

Sustainable Tourism

Our Environment Our Life

Workshop Proceedings



November 28-29, 2006 - Al Bayda, Libya

With the financial
support of the
Embassy of
Switzerland in
Libya



Regional Activity Centre
for Cleaner Production



The views expressed in this publication do not necessarily reflect those of the Environment General Authority of Libya, IUCN Centre for Mediterranean Cooperation, WWF Mediterranean Programme Office, or the Regional Activity Centre for Cleaner Productions of UNEP MAP.

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Proceedings of the
Workshop on Sustainable Tourism

Al Bayda, Libya

November 28-29, 2006

Organized by:

Environment General Authority of Libya

IUCN Centre for Mediterranean Cooperation

WWF Mediterranean Programme Office

Regional Activity Centre for Cleaner Productions of UNEP MAP

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Foreword by Environment General Authority of Libya

Under the framework of the recently signed memorandum of cooperation between Environment General Authority (EGA), Regional Activity Centre for Specially Protected Areas (RAC/SPA), IUCN The World Conservation Union and World Wide Fund for Nature (WWF), concerning collaborating in achieving several conservation targeted actions in the Libyan Arab Jamahiriya, this workshop on sustainable tourism was our first joint initiative, in a list of other initiatives including:

- Setting a Working program to establish marine protected areas along the Libyan long pristine coastline
- Development of a national strategy and working programme to protect marine turtles
- Development of a national strategy on waste management
- Development of EGA capacity in raising public awareness.

EGA is the sole Libyan institution dealing with environmental and conservational issues, established by the General People's committee decree in 2000. EGA serves as a consulting research and regulatory body that aims to fulfill Libyan commitments towards regional and international conventions, to set programmes for a wise and sustainable use of natural resources, and to protect the Libyan environment contributing to regional and international efforts in this field.

This workshop on sustainable tourism was held in the city of Al-Bayda, from 28 to 30 of November 2006, after the noticeable increase on tourism activities in the country. For the last four decades, oil revenues has been the main source of national income, however the unspoiled historic and cultural heritage of Libya constitutes a huge attraction for the increasing number of tourists from around the world, that come and discover this less known destination. Nevertheless, mass tourism would have severe consequences on the quality of tourist sites (historic, natural or cultural). This is why a national strategy should be set to foreview and plan to answer to what Libya needs (quality and not quantity tourism) and tourist expectations and while protecting our natural habitats from its irreversible destruction.

The tourism sector in Libya is aware of these consequences and facts. The People's Secretary of Tourism and the National Authority of Tourism Development have therefore participated very actively in the preparation of this workshop, together with the two authorities working closely with EGA on Environmental Impact Assessment studies, and investment and projects related to tourism.

This workshop was a significant step in presenting other Mediterranean experiences in tourist planning, and the best way to draft a national strategy for sustainable tourism and nature conservation, where tourism moves forward in harmony with conservation.

Finally, I would like to present my sincere thanks to our friends in WWF, IUCN and RAC/SPA for their efforts in organizing this event, not forgetting the huge assistance provided by the Tourism General People's Committee and EGA staff (the preparatory committee) to make this idea a reality. Also, I would like to thank the participants (local and international) and special thanks to the University of Omar Al-Mokhtar for hosting the workshop and facilitate its success.

Abdulahakim Rajab ELWAER

Secretary of Libyan Environment General Authority

Foreword by IUCN Centre for Mediterranean Cooperation and WWF Mediterranean Programme Office

In 2006, IUCN Centre for Mediterranean Cooperation (IUCN – Med) and WWF Mediterranean Programme Office (WWF MedPO) committed, by signing a Memorandum of Cooperation with the Environment General Authority of Libya, to establish a partnership aimed at supporting EGA in its efforts towards the conservation of Libyan biodiversity.

One of the first actions jointly undertaken has been the organization of the Workshop on Sustainable Tourism, in Al Bayda.

We have been very pleased to provide the technical and financial support to this event by preparing an agenda which included not only international agencies such as the UN Environment Programme and UNESCO, but also technical experts with diverse but comparable experiences in addressing key sustainability issues related to tourism development. These experts have successfully shared their field experiences in integrating conservation in tourism in countries with cultural and natural similarities with Libya.

