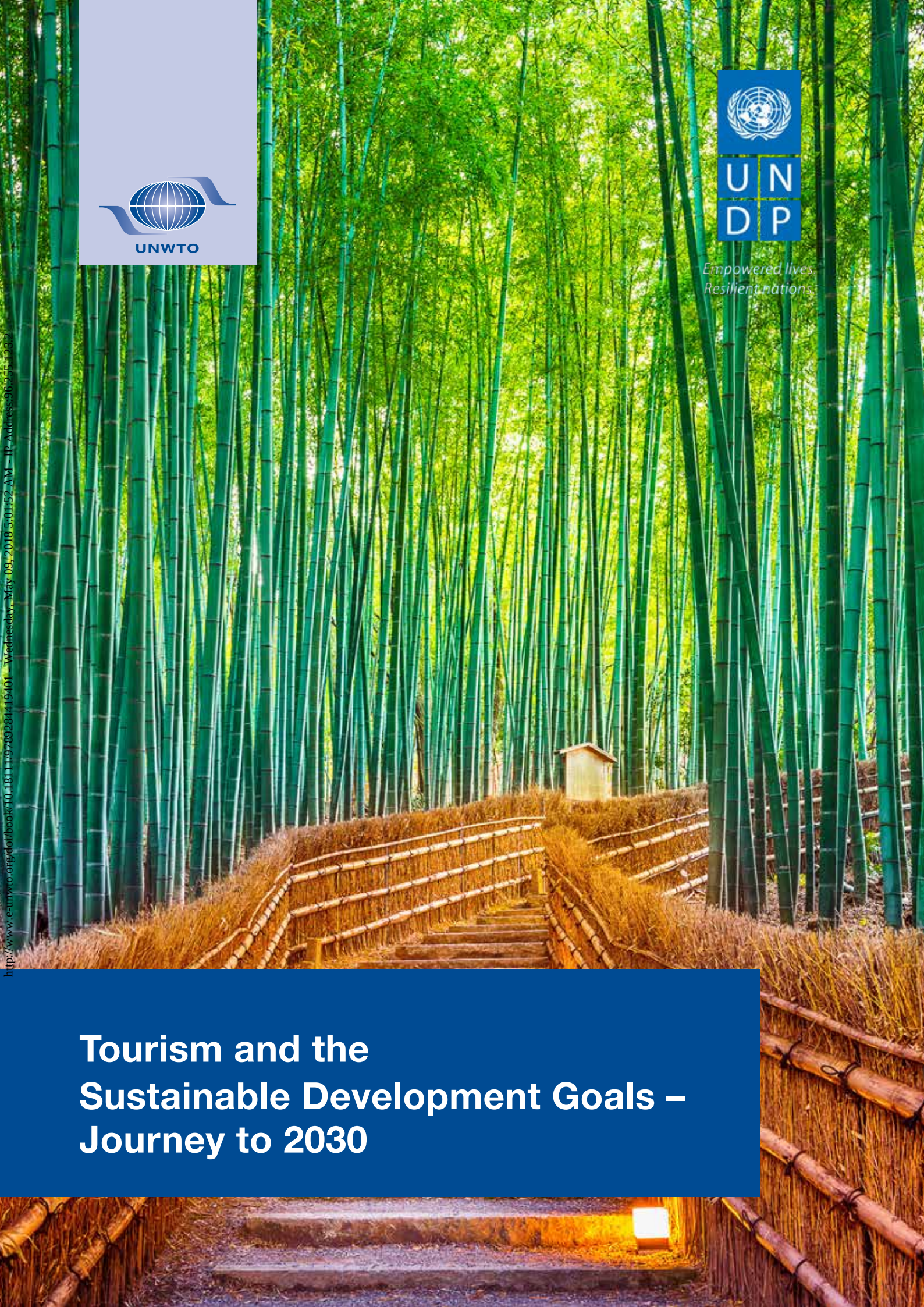


http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Tourism and the Sustainable Development Goals – Journey to 2030

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Tourism and the Sustainable Development Goals – Journey to 2030

Contents

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Acknowledgments 5

Foreword by Taleb Rifai 6

Foreword by Achim Steiner 8

Executive summary 10

Introduction 14

Chapter 1: The SDGs in public policy – making tourism governance 'fit for purpose' 20

1.1 Voluntary National Reviews: 64 countries commit to the SDGs 22
1.2 41 countries recognize the value of tourism to achieve the SDGs 23
1.2.1 Opportunities, challenges and threats for tourism and the SDGs 25
1.2.2 Opportunities 25
1.2.3 Challenges and threats 29
1.2.4 Tourism impacts on people, planet, prosperity, peace and partnerships 30
1.2.5 SDG implementation needs more active involvement of tourism policymakers 30
1.3 Mapping the role of tourism in SDG implementation: the MAPS approach 33
1.3.1 Armenia Roadmap for SDG implementation 33
1.3.2 Comoros Roadmap for SDG implementation 34
1.3.3 Jamaica Roadmap for SDG implementation 34
1.4 Implementing the SDGs through the 10YFP Sustainable Tourism Programme 34
1.5 Conclusion: tourism governance for the SDGs needs enhanced collaboration among all stakeholders 38

© Sean Pavone | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Chapter 2: The SDGs and the tourism private sector – the business case for achieving the SDGs 40

