



11 December

**International
MOUNTAIN DAY**



This short presentation highlights:



- why mountains are important to us all
- what the Day is about
- who can participate
- what sustainable mountain tourism is
- how to observe it
- how to exchange information and network
- ways to provide feedback





Mountains are crucial to life

- cover ¼ of Earth's surface
- source of freshwater
- reservoirs of biodiversity
- amongst the world's top tourist destinations

but ...

- mountain people are amongst poorest and hungriest
- mountains are often degraded by tourism
- mountain lives and environments are at risk





UN Resolution 2003



11 December is International Mountain Day from 2003 onwards





Theme for 2005 is ...



Sustainable Tourism for Poverty Alleviation
in Mountain Areas





Why this theme?



Tourism can provide income and jobs for local people. But often tourism in mountains is **unregulated** and can ...

- worsen the life and livelihoods of mountain people
- leak benefits from tourism out of local economies
- damage landscapes
- pollute mountain ecosystems
- disrupt cultures

Tourism needs to be sustainable



Sustainable Tourism for Poverty Alleviation in Mountain Areas

Contributes to the UN Millennium Development Goals (MDGs) of :

- No. 1: Eradicate extreme hunger and poverty
- No. 7: Ensure environmental sustainability





What is sustainable tourism?



Meets needs of tourists and host regions
while protecting and enhancing
opportunities for the future





Sustainable tourism in mountains :



- alleviates poverty and hunger
- improves income, employment and livelihood opportunities
- conserves the environment
- encourages economic growth
- boosts development of mountain products
- satisfies tourist needs





Who can participate in International Mountain Day ?

- mountain people
- general public
- governments
- lead institutions for sustainable mountain development
- NGOs, civil society, private sector
- academic and research community
- FAO and other UN representatives





How can you observe it?



- public awareness
- education
- advocacy
- media relations





Public Awareness



- organize a **campaign**
- go on a **hike** or an **excursion**
- organize a **photo exhibition** of mountain images
- **raise funds**
- organize a **fair of local mountain products**
- promote **women's participation** in tourism
- distribute **leaflets**
- gain support from **celebrities**





Education



- organize an event on **conservation education**
- produce **posters**, school **essays** and **art** for display in school and community
- **clean up** an area polluted by tourism
- **reforest** an upland area overexploited by tourism
- organize **youth-led activities** integrate sustainable mountain tourism into curriculum





Advocacy

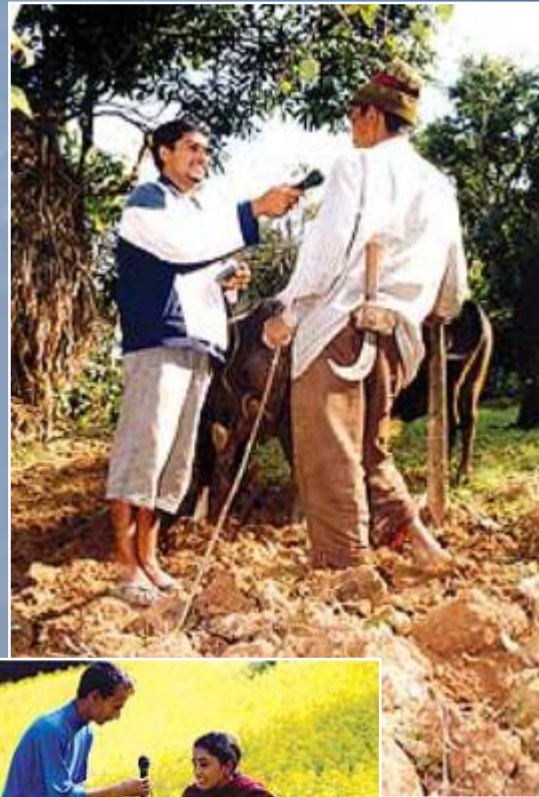


- organize a **conference**
- develop a sustainable tourism **code** for the region or community
- set up **governmental structures**
- involve **political or community leaders**
- create a **label or guidelines**
- promote **appropriate infrastructure**





Spread the word in TV, radio, print



- write **journal articles**, letters to the editor or **newsletter articles**
- broadcast **documentation** or **discussions** on local TV or radio station
- issue **press releases**, display **posters**
- release a **TV spot**
- disseminate information in **newsletters** and **e-mail lists**



Tell the world about mountains



- share stories, plans, materials and contacts
- exchange experiences on [International Mountain Day Web site](#)
- provide feedback to mountain-day@fao.org on how, where and when you observed the Day





11 December

**International
MOUNTAIN DAY**