Organizing this workshop has been for all of us an enriching experience, both from the human as well as technical point of view. One of the most crucial things we learned, thanks to this Workshop, is the passion that permeates the Libyan people for the conservation of their natural and cultural heritage.

We firmly believe that this Workshop is only the first step in a long term cooperation focusing on many crucial topics, including the promotion of sustainability in tourism development.

In particular, we believe that in Libya there are all the conditions for taking the key steps for a successful integration of environmental, social, economic aims into its national sustainable tourism policy, and for ensuring that the aspirations and ambitions of local communities are fully respected. All opportunities exist for linking the national tourism policy to Libyan natural and cultural assets, supported also by a national system of protected areas and national parks as a key asset for the national sustainable tourism policy. A tourism policy in which environmental social and economic aims are fully integrated and that it is effectively implemented regulatory, planning, economic and voluntary tools will also provide the enabling conditions for the national and international tourism service providers to meet their environmental commitments

We would like to thank all the participants who have contributed with their attendance and their presentations. The Workshop has been successful thanks to their commitments and passion. We specially acknowledge the contribution of Sara Casagrande and we offer her family our sincere condolences

IUCN-Med

WWF MedPO

Background

Libya is party to many relevant International Conventions and Agreements related to the conservation of marine resources. Amongst them, on July 12, 2001, Libya ratified the Convention on Biological Diversity (CBD). The Convention highlights the need to promote ocean conservation by:

- Maintaining the productivity and biodiversity of important and vulnerable marine and coastal areas, including in areas within and beyond national jurisdiction;
- Encouraging the application of the ecosystem approach by 2010 to ocean and fisheries management; and
- Developing and facilitating the use of diverse approaches and tools, as well as the establishment of Marine Protected Areas (MPAs) consistent with international law and based on scientific information, including representative networks by 2012.

Libya has also contributed to the drafting of the Strategic Action Programme for the Conservation of Biological Diversity (SAP BIO) in the Mediterranean Region and the Protocol concerning Specially Protected Areas and Biological Diversity in the Mediterranean (SPA/BD) (Barcelona, 1995). During the Thirteenth Meeting of the Contracting Parties to the Barcelona Convention (Catania, November 2003), it has been stated that the Western and Eastern Regions of the Mediterranean Sea are priority for the second stage of implementation of the SAP BIO.

Libya's National Report drafted within the SAP BIO has identified some of the major problems and/or gaps in the designation, establishment and management of new marine and/or coastal reserve areas. The Report highlights the lack of the basic information required to design, implement and maintain MPAs: that is, where to establish multiple use MPAs; how to design MPAs and locate specific sites within them; how to establish regulations and effectively manage MPAs to meet their objectives; and how to monitor and decide whether goals are being met, including benefit valuation; proposals for new marine and coastal protected areas and/or national parks (location, size, vegetation, fauna, threats, socio-economic importance, legislative protection, etc.). The Report underlines also the lack of a legal framework, as well as policies and conservation tools, to designate and manage the MPAs.

Nevertheless, under the SAP BIO, Libya has committed to develop and implement the following National Action Plans:

National Action Plan on proposed new marine and coastal protected areas and national parks

Objectives:

- To propose a legal framework to enhance MPAs establishment
- To run pilot tests of policies and actions in pre-selected areas
- To select new sites.

National Action Plan for the conservation of marine turtles and their habitats in Libya

Objectives:

- To develop and enforce *ad hoc* regulations
- To establish a national management, research and monitoring programme

- To establish marine turtle protected areas
- To promote education and capacity building
- To conduct public awareness and information programmes
- To strengthen regional and international cooperation.

Since 1995, Libya has also been a State member of IUCN The World Conservation Union through its Environment General Authority (EGA). IUCN has collaborated with EGA on a range of initiatives including biodiversity assessments and propagation and management of medicinal plants and has participated in regional Red List assessment workshops. IUCN signed a Memorandum of Cooperation with the Mediterranean Action Plan in November 2005 that laid out areas for collaboration between 2006 and 2009 and nominating Regional Activity Centre for Specially Protected Areas (RAC/SPA) as the focal point for coordination of joint activities. The IUCN Centre for Mediterranean Cooperation is the focal point for the Barcelona Convention. IUCN provides technical support to Protected Areas networks through the World Commission on Protected Areas (WCPA), and on legal issues through the Commission on Environmental Law (CEL). Additional support is available from the IUCN West Central Asia and North Africa WESCANA office based in Amman, Jordan.