2.1 Building competitiveness – key to sustainability for tourism industries 42
2.1.1 Accommodation – acting globally, impacting locally 45
2.1.2 Transport – getting on track for safer and greener travel 46
2.1.3 Tour operators and intermediaries – influencing consumer and business behaviour 48
2.2 Tourism industries play a vital role in achieving all 17 SDGs 49
2.2.1 Catalyzing private sector action through enabling tourism policies 55
2.3 Conclusion: competitiveness remains a major business driver of sustainability 56

Chapter 3: New ways of financing sustainable tourism for SDG success 58

3.1 ODA and Aid for Trade: international assistance to tourism remains modest 59
3.2 Leveraging resources for tourism to drive the SDGs 61
3.2.1 Matching development cooperation with the needs of developing countries 62
3.2.2 Innovative financing mechanisms for tourism and the SDGs 65
3.3 Conclusion: financing of sustainable tourism should go beyond development cooperation 68

Conclusions 70

Shaping the journey towards 2030 – key recommendations 71

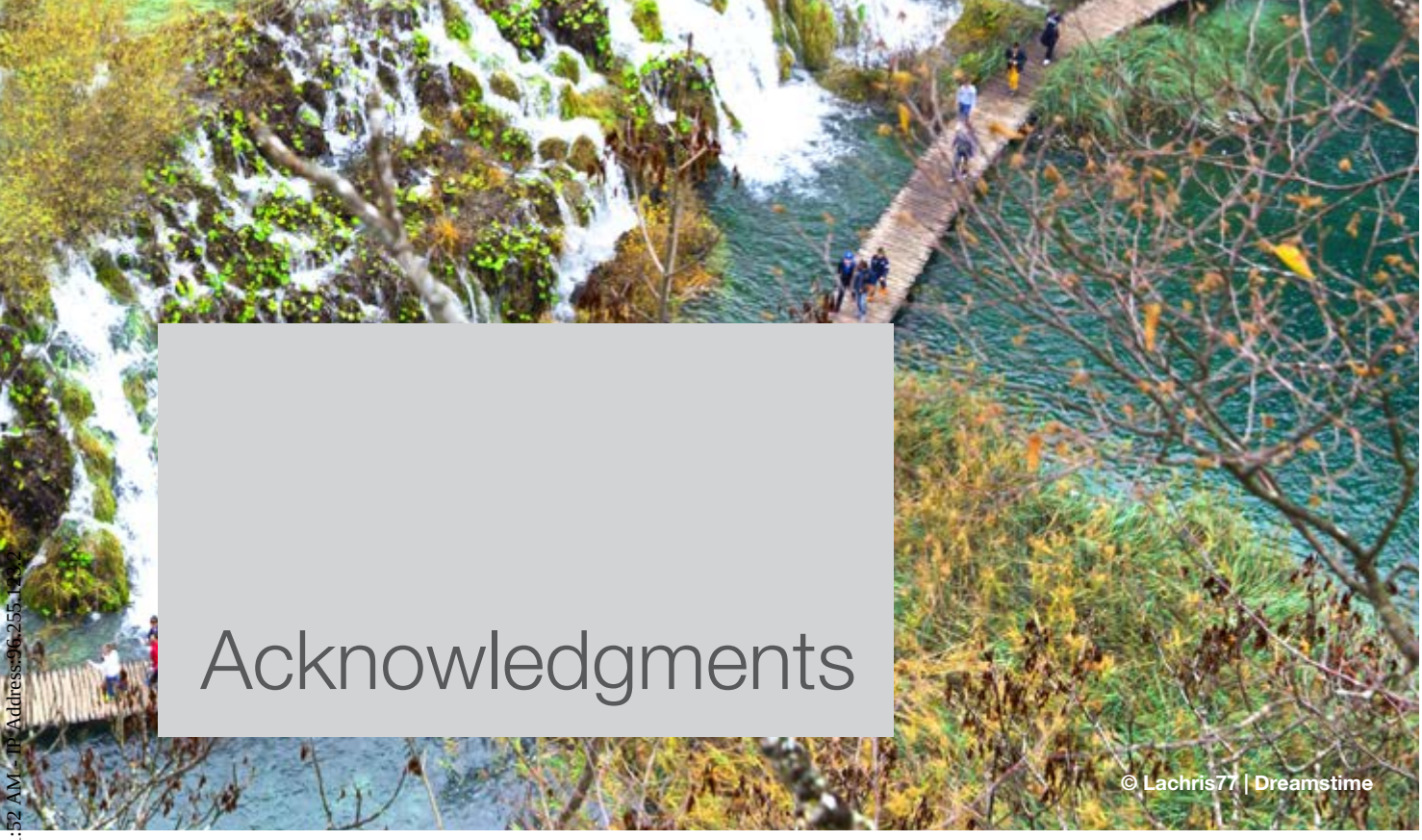
Annexes 75
Annex 1: List of 64 Voluntary National Reviews (VNRs) of 2016 and 2017 76
Annex 2: List of 60 tourism companies 89

Annex 3: Declaration on Tourism and the Sustainable Development Goals 92
Annex 4: Overview of national lead coordinators for SDGs, as reported in 64 Voluntary National Reviews (VNRs) 96
Annex 5: List of relevant Sustainable Development Goals, targets and indicators for tourism 97

