds) were Eco-certified
  - 69% of 5\* bed stock
  - 22% of 4\* bed stock
  - 19% of 3\* bed stock



## Tourism and Environmental Conservation

Area	Target	Indicator	2006	2007	2008	2009	2010	2011	2012	
Energy	Reduce energy consumption in hotels and other tourism facilities	Percentage of hotels and other tourism facilities using energy-efficient lighting	100	100	100	100	100	100	100	
			Percentage of hotels and other tourism facilities using energy-efficient appliances	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using energy-efficient water heaters	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using energy-efficient air conditioning	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using energy-efficient fans	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using energy-efficient refrigerators	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using energy-efficient freezers	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using energy-efficient televisions	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using energy-efficient computers	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using energy-efficient printers	100	100	100	100	100	100	100
Percentage of hotels and other tourism facilities using energy-efficient copiers	100	100	100	100	100	100	100			
Water	Reduce water consumption in hotels and other tourism facilities	Percentage of hotels and other tourism facilities using water-saving devices	100	100	100	100	100	100	100	
			Percentage of hotels and other tourism facilities using water-saving showerheads	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using water-saving faucets	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using water-saving toilets	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using water-saving washing machines	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using water-saving dryers	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using water-saving dishwashers	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using water-saving irrigation systems	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using water-saving landscaping	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using water-saving swimming pools	100	100	100	100	100	100	100
Fuel	Reduce fuel consumption in hotels and other tourism facilities	Percentage of hotels and other tourism facilities using fuel-efficient vehicles	100	100	100	100	100	100	100	
			Percentage of hotels and other tourism facilities using fuel-efficient generators	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using fuel-efficient boilers	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using fuel-efficient furnaces	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using fuel-efficient water heaters	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using fuel-efficient air conditioning	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using fuel-efficient fans	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using fuel-efficient refrigerators	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using fuel-efficient freezers	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using fuel-efficient televisions	100	100	100	100	100	100	100
Gas	Reduce gas consumption in hotels and other tourism facilities	Percentage of hotels and other tourism facilities using gas-efficient stoves	100	100	100	100	100	100	100	
			Percentage of hotels and other tourism facilities using gas-efficient water heaters	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using gas-efficient furnaces	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using gas-efficient boilers	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using gas-efficient air conditioning	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using gas-efficient fans	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using gas-efficient refrigerators	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using gas-efficient freezers	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using gas-efficient televisions	100	100	100	100	100	100	100
			Percentage of hotels and other tourism facilities using gas-efficient computers	100	100	100	100	100	100	100



## Tourism and Environmental Conservation

Electricity - average of 4% reduction per bed-night

Water - average of 18% reduction per bed-night

Fuel - average of 4% reduction per bed-night

Gas - average of 6% reduction per bed-night



## Tourism and Environmental Conservation

### Management – Visitor management initiatives

Interpretation of heritage sites;  
Management Plans for Special Areas of Conservation;



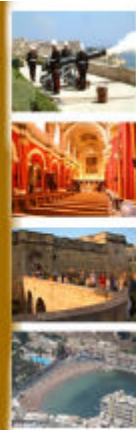
## Policy Formulation and Planning

A Draft Tourism Policy has been drafted and is in the process of being published for consultation;

A Strategic Tourism Plan has also been drafted covering the period 2006 – 2009 and will be issued shortly;

A National Tourism Plan covering the period 2006 – 2011 will be prepared and issued next year;

Tourism Inter-Ministerial Committee chaired by Prime Minister



## Ensuring a Sustainable Tourism Development

- Establish role of tourism in overall economy at national, regional and local levels;
- A gradual approach to tourism development;
- Integrated planning which ensures that tourism development takes account of other development sectors and vice versa;
- An Environmental and Community Approach to tourism development;
- Ensure participation of all stakeholders in decisions



## Ensuring a Sustainable Tourism Development

- Identify tourism roles for tourism areas based on their comparative advantages;
- Develop tourism products which take account of the carrying capacities of the region/localities
- Training and Education;
- Tourism policies that promote environmental conservation;
- Real political commitment to sustainable development and sustainable tourism development.



## NATURAL AND CULTURAL HERITAGE: What opportunities from tourism?

### ***Tourism and protected areas: a symbiotic relationship***

**Steve McCool**

(Presented by Ameer Abdulla)

IUCN World Commission on Protected Areas

#### ***Abstract***

Tourism and protected areas often take on a symbiotic relationship. Protected areas provide values, settings and resources attractive to visitors from other places; they serve as settings to appreciate and learn, to have adventure and experience challenge and to enjoy other's company in beautiful natural environments. By so doing, protected areas generate revenue for the tourism industry, through visitor expenditures for accommodation, food, guides, transportation, arts and crafts and so on. In addition, through the use of entrance and user fees and taxes, tourism often generates revenue that is used to sustain the operating expenses for a protected area. For example, in the Saba Marine Park, surrounding the island of Saba in the Netherlands Antilles, fees for recreational diving support 50% of the annual operating budget for the park. Through careful management of visitors and tourism development, based on the values for which the area was gazetted, tourism thus promises to be an important partner for sustaining values contained within protected areas, and for providing local residents with a viable source of income.

#### **Biography**

**Steve McCool** is Professor, Wildland Recreation Management, Department of Society and Conservation. He joined the faculty of the School of Forestry in 1977, after serving on the faculty of the University of Wisconsin-River Falls and Utah State University. He has held special assignment positions with the USDA Forest Service Northern Region office, the Supervisor's Office of the Flathead National Forest, and the Interior Columbia Basin Ecosystem Management Project. From 1987 to 1993 he served as the first Director of the University of Montana Institute for Tourism and Recreation Research. From 1995 to 1999 he also served as the Coordinator of the Recreation Management Program at the University of Montana.

In 2001, he completed an edited volume (with Neil Moisey of the University of Montana) titled "Tourism, Recreation and Sustainability: Linking Culture and the Environment" published by CAB International. This 18 chapter book explores analytical frameworks, issues of sustainability and provides examples of sustainable tourism projects around the globe. With Paul Eagles of the University of Waterloo, he wrote the textbook "Tourism in National Parks: Planning and Management", published by CAB International in 2004. Also, he is co-author of the IUCN Best Practice Guidelines "Sustainable Tourism in Protected Areas: Planning and Management". This popular book was originally published in 2002, and has been translated into Spanish, Japanese, Chinese and Russian.

Steve sits on the WCPA Tourism and Protected Areas Task Force and is a frequent contributor to research and strategic planning in this area. In 2004, Steve served as a visiting scholar at the University

of KwaZulu-Natal in the Republic of South Africa teaching a special course in integrated protected area management.

In 2005, Dr. McCool was recognized by the USDA Forest Service with the "Excellence in Wilderness Stewardship Research" award. The Wild Foundation and editors of the International Journal of Wilderness also recognized him in 2005 for lifetime achievements in wilderness research. The University of Idaho awarded Steve with the "Celebrate Natural Resources" Award for his work in integrated natural resource planning and research in April of 2006.

Dr. McCool is an active wilderness and backcountry user, and accepts assignments dealing with protected area management in various areas of the world.

## Protected Areas and Tourism: A Symbiotic Relationship المناطق المحمية و السياحة: العلاقات التعايشية.

Stephen McCool  
The University of Montana, Missoula, Montana  
IUCN WCPA Tourism and Protected Areas Task Force  
ستيفن مكول، جامعة مونتانا  
ميزولا، مونتانا  
السياحة و المناطق المحمية IUCN WCPA



ورشة عمل عن السياحة المستمرة  
للبيده، ليبيا، 28-29، نوفمبر 2006



## Goals

- Describe relationship between tourism and protected areas
- Outline ways protected areas can enhance tourism
- Suggest different ways private sector can become involved



## الأهداف

- شرح العلاقة بين السياحة و المناطق المحمية.
- تحديد الطرق للمناطق المحمية التي تعزز من السياحة.
- إقتراح مختلف طرق القطاعات الخاصة التي يمكن أن تتضمن إليها.



## Tourism and Protected Areas السياحة و المناطق المحمية

- Much of tourism is dependent on natural environment  
معظم وسائل السياحة تعتمد على الوسائل الطبيعية.
- Tourists are attracted to areas of high biodiversity  
السياح يجذبون إلى مناطق التنوع الحيوي العالي.
- Marine settings facilitate unique experiences  
إعدادت جنود المارينز نو خبرات فريدة.



## Ways Protected Areas Can Enhance Tourism الطرق التي من خلالها يمكن للمناطق المحمية تعزيز السياحة

- Provide unique and different experiences  
توفير خبرات متنوعة و فريدة.
- Complement on-shore settings  
تكملة لإعدادت الشاطي.
- Enhance learning – a major motivation  
تعزيز التعليم – دافع رئيسي.
- Encourage sustainable business  
تشجيع التجارة المستمرة.



## Private Sector Involvement تداخل القطاعات الخاصة

- Protected area usually state managed  
المناطق المحمية غالبا ما تكون تحت إدارة الولاية.
- Services needed by tourists provided by private sector  
خدمات السياح غالبا ما تقدم عن طريق القطاعات الخاصة.
- Revenues may assist in funding management  
يساعد الدخل على تمويل الإدارة.



## Types of Effects in the Private Sector أنواع التأثيرات على القطاعات الخاصة

- Direct – from initial tourist spending  
مباشر – من الدخل السياحي المبني.
- Indirect – from spending of tourism firms  
غير مباشر – من دخل الشركات السياحية.
- Induced – from employee spending  
المستحثة – من دخل الموظفين.



## The Tourism – Protected Area System



## Economic Impacts التأثيرات الاقتصادية

- The sum of direct spending plus indirect and induced effects
- Thus, for every Euro spent by tourists, another Euro in effects occurs

• إجمالي المصروفات المباشرة بالإضافة إلى المصروفات غير المباشرة و المصروفات المستحقة.  
• بالتالي، أي يورو يصرف عن طريق السياح، تأثير يحصل على يورو اخر.



## Basic Principles مبادئ أساسية

- Conservation remains the core
  - Tourism values contingent on core conservation mission
  - Tourism and visitors must be managed
  - Focus on identifying what experience to provide
- الحماية تبقى دائما هي الغاية.  
قيمة الفريق السياحي تعتمد على الحماية.  
يجب تنظيم حركة السياح و الزوار.  
التركيز على توفير الخبرات اللازمة.



## Tourism and Visitor Management Tools أدوات تنظيم السياح و الزوار

- Education
  - Interpretation
  - Site hardening
  - Rules and regulations
  - Dispersing and concentrating use
  - Limiting use
  - Managing development
- التعليم.  
الترجمة.  
موقع التصلب.  
القواعد و التنظيمات.  
إستخدام التفريق و التركيز.  
محدودية الإستخدام.  
تنظيم التطوير.



## Lessons Learned الدروس المستفادة

- Integrate tourism with protected area
  - Connect land and marine environments
  - Engage tourism industry as supporters
  - Consider tourism niche
  - Use tourism to generate revenues
- السياحة الكاملة في المناطق المحمية.  
إتصال الأرض و طبيعة المارينز.  
إرتباط تجارة السياحة كعنصر داعم.  
إعتبار السياحة كوة .  
إستخدام السياحة لتشغيل الدخل.

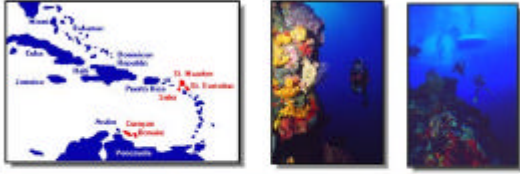


- Thank you
- And thanks to Adnan Al-Mesbahi for translation services

• شكرا جزيلاً لكم.  
• شكر خاص للأخ عدنان المصباحي لقيامه بالترجمة.