In 1998, the Mediterranean Programme Office of the World Wide Fund for Nature (WWF MedPO) conducted a Mediterranean Marine Gap Analysis, which identified 13 key marine and coastal areas for biodiversity in the Mediterranean where there is an urgent need for new reserves and changes in coastal management practices. In the report, WWF placed the coast of the Western and Eastern Regions of Libya among the "last 10 paradises" in the Mediterranean. However, these areas may easily join the ranks of the "lost paradises" without proper protective measures: urban sprawling, unregulated industrial, agricultural and mass tourism development and intensive fishing activities pose mounting threats on these fragile marine and coastal ecosystems.

In July 2004, EGA and the Marine Biology Research Centre (MBRC) of Tajura (Libya), together with WWF MedPO, carried out the first rapid biodiversity assessment of the coastal area of the Eastern Region of Libya. The survey revealed not only that long stretches of this coast are granted with outstanding biodiversity and unique environmental values (including nesting ground and feeding habitats of important endangered marine species, such as sea turtles and monk seals), but that they are still almost pristine and undisturbed. This is a unique situation in the context of the Mediterranean basin. However, the complete lack of solid waste management systems and waste water treatment plants, the mounting urban sprawling, the uncontrolled extraction of sand from the beaches for construction purposes, the intensive fishing activities (bottom trawling, use of explosives, etc.) and the development of mass tourism are undermining the quality of the coastal waters and shores.

Urgent action is therefore needed to establish a representative system of Coastal and Marine Protected Areas. In particular, EGA and WWF MedPO have identified two areas of special environmental interest, between Al Dressia (Tulmaythah) and Qasi ad Disah and between Darnah, Sidi Awn and Ras At Tin, where core MPAs could be developed and linked by extensive buffer zones, where certain human activities, such as sustainable tourism, artisanal fishing and - with the necessary precautions – aquaculture, could be allowed.

In September 2005, EGA, MBRC and WWF MedPO co-organized a National Conference on "Marine Protected Areas and Sustainable Human Development in the Eastern Region of Libya" to present the findings of the rapid biodiversity assessment. All relevant local authorities, international organizations, such as UNEP/MAP, RAC/SPA, IUCN, UNDP, and several Governmental Aid Agencies attended the Conference. The Conference conveners recommended the Libyan authorities to follow up their international commitments and national plans for the conservation of biodiversity by launching an initiative for the creation of a system of Marine and Coastal Protected Areas along the coast of Libya, in a context of Integrated Coastal Area Management, to function as the basis for the conservation of biodiversity, sustainable development of fisheries and tourism and rural development. Moreover, the Director of EGA expressed the interest in co-organizing a training workshop on sustainable tourism, addressing relevant Libyan institutions and authorities, to prevent flawed investments and ensure a more responsible development of tourism along the coast.

Therefore, in early 2006, EGA, UNEP MAP RAC/SPA, IUCN (represented by IUCN-Med) and WWF MedPO signed a Memorandum of Cooperation aimed at supporting Libya in undertaking several actions relative to biodiversity conservation. Within this context, a biannual work plan has been established by the Parties. The agreed work plan for 2006-2007 has the following objectives:

1. Launching the process for creating two marine and coastal protected areas
2. Strengthening the legal framework for environment preservation in Libya
3. Compiling an inventory of marine sites of conservation interest and elaborating a programme for establishing a national network of marine and coastal protected areas - criteria for site identification
4. The promotion of sustainable tourism
5. The development of a national strategy on waste management

The Sustainable Tourism Workshop organized in Al Bayda, was therefore convened as part of the above mentioned cooperation agreement and represented the first steps toward the execution of the 2006-2007 workplan.

The Al-Bayda Sustainable Tourism Workshop

The Environment General Authority of Libya, the IUCN Centre for Mediterranean Cooperation, the WWF Mediterranean Programme Office and the Regional Activity Centre for Cleaner Productions of UNEP MAP jointly convened the "Sustainable Tourism Workshop", on November 28-29, 2006, in Al Bayda (Libya).