Acronyms **104**

References and bibliography **105**

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2



Acknowledgments

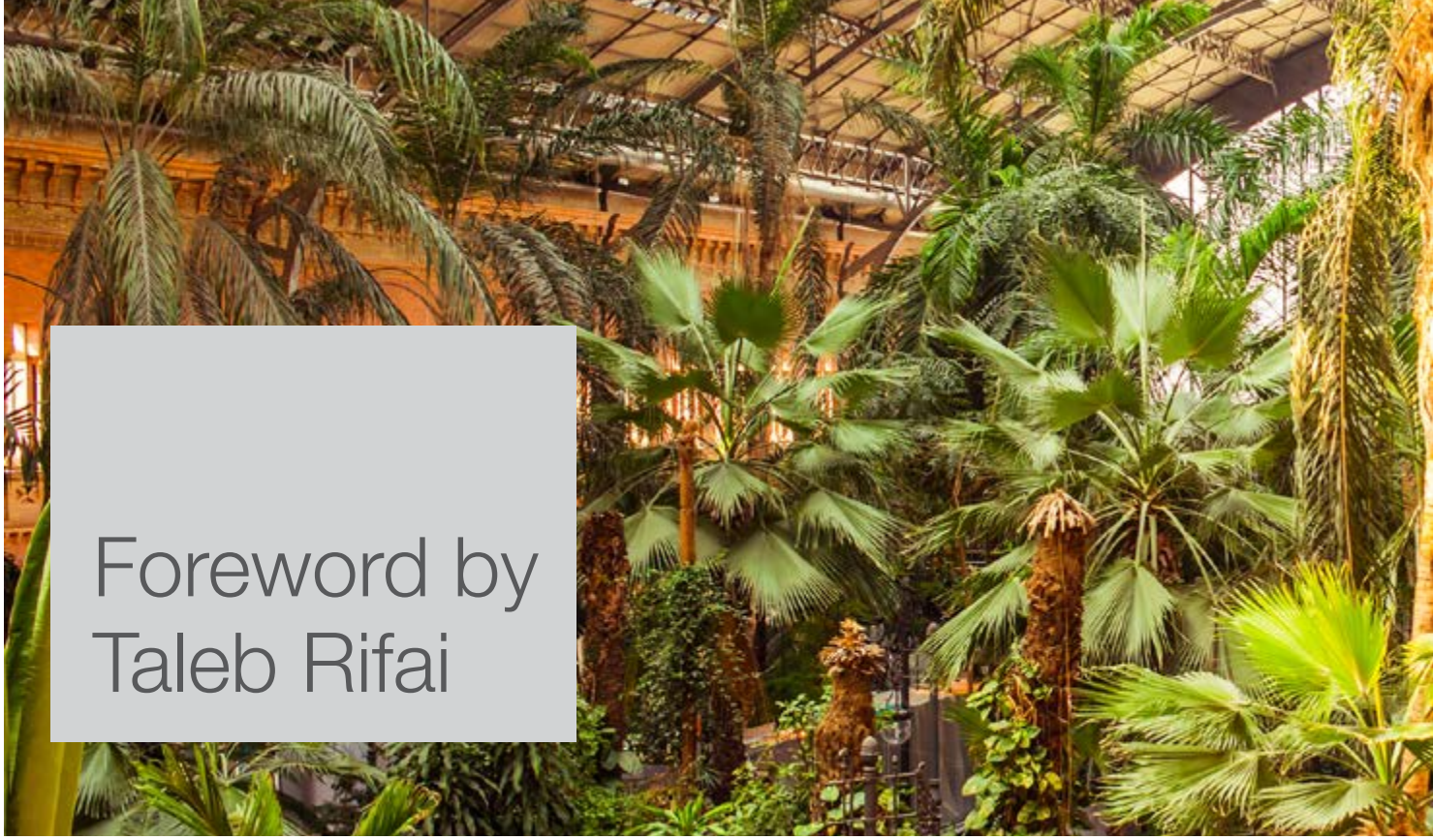
© Lachris77 | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.12.32

This publication on *Tourism and the Sustainable Development Goals – Journey to 2030* was prepared by Zoritsa Urosevic, Martin Ross and Cláudia Lisboa from the World Tourism Organization (UNWTO); Massimiliano Riva and Luisa Bernal from the United Nations Development Programme (UNDP); and David Ermen and Annina Binder from PricewaterhouseCoopers (PWC), Zurich. Contributions were received from Florianne Reisch, Rosa Alba Ruffo and Rosanne Watson of the UNWTO Geneva Liaison Office.

This report has benefited from the thesis research of Hochschule für Technik und Wirtschaft Chur (University of Applied Sciences Chur) Masters students, Simon Dalcher, Andrea Helena Kilian and Severin Schrötter, under the supervision of Andreas Deuber and David Ermen.

Special thanks go to the peer reviewers for their input and comments to this report: Christian Baumgartner, Susanne Becken, Tanja Bügler, Sandra Carvão, Gabriella Crescini, Andreas Deuber, John Gillies, Dirk Glaesser, Dale Honeck, Usman Iftikhar, Richard Kaempf, John Kester, Sarbuland Khan, Irenka Krone, Marcel Leijzer, Philippe Lemaistre, Romano Luisoni, Willem Lujkx, Brian Mullis, Malcolm Preston, Peter Prokosch, Helena Rey, Claudia Roethlisberger, Tim Scott, Lucie Servoz, Samiti Siv, Casper Sonesson, Clara van der Pol and Cordula Wohlmuther.



