

UN/CEFACT Project Proposal

Project Name: Business Standards for Sustainable Tourism

Date submitted: April 2019 Proposed by: Akio Suzuki

1. Project purpose

The UN Sustainable Development Goals (SDG) do not list sustainable tourism as a separate goal. However, several of the SDG's have their application in the tourism industry. Tourism, both globally and regionally can have severe negative impacts on local communities, natural resources, climate and economies. Tourism is strongly linked to travel. Therefore, sustainable travel and transportation will be taken into account. The same applies to accommodation services (lodging) etc.

Globally we see the realization in the tourism industry that changes are necessary to not only meet the demands of local communities to be able to receive tourists but also utilize tourism to achieve a positive impact on those communities. Tourism can be both a threat and an opportunity. The aim of the project is to clearly define sustainable tourism, as well as to set parameters for what can and what should not be considered sustainable tourism.

With the help of the standards created in this project, it should be possible to differentiate sustainable from non-sustainable tourism.

These standards can also assist buyers of tourism products and services to make choices with a certain amount of certainty that what they buy can be regarded as sustainable.

2. Project scope

The project is to produce definitions, standards and guidelines on sustainable tourism. It does not deliver a certification or labeling system.

The project will also deliver components of future recommendations to governments to facilitate and promote sustainable tourism in their constituencies

The project will take into consideration work which has been produced by UN/CEFACT on Experience Programs being a subset of sustainable tourism products.

3. Project deliverables

Deliverable 1: Whitepaper containing definitions, standards, guidelines for sustainable tourism

4. Exit Criteria

Exit Criteria for Deliv. 1: Approval by the Bureau of the whitepaper produced by the project team

5. Project Team membership and required functional expertise

Membership is open to UN/CEFACT experts with broad knowledge in the area of:	-Travel and tourism, both from supplier side and consumer side of tourism product. -UN sustainable development goals
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In addition, Heads of Delegations may invite technical experts from their constituency to participate in the work.
Experts are expected to contribute to the work based solely on their expertise and to comply with the UN/CEFACT Code of Conduct and Ethics and the policy on Intellectual Property Rights.

6. HoD support

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7. Geographical focus

The geographical focus of the project is global

8. Intial contributions

The following contributions are submitted as part of this proposal. It is understood that these contributions are only for consideration by the Project Team and that other participants may submit additional contributions in order to ensure that as much information as possible is obtained from those with expertise and a material interest in the project. It is also understood that the Project Team may choose to adopt one or more of these contributions “as is”.

- Green Paper on Experience Programs
- UN SDGs

9. Resource requirements

Participants in the project shall provide resources for their own participation. The existence and functioning of the project shall not require any additional resources from the UNECE secretariat.

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10. Proposed project leadership

Proposed:	Mr Tunghua Tai	E-mail:	tunghua@me.com
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11. Milestones (repeat for each deliverable, if different)

The following are draft milestones of the project.

Yes/No	ODP Stage	Expected Completion Date
Yes	Project Inception	April 2019
Yes	Requirements gathering	April – July 2019
Yes	Draft development	July- November 2019

Yes	Public Draft Review	December 2019-January 2020
Yes	Project Exit	April 2020
Yes	Publication	April 2020