## Saba Marine Park



## Saba Marine Park Management Plan Principles

- *Recreational activities and fishing in the Park are dependent on maintenance of pristine conditions, yet provide substantial monetary and social benefits to participants, the local community and the Park administration.*

- *النشاطات الترفيهية وصيد السمك في المنتجع يعتمد على صيانة ذات شروط نظيفة جدا، مما يوفر عوائد مالية كبيرة جدا فوائد إجتماعية للمساهمين و العمال المحليين و إدارة المنتجع.*



## Saba Marine Park Management Plan Principles

- *The marine environment forms the basis for all other values and benefits associated with the Saba Marine Park and its management.*
- *إن طبيعة المارينز تكون الأساس لكل القيم و الفوائد المتعلقة مارينز سبأ بارك و إداراتها.*



## أمثلة

- مباشر
- محلات تجارية لبيع أدوات الغطس و توفير معلمين للغطس.
- رسوم للغطس.
- غير مباشر
- الأكل الذي يطلب من محلات الغطس للغطاسيين السياح.
- المستحقة
- البيوت التي سيحتاجها موظفيم محلات الغطس.



## Example

- **Direct**
  - Dive shops and dive masters
  - Dive fees
- **Indirect**
  - Food purchased by dive shops for divers
- **Induced**
  - Housing needed by employees of dive shops



## Hol Chan Marine Reserve



## NATURAL AND CULTURAL HERITAGE: What opportunities from tourism?

### ***Overview of the natural resources (and flag species) of the Libyan coast***

***Abdulmaula Hamza***

Head, Marine Conservation Department, Nature Conservation Department,  
Environment General Authority EGA

#### ***Abstract***

The strategic location of Libya in the central southern Mediterranean, with 2000km coast, and the well unspoiled coastal area make this country rich with so many habitats and species diversity compared to its neighbouring countries. Libya has also joined the majority of conservation treaties and conventions. The talk concluded activities of EGA for better knowing this natural wealth of both species and pristine coastal and marine habitats in Libya. The coastal lagoons, seagrass beds, salt marshes (Sebkhas), small islands and sandy beaches are very important habitats hosting several endangered species in the Mediterranean. The talk also included some basic information about cultural heritage of the Libyan coastal zone, i.e. Roman and Greek ancient cities, Islamic architecture and world heritage sites. Urgent conservation measures should be applied immediately to preserve such rich diversity, especially after the opening of Libya for investment in several sectors including tourism.

#### **Biography**

**Abdulmaula Hamza** has studied in basic sciences at secondary school (Biology Dept.). Then he obtained his B.Sc. Zoology (1995) from the University of Alfateh (UOA)-Tripoli. After two years as national servant (Biology teacher)-(1996-1997), he worked as full time research assistant for the Technical Centre for Environment Protection (TCEP)-1998-2000. TCEP was reformed to become the Environment General Authority, where he worked as full time researcher in the Biodiversity Unit and then moved to the Natural Resources and Biodiversity Department (NRBD).

During his work time he have studied Freshwater Ecology of gastropods in Taourgha spring-Libya, and got a M.Sc in zoology from UOA-Tripoli. Before he defended his thesis in UOA, he has applied for a Chevening Scholarship to the British Council which led him to another master from Leeds University in 2003-2004 (M.Res. Biodiversity and Conservation).

At present, he is a chief researcher in the Marine Conservation Unit of NRBD. During the past years and still, he has been involved in several research activities related to marine conservation especially with sea turtles nesting program (which he is currently coordinating) and he is a member in IUCN- Marine Turtle Specialist Group -Med.

He has worked with many colleagues from the conservation community in the Mediterranean basin in: Ornithology (2005-to date) co-authoring the annual wintering water bird census, mapping of *Posidonia* meadows in Libya (2000-2006) with Mr. G. Pergent of Corse University, conducting several other activities on MPA's designation and governance and on organizing workshops and symposia in Libya in the Conservation Field.



Workshop on Sustainable Tourism: Al-Daya, 28-29 Nov 2006



## Overview of the Natural resources (and flag species) and of the Libyan coast

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42/2007 Abdelmaala Hamza, Libya

## المحتويات Contents

- ليبيا: الموقع، طوبوغرافيا الساحل
- ليبيا: عضوية الاتفاقيات البيئية الدولية
- اهم انماط الينبات الطبيعية الساحلية
- الانواع البحرية والساحلية الرئيسية
- مواقع الموروث الثقافي بالساحل الليبي
- Libya: Location, coastline topography.
- Libya: MEA & conventions
- Types of coastal natural habitats
- Flagship marine/coastal species
- Coastal cultural sites

42/2007 Abdelmaala Hamza, Libya

### ليبيا: الموقع الجغرافي Libya.. The geographic location

- Location: North Africa
- Area: 1,759,540 sq km
- Coastline: 1,770 km
- Climate: Mediterranean along coast; dry, extreme desert interior

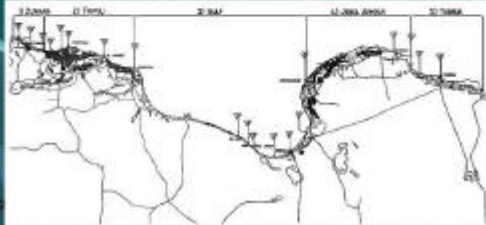
الموقع: شمال أفريقيا  
 المساحة: 1,759.540 كم<sup>2</sup>  
 طول الساحل: 1,770 كم  
 المناخ: متوسطي على الشريط الساحلي، صحراوي في الجنوب.



42/2007 Abdelmaala Hamza, Libya

### ليبيا: طوبوغرافيا الساحل الليبي Libya.. Coast Topography

- 5 main zones
- Zuwara and Tripoli: Sandy-Medium rocky/sandstone coast.
- Gulf of Sirte: Low lying sandy beaches.
- Jebel Akhdar: high, limestone coast.
- Tubruk: medium to low sandy beach.



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### Libya is a contacting party to



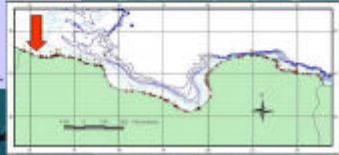
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## Natural resources of the coast

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### Important Natural Areas: Farwa/Bukamash

- 15 km east of the border with Tunisia.
- Lagoon covers a surface area of 31 km<sup>2</sup>.
- in 2005: 47 waterbird species was counted= 2464.
- In 2006: 23 waterbird species was counted= 2548.
- Bird important site
- Sea Turtle nesting site
- Seagrass habitat
- Traditional fishing site
- Proposed to be MBA, but...



4/2/2007

Abu

### Posidonia oceanica & Cymodocea nodosa beds

Extends along the whole coastline  
The biggest concentrations are: Ain Ghazala, Gulf of sirte, Misuratah, and west coasts inc. Farwa area.  
Very important feeding and wintering areas for turtles  
Hosts very rich marine fauna



Photos © G. Pergent

### Islands of Posidonia & Cymodocea

The accumulation of washed a shore-dead leaves and shoots of these two plants are accumulated in some areas to form a sort of "islands", these sites are quite important nesting spots for endangered marine birds like *Sterna albifrons* and *Sterna hirundo*.



4/2/2007

Abu

### Shallow coastal lagoons

The Libyan coast exhibits 4 coastal lagoons:

- Farwa lagoon: close to Tunisian border.
- Ain Zayanah lagoon: 15km N of Benghazi
- Bumba bay: 45 km east of Dema
- Ain Al-Ghazala: 60 km west of Tobruq.

All of these sites are very important biodiversity spots, and under pressure of fishing, hunting and limited pollution. Libyan authorities are working to declare these sites as specially protected areas under SPA protocol and other relevant conventions.



### Sebkhahs (Salt marshes)

- The most wide wetland habitat present in Libya. Scattered along the coast, and in some cases
- Seasonally flooded depressions characterized by unique floral and faunal biodiversity.
- Taourgha, Hisha, Al-Kuz and Abukammash are the most important sites for migratory water birds.
- A recent census (2005-2006) of waterbirds have been conducted and re-assured the importance of these habitats for many bird species.



4/2/2007

Abu

### Examples of flagship marine and coastal species

4/2/2007

Abu

## Flagship marine and coastal species

### Marine Turtles

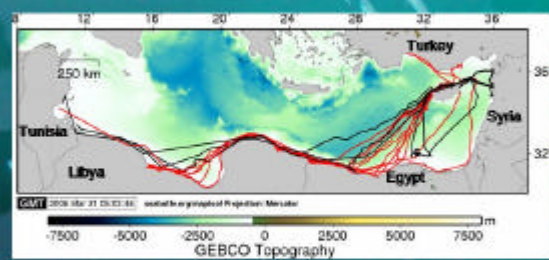
- 3 species of Turtles has been reported in Libyan waters (*Caretta caretta*; *Chelonia mydas*; *Dermochelys coriacea*)
- National coastal survey 95, 97, 98 covered the whole coastline, with support of RACSPA, WWF, MedAssct (Laurent, et al., 1995, 1999).
- Libya may host the largest Mediterranean sea turtle rookery (9,000 nests/year).
- Western coast and gulf of site are major feeding/wintering areas.
- Satellite transmitter have been deployed on male *Caretta caretta* this month, to study migration routes.



4/2/2007

Abdelsamir Hamra, Libya

## ALL TRACKS 1998-2005 (GREEN; LOGGERHEAD)



## North African coast important migratory corridor

4/2/2007

Abdelsamir Hamra, Libya

## Flagship marine and coastal species

### Mediterranean monk seal *Monachus monachus*

One of the rarest marine mammal in the world.

In 1970's the population estimated 20 individuals

A recent study (EGA, RACSPA, ICRAM) on coastal structures mapping and fishermen questioning in 2002 indicated that 30% of fishermen in eastern Libya has encountered the species at least once during the last 4 years.

A second phase of this study was started last June 2006 aimed to study further cave structures and food availability for the seals.

EGA has produced awareness materials such as leaflets and posters.



4/2/2007

Abdelsamir Hamra, Libya

## Mid-Winter Census 2005-2006: Area covered

- Area covered from NW to NE borders
- In Total: 65 sites visited
- 55 classified as wetlands
- Some inland sites were included
- Oasis in South were not visited



1. Bahariya Oasis, 2. Bahariya Oasis, 3. Bahariya Oasis, 4. Bahariya Oasis, 5. Bahariya Oasis, 6. Bahariya Oasis, 7. Bahariya Oasis, 8. Bahariya Oasis, 9. Bahariya Oasis, 10. Bahariya Oasis, 11. Bahariya Oasis, 12. Bahariya Oasis, 13. Bahariya Oasis, 14. Bahariya Oasis, 15. Bahariya Oasis, 16. Bahariya Oasis, 17. Bahariya Oasis, 18. Bahariya Oasis, 19. Bahariya Oasis, 20. Bahariya Oasis, 21. Bahariya Oasis, 22. Bahariya Oasis, 23. Bahariya Oasis, 24. Bahariya Oasis, 25. Bahariya Oasis, 26. Bahariya Oasis, 27. Bahariya Oasis, 28. Bahariya Oasis, 29. Bahariya Oasis, 30. Bahariya Oasis, 31. Bahariya Oasis, 32. Bahariya Oasis, 33. Bahariya Oasis, 34. Bahariya Oasis, 35. Bahariya Oasis, 36. Bahariya Oasis, 37. Bahariya Oasis, 38. Bahariya Oasis, 39. Bahariya Oasis, 40. Bahariya Oasis, 41. Bahariya Oasis, 42. Bahariya Oasis, 43. Bahariya Oasis, 44. Bahariya Oasis, 45. Bahariya Oasis, 46. Bahariya Oasis, 47. Bahariya Oasis, 48. Bahariya Oasis, 49. Bahariya Oasis, 50. Bahariya Oasis, 51. Bahariya Oasis, 52. Bahariya Oasis, 53. Bahariya Oasis, 54. Bahariya Oasis, 55. Bahariya Oasis, 56. Bahariya Oasis, 57. Bahariya Oasis, 58. Bahariya Oasis, 59. Bahariya Oasis, 60. Bahariya Oasis, 61. Bahariya Oasis, 62. Bahariya Oasis, 63. Bahariya Oasis, 64. Bahariya Oasis, 65. Bahariya Oasis

## Flagship marine and coastal species

- Lesser crested terns endangered (SPA protocol).

The sole Mediterranean population (2000 pairs) breeds in only two small islands off the Libyan coast.

Gezirat Garah and Elba 20 km west of Zwaytina oil port.

EGA considers this sites an urgent priority for conservation. Communication with oil co. for help in protect these islands is underway.



4/2/2007

Abdelsamir Hamra, Libya

## Cultural sites along the coast

Libyan coastal area was a destination for many civilizations, since prehistory till Islamic era.

