

had either national (53 per cent) or local (24 per cent) scope and focused on climate change (72 per cent), energy (69 per cent), materials use (63 per cent), waste (63 per cent) and water use (59 per cent). They were implemented by the Brazilian Tour Operators Association, the Federation of Community-Based Tourism Organizations, the “gutundgut gmbh” consulting firm, the Institut de la Francophonie pour le développement durable, the Japan Ecologie Association, the Kenya Rural Tourism Network, the Korea Ecotourism Society, NATH Inc., the National Council for Sustainable Development of Honduras, the Regional Tourism Organization of Southern Africa, the Society for Sustainable Tourism & Development Inc., Tourisk Inc., Butterfly Tourism, Udyama and the Vietnam Cleaner Production Centre, among others.

36. In 2016, sustainable tourism programme actors developed 32 knowledge and technical tools for sustainable consumption and production, including guidelines, tools, standards, reports and journal articles. Thirty-four percent of those resources had a global scope.

37. Relevant guidelines included “The Responsible Tourist” (Spenceley Tourism and Development); the “Green trekking code of conduct” (Sustainable Tourism Foundation, Pakistan); “Make it count: guide for outbound tour operators and ground agents” (The Travel Foundation); and “Energy efficiency tips for hotel staff” (UNWTO), among others.

38. Technical tools released in 2016 included a carbon calculator for tour operators (Dutch Association of Tour Operators); voluntary certification criteria (Fair Trade Tourism); research papers on resource efficiency by the International Centre for Responsible Tourism; assessment of carbon emissions of the transportation and accommodation industries (Ministry of Tourism of the Bahamas); best practices diagnostic tools for micro, small and medium-sized enterprises (Rainforest Alliance) and the Global Sustainable Tourism Dashboard, created to monitor the development of sustainable tourism (the World Travel and Tourism Council), among others.

39. A total of 43 outreach and communication activities were implemented by sustainable tourism programme actors in 2016, reaching over 700,000 people. The majority (52 per cent) were events by actors such as the China Lab for Architecture and Urban Studies of the University of Pavia, Italy, and DEFISMED; communication campaigns (31 per cent) by actors such as the African Union of Conservationists, the European Alliance for Responsible Tourism and Hospitality, the Italian Association of Responsible Tourism and Waponi/Tropic Ecuador; and social media activities (24 per cent) by actors such as Amigos de Sian Ka’an.

40. Relevant outreach and communication activities included, among others, a best practices guideline for tourism in protected areas by the Tourism and Protected Areas Specialist (TAPAS) Group of the International Union for Conservation of Nature; the annual report of Les Villages Nature Val d’Europe; the online sustainable tourism portal of the Ministry of Tourism of Croatia; and the climate-related webinars developed by UNEP with financial support of the Government of France (Ministry of the Environment, Energy and the Sea).¹²

41. Initiatives to advance the integration of sustainable consumption and production into policies included the efforts of the Ministry of Tourism of Morocco to establish the African Charter for Sustainable and Responsible Tourism, adopted

¹² Available from <http://sdt.unwto.org/webinars-10yfp-stp>.