The Workshop aimed at building a platform upon which all tourism related authorities and stakeholders at national, regional and local levels could formulate an inter-agency plan for the development of a sustainable tourism strategy for Libya. This plan focused on tourism management in marine coastal areas and archaeological sites.

The objectives of the Workshop were to:

- Inform officials and practitioners of relevant Libyan authorities on sustainable tourism issues, with a special regard to the links between natural and cultural resources conservation and tourism development;
- Provide an overview of approaches and tools for sustainable tourism planning and management;
- Share experiences and lessons learnt in linking tourism development and biodiversity conservation in the Mediterranean, which constituted the baseline information for group discussion;
- Assess the needs of the relevant authorities in heritage and natural tourism management;
- Formulate priorities for action in view of the development of a national sustainable tourism strategy in Libya.

To achieve these aims, the workshop was structured as a sequence of four separate but interlinked sessions addressing:

1. Session 1: LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION: THE LIBYA EXPERIENCE AND INTERNATIONAL PERSPECTIVES, addressing the current policy context in Libya and the region
2. Session 2: MAKING TOURISM MORE SUSTAINABLE: PROCESSES AND TOOLS, addressing the elements and processes for developing and implementing a sustainable tourism policy
3. Session 3: NATURE CONSERVATION: WHAT OPPORTUNITIES FROM TOURISM?, addressing the synergic links between conservation of natural and cultural heritage and a thriving tourism industry
4. Session 4: THE ROLE OF THE PRIVATE SECTOR, addressing the role that the private sector can play in promoting sustainability in tourism and linkages with public policies

A final session was dedicated to facilitate discussion among all participants in order to generate key workshop outputs for action in promoting sustainable development in the Libyan tourism development strategy.

Summary of discussions

The various presentations stimulated numerous questions and lively debate. People with different backgrounds exchanged ideas and useful suggestions regarding the specific themes of the four sessions. On the basis of these discussions, suggestions for the development of Sustainable Tourism in Libya were then presented by participants during the conclusive part of the workshop.

The comments and feedback triggered by presentations have been organized by themes.

Enhancing the exchange of existing information among different public and private organizations of Libya

Sharing knowledge was perceived as a crucial first step by many participants. People expressed this need during the final discussion and also after the preliminary overviews of the Libyan Arab Jamahiriyan strategies and future plans, reported by Abdulhakim Hakim Elwaer, Secretary General of the Environment General Authority and Ammar M. Altayef, Secretary General of the General People's Committee of Tourism (GPC Tourism) together with Muftah Sagar, Head of the Studies Planning and Training Office GPC Tourism. In particular, two main themes were highlighted:

- The development plan of future tourist activities in Protected Areas (PAs) was considered a sensitive topic. A greater effort was requested to increase the transfer of information from GPC Tourism strategies to other involved parties.
- In order to develop future strategies and projects, it should be mandatory to disseminate pre-existing information regarding natural and cultural resources. Researchers and professors from the University, tour operators and institutional representatives are aware of the great treasures that Libya can offer. Nevertheless, difficulties in obtaining access to certain information might retard the creation of new initiatives. More specifically, the presentations on PAs and flag species (Abdulmaula Hamza, EGA, Ameer Abdulla for Steve McCool, IUCN and Peter Dogse MAB/UNESCO) aroused the interest of tour operators' in the resources present in the Libyan PAs; and the dissemination of the most representative spatial data was requested by the national and international community after the presentation of Osama Shalouf, EGA.

Increasing awareness on the consequences of tourism development

Participants, during the opening discussions, highlighted several problems linked to the development of a new tourism industry, although it was not possible to have an exhaustive discussion. In particular it was noted that:

- Uncontrolled access for private and/or foreign investors is a cause of alarm for many local participants, who were worried about the possible negative consequences related to the development of mass tourism in Libya.
- New infrastructures, services for people, recreational activities imply heavy pollution effects. Effective design and management are required to deal with these consequences.
- Tourists have a high social impact on the local residents. The direct effects of the inauguration of a new destination may include property selling, the transformation of professions and activities, or the loss of local and traditional knowledge. Consequently, a participatory approach has to be employed in planning new projects in order to achieve sustainability.

- National legislation alone is not capable of accomplishing all tasks related to conservation. Initiatives should be initiated at a local level and local municipalities should be involved in the protection of fragile and valuable sites.