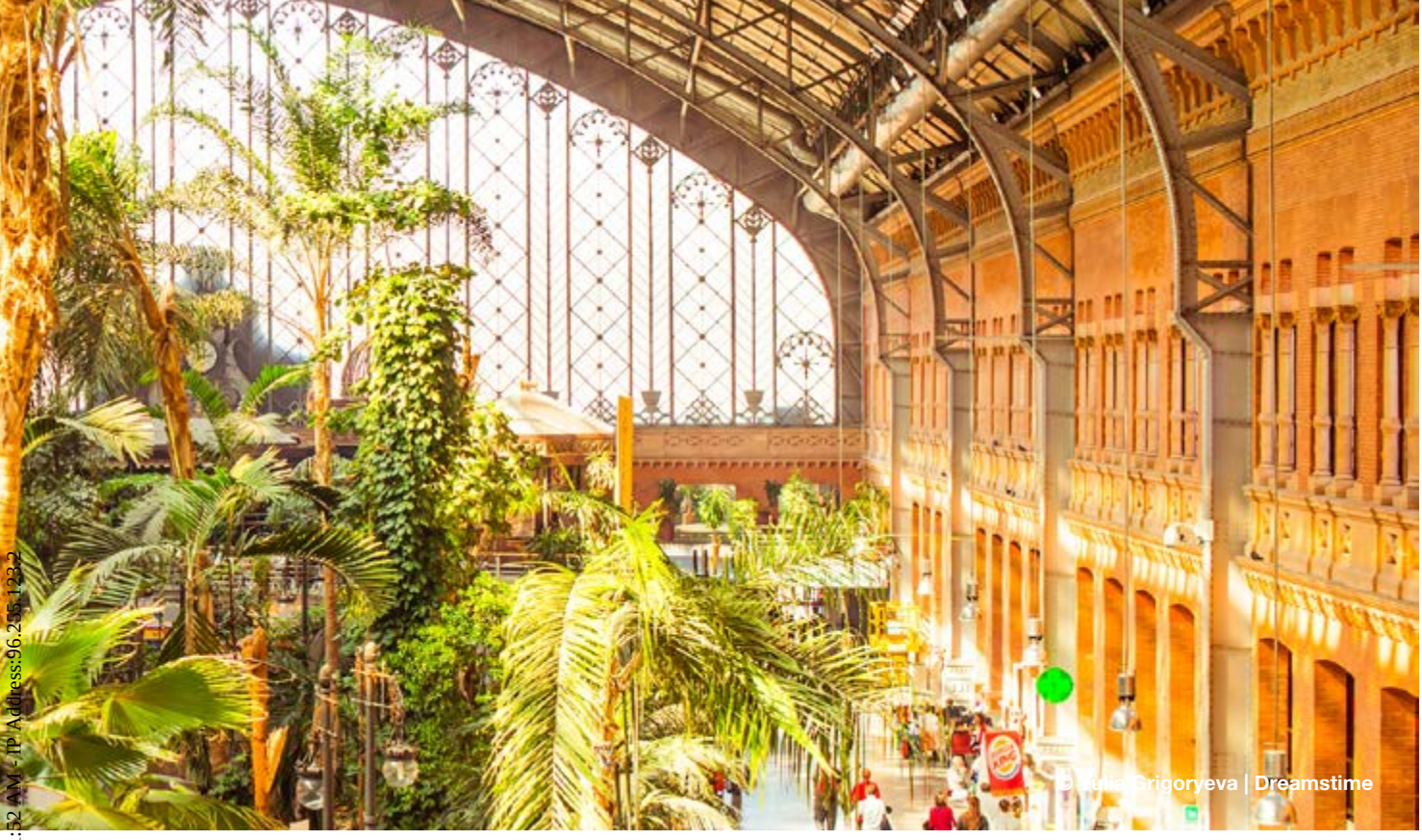
Foreword by Taleb Rifai

Just two years ago we – the people, the governments and private businesses of the world – came together under the United Nations with a common vision to embark on a journey that heralds an historic turning point. We committed to end extreme poverty, fight inequality and injustice, and fix climate change, laying the foundation for the betterment of people, the planet, prosperity and peace through partnerships by 2030. Yet, what we do at this early stage, together, to lay the groundwork, to assess, gear-up and build momentum will largely determine how far we go and how successful we are in this history-making trip. Creating the future we want requires all hands on deck given the sheer magnitude and speed of the required changes. We must all work in tandem to chart our course together, based on a clear-sighted understanding of the current state-of-play and the challenges ahead. The 2030 Agenda for Sustainable Development with its 17 Sustainable Development Goals (SDGs) sets the path that we all must embrace.

With currently 1.2 billion tourists crossing borders each year, tourism has a profound and wide-ranging impact on societies, the environment and the economy. Representing 10% of world GDP, 1 in 10 jobs and 7% of global exports, tourism has a decisive role to play in the achievement of the 2030 Agenda. The sector is mentioned in, and must deliver on, three of the 17 SDGs, namely SDG 8 on 'Decent Work and Economic Growth', SDG 12 on 'Responsible Consumption and Production' and SDG 14 on 'Life below Water'. Yet, given the multitude of links it has with other sectors and industries along its vast value chain, it can in fact accelerate progress towards all 17 SDGs. It can help build a new culture of sustainability and peace.