- West: Sabratalah, Oea, Leptis
- Middle: Taourgha, Hisha, Sultan, Sirte
- East: Benghazi, Tokra, Tolmitah, Appolonia, Cyrene, Tubruk....



4/2/2007

Abdelsamir Hamra, Libya

## NATURAL AND CULTURAL HERITAGE: What opportunities from tourism?

### Case study:

#### ***The experience of the National Marine Park of Zakynthos (Greece)***

**Georgios Paximadis**

WWF Greece

#### **Abstract**

The case study of the National Marine Park of Zakynthos illustrates what happens when the link between resource conservation and tourist development is broken.

Although tourism in Zakynthos Island is associated with the loggerhead turtle and its natural beauties and should capitalize on these very same resources by conserving them, reality is quite the opposite. Zakynthos tourism development demonstrates the paradox of tourism. The very same resource that attracts tourism is destroyed by it, leading to a collapse in the system, a negative feedback loop.

Tourism in Zakynthos is characterised by a spatial and temporal "competition" between turtles and a large number of middle to low income tourists. This - together with irresponsible practices – results to a series of environmental problems.

The creation of the National Marine Park of Zakynthos in the Bay of Laganas in 1999 was a step towards conservation, but unfortunately its role nowadays can be described in the best case as damage control. As a result, the NMPZ today faces severe environmental problems, as well as intense social unrest and dissatisfaction.

Although the opportunity for the development of low impact tourism has been lost, the only solution that will ensure the financial viability of tourism at this point is conservation. The lesson to be learnt from Zakynthos is that resource degradation should be prevented in the first place by linking conservation with long term tourism development goals.

#### **Biography**

**Giorgos Paximadis** is the Marine Officer of WWF Greece. His academic background includes a B.A. in Economics and a M.Sc. in Marine Resource Management.

He has extensive experience in cetacean research and conservation. He has worked for Tethys Research Institute, Milano at the Ionian Dolphin Project in Greece, the Canary Islands Project in the Canarian Archipelago, and the Mediterranean Fin Whale Project in the Ligurian Sea. Furthermore, Giorgos is one of the founding members of Pelagos Cetacean Research Institute in Greece, of which he remains Vice-President to date.

He also has a wide experience in communications, having worked for Ogilvy advertising agency as an Account Director, handling numerous multinational accounts for 5 years.



## The experience of the National Marine Park of Zakynthos, Greece

Giorgos Paximadis, WWF Greece  
Al Bayda, November 29, 2006



## Contents

- Zakynthos Island
  - Location
  - Ecological importance
  - Tourism development
- Zakynthos Tourism
  - Characteristics
  - The picture today
- National Marine Park of Zakynthos
  - History and activities
- The future



## Purpose

- Illustrate the need for
    - setting the appropriate development goals
    - preventing resource degradation in the first place
- ...by sharing the exactly opposite experience

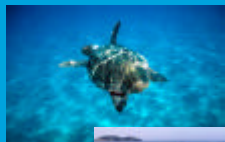


## Zakynthos Island



## Zakynthos Island

- Ecological importance
  - Loggerhead turtles
  - Monk seals



## Zakynthos Island

- Ecological importance
  - Migratory birds
  - Indigenous plants
  - Posidonia fields





## Zakynthos Island

- The “discovery” of Zakynthos in the 70s
  - NGOs (local, national, international)
  - The first steps of conservation in Greece
  - Local controversies
  - Social tensions
  - Lack of stakeholder participation in conservation

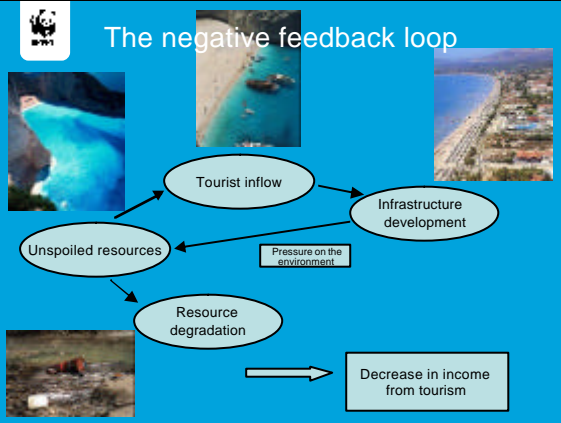


## Zakynthos Island

- Tourism associated with sea turtles and natural beauties
- Development patterns should capitalize on these resources...



## The negative feedback loop



## Zakynthos tourism

- Characteristics
  - Spatial and temporal concentration
  - Best beaches for turtles / best for tourists!
  - Best time for tourists: nesting period
  - 700.000 tourists/yr vs. 35.000 inhabitants
  - Medium to low income tourists



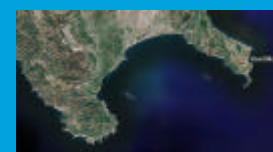
## Zakynthos tourism

- The picture today
  - Umbrellas and sun-beds
  - Illegal buildings
  - Electric lights
  - Cars and motor bikes on beaches
  - Horseback riding
  - Boats
  - Turtle spotting
  - Quality of water
  - Waste problem



## NMPZ

- The National Marine Park of Zakynthos
  - Set up under pressure from the EU in 1999 in the Bay of Laganas
  - First management body in Greece
  - Research and conservation
  - The role of NGOs





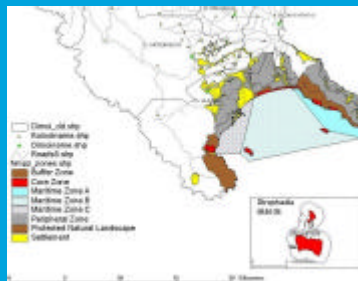
## NMPZ

- WWF and the NMPZ
  - Purchase of 32.7 hectares around Sekania beach with the financial support of the EU and thousands of members from all over Europe in 1994
  - Every summer Sekania beach hosts 500-1000 nests, making it the most important nesting beach in the Mediterranean



## NMPZ

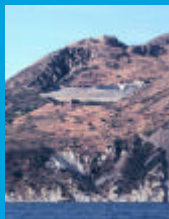
- Size
- Zoning system
- Restrictions
- Management



## NMPZ

A reality check...

- Waste disposal site
  - Run off
  - Seagulls
  - Expansion
- Illegal buildings at Dafni area
- Insufficient patrolling and wardening
- Stakeholders' unrest and discontent



## The future

- A lost opportunity...
- The only way to ensure the financial viability of tourism in Zakynthos in the long run is conservation, but at this point it can only be limited to damage control



## The future

- The costs and the effects of development are visible after the long term thresholds have been crossed and the outcomes are almost irreversible
- Prevent resource degradation in the first place!
- Identification of needs, careful planning, wise choices, analyses of interactions and conflicts, environmental monitoring, involvement of stakeholders



Thank you



## NATURAL AND CULTURAL HERITAGE: What opportunities from tourism?

### Case study:

#### ***The experience in Samadai (Egypt)***

**Giuseppe Notarbartolo di Sciara**

Tethys Research Institute

#### **Abstract**

Spinner dolphins (*Stenella longirostris*) throughout the Tropics rest within coral reefs during daytime, after nights spent hunting in the open sea. Samadai, a dolphin-frequented reef few km off the Egyptian Red Sea coast, has attracted in recent years large numbers of tourists, who travel there to watch the dolphins and swim with them. Concerned about the potentially disruptive effect of uncontrolled tourist crowding in this vulnerable ecosystem, the Egyptian authorities closed Samadai to public access in 2003, and implemented a management scheme since January 2004. Management involved time and space restrictions (including the zoning of the reef with a no-entry area encompassing the dolphins' main resting space), a ceiling of 200 daily visitors, the leading of visits by trained guides, the adoption of a code of conduct, the strict enforcement of regulations, and a daily fee of € 15 per visitor. A monitoring programme, which was initiated contextually to the management scheme and continues to this day, indicates that the dolphin presence in Samadai has slightly increased from 2004 to 2006. Revenues to the tourist industry catering to Samadai's visitors are substantial, while entrance fees to a protected area no greater than four football fields generates a yearly governmental income of several hundreds of k€. Although perfectible, the Samadai case provides an excellent example of how: (a) the timely intervention by the government has halted the potentially irreversible degradation of a valuable natural resource, and (b) the implementation of a management regime is ensuring that two possibly incompatible objectives – dolphin conservation and fruition by tourists – are simultaneously met. Most importantly, Samadai is a demonstration that environmental protection can have economically important implications even in the short term

#### **Biography**

**Giuseppe Notarbartolo di Sciara** is a marine conservation biologist who earned his doctoral degree at the Scripps Institution of Oceanography (La Jolla, California) in 1985. His major professional interests focus on marine science, conservation and policy.

Giuseppe has been concerned for over 30 years with the advancement of knowledge of the natural history, ecology, behaviour, taxonomy and conservation of aquatic vertebrates, with an emphasis on marine mammals and cartilaginous fishes, and described his research in more than 100 scientific papers and 30 reports and conference presentations.

During the last decade he has concentrated efforts on the development of marine protected areas as a conservation tool. In particular, he has stimulated the creation of the first high-seas marine protected area, the Pelagos Sanctuary for Mediterranean Marine Mammals, established in 2002 by a Treaty among France, Italy and Monaco. He is now coordinator of the Mediterranean Group of the IUCN's World Commission for Protected Areas.

Giuseppe has been responsible for the leading and management of governmental and private, national and international science and conservation organisations, including the Tethys Research Institute, the Central Institute for Applied Marine Research (an Italian governmental body), and the European



Cetacean Society. He currently chairs the Scientific Committee of ACCOBAMS, an UN-based international agreement.

In recent years he has served as a marine policy advisor to various national and international bodies, and participated in multilateral meetings and negotiations in representation of Italy.

In many occasions Giuseppe has engaged in training and teaching activities. Through appearances on television and radio, and the publication of popular articles and prize-winning books, he has been striving to increase public awareness on the conservation of the marine environment, with an emphasis on the Mediterranean Sea.

Further details of Dr. Notarbartolo di Sciara's activities and accomplishments, including the full texts of his main publications, can be found in [www.disciara.net](http://www.disciara.net).

## The Samadai Dolphin Reef in Southern Egypt: balancing nature conservation with economic benefits

Giuseppe Notarbartolo di Sciara  
Tethys Research Institute, Milano, Italy

*Workshop on Sustainable Tourism  
Al Bayda, 28-29 November 2006*

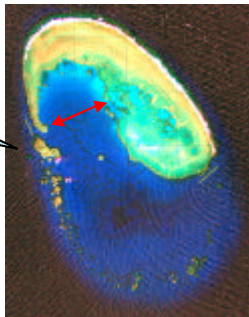
## The Samadai Dolphin Reef in Southern Egypt

- Where is Samadai and why is it special
- A brief history of management
- The current situation
- Main achievements

### Where is Samadai and why is it special



- A reef in the Red Sea, about five nautical miles offshore near Marsa Alam
- The lagoon is a semicircle offering shelter from the prevailing winds, with an inner diameter of approx. 300 m.



### Where is Samadai and why is it special

- One of the many offshore tropical coral reefs serving as a daytime resting place for spinner dolphins, *Stenella longirostris*;
- Dolphins normally enter the reef at daybreak to rest, and exit the reef during the afternoon, to travel beyond the shelf break to forage on mesopelagic prey.



### A brief history of management in Samadai

### The pre-2004 situation

- Rapid diffusion in the 1990s and early 2000s of the notion that Samadai was a place where anyone could swim with wild dolphins;
- The site is easily accessible by large numbers of tourists;
- Lack of regulations in terms of:
  - Number of visitors;
  - Time and area limitations;
  - Conduct of visitors;
- Great concern for the continuation of the use of Samadai by the dolphins, considering that these animals frequent the reef for their resting needs (negative precedents exist);
- **In Dec. 2003 access to Samadai was closed by decree of the Red Sea Governor.**

### Implementation of a provisional management regime

- Management was implemented in Jan. 2004 to ensure:
  - an acceptable quality of life for the dolphins in Samadai, and therefore the continued use of the reef by these mammals;
  - the orderly and sustainable fruition by the tourists of an extraordinary situation;
  - local development: income and workplaces in the tourist sector.