Supporting new investments in tourism

Throughout the workshop, issues related to tour operators and private investors were discussed. In particular, Sara Casagrande, KEL12 and Virginia Alzina, UNEP RAC/CP presentations generated interesting comments. In addition, the case studies presented illustrated the relationships between private sector and conservation issues in Arab and Mediterranean countries; in particular, Arab Hoballah, UNEP DTIE; Atila Uras, UNDP; Qusay Ahamad, UNDP Jordan; Ahmed Hassan, PA Consulting Egypt; Tony Ellul, MEPA Malta; Georgios Paximadis, WWF Greece; Giuseppe Notarbartolo di Sciara, Tethys Research Institute, referred to these relationships in their presentations. The follow up discussion highlighted that:

- To facilitate and regulate the launch of new foreign and local investments, strengthening and guaranteeing collaboration among institutions at a national level were strongly recommended.
- Establishing cooperation and partnerships between governmental institutions and the private sector, together with a strong and effective legislation, are the only instruments to prevent uncontrolled, unsustainable growth and the monopoly of the tourist industry.
- Clear rules are not perceived as a constraint by private investors, on the contrary they facilitate the beginning of new initiatives.
- Although it may be necessary to face fierce competition to ensure shared benefits, destinations should compete and promote their own market and identity.
- Understanding what type of tourism resources a country can offer, i.e. its products, is crucial in developing a clear long-term strategy.
- Local visitors and tourists have a great impact on archeological sites and pristine areas. In order to reduce potential damages and the impact of tourists, training activities on surveillance for the local staff of tour operators have to be planned.
- The diversification of tourist products according to different seasons has to be taken into account in order to avoid a dramatic drop in low season.

Improving the sustainability of tourism development

- There is a need for increasing the production of scientific research related to Libya in order to generate specific reliable information and socio/bio-indicators.
- Enhancing the number and the quality of Environmental Impact Assessment studies for every new project can minimize the impact on cultural heritage and wildlife.
- Adequate policies and planning are difficult to achieve in the tourism sector without baseline information of Libyan resources. Dedicated institutions should be established to work towards the creation of information databases of Protected Areas, natural resources, historical and cultural heritages.
- The use of a Geographical Information System (GIS) and the acquisition of spatial and digitized data to develop the use of this technique in Libya are crucial for the sustainability of future projects. GIS would also be useful for more effective monitoring of natural and cultural resources.

- Planning from the outset of using ecolabels certifications is strongly recommended for the tourism industry.
- Many delegates, in particular from local organizations, indicated that special attention should to be given to the target market of national and Arab tourists for future tourist development.

General feedback on the workshop

Several comments were also made in relation to the structure and content of the workshop itself. Compliments on the general organization and management of the meeting were presented to the organizers. However, University representatives complained about the lack of contributions from local researchers and professors as a result of not being informed in advance of the meeting. Overall, participants suggested increasing the number of similar meetings, and indicated that the workshop was a good opportunity to develop innovative ideas and share knowledge.

Workshop conclusions

The second afternoon was dedicated to a discussion over all the issues and comments raised during the workshop. The main suggestions proposed by participants during the facilitated discussion are reported below.

Establish a cooperative arrangement:

1. Strengthen inter-ministerial and inter-sectorial integration.
2. Enhance relationships between private and public sectors dealing with tourism.
3. Ensure communication between public authorities and the private companies investing and operating in the tourism sector (with support from the academic community and international organizations).
4. Ensure information exchange between local institutions and local tourism service providers on environmental issues.
5. Promote involvement of the academic community in developing a sustainable tourism plan and promoting sustainable practices.
6. Provide the Tourism Development Authority with information on good and bad management practices and advice from tour operators working in Libya.
7. Strengthen the cooperation between institutions and agencies to build a GIS database to be used in the tourism development decision-making process.
8. Increase information exchange across the region (i.e. North Africa and Middle East).
9. Promote multilateral cooperation and exchange of know-how and knowledge across the region (for ministries of tourism and environment).
10. Enhance the cooperation between Libyan and Tunisian tourism authorities.
11. Promote local communities' active role in identifying and protecting key natural and cultural areas (i.e. El Kouf).