Policymakers, business leaders, scholars, civil society and travellers themselves should stand ready to act together and deliver on the vital tenets of sustainable development. Policymakers have an opportunity to use tourism's power

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2



http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

to provide long-lasting benefits to countries and their people, while traditional and non-traditional donors have the opportunity to invest in tourism to drive positive development outcomes. As per the private sector, which is the key player in tourism, it is beginning to recognize that the SDGs offer true business opportunities as sustainable business operations can spur competitiveness and increase profit.

This publication on *Tourism and the Sustainable Development Goals – Journey to 2030* is a pioneering effort by the World Tourism Organization (UNWTO), the United Nations Development Programme (UNDP) and partners to examine the current state-of-play and the actions taken by these major tourism stakeholders – governments, the private sector and development cooperation agencies – to enhance the contribution of tourism to the 2030 Agenda for Sustainable Development.

We trust that the valuable information, new insights and recommendations contained in this publication will empower all players in the sector to strengthen their capacity and commitment to advance tourism as an engine of inclusive, green growth and development. We are confident that this study will be useful not only to tourism stakeholders but also to the development community at large, as the first step in helping to make the case for tourism as a credible carrier for our ambitious journey to 2030, and leaving no one behind.

Taleb Rifai
Secretary-General, World Tourism Organization (UNWTO)

Foreword by Achim Steiner

Tourism has a great potential to accelerate progress across the Sustainable Development Goals (SDGs). If well managed, the sector can generate quality jobs for durable growth, reduce poverty and offer incentives for environmental conservation – a triple-win to help countries transition towards more inclusive, resilient economies. However, without proper safeguards and investments, expanding the tourism market will increase pressure on biodiversity and the ecosystems on which the livelihoods of so many people and local communities depend. The United Nations Development Programme (UNDP) and the World Tourism Organization (UNWTO) have joined forces during the International Year for Sustainable Tourism for Development to help ensure that tourism advances sustainable development through 2030 and beyond.

The 2030 Agenda recognizes the critical role played by the tourism sector, which accounts for one tenth of global GDP and employment. It is referenced in three of the Global Goals: SDG 4 for 'Life Below Water'; SDG 8 for 'Decent Work and Employment' and SDG 12 for 'Responsible Consumption and Production'. The sector also has a direct impact on efforts to achieve other Goals, such as eradicating poverty, advancing gender equality and protecting the environment.

This report explores such links between the tourism sector and the 2030 Agenda. Through a detailed review of public and private sector stakeholders' views and existing evidence, it outlines how the sector is already contributing to social and economic development, and offers key findings on ways in which this positive influence can be strengthened to accelerate progress on the SDGs.

The devastating damage caused by the 2017 hurricane season in the Caribbean is a prime example of the far-reaching effects of climate change on the lives and livelihoods of tourism-dependent communities. Such natural disasters

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

© Sean Pavone | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

will become more severe and frequent, with corresponding threats to businesses large and small, from multi-billion-dollar cruise operations to small-scale hospitality operations. Efforts to build more resilient infrastructure and invest in the underpinning ecosystems on which the sector and vulnerable communities depend represent one of the best insurance policies and risk mitigation strategies.

The role of the private sector and access to financing are paramount to building a more sustainable tourism sector. Long-term competitiveness depends on the willingness to manage industry vulnerabilities and invest in new markets and services such as ecotourism which is already estimated to be worth USD 100 billion annually, sustainable agriculture, and water and energy efficiency.

This report shows that green bonds, impact investing, energy efficiency lending facilities, and smart incentives for eco-certification represent just some of the innovative finance mechanisms that can better align investments with the SDGs.

Building on the findings of this publication, UNDP and UNWTO, together with sister UN agencies and our public and private sector partners, will continue to support countries and communities in their efforts to harness the potential of tourism for sustainable development.

I hope you will find this report relevant and a source of inspiration that helps facilitate stronger collaboration among all tourism stakeholders to advance the 2030 Agenda.

Achim Steiner
Administrator, United Nations Development Programme

Executive summary

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

As one of the fastest growing economic sectors in the world, tourism is increasingly recognized as a vital contributor to job and wealth creation, economic growth, environmental protection and poverty alleviation. Indeed, a well-designed and managed tourism can help preserve the natural and cultural heritage assets upon which it depends, empower host communities, generate trade opportunities, and foster peace and intercultural understanding. Nevertheless, the growing number of people travelling internationally and domestically each year also produce pressures in terms of greenhouse gas emissions, economic leakages, resource management and impact on local communities and cultural assets. Therefore, the harnessing of tourism's positive contribution to sustainable development and the mitigation of the sector's adverse effects calls for strong partnerships and decisive action by all tourism stakeholders.

The Sustainable Development Goals – offering new opportunities for tourism

Tourism's role in achieving the 17 Sustainable Development Goals (SDGs) can be significantly strengthened when sustainable development becomes a shared responsibility and moves to the core of decision-making within the tourism sector. The World Tourism Organization (UNWTO), the United Nations Development Programme (UNDP) and the United Nations System are committed to inspiring leadership and facilitating collaboration among all stakeholders to realize the SDGs and targets that are spelled out in the 2030 Agenda for Sustainable Development. The UN member states' designation of 2017 as the International Year for Sustainable Tourism for Development sets the ideal stage for the sector to embark on a common journey towards 2030; a journey guided by the SDGs following the commitment of all UNWTO member states at the 22nd UNWTO General Assembly to the 'Chengdu Declaration on Tourism and the Sustainable Development Goals'.