### Implementation of a provisional management regime

- Why provisional? No data, use of precaution.
- Two management objectives:
  1. The continuation of the use of the reef by the **dolphins**.
  2. The continuation of enjoyment of such an extraordinary natural experience by the **tourists**.

### Main elements of the provisional management plan

- Time and area limitations:
  - Zoning: A= no-entry zone (approx. 4 ha); B= swim-only zone; C= small boat zone.



### Main elements of the provisional management plan

- Time and area limitations:
  - Zoning: A= no-entry zone (approx. 4 ha); B= swim-only zone; C= small boat zone.
  - Entry allowed from 10:00 to 14:00;
- Limits of access to the reef: seven boats, 100 snorkellers and 100 divers per day;
- Employment of trained, certified guides to lead and control visits in Zone B; maximum of 10 visitors/guide;
- Adoption of a code of conduct;
- Daily entrance fee of € 15 per person;
- Regular monitoring programme and constant enforcement performed by the Red Sea Protectorates.

### Monitoring activities

- Rangers were trained in monitoring techniques in Jan. 2004;
- Monitoring continued on a daily basis from Jan 2004 onwards (ongoing);
- Data are being collected on:
  - Seasonal trends and year-to-year trends of the presence of dolphins in Samadai;
  - Changes of dolphin behaviour and reef use with time of day;
  - Human effects on the dolphins' presence;
  - Environmental effects on the dolphins' presence.

## Research and training project

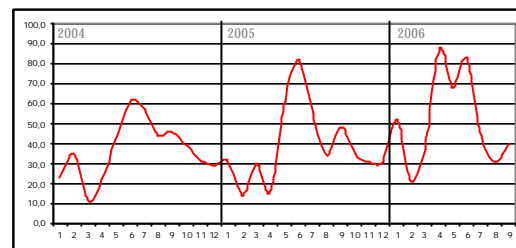
- Duration of project: Oct. 2005 – Sep. 2006
- Project funded by the Italian Cooperation Office in Cairo, through the Debt Swap Programme.
- Main goals of the project:
  - Progress in the knowledge of spinner dolphins and Red Sea marine mammals in general, and provide elements for the improvement of Samadai management regime;
  - Local training in research and management techniques.

## Focus of research

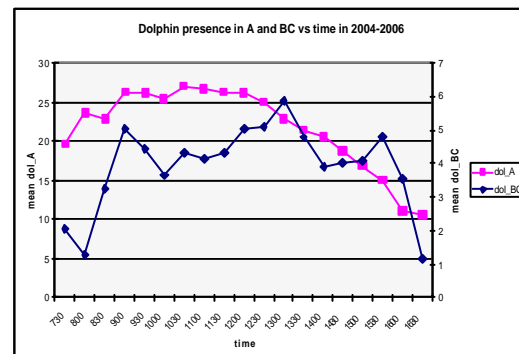
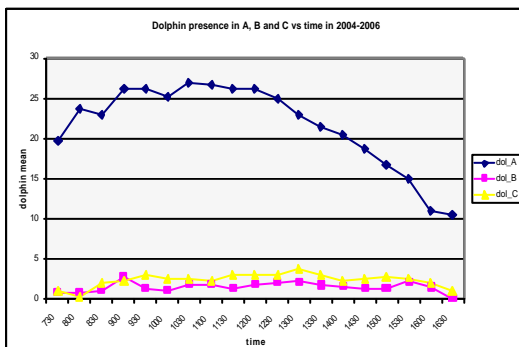
- Ecology of spinner dolphins in Samadai:
  - Use of reef
    - Temporal use (by season and by time of day)
    - Spatial use
  - Feeding habits
  - Breeding habits
- Behaviour
- Photo-identification

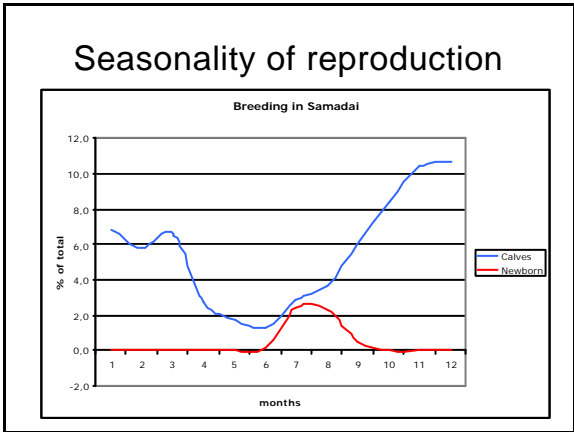
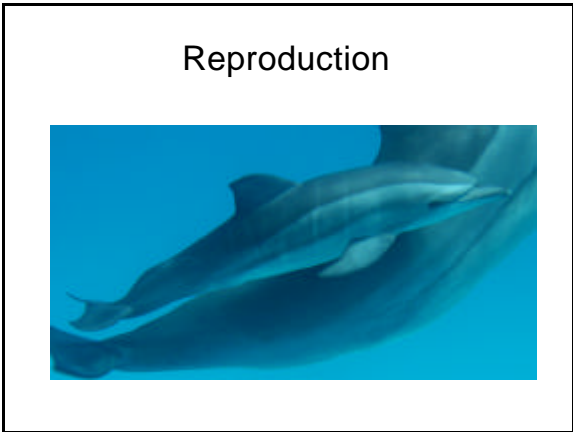
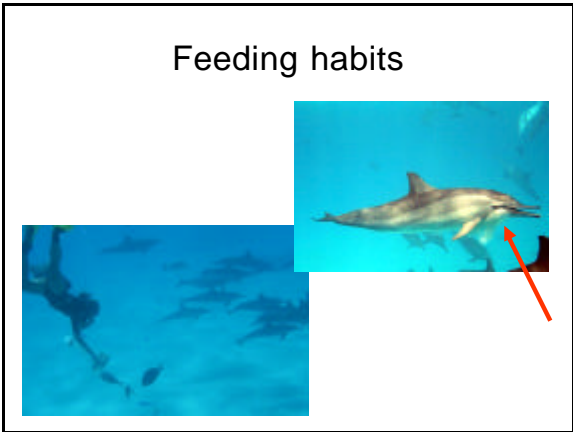
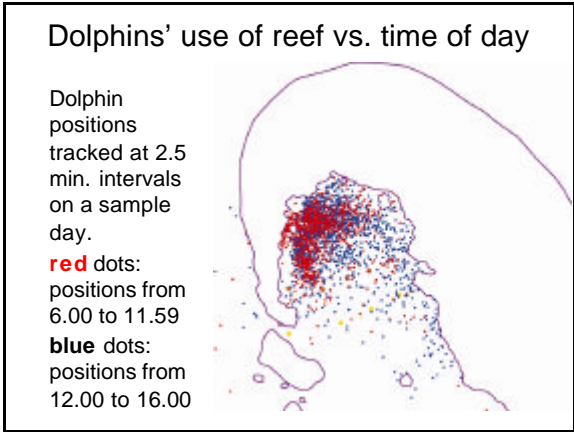
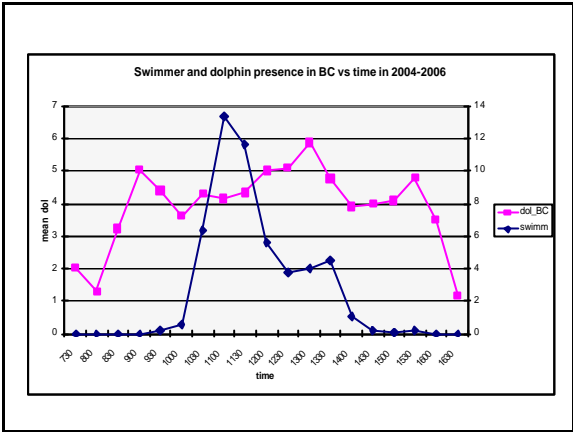
## Some results of research and monitoring activities

## Presence in Samadai



mean monthly number of spinner dolphins in Samadai, 2004 - 2006

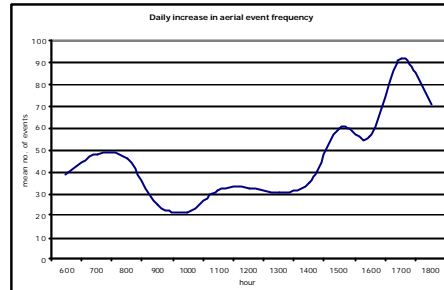




## Aerial behaviours



## Aerial behaviours: changes with time of day

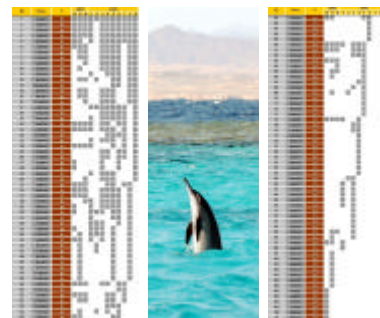
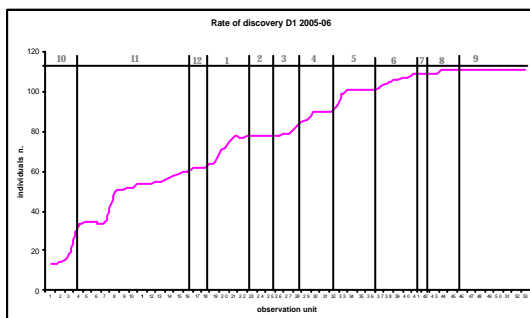


## Photo-identification

- Recognition of particular individuals from their body marks to detect fidelity to sites and fidelity to other group-members;
- Indications about the size of the population.



## Residency in Samadai of the 111 most identifiable individual dolphins



### Research conclusions relevant to management

- Samadai is an important habitat for spinner dolphins for daytime resting, socialising and breeding.
- The dolphins' behaviour and use of reef changes with time of day in a predictable pattern.
- Although dolphins use the reef regularly, their abundance in the reef varies seasonally, also in a predictable pattern.
- There is a marked breeding season in Summer.

### Research conclusions relevant to management

- Dolphins using Samadai are likely to be a community of <400 individuals.
- Dolphins observed and photo-identified in Samadai were not the same of those observed in other reefs to the south (e.g., Satayah).
- Dolphins forage during the night, likely above or beyond the shelf break; their main prey during the study period apparently was a small enoploteuthid squid.
- **Dolphins have not been declining since the beginning of management in Samadai; coexistence with strictly regulated tourist activities is possible.**

### Recommendations for Management

1. **Zoning of Samadai**
2. **Visiting regulations**
3. **Enforcement**
4. **Communication**

### 1. Zoning of Samadai

Based on research conclusions, the current zoning can be slightly modified with no obvious detriment to the dolphins but to the benefit of swimmers

Current zoning



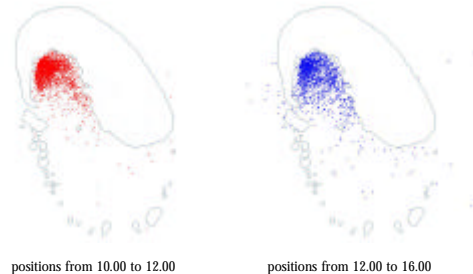
Suggested zoning



## 2. Visiting regulations

- Extension of visiting time from the current schedule to encompass the period 9.30 – 16.30 (inform visitors that likelihood of encountering dolphins outside of Zone A increases with time of day).

## Use of reef: changes with time of day

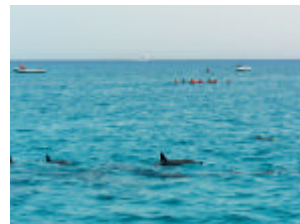


## 2. Visiting regulations

- Extension of visiting time from the current schedule to encompass the period 9.30 – 16.30 (inform visitors that likelihood of encountering dolphins outside of Zone A increases with time of day).
- Swim visits in Zone B must always be conducted by trained guides.
- Maintenance of current visitor ceiling at 200 per day.
- Try to distribute visits during the allowed period.