Address capacity building needs:

1. Build Libya's institutional capacity in the areas of coastal planning, Environmental Impact Assessment (EIA), natural and cultural heritage protection and management.
2. Provide training or learning tools for local guides (including tourism police) and staff of tourism service providers i.e. codes of conduct, guidelines and environmental issues.
3. Seek technical assistance in solid waste management and waste water treatment.
4. Seek assistance to improve the management of the Park Wadi El Kuf.
5. Seek assistance from international organizations in the future planning of coastal areas.
6. Establish a National Center for Biological Diversity (with the assistance of UNESCO).

Build the enabling conditions for a sustainable development of tourism:

1. Compile basic knowledge/data for decision-making (baseline assessment):
 - Map natural and cultural values, with the assistance of international organizations, to highlight priorities for conservation and planning purposes.
 - Undertake environmental, social, cultural assessment of the areas where tourism will be developed.
2. Catalogue natural and cultural sites (coastal areas and inland), including information from local and international studies and research.
3. Develop and regularly update a GIS database as a decision-making tool.
4. Undertake a feasibility study of tourism development projects, including environmental and socio-economic impacts on the coastal areas.
5. Enhance the use of the EIA and ensure that it includes social issues of present and future generations in planning for developing tourism.
6. Ensure monitoring and follow up to the EIA of tourism development projects.
7. Ensure long term viability of tourism projects.
8. Integrate eco-tourism in the national master plan for tourism.
9. Take into account climate change impacts while planning sustainable tourism development.
10. Ensure that planners and decision makers take fully into account the social and economic impacts of tourism on local communities by integrating all sectors relevant to tourism development in the planning process.
11. Define the level of tourism development based on a detailed analysis of sites.
12. Build a master plan that clearly establishes high quality tourism development.
13. Carefully plan future mass tourism and confine it to specific areas of lower vulnerability and biodiversity value.
14. Undertake an evaluation of the situation in the Ouadi (Wadi) Al Kouf protected area and develop a plan of action to comply with the necessary international requirements for its integration in the Mediterranean Protected Areas Network scenario.
15. Undertake a feasibility study for the establishment of a Protected Area in the Al Jabal Al Akhdar region (mountain chain) in accordance with the master plan developed in the framework of the tourism strategy.
16. Ensure that Libyan proposed Marine Protected Areas are declared and join the Mediterranean network of MPAs (MedPAN).
17. Carry out a Cost-Benefit analysis of a system of MPAs along the coast of Libya to showcase the profitable long-term investment that this system can provide to Libya.
18. Establish a financial mechanism based on the "*polluter pays principle*" at an initial phase of tourism development.
19. Develop and enforce regulations (including those already existing) for the protection of the environment and natural and cultural resources (including by increasing the monitoring of fragile areas such as deserts, archeological sites, etc.).
20. Address the illegal trade of wild animals and ancient artifacts in relation to tourism.

Develop a sustainable tourism product:

21. Focus more on the Arabian and domestic tourism and develop a new "tourism experience" for Libyans.
22. Capitalize on cultural heritage and traditions (e.g. handicrafts, old cities, etc.) to build the "destination" Libya.
23. Work with people to learn from past and present cultures and take advantage of cultural values.
24. Undertake field studies on migratory species aimed at developing both conservation plans and tourism activities, such as bird watching and promote nature tourism (including bird & marine turtle watching).
25. Ensure natural and cultural resources in Libya - especially the Libyan declared and proposed protected areas on the coastal zone - are taken into higher consideration under the national master plan on tourism, in the short and longer term, and that they strongly benefit the development of local population through environmentally friendly ecotourism.
26. Develop guidelines for all type of tourism service providers (accommodation, marine and land trips), and ensure that these guidelines are implemented through regulations or other instruments. An inventory of existing guidelines for hotel operations and trip operations should be carried out and results adapted to the Libyan situation.

Raising awareness:

1. Raise public awareness and local support for conservation.
2. Raise awareness in schools and universities on conservation and sustainable tourism (environmental education).
3. Raise public awareness on the need for solid waste management and waste water treatment.