A joint effort by UNWTO, UNDP and other partners, *Tourism and the Sustainable Development Goals – Journey to 2030* aims to build knowledge, and empower and inspire tourism stakeholders to take necessary action to accelerate the shift towards a more sustainable tourism sector by aligning policies, business operations and investments with the SDGs. The publication intends to disentangle the links between tourism and the SDGs and provides recommendations on how to steer the road towards 2030, based on an analysis of 64 countries' Voluntary National Reviews (VNRs) on the SDGs – submitted to the United Nations High-level Political Forum on Sustainable Development in 2016 and 2017 –, as well as eight Mainstreaming, Acceleration and Policy Support (MAPS)

© Cristina Stoian | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

country roadmaps and corporate social responsibility (CSR) activities of 60 global tourism companies.

Tourism is most commonly mentioned in relation to SDGs 8, 12 and 17 in Voluntary National Reviews on the SDGs

The analysis of the 64 VNRs and the MAPS country reports demonstrates that policymakers recognize tourism's contribution to the SDGs. Tourism is mentioned in 41 of the 64 VNRs, most often in relation to SDGs 8, 12 and 17, on 'Decent Work and Economic Growth', 'Responsible Consumption and Production' and 'Partnerships for the Goals', respectively. The MAPS reports highlight that developing countries often perceive sustainable tourism as an SDG accelerator, given its direct and multiplying effect on other sectors and industries.

Some of the reports also highlight tourism's challenges and threats. Challenges such as unsustainable consumption and production, as well as poor management of natural resources and waste impact mostly on SDGs 11, 12, and 14 on 'Sustainable Cities and Communities', 'Responsible Production and Consumption' and 'Life below Water', respectively. In addition, various countries report that tourism's potential to advance sustainable development is undermined by external threats such as global economic instability, natural disasters, climate change, the loss of biodiversity and regional and international security. These threats are seen as mostly affecting progress on SDGs 8, 11, 13, 15, 16 on 'Decent Work and Economic Growth', 'Sustainable Cities and Communities', 'Climate Action', 'Life on Land' and 'Peace, Justice and Strong Institutions', respectively.

Harnessing tourism's multiplier effect through integrated policies

Few tourism policymakers in both developed and developing countries seem to be currently involved in national SDG planning, which leads to missed opportunities. Their involvement in institutional mechanisms for the SDGs, as well as their active participation in the formulation of national policies, strategies, action plans and processes is fundamental. Tourism policymakers must also strengthen their dialogue with other line ministries, the private sector and other relevant tourism stakeholders to take advantage of tourism's interlinkages with, and impacts on, other sectors and industries. Similarly, addressing the challenges and threats of tourism requires integrated policies that fully take into account tourism's cross-cutting impacts on the SDGs.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

The private sector can lead tourism towards the achievement of the SDGs through the internalization of the Goals

The tourism private sector can contribute to all 17 SDGs, as the analysis of CSR activities of 60 large international companies from the accommodation, transport and tour operator industries has found. Private sector activities relate mostly to SDGs 12, 13, 1, 4, and 8, on 'Responsible Consumption and Production', 'Climate Action', 'No Poverty', 'Quality Education' and 'Decent Work and Economic Growth', respectively. More importantly, some tourism companies recognize that aligning business goals with the SDGs can bring about greater efficiencies, cost savings and competitiveness while enhancing their social license to operate.

Competitiveness remains a key driver for businesses to achieve sustainability

Tourism companies are most likely to address those SDGs that improve their business operations. This, in turn, supports the business case for sustainability. Even though the tourism private sector shows commitment to the SDGs, efforts must go beyond the improvement of operational efficiencies and philanthropy. The SDGs must be integrated into core business activities, improving private sector competitiveness and protecting tourism assets. By embracing more inclusive and sustainable business models, the private sector can improve risk management, increase business efficiencies, promote product differentiation and reduce leakage. Businesses must ensure, however, that profits are retained locally and re-invested in the local value chain.

Improving performance by measuring impact and sharing knowledge

Both countries and companies lack frameworks to capture, aggregate and report on the full economic, social and environmental impacts of tourism. For tourism businesses to play a more significant role in realizing the SDGs, they must be able to measure their progress, benchmark themselves against comparable businesses and incrementally improve their performance. At the country level, UNWTO's Towards a Statistical Framework for Measuring Sustainable Tourism (MST) Initiative, as well as statistical capacity-building and knowledge-sharing are also necessary to inform evidence-based decision-making and policies.

Creating an enabling environment for increased private sector investment

Policymakers can strengthen SDG engagement and commitment from the private sector, financiers and investors by devising supportive policy frameworks and providing smart subsidies and incentives that are conducive to competitiveness, inclusiveness and sustainability. Furthermore, the private sector – particularly small and medium enterprises (SMEs) which represent the bulk of the sector – must be sensitized and given access to knowledge and capacity, including in new technologies that encourage investment in greener and more sustainable businesses. In those areas where voluntary action is not sufficient, the public sector needs to define clear targets, enabling policies and smart incentives that support and guide sustainable business activities and foster innovation. Furthermore, integrated and inclusive policies and strategies are needed to expand local production in the tourism supply chain, reinforce local capacities and remove barriers to trade.

