



## “Sustainable Tourism, Green Jobs and Climate Change Adaptation: Possible Linkages?”

### Round Table

Geneva, 19<sup>th</sup> October 2010, 14h30 – 18h00, Room D, WTO, Geneva

In collaboration with the LDC Group in the WTO



Climate change adaptations & mitigations are opportunities to create non-traditional jobs. There is a general consensus on this amongst leading experts and policy analysts. However, how to realise these opportunities so as to achieve the twin policy goals remains unclear. This is especially so in developing and least developed countries.

Tourism is a labour intensive sector and a key source for employment creation and revenue generation. Yet, sustainable development of the tourism industry has not been without challenges. Many developing countries have failed to transform their tourism potential into a viable industry and have not been able to generate quality jobs that can lift

substantial parts of their population out of poverty. Instead many suffer from unplanned and unregulated tourism development which depletes resources and degrades the environment.

This Round Table aims to explore alternative development strategies in tourism development that could leverage untapped opportunities through commitment of the international community to assist countries to adapt and mitigate the impact of global warming. The question is whether it will be possible to reduce harmful tourism activities which contribute to global warming by searching for ways to reduce carbon footprints along the supply and value chains of the tourism industry?



This Round Table aims also to identify the areas where green jobs could be created along the supply chain and value chain of sustainable tourism. How could this greening of the tourism industry and an increase of trade in the tourism sector bring green jobs and decent jobs in a more inclusive manner? How could improvement of tourism performance contribute to the attainment of MDG goals? How could business contribute to such goals?

If so, what are the parameters to consider when attempting to link tourism policies in conjunction with fighting poverty *and* global warming?

Taking Africa as an example, the continent has enjoyed on the average 5% growth over the last decade. However, this gain could quickly be eroded due to the climate change impact and affect disproportionately Africa's vulnerable groups if no policy consideration is given to this looming threat. As Kofi Annan put it at the 2010 launch of the Africa Progress Report there is an urgent need to take action by governments and industries:

“Climate change will increase the cost of MDG attainment – in food production, health, water, energy, infrastructure and other areas – and will have disproportionate effects on women and the poor.”

Key findings and recommendations:  
Sustainable economic growth and poverty reduction.  
Africa Progress Report 2010 (P. 4)

Now is the moment to seek a different paradigm of tourism development which fulfils the triple bottom line: i.e., economic, social and environment development. Can sustainable tourism development in the developing and least developed countries guarantee achievement of these triple bottom lines? How could international trade regimes facilitate tourism export in a sustainable manner?

This Round Table invites policy makers, analysts and members of think tanks from within and outside Geneva to come together to discuss and reflect together with representatives of Geneva-based Permanent Missions of developed and least developed countries. The Round Table discussions will focus on strategies for developing sustainable tourism that responds to environmental, social and economic objectives in a holistic manner. Cases will be presented during the Round Table and new project ideas will be put forward for discussion.



**Venue:** WTO Secretariat - Room D, Rue de Lausanne 154, Geneva, Switzerland  
**Date:** 19<sup>th</sup> October 2010  
**Time:** 14h30 – 18h00

### Programme

19 October 2010		
14.30-14.40	Official opening of the Round Table	<b>Professor Lichia YIU-SANER</b> , President of CSEND
	Welcome address	<b>H.E. Amb. Darlington MWAPE</b> , Permanent Mission of Zambia
<b>SESSION 1:</b>	<b>The challenges of going green: Policies and strategies in sustainable tourism in the context of climate change adaptation</b>	<b>Moderator: Professor Raymond SANER</b> , Director of CSEND
14.40-15.25	<i>This session will explore opportunities and challenges in developing green tourism from a supply and value chain perspective. Speakers will also address the issues of trade regimes, policy instruments and institutional setups in order to achieve national competitiveness in a sustainable manner and to create employment for the poor.</i>	<b>Speakers:</b> <b>Mr. Nicolas BERTRAND</b> , Programme Officer & Focal Point on Tourism in the Green Economy Initiative, Division of Technology, Industry and Economy Economics and Trade Branch, UNEP <b>Mr. Dale HONECK</b> , Counsellor on Trade in Services, WTO <b>Mr. Nicholas NIGGLI</b> , Counsellor, Deputy Head of WTO Division, Permanent Mission of Switzerland to WTO <b>Ms. Thea CHIESA</b> , Associate Director of Aviation, Travel and Tourism Industries, WEF
15.25-16.00	Questions and answers	
16.00-16.15	Pause	
<b>SESSION 2:</b>	<b>Bilateral, multilateral and private initiatives for promoting green tourism: Case examples</b>	<b>Moderator: H.E. Amb. Darlington MWAPE</b> , Permanent Mission of Zambia
16.15-17.00	<i>This session will focus on case examples in developing sustainable tourism and the challenge in "greening" this sector. Discussions will also examine the pro and cons of partnership initiatives between states, local communities, enterprises, multinationals, intergovernmental organizations and other stakeholders in the area of green tourism.</i>	<b>Speakers:</b> <b>Mr. Wolfgang WEINZ</b> , Sectoral Activities Department, Hotels, Tourism, Catering, ILO <b>Mr. Fabrice LECLERCQ</b> , Tourism-led Poverty Reduction Programme, International Trade Centre <b>Mr. Michel NAHOUAN</b> , Director of Cabinet of the Minister of Tourism, Republic of Benin <b>and Mr. Tiburce MONTCHO</b> , President and Director General of COTAIR Cie, Republic of Benin <b>Mr. Thomas ROETGER</b> , Assistant Director, Environment-Technology, IATA
17.00-17.40	Questions and answers	
17.40-17.50	Rapporteur's report of the Round Table	<b>Mr. Eloi LAOUROU</b> , President of COMDEV
17.50-18.00	Closing remarks	<b>H.E. Amb. Mothae MARUPING</b> , Permanent Mission of Lesotho

## Pre-Registration Form

Registration to be sent by e-mail to [filadoro@csend.org](mailto:filadoro@csend.org) or by fax: +41-22-738 1737, by **14<sup>th</sup> October 2010**  
For information, please call Mario FILADORO at CSEND, Tel. +41-22-906-17-20.

### Conference

I would like to join the Round Table on the 19<sup>th</sup> October 2010

**“Sustainable Tourism, Green Jobs and Climate Change Adaptation: Possible Linkages?”\***

<b>Name</b> .....
<b>First Name</b> .....
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