## 3. Enforcement

Enforcement of regulations by rangers is **essential** at all times



## Communication from the Managing Authorities

- A communication channel between the MA and the tourists themselves must be kept open. This may be done by an intermediary organisation.
- Dissemination of state-of-the-art information material for tourists, including: (a) information on the Samadai marine environment, (b) spinner dolphins, (c) code of conduct, through posters (e.g., in the airport, in the hotels, dive centres, etc.), booklets, leaflets, and possibly an information centre.
- Periodical organisation of seminars for operators, to facilitate a participatory, transparent relationship

## Communication from the Managing Authorities

- Quality control of the information provided by operators to tourists
- Quality control of snorkel guides' training and certification
- Solicit and facilitate direct feedback from tourists to MA through a questionnaire and evaluation/complaint sheets (paper and web-based).

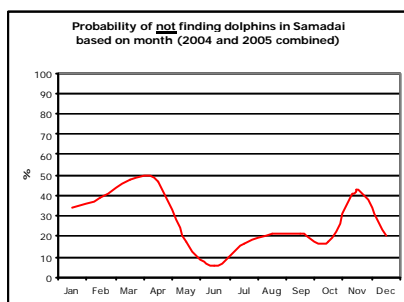


## Communication from the Tourist Operators

1. Modify the message on what is being offered in Samadai
2. Revise and improve information provided to tourists before visit and pre-snorkel.

## 1. Modify the message on what is being offered in Samadai

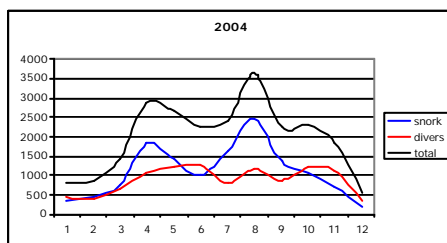
- Samadai is a protected area with many valuable elements; dolphins are one of them. These are “**coral dolphins**” and coral is an important part of why dolphins are special
- Provide information and increase awareness about all the natural elements that make Samadai beautiful
- Dolphins are wild animals, free to do what they want. Part of their beauty is in the image of freedom they convey.
- Dolphins are not always in Samadai (statistics are available); there are seasons; so their presence is never guaranteed



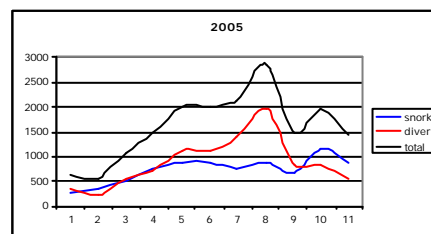
Visitors may miss the dolphins in Samadai but they still are privileged to visit such an intact marine reef.

## 2. Revise and improve information provided to tourists before visit and pre-snorkel

- Implement sessions of dolphin-watching from the top deck of boats, with binoculars and display material, during time between arrival to Samadai and time of snorkel session
- End dolphin-watching session with briefing on snorkel session prior to visit in the water.



Tourist presence in Samadai: 2004  
23,977 visitors, € 360,000



Tourist presence in Samadai: 2005  
17,534 visitors, € 263,000

## Achievements of management and related activities

- Until the management continues, dolphins are protected and will continue using the reef.
- At the same time, tourists can continue enjoying an extraordinary experience on a sustainable basis, while providing significant revenues to the local tourist industry.

## Achievements of management and related activities

- The Samadai dolphins, from an area no wider than four football fields, support conservation in the whole of the southern Egyptian coast: revenues from government fees in Samadai have allowed the Red Sea protectorates to hire > 60 persons, employed in several locations from Marsa Alam southwards.
- Strong case is made for the protection of the marine environment in Egypt, which can provide lasting economic resources and sources of development in alternative to mass tourism and major coastal construction and infrastructure.

## Acknowledgments

- The Red Sea Governorate
- The Red Sea Protectorates
- The Egyptian Environmental Affairs Agency
- The Italian Cooperation Office in Cairo, and in particular Nino Merola, Marco Spada, Marco Marchetti
- Research assistants Marina Costa, Amina Cesario, Maddalena Fumagalli, Géraldine de Montpellier, Giovanna Pesante
- Ameer Abdulla, IUCN Global Marine Office, Gland and Malaga
- Research trainees Beshoy Morise, Ahmed Shawky, and Red Sea rangers Ahmed Abd El-Khalik, Amgad El-Shaffai, Sayed Khodary, Mohammed Bessar, Hamed Fathy, Sameh El-Masry, Mukhtar Beher
- Diving Ocean for their initial support
- The skippers and the Tondoba facilities.



Thank you

## NATURAL AND CULTURAL HERITAGE: What opportunities from tourism?

### Case Study:

#### ***Using GIS in relation to ecotourism – the experience of the Libyan Arab Jamahiriya***

**Osama M. A. Shalouf**

Environment General Authority EGA

#### **Abstract**

Tourism is important for any healthy economy, providing a steady inflow of money to local businesses. When planned out and marketed well, tourism can be a powerful economic force. GIS can help tourism succeed. The integration of roads, buildings, landmarks, restaurants, hotels and routes with prices, availability, and activities can make GIS a valuable tool in tourism.

The first part:

- Why is GIS important to tourism?
- Eco-tourism definition.
- The principles of eco-tourism.

The second part:

- How is GIS important to tourism development?

The third part:

- Using GIS in eco-tourism planning.
- Using GIS in seedy - Almasry National Park.
- Using GIS application in seedy - Almasry National Park.

The fourth part:

- Using GIS to convert the hard copy to digital copy for Abo-Gilahn National Park.

#### **Biography**

Name: **Osama M. Shallouf**

Date of birth: 22/11/1971

Environment General Authority

Bsc. Forest science

Master degree in protected area.

Member of Libyan association for marine science

General Manager of Green Line Centre (Private GIS centre)



# GIS IN ECO-TOURISM

ENVIRONMENT GENERAL AUTHORITY  
DEPARTMENT OF NATURE CONSERVATION  
OSAMA.M.SHALLOUF

## Outline

- Introduction in gis & tourism
- What is a GIS Good At?
- Why is GIS important to tourism?
- GIS/Tourism – Planning
- GIS/Tourism – Guide

## Introduction in gis & tourism

Tourism is important for any healthy economy, providing a steady inflow of money to local businesses. When planned out and marketed well, tourism can be a powerful economic force. GIS can help tourism succeed. The integration of roads, buildings, landmarks, restaurants, hotels and routes with prices, availability, and activities can make GIS a valuable tool in tourism..

- A main difficulty is that the tourist sector is large and diverse that even with detailed research, unique and interesting places will be overlooked



Why is GIS important to tourism?

4/13 of 15 questions most likely to be asked by tourist have a "where" element

## ECO-TOURISM DEFINATION

“Ecotourism is responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people.”

*The Ecotourism Society, 1991*

This means that those who implement and participate in ecotourism activities should follow the following principles:

- Minimize impact
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts
- Provide direct financial benefits for conservation
- Provide financial benefits and empowerment for local people
- Gain an understanding of host countries' political, environmental, and social

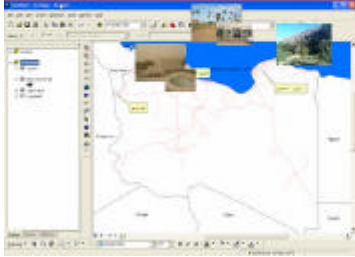


## أهمية نظم المعلومات الجغرافية – للتنمية السياحية

### إمكانيات نظم المعلومات الجغرافية في القطاع السياحي :



إنشاء خرائط رقمية وقواعد البيانات لغرض



2. تحديد المناطق العمران السياحي
- المنتجات الشاطئية.
- المنتجات الجبلية.
- منتجات الحيوان المعنوية.
- المنتجات الريفية والبديوية.

## أهمية نظم المعلومات الجغرافية – للتنمية السياحية

### إمكانيات نظم المعلومات الجغرافية في القطاع السياحي :

القدرة على دعم اتخاذ القرار في عملية التخطيط السياحي لتعدد :

- المناطق المستهدفة لتسيير السياحي.
- المناطق التي تخضع للتطوير الطبيعي خاص.
- المناطق التي تترك على طبيعتها.
- تحديد القدرة الاستيعابية للمناطق المختلفة وتقدير عدد المشاة الذين يمكنهم العمل أو الخدمة السياحية في المنطقة.
- تحديد المساحات اللازمة لكل منطقة سياحية على أساس معدلات التناسية لها.
- تحديد نوع ولقمة وتوزيع الإسكان السياحي.
- المراقبة العامة للأزمة (مياه، كهرباء، صرف) والخدمات لتكسيية للتسيير والمناطق العلامة لبيئية المنطقة.



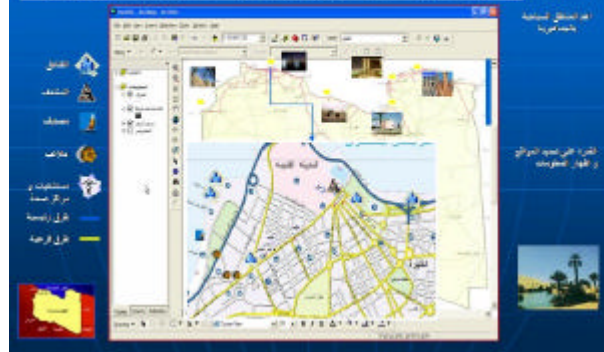
## أهمية نظم المعلومات الجغرافية – للتنمية السياحية

### القدرة على إنتاج العديد من الخرائط السياحية الرقمية :



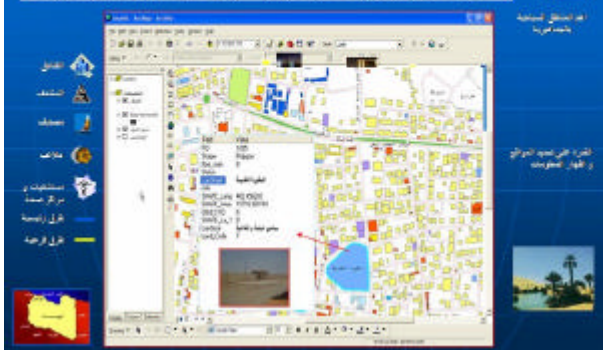
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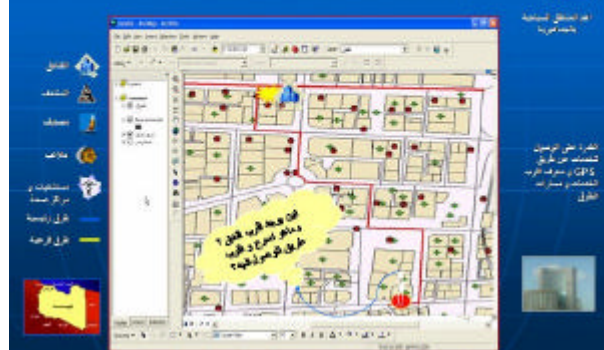
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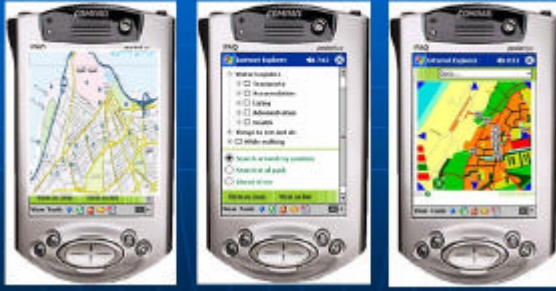


## أهمية نظم المعلومات الجغرافية – للتنمية السياحية

### القدرة على إنتاج العديد من الخرائط السياحية الرقمية :



## القدرة على دمج المعلومات السياحية مع تقنية الاتصالات



## أهمية نظم المعلومات الجغرافية – للتنمية السياحية



## استخدام نظم المعلومات الجغرافية في تخطيط السياحة البيئية



صورة القمر الصناعي ايكونوس توضح حدود منتزه سيدي المصري

## مشروع منتزه سيدي المصري



### مقدمة

يقع منتزه سيدي المصري في وسط مدينة طرابلس بحدده من الشمال منطقة سكنية كثيفة هي منطقة رأس حسن و من الشرق منطقة زنتاه و من الجنوب طريق الجامعة - سيدي المصري ، و من الغرب منطقة باب بن غشير على مساحة 88.6 هكتار تقريبا ( 88.5991 هكتار ) . و هو عبارة عن غابة ذات طبيعة خاصة تمتاز بتنوع حيوي كبير جدا من أشجار غابات و أشجار مثمرة و حوليات و نباتات زينة و طيور و حشرات مستوطنة للموقع مما يزيد من أهميتها و امتيازها ، و هي بمثابة متحف حيوي قائم يجب الحفاظ عليه و حمايته و استغلاله بالطرق الصحيحة و تنميته بإتباع منهجية التنمية المستدامة .