Financing of tourism is key to SDG success

Advancing tourism's contribution to the SDGs not only requires political will and private sector commitment, but also new and better financing frameworks. An increasing number of multilateral development banks and donor countries recognize tourism's role in sustainable development and support developing countries in achieving the SDGs by investing in sustainable tourism or providing trade-related technical assistance. Resource mobilization efforts and international public finance for tourism, including Official Development Assistance (ODA) and Aid for Trade (AfT), must be scaled up to generate a positive and long-lasting impact. It is imperative, therefore, that tourism becomes a priority sector for sustainable development at all levels.

Aligning development cooperation with the SDGs and countries' needs

Development cooperation becomes significantly more effective when donors and recipient countries recognize and consider tourism's challenges and threats and fully align their priorities and objectives to the SDGs. However, there is still a significant lack and even diminishing availability of financing for sustainable tourism projects, programmes and initiatives – an obstacle that must be overcome. Coordination of development assistance between development banks and donor countries, and an inclusive, whole-of-government approach can increase resource efficiencies, improve the quality and longevity of positive socio-economic and conservation outcomes and mitigate possible negative impacts on the SDGs.

Going beyond development cooperation to boost support of the SDGs

Innovative financing mechanisms can attract international, domestic, private and public funding and resources to sustainable tourism. Furthermore, public-private and multi-stakeholder partnerships can strengthen private sector engagement and galvanize the support needed to achieve the SDGs. The Enhanced Integrated Framework (EIF) for least developed countries and the Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production, as well as green finance and biodiversity conservation funds, can be powerful means through which tourism authorities can channel resources to sustainable tourism. In addition, National Tourism Export Strategies (NTES) can reinforce capacities, strengthen tourism value chains and enhance local economic impact. There are also opportunities to maximize local production in the supply chain by removing barriers to trade, shaping sound investment policies and building capacity and incentives for SMEs to access loans and credits for greening their operations.

A common roadmap for our Journey to 2030

While current efforts of the public and private sector, as well as the donor community signal strong commitment to the SDGs, much remains to be done to transform tourism as a force for good. Sharing knowledge and good practices between governments, the private sector, the UN system, the donor community, academia and civil society will be vital for tourism to unlock its full potential towards achieving the SDGs. To this end, UNWTO, with the support of the Swiss State Secretariat for Economic Affairs (SECO), is currently developing the 'Journey to 2030 – Tourism for SDGs' online platform, which will build tourism stakeholders' knowledge, empower and inspire them to act, and accompany them throughout their journey to 2030 and beyond.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Introduction

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

The historic agreement among world leaders at the United Nations (UN) in 2015 on a universal 2030 Agenda for Sustainable Development committed all countries to pursue a set of 17 Sustainable Development Goals (SDGs) that would lead to a better future for all. The following two years, 2016 and 2017, saw some of the first efforts in country-planning and implementation of the SDGs. It is clear that the shift from commitment to actions and results can only be achieved if sustainable development moves from the periphery to the core of decision-making in both public and private domains. As the 17 SDGs and the corresponding 169 SDG targets offer the world a new direction, tourism can and must play a significant role in delivering sustainable solutions for people, the planet, prosperity and peace. An economic powerhouse that represents 10% of world GDP[1], 30% of services exports[2] and 1 out of every 10 jobs in the world[3], tourism was the third highest world category in export earnings in 2015[4]. As a sector that has interlinkages with virtually all other economic sectors, tourism produces profound and wide-ranging impacts across all dimensions of sustainable development.

At the global level, it has become evident that recognition of tourism's potential to drive sustainable development is growing. Affirming its significant role in generating prosperity, improving livelihoods and preserving the environment, the sector is today referenced in key UN documents on sustainable development, such as the 2030 Agenda and the SDGs, the *The Future We Want*[5] of the Rio+20 Conference on Sustainable Development and the *Addis Ababa Action Agenda on Financing for Development*[6] which serves as the financial linchpin of the SDGs. The UN General Assembly in 2015 declared 2017 as the International Year of Sustainable Tourism for Development (IY2017)[7] – a recognition by all countries of the potential of tourism to help transform our world.

---

1 Direct, indirect and induced impact. Source: World Travel & Tourism Council (2017), Travel and Tourism Global Economic Impact and Issues, WTTC, London.
2 World Tourism Organization (2016), UNWTOTourism Highlights 2016 Edition, UNWTO, Madrid.
3 Direct, indirect and induced impact. Source: World Travel & Tourism Council (2017).
4 World Tourism Organization (2016).
5 United Nations (2012), The Future We Want, outcome document of the United Nations Conference on Sustainable Development (online), available at: https://sustainabledevelopment.un.org/futurewewant.html (03-12-2017).
6 United Nations (2015a), Addis Ababa Action Agenda of the Third International Conference on Financing for Development (online), available at: http://undocs.org/A/RES/69/313 (24-09-2017).
7 World Tourism Organization (2017a), International Year of Sustainable Tourism for Development (online), available at: www.tourism4development2017.org/why-tourism/ (29-09-2017).

