



What contribution can tourism make to biodiversity conservation?

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Chair, IUCN World Commission on Protected Areas

Tourism and Protected Areas Specialist Group

World Travel Market, Excel, London

Thursday 11 November, 2010

UN International Year of Biodiversity, 2010

You are an integral part of nature
your fate is tightly linked with biodiversity
the huge variety of other animals and plants
the places they live and their surrounding environments
all over the world



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- **Convention on Biological Diversity, Conference of Parties, Nagoya, Japan**

- Target to increase terrestrial protected areas to 17% and marine protected areas to 10%
- 20 targets for businesses to develop indicators measuring their contribution to conservation

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IUCN at a glance

- Democratic union with + 1,000 member organizations
- Body of knowledge: 10,000 scientists in six networks of expertise
- + 1,000 staff in 62 offices worldwide
- Neutral forum for governments, NGOs, scientists, business and local communities to find pragmatic solutions
- Global reach: Field activities and policy influence at the highest level
- UN Observer Status





IUCN strategy on tourism

Purpose: *“For the tourism sector to recognize the value of the planet’s natural assets and internalize this value into their products”*

Five strategic directions:

1. Provide a **platform** for innovative thinking
2. Develop and promote the wide application of **standards** and guidance
3. Promote a **landscape level approach** to sustainable tourism
4. **Support** existing nature-based enterprises: livelihoods & conservation
5. Establish strategic **partnerships** with high-level organizations

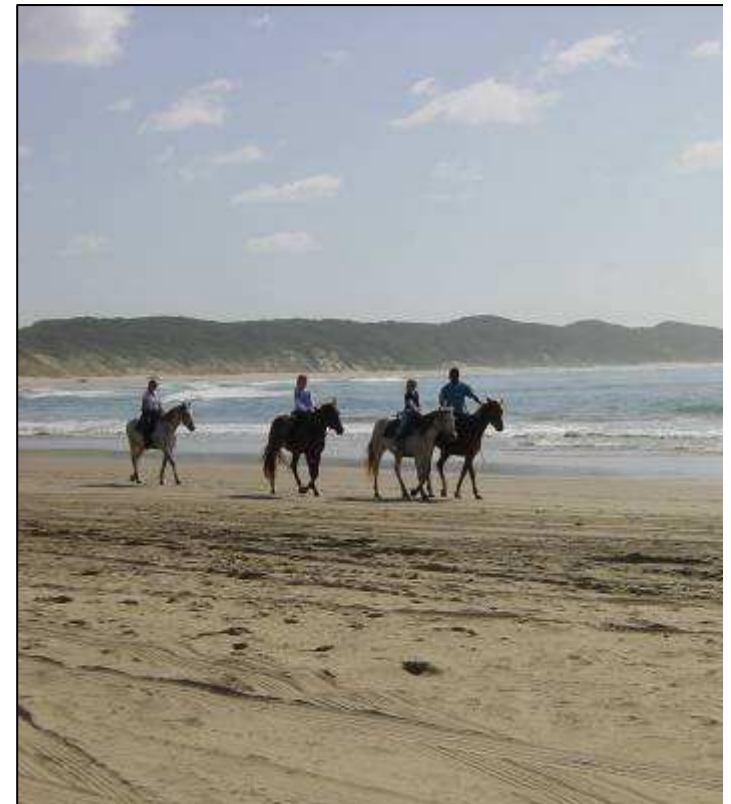


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Tourism and Protected Areas Specialist (TAPAS) Group

- **Strategic advice** on sustainable tourism in protected areas
- Strengthen **capacity and effectiveness** of protected area managers, policy makers and others
- **Develop and disseminate knowledge** on tourism and protected areas
- Provide an interactive **forum** for people working on protected areas and tourism



What contribution can tourism make to biodiversity conservation?

1. What have you done to support habitat and species conservation?
2. What you have achieved?
3. What are the challenges you have faced, and how you have addressed them?
4. Why does biodiversity conservation make good business sense?



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Matthias Lesinger
Kuoni



Rob Moffett
*Wilderness
Safaris*



Andrew Retallack
&Beyond



Barbara Powell
Marriott Hotels