Workshop presentations

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Annex I – Agenda

28 NOVEMBER 2006		
OPENING AND WELCOME		
Time	Session	Speaker
9.00 – 9.30	Registration and coffee	
9.30 – 10.30	Opening and welcome	Local authorities, Tourism Development Authority, UNEP MAP Regional Activity Center for Cleaner Productions (RAC/CP), the Ambassador of Switzerland in Libya, WWF MedPo, IUCN Med, Environment General Authority (EGA) and General People's Committee of Tourism
10.30 – 10.40	Presentation of the agenda	Chairman Paolo Lombardi (WWF MedPo)
LINKING TOURISM DEVELOPMENT AND NATURE CONSERVATION: THE LIBYAN ARAB JAMAHIRIYAN EXPERIENCE AND INTERNATIONAL PERSPECTIVES		
12:00 – 13:00	Overview of the conservation strategy and future plans of the Libyan Arab Jamahiriya	Abdul-Hakim Elwaer General Secretary Environment General Authority
13.00 – 13.30	Overview of the tourism development strategy and future plans of the Libyan Arab Jamahiriya	Muftah Sagar Studies Planning and Training Office G.P.C Tourism
13.30 – 13.45	Coffee break	
13.45 – 14.05	Tourism and sustainability: regional needs and global strategies	Arab Hoballah Head - Sustainable Consumption and Production Branch UNEP DTIE
14.05 – 14.25	Tourism as a tool to link conservation and development	Peter Dogse Programme Officer – Man and Biosphere Programme UNESCO
14.25 – 14.45	Integrated coastal zone management in Jordan	Qusay Ahmad Via Nova Group Consultant for UNDP Jordan
14.45 – 15.00	Conclusions	Chairman, Director of EGA and Director of G.P.C of Tourism
15.00 – 16.30	Lunch	

28 NOVEMBER 2006		
MAKING TOURISM MORE SUSTAINABLE : PROCESSES AND TOOLS		
16:30 – 17:00	Introduction: Approaches and aims for a sustainable tourism policy.	Chairman Giulia Carbone IUCN – Business and Biodiversity Programme
17:00 – 17:30	<i>Case study:</i> Tourism development in Turkey: overview and examples	Atila Uras Project Coordinator UNDP Turkey
17:30 – 18:00	<i>Case Study:</i> Market-driven strategic management of sustainable tourist destinations: approach and case study from the Red Sea	Ahmed Hassan PA Consulting
18:30 – 19:00	<i>Case study:</i> Malta: tourism and conservation	Tony Ellul Malta Environment Planning Authority
19:00 – 19:10	Round table and closing of the day	
20.00 onwards	Dinner for the participants	

29 NOVEMBER 2006		
NATURAL AND CULTURAL HERITAGE: WHAT OPPORTUNITIES FROM TOURISM?		
Time	Session	Speaker
9.30 – 9.40	Round table	
9:40 – 10.00	Tourism and protected areas: a symbiotic relationship	Steve McCool (Ameer Abdulla) IUCN World Commission on Protected Areas
10.00 – 10.30	Overview of the natural resources (and flag species) of the Libyan coast	Abdulmaula Hamza Head, Marine Conservation Dept Nature Conservation Dept EGA
10.30 – 11.00	<i>Case study:</i> The experience of the National Marine Park of Zakynthos (Greece)	Georgios Paximadis WWF Greece
11.00 – 11.30	<i>Case study:</i> The experience in Samadai (Egypt)	Giuseppe Notarbartolo di Sciara Tethys Research Institute
11.30 – 12.00	<i>Case Study:</i> Using GIS in relation to ecotourism – the experience of the Libyan Arab Jamahiriya	Osama M. A. Shalouf EGA
12.00 – 12.15	Q&A	
12.15 - 12.30	Tools for integrated environmental management in the hotel sector	Virginia Alzina UNEP MAP RAC CP
12.30 – 12.45	The outbound tour operator perspective	Sara Casagrande KEL12
12.45 – 13.00	Q&A	
13.00 – 15.00	Lunch	

29 NOVEMBER 2006		
THE ROLE OF THE PRIVATE SECTOR		
Time	Session	Speaker
15.00 – 8.00	Facilitated debate: Workshop comments to be submitted to the Director of EGA and the Secretary of the General People's Committee of Tourism	Chairman Giulia Carbone IUCN – Business and Biodiversity Programme Facilitator Ameer Abdulla IUCN-Med
18.00 – 18.15	Closing of the Workshop	EGA

30 NOVEMBER 2006	
	FIELD VISIT : <ul style="list-style-type: none"> • Visit of the ancient city-port of Apollonia • Visit to archeological site of Greek city of Cyrene, including the Temple of Zeus and the Necropolis • Visit the Greco-Roman cities of Tobra and Ptolemais.

