



Sustainable tourism

– promoting pro-poor and responsible industry –

UNIDO's experience

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Why sustainable tourism matters?

1. Economic opportunities

- Provide new opportunities for the poor, in productive sector related to tourism.

2. Environmental concerns

- Minimize environmental burden, by reducing energy, water and waste in tourism related enterprises.



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Our areas of intervention related to tourism

1. Retain and increase economic opportunities

- Support to SMEs / communities /clusters / villages to retain value from touristic assets; sectors also include *cultural industries such as arts & crafts, fashion (textile & clothing), agro, food industry, furnishing, audiovisual, publishing & print media, etc.*
- Organization, public private partnerships, joint strategic decision, support institutions.
- Upgrading : products, processes, quality, skills.





2. Environmentally & socially sound practices

Support tourism related enterprises, e.g. accommodation sector and its value chain, in applying cleaner production and CSR concepts

(UNIDO is the executing agency for GEF project in 9 African countries to reduce the impact of tourism related land-based activities on coastal waters (Cameroon, Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania)

- Best Environmental Practices: water and energy consumption, reduction of wastes and emissions, improvement of air quality and noise levels;
- Overall management, including calculation of savings as result of the implemented options.
- Corporate Social Responsibility issues: workplace communication, suggestion schemes, joint problem solving, coaching, health & safety, discrimination, training, working time, etc.



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Our approach and methodologies



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SENEGAL: Promotion of Cultural Industry in Bassari region and Sine Saloum



Objective

- To reduce poverty through support to local private sector in areas with a strong cultural heritage and tourism potential.

Approach

- Strengthen the capacity of local economic actors and promote business networking to improve SME competitiveness, product quality and local value addition by training on marketing, product design, productivity enhancement, packaging, quality and business planning
- Explore economic potential of natural and cultural products unique to the locality and support creative entrepreneurial undertakings related to local traditions and skills
- Creation of a regional label, launch of territorial marketing activities and link with unexplored tourism markets within and outside the country
- Help the emergence of entrepreneurial associations and organize other support structures for sustainability and diffusion of activities



BULGARIA: Sustainable development of tourism enterprises



Objective

- Enhancing the competitiveness of the Bulgarian tourism industry in the global/EU market by promoting international quality, environmental and social standards

Approach

- Train national experts on CP and CSR and implement them in a minimum of 25 hotels and related enterprises
- Development of a system of national quality label for tourism services, accommodation facilities and attractions
- Policy support in mainstreaming CSR in national tourism strategy



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Bulgaria, Sofia region



Hemus hotel:

- ⑩ 3 star hotel
- ⑩ Situated in the very center of Sofia
- ⑩ 210 rooms
- ⑩ Restaurant with 110 seats
- ⑩ Lobby bar with 30 seats
- ⑩ 85 employees





Identified CP options and savings

CP options	Environmental Benefits	Economic Savings
Total change of currently used electrical bulbs with the energy saving bulbs	Saved electricity 47.5 MW per year; Reduced CO2 emissions	Savings: 6725 BGN(US\$4,796) per year Investment: 3000 BGN (US\$ 2,140)
Replacement of the old centrifuges with the new energy efficient one	Saved electricity 123 MW per year; Reduced CO2 emissions	Savings: 17370 BGN (US\$12,390) per year Investment: 5000 BGN (US\$ 3,566)
Replacement of the old ironing machine with the new energy efficient one	Saved electricity 23 MW per year; Reduced CO2 emissions	Savings: 3260 BGN (US\$2,325) per year Investment: 12 000 BGN (US\$8,560)





Other CP options identified

CP options

Environmental Benefits

Economic Savings

Reduce the amount of packaging by offering jam, butter, and other food for breakfast in jars and bowls instead of supplying these products in individual packaging	Less PVC packaging used, less harm to the environment when disposed off	Investment - 20 working hours per year x 3 BGN per work hour = 60 BGN/year
System for change of sheets and towels in the rooms upon visitors request and put signs for visitors for the availability of such an option.	25 % reduction of changing of sheets and towels - Reduction of water, detergents and energy for washing the towels and sheet.	Investment - Printing materials (paper, toner, etc) = 80 BGN/year 30 working hours per year Savings - 1013 BGN
Switch off the mini bars, when the rooms are not in use.	Reduction of consummation of electricity by 29946 kWh per year	Investment - 40 working hours per year Saving - 1484 BGN
Improving wall insulation	Reduction of energy consumption by approximately 20%	Investment 10,000 BGN, payback in 5 years
Replacing heating system	CO ₂ emission reduction by 30%	Fuel costs reduced from 100,000 to 80,000 BGN/year, payback expected in app. 5 years
Replacing window frames	Reduction of energy consumption by 20%	An investment of 10,000 BGN with a payback in 5 years



Thank you!

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