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The WWF Multimedia Toolkit “Ways towards Sustainable Tourism” Bringing Marrakech to Live!

As part of WWF's mission to conserve the world's biological diversity, the promotion of sustainable tourism plays an important role in addressing the demand on natural resources. WWF's engagement is part of worldwide efforts based on the "Marrakech Process" - a global multi-stakeholder process to promote sustainable consumption and production. Coordinated by the United Nations Environment Programme (UNEP) an International Task Force on Sustainable Tourism Development has been set up to support concrete tourism-related activities within this process.

With the Multimedia Toolkit (DVD) "Ways towards Sustainable Tourism" WWF contributes to the request of the UNEP Task Force to provide tools and present existing activities that may inspire pilot projects or good practice in other countries. The DVD offers a range of graphic and audiovisual media to deliver first hand experience from real world examples to the user: Key players underline their motivation in short interviews, fact sheets present the basic information and processes involved, short documentaries provide a concise overview of the main achievements with respect to sustainable tourism development while maps, slide shows, documents and internet links complement the information on each project.

WWF created this Multimedia Toolkit to portray successful marine tourism projects from around the world that can easily be adopted by other destinations. The best practice projects presented on the DVD are:

- **Networking for High Quality Nature Experience to Achieve Guest Satisfaction on the Island of Ruegen / Germany** has lead to a variety of environmental information tools and a certified quality label.
- **Waste and Sewage Management in a Mass Tourism Destination in Side / Turkey** shows how international and national private sectors found solutions for better environmental practises.
- **Visitor Fee for Marine Protected Areas Provides Profit for Nature and People on Bunaken Island / Indonesia** and raises support for the national park.
- **Private Resort Investors Initiate Nature Conservation and Livelihood Improvement in El Nido / Philippines** has achieved stakeholder-based enforcement and inter-sectoral collaboration.
- **Creation and Implementation of Cross-National Voluntary Standards for Marine Tourism in Belize / Mesoamerican Reef** was achieved through innovative web-based participation.

We hope to stimulate the process and encourage the implementation, continuation and further development of these and other approaches in sustainable tourism.