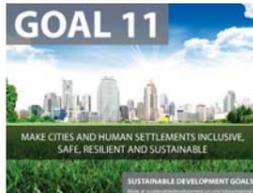


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### Reduce inequality within and among countries

Tourism can be a powerful tool for **community development** and reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development and reduce regional imbalances by giving communities the opportunity to prosper in their place of origin. Tourism is also an **effective means for developing countries to take part in the global economy**. In 2014, Least Developed Countries (LDCs) received US\$ 16.4 billion in exports from international tourism, up from US\$ 2.6 billion in 2000, making the sector an important pillar of their economies (7% of total exports) and helping some to graduate from the LDC status.



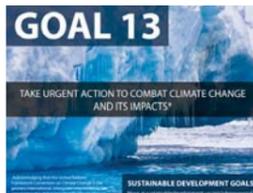
### Make cities and human settlements inclusive, safe, resilient and sustainable

A city that is not good for its citizens is not good for tourists. Sustainable tourism has the potential to **advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage**, assets on which tourism depends. Greater investment in green infrastructure (more efficient transport facilities, reduced air pollution, conservation of heritage sites and open spaces, etc.) should result in smarter and greener cities from which not only residents, but also tourists, can benefit.



### Ensure sustainable consumption and production patterns

A tourism sector that adopts sustainable consumption and production (SCP) practices can play a significant role in accelerating the global shift towards sustainability. To do so, as set in Target 12.b of Goal 12, it is imperative to **“Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products”**. The Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) aims at developing such SCP practices, including resource efficient initiatives that result in enhanced economic, social and environmental outcomes.



### Take urgent action to combat climate change and its impacts

Tourism contributes to and is affected by climate change. It is, therefore, in the sector’s own interest to play a leading role in the global response to climate change. By lowering **energy consumption** and shifting to **renewable energy sources**, especially in the transport and accommodation sector, tourism can help tackle one of the most pressing challenges of our time.



### Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Coastal and maritime tourism, tourism’s biggest segments, particularly for Small Island Developing States’ (SIDS), rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, in line with Target 14.7: **“by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism”**.



### Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Majestic landscapes, pristine forests, rich biodiversity, and natural heritage sites are often main reasons why tourists visit a destination. **Sustainable tourism** can play a major role, not only in conserving and preserving biodiversity, but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities.



### Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster **multicultural and inter-faith tolerance and understanding**, laying the foundation for more peaceful societies. Sustainable tourism, which benefits and engages local communities, can also provide a source of livelihood, strengthen cultural identities and spur entrepreneurial activities, thereby helping to **prevent violence and conflict** to take root and **consolidate peace** in post-conflict societies.



### Strengthen the means of implementation and revitalize the global partnership for sustainable development

Due to its cross-sectoral nature tourism has the ability to strengthen **private/public partnerships** and engage **multiple stakeholders** – international, national, regional and local – to work together to achieve the SDGs and other common goals. Indeed, public/public cooperation and public/private partnerships are a necessary and core foundation for tourism development, as is an increased awareness in the role of tourism in the delivery on the post-2015 Development Agenda.



The World Tourism Organization (UNWTO) is the United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO is committed to ensure that tourism plays a key role in the Post-2015 development agenda and the Sustainable Development Goals.



World Tourism Organization

# UNWTO

## Tourism and the Sustainable Development Goals

# How Tourism can contribute to the Sustainable Development Goals (SDGs)



The year 2015 has been a milestone for global development as governments have adopted the **2030 Agenda for Sustainable Development**, along with the **Sustainable Development Goals (SDGs)**. The bold agenda sets out a global framework to end extreme poverty, fight inequality and injustice, and fix climate change until 2030. Building on the historic Millennium Development Goals (MDGs), the ambitious set of 17 Sustainable Development Goals and 169 associated targets is people-centred, transformative, universal and integrated.

Tourism has the potential to contribute, directly or indirectly, to all of the goals. In particular, it has been included as targets in **Goals 8, 12 and 14** on inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

Sustainable tourism is firmly positioned in the 2030 Agenda. Achieving this agenda, however, requires a clear implementation framework, adequate financing and investment in technology, infrastructure and human resources.

*“Harnessing tourism’s benefits will be critical to achieving the sustainable development goals and implementing the post-2015 development agenda”.*

UN Secretary-General, Ban Ki-moon on World Tourism Day 2014



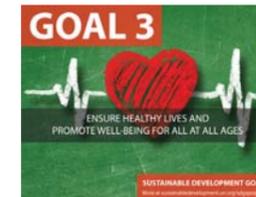
## End poverty in all its forms everywhere

As one of the largest and fastest growing economic sectors in the world, tourism is well-positioned to **foster economic growth and development** at all levels and provide income through job creation. Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women.



## End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Tourism can spur agricultural productivity by promoting the **production, use and sale of local produce in tourist destinations and its full integration in the tourism value chain**. In addition, agro-tourism, a growing tourism segment, can complement traditional agricultural activities. The resulting rise of income in local communities can lead to a more resilient agriculture while enhancing the value of the tourism experience.



## Ensure healthy lives and promote well-being for all at all ages

Tourism’s contribution to **economic growth and development** can also have a **knock-on effect** on **health and well-being**. Foreign earnings and tax income from tourism can be reinvested in health care and services, which should aim to improve maternal health, reduce child mortality and prevent diseases, among others.



## Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

A well-trained and skillful workforce is crucial for tourism to prosper. The sector can provide incentives to invest in **education and vocational training** and assist labor mobility through cross-border agreements on qualifications, standards and certifications. In particular youth, women, senior citizens, indigenous peoples and those with special needs should benefit through educational means, where tourism has the potential to promote inclusiveness, the values of a culture of tolerance, peace and non-violence, and all aspects of global exchange and citizenship.



## Achieve gender equality and empower all women and girls

Tourism can **empower women** in multiple ways, particularly through the provision of jobs and through **income-generating opportunities** in small and larger-scale tourism and hospitality related enterprises. As one of the sectors with the highest share of women employed and entrepreneurs, tourism can be a tool for women to unlock their potential, helping them to become fully engaged and lead in every aspect of society.



## Ensure availability and sustainable management of water and sanitation for all

Tourism can play a critical role in achieving **water access and security, as well as hygiene and sanitation for all**. The efficient use of water in the tourism sector, coupled with appropriate safety measures, wastewater management, pollution control and technology efficiency can be key to safeguarding our most precious resource.



## Ensure access to affordable, reliable, sustainable and modern energy for all

As a sector that requires substantial energy input, tourism can accelerate the shift toward renewable energy and increase its share in the global energy mix. Consequently, by promoting sound and long-term investments in sustainable energy sources, tourism can help to reduce greenhouse gas emissions, mitigate climate change and contribute to innovative and new energy solutions in urban, regional and remote areas.



## Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Tourism is one of the driving forces of **global economic growth** and currently provides for 1 in 11 jobs worldwide. By giving access to decent work opportunities in the tourism sector, society – particularly youth and women – can benefit from increased skills and professional development. The sector’s contribution to job creation is recognized in Target 8.9 **“By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.**



## Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Tourism development relies on good public and privately supplied infrastructure and an innovative environment. The sector can also incentivize national governments to upgrade their infrastructure and retrofit their industries, making them more sustainable, resource-efficient and clean, as a means to attract tourists and other sources of foreign investment. This should also facilitate further sustainable industrialization, necessary for economic growth, development and innovation.