خريطة تبين توزيع الطرق داخل المنتزه

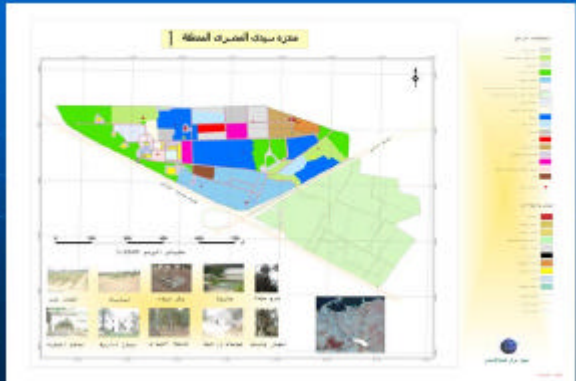


خريطة تبين توزيع المباني و المنشآت داخل مقتره سيدى المصرى



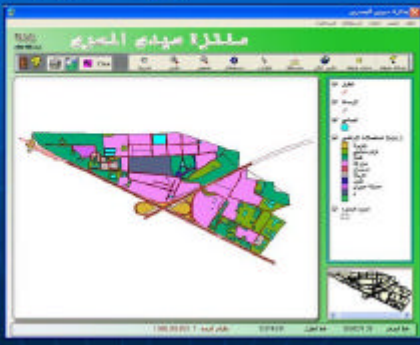


## خريطة استعمالات الاراضي و الاخراج النهائي



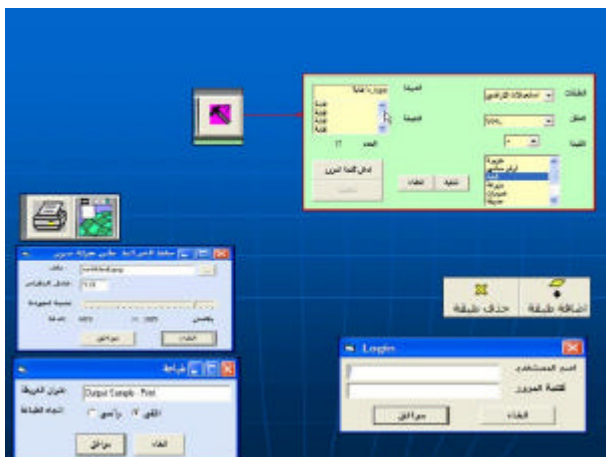
## انشاء منظومة الاستعلام و قاعدة بيانات لمنزّه سيدي المصري

- أهداف النظام
- استعراض الصورة العامة للمنزّهات على مستوى الجماهيرية ومقارنته بلوضع الحالي.
- دعم القرار في مجالات تحسين و تطوير المنزّهات.
- رسم صورة ذهنية للمنزّهات عن مدى التطور الحادث في كافة مستويات التنمية.



• قواعد بيانات موحدة، تهدف إلى تخزين وإدارة البيانات بكافة أنواعها.  
• البيانات المخزنة عبارة عن:

- قواعد البيانات الجدولية المجمعّة عن المنزّهات.
- خرائط حدود المنزّهة بمقياس رسم 1 : 5000 مرتبطة بالأسماء (ومرتبطة بقواعد البيانات الجدولية الخاصة بالمنزّهة).
- خرائط الطرق الرئيسية و الفرعية بالمنزّهة (ومرتبطة بقواعد البيانات بالمنزّهة).
- خرائط الغطاء النباتي و استخدام الأرض مرتبطة بالأسماء (ومرتبطة بقواعد البيانات الجدولية الخاصة بالمنزّهة).
- خرائط المباني و المنشآت داخل المنزّهة مرتبطة بالأسماء (ومرتبطة بقواعد البيانات الجدولية الخاصة بالمنزّهة).
- خرائط الأتبار و الخزانات العلوية و السفلية.
- خرائط تواجد الإحياء و النباتات النادرة و المههددة بالانقراض
- تتيح قاعدة البيانات إمكانية إدارة البيانات مثل إدخال البيانات، تحديث البيانات، الحفظ الدوري للبيانات.
- تتيح قاعدة البيانات تنظيم تعامل أكثر من مستخدم للبيانات .

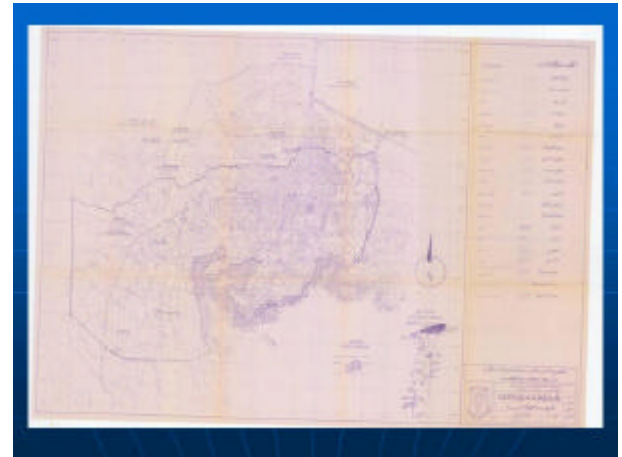


### ثبوت عن المحمية

الموقع العام: تقع محمية ابو حيلان على يمين ويسار الطريق الواصل بين مدينة العزيزية و مدينة غريان و تبعد عن مدينة طرابلس بمسافة 65 كم جنوباً .


السمات الطبيعية :

تتميز المنطقة بوجود هضبة صخرية تعتبر امتداد للسفوح الشمالية لجبل نفوسة حيث يمر بناخلة مجموعة من الاودية و المسارات المائية .

### تم عمل خريطة رقمية تشمل الطبقات

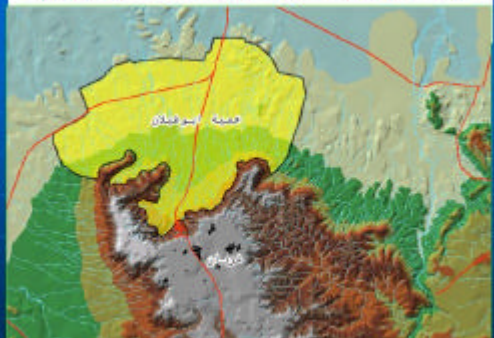
- ✓ حدود المحمية
- ✓ الطرق
- ✓ الأودية
- ✓ خطوط الكنتور
- ✓ نقاط المناسيب
- ✓ للتربة
- ✓ الغطاء النباتي
- ✓ نقاط الآبار والعيون
- ✓ و خزانات للمياه
- ✓ المنشآت و المباني
- ✓ مساحات تربية
- ✓ الحيوانات البرية



### خريطة رقمية ثلاثية الأبعاد للمحمية ( 3D Maps )

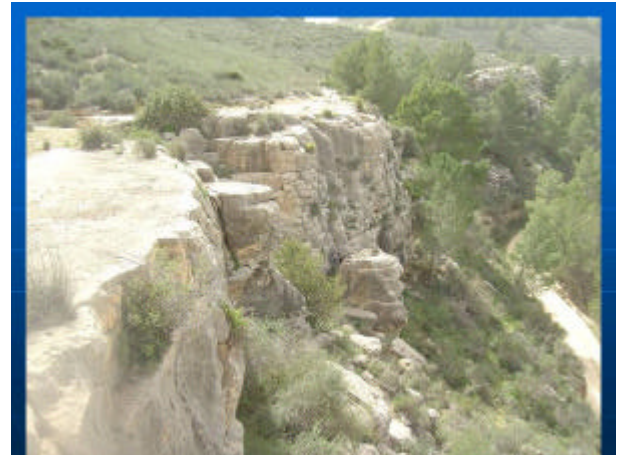
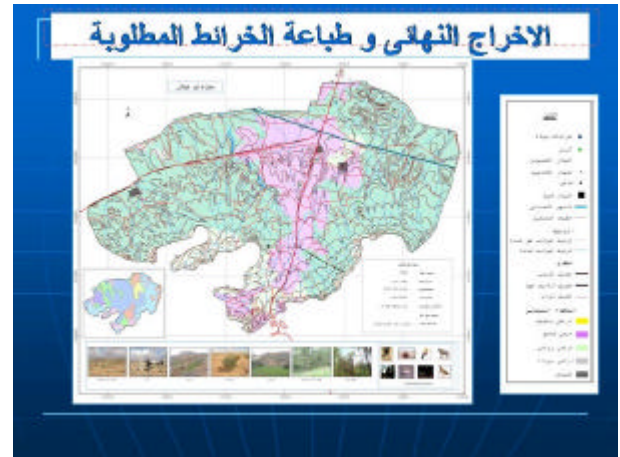


### خريطة رقمية ثلاثية الأبعاد للمحمية (3D)



### 1. انشاء و تصميم قواعد بيانات تتكون من :

- ◆ قاعدة معلومات لأنواع العشب والنباتات
- ◆ قاعدة معلومات لأنواع الحيوانات
- ◆ قاعدة معلومات لأنواع الطيور
- ◆ قاعدة معلومات للخدمات البشرية الدورية
- ◆ قاعدة معلومات لبيوت ومخابئ الحيوانات والطيور



*köszönöm* תודה! *dėkuji*

*mahalo* 고맙습니다

*thank you*

謝謝 *shie shie* 谢谢 *danke*

Ευχαριστώ *merci* شكرا

どうもありがとう *gracias*

## THE ROLE OF THE PRIVATE SECTOR

### ***Tools for integrated environmental management in the hotel sector***

***Virginia Alzina***

Director of Regional Activity Centre for Cleaner Production (RAC/CP)  
Mediterranean Action Plan UNEP

#### ***Abstract***

The Regional Activity Centre for Cleaner Production (RAC/CP) of the Mediterranean Action Plan (MAP) has produced the manual "Good Housekeeping Practices in Hotels" in order to provide hotels with information on the good housekeeping practices that they can establish in their businesses that, in addition to environmental benefits, can also have the following advantages:

- Reduced energy costs
- Reduced waste disposal costs
- Better relations with the local community
- Greater international competitiveness
- Better corporate image
- Reduced monitoring costs
- Lower risk of disaster
- Selling points for a public that is increasingly environmentally aware
- Resultant increase in sales figures
- Reduced risk of legal action and penalisation relating to environmental matters
- Easier access to lines of credit

The manual provides a simple, tried and tested explanation of how to implement a programme of Good Housekeeping Practices in hotels and the conditions and requirements to take into consideration for its application.

There are three areas into which the main impacts of a hotel on the environment can be classified: waste, water and energy. An environmental impact assessment can be made based on these three elements.

#### **1. Water**

Various environmental practices aimed at reducing water consumption are possible:

- Monitoring consumption
- Correct maintenance of the pipe network
- Purification plants that allow water to be reused
- Installing water softeners
- White goods with water saving programmes
- Devices to reduce water consumption
- Information and awareness-raising for employees and clients
- Rainwater collection systems
- Planting native species in garden areas

## 2. Waste

The waste treatment philosophy that is currently most widely accepted and recognised can be summarised in the following points:

- Reduce waste production based on ecological consumption criteria
- Reuse waste produced, looking for possible alternatives for use
- Recycle the waste for subsequent reuse for the same or a different purpose
- As a last resort, waste that remains after these processes should be disposed of according to established procedures

There are various environmental practices aimed at waste reduction:

- A purchasing policy that encourages the reduction of packaging
- The recovery of waste for its potential reuse
- Selective waste collection in the respective bins
- The correct disposal of remaining waste

## 3. Energy

There are various environmental practices aimed at reducing energy consumption:

- Using equipment that consumes only the energy required for its correct operation
- Making sure equipment is only on when necessary
- Making sure that equipment is working correctly to prevent leaks
- Contracting the electricity service according to the hotel's needs
- A precise study of lighting needs, always trying to make the most of natural light
- Where artificial lighting is necessary, using the appropriate equipment for each location and installing systems that guarantee minimum electricity consumption
- Insulating the building, installing thermostats, keeping systems well-maintained
- Using the energy sources with the least environmental impact

## **Biography**

The professional and academic experiences of **Dr Alzina** reflect wide-ranging abilities, real world experience and interests that place her in a favourable position to be the Director of RAC/CP. During the last 9 years Dr Alzina was an Environmental Protection Specialist at the Interamerican Development Bank in Washington DC. Previously she worked promoting small and medium enterprise development in Latin America and Africa at the United Nations Secretariat in the Department for Development Support and Management Services in New York. She also worked for a Spanish NGO helping developing countries of Latin America.