ANNEX II – Specific aims of each session

SESSION 1: Linking tourism development and nature conservation: the Libyan experience and international perspectives

Main aim and potential themes of the session:

To provide the background for the two days' discussion by:

- Illustrating the main relevant policies being implemented in Libya addressing biodiversity conservation (and in particular in relation to the coastal environment) and tourism development.
- Inserting Libya in the regional and global contexts in terms of tourism development as well as the global environmental agenda.

The first session also offered the opportunity to touch upon all the themes and perspectives that was developed in more detailed in the following workshop sessions. In particular:

- the role of the government in developing an enabling environment through policies and tools that support the effective integration of sustainability aspects in tourism development and management;
- the business relevance for the private sector of conservation of nature and cultural heritage;
- the role that the private sector should pay in ensuring the sustainable development of tourism;
- the international agendas linked to the sustainable development of tourism – from UNEP's to UNWTO and UNESCO.

SESSION 2: Making tourism more sustainable: processes and tools

Main aim and potential themes of the session:

The aim of the session was to explore the elements that an agenda for sustainable tourism could include and how this could be developed and implemented.

In particular the session focused on the importance of integrating the various aims related to sustainability of tourism (from economic viability, to local prosperity, visitor fulfillment, cultural richness, biological diversity and others) into one coherent policy that would address tourism from all its sustainability perspectives and all its possible products (from "sun and sea", to nature based to cultural to adventure).

The session also:

- addressed the most effective structures that help governments to work internally and with other stakeholders to make tourism more sustainable;
- considered what policy tools have been successfully applied in similar contexts to implement sustainable tourism policies (from legislation and regulation, to planning, to economic, top voluntary instruments).

SESSION 3: Nature conservation: what opportunities from tourism?

Main aim and potential themes of the session:

The session addressed the intrinsic link existing between the conservation of natural and cultural heritage and a thriving tourism industry. Tourism demand is driven by the opportunities to appreciate nature (in all its forms from enjoying a relaxing day on a pristine beach, to a hike protected area to opportunities to watch wildlife) and culture (from living cultures to our heritage from the past). Conservation of natural and cultural heritage is therefore crucial to support any long term tourism development and provides long term opportunities for responding with quality products to the tourist demand.

The session particularly addressed the fact that protected areas are becoming more and more attractive to all segments of the tourism demand. Not only niche tourism operators are today including in their tours visits to natural and cultural sites, but mainstream tourism operators regularly offer excursions to cultural sites and protected areas.

Many sites (protected areas and not) have successfully capitalize this demand, and by introducing users fees, licensing agreements and other mechanisms, have been able to generate quite substantive funding directly from tourism for the conservation of the sites.

The session also focused on the importance of - when linking a conservation strategy (focusing on natural and cultural heritage) to tourism development - addressing consumers' expectations in terms of the quality of the experience as well as the need for integrating specific measures to manage tourist flows (including education and interpretation mechanisms).

SESSION 4: The role of the private sector

Main aim and potential themes of the session:

The session focused on how private sector's efforts in integrating environmental and social aspects in their operations can be supported.

The session highlighted how the integration of environmental, socio-cultural and economic considerations in tourism related facilities and services goes from the siting and design of tourism related facilities (such as tourism resorts, golf courses, marinas), to the management of tourism related facilities and operations (from the management of the environmental related impacts of a hotel, to the environmental and cultural impacts of excursions in sensitive areas). Furthermore, it highlighted that specific segments of the private sector can also play a strategic role in marketing sustainable tourism products as well as whole destinations. In particular outbound tour operators, travel agents and the travel media can have a major role in rewarding good performance by directing tourism demand towards the destinations and services that have integrated environmental, socio-cultural and economic principles in their operations.

The role played by the private sector can be further enhanced by supporting public interventions, going from the provision of environmental infrastructures (waste management, water provision, communication), to the definition of clear tourism development plans, regulations and financial incentives for more sustainability.

ANNEX III – List of participants

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