

## **WCC-2012-Res-114-EN**

### **Promotion of sustainable tourism, rural development and the value of natural heritage**

CONSIDERING that the World Tourism Organization, together with other institutions linked to the world of business and nature conservation, define sustainable tourism as the type of “tourism that meets the needs of today’s tourists and host regions, while protecting and enhancing opportunities for the future”;

NOTING that well-managed sustainable tourism generates employment and provides financial benefits for the local population;

RECOGNIZING that sustainable tourism has a positive impact on society, the economy and the environment, by supporting goods produced in a sustainable manner, services beneficial to the local economy, and the conservation of the natural heritage;

RECOGNIZING that if the tourism sector is not developed using sustainable, responsible criteria, it can lead to many externalities, both environmental and socio-economic (the generation of waste, pollution, land use and fragmentation, biodiversity loss and the degradation of the geological heritage);

ASSUMING that rural parts of Spain are of great importance, since they account for 90% of the entire country and are inhabited by 20% of the population if periurban areas are excluded, and 35% if they are included (Spanish Law 45/2007 on the Sustainable Development of Rural Areas (LDSMR));

AWARE that it is in these areas that the greatest riches in terms of natural heritage are located, and that they also contain most of the cultural heritage; and

NOTING that Spain has the highest level of biodiversity in Europe, and also contains a substantial amount of its cultural diversity;

#### ***The World Conservation Congress, at its session in Jeju, Republic of Korea, 6–15 September 2012:***

1. CALLS ON the Spanish Government, the autonomous governments and the local authorities to define and apply political strategies and action plans, which encourage the development of high-quality sustainable tourism that supports sustainable rural development and guarantees the conservation of biodiversity and geological diversity (geodiversity) as well as the protected areas included in the Natura 2000 Network;
2. CALLS ON the Director General, with regard to the relevant areas of the *IUCN Programme 2013–2016*, to foster and support the improvement of competitiveness and new business initiatives in rural, natural, cultural, responsible, sustainable and eco-friendly tourism such as geotourism (geological tourism), coastal tourism, ethno-tourism, ornithological tourism (birdwatching), tourism devoted to whale-watching, butterfly watching, the observation of fauna in general, botanical tours, etc.;
3. CALLS ON the Director General to foster and support the development of training, awareness campaigns and environmental education in protected areas included in the Natura 2000 Network, in order to raise the awareness of companies, tourists and the local populations with regard to the importance of respecting nature and conserving biodiversity and geodiversity; and

4. CALLS on the Director General to foster and support the development of networks that establish synergies between entities, companies and professionals, in order to allow for the development of a green, socially responsible economy for the common good.

State and agency Members of the United States abstained during the vote on this Motion for reasons given in the US General Statement on the IUCN Resolutions Process.