She has a PhD in Engineering Management and Systems Engineering with a specialization in Air and Water Quality Management, Hazardous Waste Management and Pollution Control from the School of Engineering and Applied Science of George Washington University (USA), a M.Sc. in Environmental Sciences and Policy from Johns Hopkins University (USA), and a graduate degree on Political Science from Universidad Pontificia de Salamanca (Spain).

## Tools for Integrated Environmental Management in Hotels

Virginia Alzina, Ph.D.  
 Director  
 Regional Activity Center for Cleaner Production  
 UNEP/MAP  
 Al Bayda, Libya, 28-29 November 2006



## RAC/CP Engagement

• Traditionally focusing with the industrial sector. Nowadays including also the **services sector** and the agriculture sector.

• Manuals of good environmental practices in **offices & hotels**, way to support the env. management of enterprises.

**Aim of GH manual for Hotels**

- to reduce impacts
- to enhance compliance of existent env legislation,
- to increase env awareness of society & to integrate and incentive local activities



## Good housekeeping practices: Objective

Reduction of impact of hotels economic activities on their environment by:

- **Raising awareness** of the hotel company's good housekeeping practices
- Showing **negative environmental impacts** & the **environmental & economic benefits** of their application.
- Providing **training** on application & benefits for mngt
- Raising workers' awareness on their **env policy**.

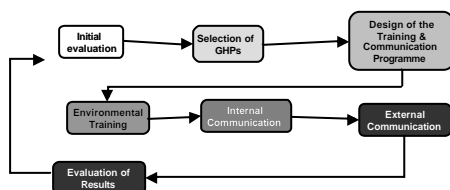


## Good housekeeping practices: Benefits

- Reduction in **energy costs**
- Reduction in **waste disposal costs**
- Improved relations with the **local community**
- Greater **international competitiveness**
- Improved company **image**
- Reduced **monitoring costs**
- Reduced **incident risk**
- **Sales argument** for a public that is more & more aware
- Lower **risk of legal** complaints & penalties
- Easier access to **credit lines**



## Good housekeeping practices: Structure



## Good Environmental Practices Communication

**TRAINING PLAN FOR HOTEL STAFF**



Simple to implement by supervisors & easy to assimilate by hotel staff.  
 Make evident the impacts resulting from the hotel activities & the benefits the GHP can bring.  
 Make possible both presential & on-line based training techniques provided by experts using different teaching methods & resources.  
 After the training sessions proceed with questionnaires & evaluation of personnel in order to assess the successfulness of the activity



**TRAINING PLAN FOR HOTEL STAFF**

**INTERNAL COMMUNICATION PLAN FOR HOTEL STAFF**

Reminding workers of the Good Housekeeping Practices studied in the training process & the need for their real application in the workplace.  
 Making the employee aware of the need for the application of the Good Housekeeping Practices in order to reduce the negative impacts of the hotel's operation on the environment.  
 Increasing the involvement of employees in the practical application of the Programme of Good Housekeeping Practices in the hotel

**TRAINING PLAN FOR HOTEL STAFF**

**INTERNAL COMMUNICATION PLAN FOR HOTEL STAFF**

**EXTERNAL COMMUNICATION PLAN FOR HOTEL GUESTS**

A display in reception.  
 Leaflets for the display in reception informing guests of the Programme.  
 A letter to guests (in the directory in rooms).  
 A leaflet for guests with the good environmental practices & the goals to achieve (rooms).  
 A sticker for the change of towels in bathrooms.  
 Indication for toilets with a double flush.

### Good Environmental Practices

**General good practices**

- Avoid **water spillage** (e.g. Leaving taps on unnecessarily)
- Give priority to **natural illumination**
- Avoid **excessive illumination** of exteriors
- Switch off** lights that are not being used
- Ensure maximum **efficiency**
- Install **low-energy** consumption illumination

### Good Environmental Practices

**Maintenance department**

- Use **automatic watering** system
- Water when there is **less sunlight**
- Choose **efficient appliances**
- Install **clean energy** sources
- Ensure **correct insulation**

**Reception, administration & sales department**

- Turn off** equipment if not used
- Use **electronic format** & avoid printing
- Communicate hotel's **env policy**
- Provide clients with **information** about good practices

### Good Environmental Practices

**Catering department**

- Open **refrigerators** only when necessary
- Cover **cooking pots**
- Do not leave **burners** lit
- Do not **defrost** products using water or heat

**Good practices aimed at clients**

- Keep lights **switched off** if not necessary
- Shower** instead of bathing
- Suggest clients a system to change their **towels & sheets**, when appropriate
- Notify hotel staff if **anomaly** (leaks, drips)
- Air conditioning** at approp. temperature
- Turn taps off while brushing teeth & shaving

### Good Environmental Practices

#### Social Aspects

**Purchasing department**

- Opt for **local products**
- Introduce **env. requirements** into contracts for purchasing, services & construction work
- Asking for the safety records for products from suppliers
- Employ locals**

**General good Practices**

- Adjust voice volume & equipment to avoid **noise pollution**
- Inform clients & collaborators of the env actions carried out.
- Protect **landscape & biodiversity**
- Preserve **culture & customs**

## Good Environmental Practices Follow-up Activities

Success of whole programme depends not only on the implementation of the good practices, but also in the **continuous improvement of actions & measures**, therefore appropriate **evaluation** should take place.

From the evaluation's results it will be obtained different **indicators**, in both the performance of the hotel & also the guests & staff involvement with the programme.

Out of these indicators, proper **actions** can be **further** programmed & actions be taken accordingly.



## Good Environmental Practices Follow-up Activities

### Indicators

#### TRAINING SESSIONS

- Environmental training sessions held (number).
- People trained as part of the Programme (number).
- Employees trained within the total workforce (percentage).
- Contributions & suggestions made by employees with respect to the Programme (number).
- Consultations of environmental aspects related to the Programme, made by hotel guests (number).
- Results of the questionnaires.



## Good Environmental Practices Follow-up Activities

### Indicators

#### WATER CONSUMPTION

- Total water consumption (in m<sup>3</sup>).
- Water consumption by department (in m<sup>3</sup>).
- Water consumption per overnight stay (in m<sup>3</sup>).
- Percentage of water reused (in %).
- Saving in the water bill (monetary)



## Good Environmental Practices Follow-up Activities

### Indicators

#### WASTE PRODUCTION

- Total quantity of waste (in kg).
- Quantity of waste per overnight stay or service (in kg).
- Quantity & type of waste by department (in kg).
- Quantity & type of waste by room (in kg).
- Quantity of waste by type of waste (in kg).
- Recycling rate: quantity of waste recycled / total quantity of waste (percentage).
- Cost of waste removal



## Good Environmental Practices Follow-up Activities

### Indicators

#### ENERGY CONSUMPTION

- Total energy consumption used for the hotel's activities (in kWh).
- Relative consumption according to specific variables (k.o./service, overnight stay, season).
- Energy consumption by department (k.o./department).
- Quota by energy source (percentage).
- Quota by renewable energy source (percentage).
- Saving in the energy bill (monetary)



## Good Environmental Practices Follow-up Activities

### Indicators

#### AIR POLLUTION

- Total quantity of atmospheric emissions (absolute in m<sup>3</sup>).
- Details of emissions into the atmosphere, basically of nitrous oxide (NO<sub>x</sub>), carbon dioxide (CO<sub>2</sub>) & carbon monoxide (CO) (in percentage or ppm).
- The use of products with CFCs or HCFCs (kg/year)






## Good Environmental Practices Follow-up Activities

**Indicators**

### NOISE POLLUTION

- Sound levels in different parts of the hotel (decibels).
- Soundproofed spaces as a proportion of the total (percentage)





## Good Environmental Practices Follow-up Activities

**Indicators**

### WASTEWATER

- Total quantity of wastewater (in litre).
- Quantity of wastewater that is reused (in litre).
- Physical-chemical composition of wastewater.
- Biological composition of wastewater.
- Cost of treatment of wastewater (per m<sup>3</sup>)








## Good Environmental Practices Follow-up Activities

**Indicators**

### COMPLAINTS & LEGISLATION

- Suggestions about environmental aspects (number).
- Complaints about noise pollution (number).
- Complaints about bad smells (number).
- Environmental sanctions imposed (number)








Thank you for your attention!!

[www.cprac.org](http://www.cprac.org)  
[cleanpro@cprac.org](mailto:cleanpro@cprac.org)






## THE ROLE OF THE PRIVATE SECTOR

### *The outbound tour operator perspective*

**Sara Casagrande**

KEL12

## PRESENTATION

KEL means tribe or big family in Tamashek, the language of the Tuareg people who lives in the Sahara desert.

I am particularly honored to be here to talk about sustainable tourism in desert destinations and I am especially happy to be here with you, and be able to share views and ideas, for several reasons:

- I am here as Representative of KEL 12, a Tour Operator (TO) based in ITALY, born in the Sahara desert. A tour operator which has grown in deserts and loves deserts.
- KEL 12 is part of ASTOI Association of the Italian Tour Operator (TOI), where sustainable tourism is already one of the priorities.
- I am here also on behalf of TOI which is a global network of TOs committed to sustainable tourism development.
- and last but not least, this year the whole world celebrates the deserts. 2006 is the year of the deserts

The Desert is the true subject of the agenda, a "place" we love immensely and where we have travelled extensively and have taken many travellers. We have always been careful to safeguard the territory and the culture of its inhabitants which have to be the first priority and objective for anybody who loves the desert and pursues an ethical and sustainable form of travel.

Across continents, KEL 12 has taken many thousands of people to different deserts, from 600 to 1200 per year!

To educate travellers we have created a document to promote ethical behaviour which is given to all our customers together with the travelling documents.

We also distributed Tourism and Desert guide which explains to our service providers how to respect the desert destinations.

And now from a single TO to an ethic of tourism, from KEL 12 to TOI

As members of the TOI, we strongly believe that if properly planned and managed, tourism can be an incredible asset: it can offer many economic advantages for governments, private businesses, local groups and above all for the communities. It can also be strategic in preserving natural and cultural heritage. If properly planned and managed, and I want to underline this, tourism can ensure long-lasting success of a destination and its inhabitants.

Now some data related to sustainable tourism:

- Still a niche market but in constant growth
- A few thousands people per year are traveling with "sustainable" TOs, but the majority travel on their own

- 800.000 tourists come from Italy, 1.200.000 from France. Still very small numbers compared to the 700 million people who spend at least one night abroad per year
- The challenge and maybe even more the need is to make sustainable tourism not an alternative form of travel but the only type of travel. So, it becomes clear that TOs and governments must be attentive to this trend, if not for personal sensitivity at least for personal convenience!

TOI seeks to introduce and build ownership in the development of a destination by involving the different sectors of the tourism industry as well as local stakeholders.

Local "ownership" of the process is especially important to ensure its sustainability and prove that it makes a real, long-lasting contribution to the progress and well being of the community.

Let's remember that most desert areas are in developing countries, therefore an effort should be collectively made to get the support we need to build up on sustainable tourism.

Given the lack of resources (leaving oil aside of course!) and infrastructures, tourism is often the only opportunity to fight poverty, to contribute to the development of the area and to prevent the local communities from having to emigrate either abroad or to cities. It also contributes to the cultural pride of traditional populations (their conservation and even rediscovery, for example think about Indians in North America, Tuaregs, Australian aboriginals, etc). In particular, by designing holiday packages and stimulating the tourism supply chain, TOs have a unique opportunity to exercise a great deal of influence on the level and type of development in countries around the world. Just a few examples to make it more real and understandable: eco-lodges for 10-20 people or hotels for 50-90 people? Mehare and trekking or jeep and even buses? It is quite clear that the TOs have a great capacity to influence. Of course the same or maybe even more applies to local authorities!

I strongly believe that because of their natural beauty, cultural diversity, rock art and archaeology, desert areas, like the Sahara region, do have an incredible tourist potential. Yet this potential must be explored keeping in mind the importance of sustainability. Desert areas remain highly vulnerable to pollution and uncontrolled developments. They therefore risk disappearing or being damaged-for-ever unless appropriate regulations and preservation mechanisms are put in place. We have the right to enjoy them but also the moral obligation to preserve them for future generations.

Given the cross-cutting nature of tourism, it is clear that we, tour operators, must help elaborate and implement sustainable projects and activities. Tour operators like KEL 12 realized that any successful long-term projects/activities aimed at developing tourism in desert areas must be seen as part of a global policy where the different sectors – public & private, maybe even local and foreigner – are in close cooperation and seek the active participation and involvement of the local population.

Past experience has shown that there are practical considerations that cannot be ignored by responsible TOs if we want to support successful long-term projects/activities.

We may not have time to go into detail but I'll briefly mention some considerations:

1. Preliminary assessment of the impact of any activity, needed everywhere but more so in fragile desert areas.
2. Training of local staff, guides, cooks, assistants, hoteliers, to ensure sustainability in the implementation of all relevant projects.
3. The crucial step would be the creation of efficient monitoring systems to be set up by local authorities with the TOs' support, for the preservation of environment and the cultural heritage, etc.
4. A small hint to the fact that often it is the small scale projects which have the greatest and mostly felt impact. Right with the people! So we do not have to wait for the BIG money, the big events, the big structures. Not always possible, not always right.

And I take the opportunity offered by this subject also to consider the other very important factor: what are the problems TOs face in organizing trips and tours? Some are not even linked to the fact that it is a desert destination but I feel it's worth mentioning because it is vital. This is very important because success demands ease & organization, especially so in an already difficult "natural" environment and short specific tourist season. In fact TOs can do a lot and also invest a lot but it is a cooperation game and all stakeholders must play their role well!

I only mentioned a few steps forward that should be taken by local stakeholders: improvements are needed in transportation, visa procedures, security, waste treatment centres near the main cities at start/end of a tour, the protection of the cultural & artistic assets (archaeological sites, fossils and rock art). This is where the role of national legislation and local authorities is essential.

Then the destination must be known, people must desire to go there, and here is the role of TOs & Governments, to get media press coverage.

So, tourism yes or tourism no?

We cannot deny that tourism can have a negative impact, just like any other interference with a very delicate environment: pollution, also acoustic and visual, mass use of raw materials, damages to flora & fauna, the risk to destroy antique cultures. And yet we firmly believe that as globalization and "progress" cannot be stopped, by setting and committing to a few basic control instruments the arrival of tourists can contribute to cure the environment & even urban decay,

Keep ancient cultures & traditions alive. Without selling them off!

Attract financial resources to manage ecosystems and improve local communities' lives

Once again the question is always the same one: is tourism a danger to places, peoples and cultures?

We believe the problem is not "tourism yes or no" but rather the spirit & attitude behind our desire to approach what's the different & far away: we have to accept & communicate and love the idea that travel means encounter/exchange where we give part of our culture and accept to receive part of a different culture without judging it if possible.

And if we manage to do this, then travel becomes an incredible asset not only on the outer level – financial & practical – but above all on the human inner level.

So the danger is not tourism but the lack of rules and the lack of openness.

Travelers, not just visitors!

## Annex I – Agenda

28 NOVEMBER 2006		
OPENING AND WELCOME		
Time	Session	Speaker
9.00 – 9.30	<b>Registration and coffee</b>	
9.30 – 10.30	Opening and welcome	Local authorities, Tourism Development Authority, UNEP MAP Regional Activity Center for Cleaner Productions (RAC/CP), the Ambassador of Switzerland in Libya, WWF MedPo, IUCN Med, Environment General Authority (EGA) and General People's Committee of Tourism
10.30 – 10.40	Presentation of the agenda	Chairman Paolo Lombardi (WWF MedPo)
LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION: THE LIBYAN ARAB JAMAHERIYAN EXPERIENCE AND INTERNATIONAL PERSPECTIVES		
12:00 – 13:00	Overview of the conservation strategy and future plans of the Libyan Arab Jamahiriya	Abdul-Hakim Elwaer General Secretary Environment General Authority
13.00 – 13.30	Overview of the tourism development strategy and future plans of the Libyan Arab Jamahiriya	Muftah Sagar Studies Planning and Training Office G.P.C Tourism
<b>13.30 – 13.45</b>	<b>Coffee break</b>	
13.45 – 14.05	Tourism and sustainability: regional needs and global strategies	Arab Hoballah Head - Sustainable Consumption and Production Branch UNEP DTIE
14.05 – 14.25	Tourism as a tool to link conservation and development	Peter Dogse Programme Officer – Man and Biosphere Programme UNESCO
14.25 – 14.45	Integrated coastal zone management in Jordan	Qusay Ahmad Via Nova Group Consultant for UNDP Jordan
14.45 – 15.00	Conclusions	Chairman, Director of EGA and Director of G.P.C of Tourism
<b>15.00 – 16.30</b>	<b>Lunch</b>	

28 NOVEMBER 2006		
MAKING TOURISM MORE SUSTAINABLE : PROCESSES AND TOOLS		
16:30 – 17:00	Introduction: Approaches and aims for a sustainable tourism policy.	Chairman Giulia Carbone IUCN – Business and Biodiversity Programme
17:00 – 17:30	<i>Case study:</i> Tourism development in Turkey: overview and examples	Atila Uras Project Coordinator UNDP Turkey
17:30 – 18:00	<i>Case Study:</i> Market-driven strategic management of sustainable tourist destinations: approach and case study from the Red Sea	Ahmed Hassan PA Consulting
18:30 – 19:00	<i>Case study:</i> Malta: tourism and conservation	Tony Ellul Malta Environment Planning Authority
19:00 – 19:10	Round table and closing of the day	
<b>20.00 onwards</b>	<b>Dinner for the participants</b>	

29 NOVEMBER 2006		
NATURAL AND CULTURAL HERITAGE: WHAT OPPORTUNITIES FROM TOURISM?		
Time	Session	Speaker
9.30 – 9.40	Round table	
9:40 – 10.00	Tourism and protected areas: a symbiotic relationship	Steve McCool (Ameer Abdulla) IUCN World Commission on Protected Areas
10.00 – 10.30	Overview of the natural resources (and flag species) of the Libyan coast	Abdulmaula Hamza Head, Marine Conservation Dept Nature Conservation Dept EGA
10.30 – 11.00	<i>Case study:</i> The experience of the National Marine Park of Zakynthos (Greece)	Georgios Paximadis WWF Greece
11.00 – 11.30	<i>Case study:</i> The experience in Samadai (Egypt)	Giuseppe Notarbartolo di Sciara Tethys Research Institute
11.30 – 12.00	<i>Case Study:</i> Using GIS in relation to ecotourism – the experience of the Libyan Arab Jamahiriya	Osama M. A. Shalouf EGA
12.00 – 12.15	Q&A	
12.15 - 12.30	Tools for integrated environmental management in the hotel sector	Virginia Alzina UNEP MAP RAC CP
12.30 – 12.45	The outbound tour operator perspective	Sara Casagrande KEL12
12.45 – 13.00	Q&A	
<b>13.00 – 15.00</b>	<b>Lunch</b>	

29 NOVEMBER 2006		
THE ROLE OF THE PRIVATE SECTOR		
Time	Session	Speaker
15.00 – 8.00	Facilitated debate: Workshop comments to be submitted to the Director of EGA and the Secretary of the General People's Committee of Tourism	Chairman Giulia Carbone IUCN – Business and Biodiversity Programme Facilitator Ameer Abdulla IUCN-Med
18.00 – 18.15	Closing of the Workshop	EGA

30 NOVEMBER 2006	
	<p>FIELD VISIT :</p> <ul style="list-style-type: none"> <li>•Visit of the ancient city-port of Apollonia</li> <li>•Visit to archeological site of Greek city of Cyrene, including the Temple of Zeus and the Necropolis</li> <li>•Visit the Greco-Roman cities of Tocrá and Ptolemais.</li> </ul>

## **ANNEX II – Specific aims of each session**

### **SESSION 1: Linking tourism development and nature conservation: the Libyan experience and international perspectives**

#### Main aim and potential themes of the session:

To provide the background for the two days' discussion by:

- Illustrating the main relevant policies being implemented in Libya addressing biodiversity conservation (and in particular in relation to the coastal environment) and tourism development.
- Inserting Libya in the regional and global contexts in terms of tourism development as well as the global environmental agenda.

The first session also offered the opportunity to touch upon all the themes and perspectives that was developed in more detailed in the following workshop sessions. In particular:

- the role of the government in developing an enabling environment through policies and tools that support the effective integration of sustainability aspects in tourism development and management;
- the business relevance for the private sector of conservation of nature and cultural heritage;
- the role that the private sector should play in ensuring the sustainable development of tourism;
- the international agendas linked to the sustainable development of tourism – from UNEP's to UNWTO and UNESCO.

### **SESSION 2: Making tourism more sustainable: processes and tools**

#### Main aim and potential themes of the session:

The aim of the session was to explore the elements that an agenda for sustainable tourism could include and how this could be developed and implemented.

In particular the session focused on the importance of integrating the various aims related to sustainability of tourism (from economic viability, to local prosperity, visitor fulfillment, cultural richness, biological diversity and others) into one coherent policy that would address tourism from all its sustainability perspectives and all its possible products (from "sun and sea", to nature based to cultural to adventure).

The session also:

- addressed the most effective structures that help governments to work internally and with other stakeholders to make tourism more sustainable;
- considered what policy tools have been successfully applied in similar contexts to implement sustainable tourism policies (from legislation and regulation, to planning, to economic, top voluntary instruments).



### **SESSION 3: Nature conservation: what opportunities from tourism?**

#### Main aim and potential themes of the session:

The session addressed the intrinsic link existing between the conservation of natural and cultural heritage and a thriving tourism industry. Tourism demand is driven by the opportunities to appreciate nature (in all its forms from enjoying a relaxing day on a pristine beach, to a hike protected area to opportunities to watch wildlife) and culture (from living cultures to our heritage from the past). Conservation of natural and cultural heritage is therefore crucial to support any long term tourism development and provides long term opportunities for responding with quality products to the tourist demand.

The session particularly addressed the fact that protected areas are becoming more and more attractive to all segments of the tourism demand. Not only niche tourism operators are today including in their tours visits to natural and cultural sites, but mainstream tourism operators regularly offer excursions to cultural sites and protected areas.

Many sites (protected areas and not) have successfully capitalize this demand, and by introducing users fees, licensing agreements and other mechanisms, have been able to generate quite substantive funding directly from tourism for the conservation of the sites.

The session also focused on the importance of - when linking a conservation strategy (focusing on natural and cultural heritage) to tourism development - addressing consumers' expectations in terms of the quality of the experience as well as the need for integrating specific measures to manage tourist flows (including education and interpretation mechanisms).

### **SESSION 4: The role of the private sector**

#### Main aim and potential themes of the session:

The session focused on how private sector's efforts in integrating environmental and social aspects in their operations can be supported.

The session highlighted how the integration of environmental, socio-cultural and economic considerations in tourism related facilities and services goes from the siting and design of tourism related facilities (such as tourism resorts, golf courses, marinas), to the management of tourism related facilities and operations (from the management of the environmental related impacts of a hotel, to the environmental and cultural impacts of excursions in sensitive areas). Furthermore, it highlighted that specific segments of the private sector can also play a strategic role in marketing sustainable tourism products as well as whole destinations. In particular outbound tour operators, travel agents and the travel media can have a major role in rewarding good performance by directing tourism demand towards the destinations and services that have integrated environmental, socio-cultural and economic principles in their operations.

The role played by the private sector can be further enhanced by supporting public interventions, going from the provision of environmental infrastructures (waste management, water provision, communication), to the definition of clear tourism development plans, regulations and financial incentives for more sustainability.

### ANNEX III – List of participants

Name	Position	Organisation	Telephone	Fax	e-mail
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Muftah Ahmed SAGER	Member of Organ. Committee	G.P.C Tourism			
<b>Participants</b>					
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Name	Position	Organisation	Telephone	Fax	e-mail
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