© Vladimir Nikulin | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

2017 – International Year of Sustainable Tourism for Development

The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development (A/RES/70/193). The International Year represents an opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals, the International Year supports a change in policies, business practices and consumer behaviour towards a more sustainable tourism sector that can contribute to the SDGs in five key areas, namely:

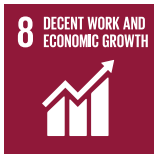
1. Sustainable economic growth;
2. Social inclusiveness, employment and poverty reduction;
3. Resource efficiency, environmental protection and climate change;
4. Cultural values, diversity and heritage; and
5. Mutual understanding, peace and security.

For more information please visit: www.tourism4development.org.

Sustainable tourism is defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"[8]. Within this principle, the sector features as targets in three of the 17 SDGs, namely SDG 8 on 'Decent Work and Economic Growth'[9], SDG 12 on 'Responsible Consumption and Production'[10] and SDG 14 on 'Life below Water'[11]. Yet, with its wide reach and impact, the

[8] World Tourism Organization (n.d.), Sustainable Tourism for Development (online), available at: http://sdt.unwto.org/content/about-us-5 (22-10-2017).
[9] SDG target 8.9: 'By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products'.
[10] SDG target 12.b: 'Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products'.
[11] SDG target 14.7: 'By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism'.

Table I.1 **Tourism links with the Sustainable Development Goals (SDGs): public policy and business actions**

Public policy		Companies and CSR actions
SDG 1 – End poverty in all its forms everywhere Tourism provides income through job creation at local and community levels. It can be linked with national poverty reduction strategies and entrepreneurship. Low skills requirement and local recruitment can empower less favoured groups, particularly youth and women.		On-going staff training; Partnerships for education; Diversity management; Complementary benefits; In-kind donations for education, Poverty and human rights; Responsible investment and local recruitment; Local purchases and fair-trade
SDG 2 – End hunger, achieve food security and nutrition, promote sustainable agriculture Tourism can spur sustainable agricultural by promoting the production and supplies to hotels, and sales of local products to tourists. Agro-tourism can generate additional income while enhancing the value of the tourism experience.		Local and green purchase (food/ agriculture); Local supplies and fair trade; Host community involvement; Wildlife and ecosystem protection; Offsetting actions
SDG 3 – Ensure healthy lives and promote well-being for all at all ages Tax income generated from tourism can be reinvested in health care and services, improving maternal health, reduce child mortality and preventing diseases. Visitors fees collected in protected areas can as well contribute to health services.		Health prevention programs; Fight against sex tourism, health and disasters awareness and donations; Customer security and health – prevention and facilities
SDG 4 – Ensure inclusive and equitable quality education and promote lifelong learning for all Tourism has the potential to promote inclusiveness. A skilful workforce is crucial for tourism to prosper. The tourism sector provides opportunities for direct and indirect jobs for youth, women, and those with special needs, who should benefit through educational means.		Professional development and training; Partnerships for education; Diversity management; Education for culture and heritage; In-kind donations for education; On-going staff training, information, facilities; Host community involvement
SDG 5 – Achieve gender equality and empower all women and girls Tourism can empower women, particularly through the provision of direct jobs and income-generation from MMEs in tourism and hospitality related enterprises. Tourism can be a tool for women to become fully engaged and lead in every aspect of society.		Diversity management; Awareness campaigns and in-kind donations towards fight against sex tourism and human rights; Non-discrimination values in staff recruitment and training
SDG 6 - Ensure availability and sustainable management of water and sanitation for all Tourism investment requirement for providing utilities 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 tourism, pollution control and technology efficiency can be key to safeguarding our most precious resource.		New equipment and technologies; Prevention programs for security and health; Standards and certifications; Community involvement
SDG 7 – Ensure access to affordable, reliable, sustainable and modern energy for all As a sector, which is energy intensive, tourism can accelerate the shift towards increased renewable energy shares in the global energy mix. By promoting investments in clean energy sources, tourism can help to reduce green house gases, mitigate climate change and contribute to access of energy for all.		New equipment and technologies; Prevention programs for security and health; Standards and certifications; Community involvement
SDG 8 – Promote sustained, inclusive and sustainable economic growth, employment and decent work for all Tourism, as services trade, is one of the top four export earners globally, currently providing one in ten jobs worldwide. Decent work opportunities in tourism, particularly for youth and women, and policies that favour better diversification through tourism value chains can enhance tourism positive socio-economic impacts.		Training for professional development; Diversity management and local recruitment; Performance incentives-complementary benefits; Responsible investment and local purchases; Community involvement
SDG 9 – Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation Tourism development relies on good public and private infrastructure. The sector can influence public policy for infrastructure upgrade and retrofit, making them more sustainable, innovative and resource-efficient and moving towards low carbon growth, thus attracting tourists and other sources of foreign investment.		Eco-design; New equipment and technologies in energy and water resources; Renewable energies: Equipment and materials for recycling and waste; On-going staff training

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Public policy		Companies and CSR actions
SDG 10 – Reduce inequality within and among countries Tourism can be a powerful tool for reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development by giving people the opportunity to prosper in their place of origin. Tourism is an effective means for economic integration and diversification.		Diversity management; Local enterprise investment; Responsible purchases; Non-discrimination values in staff recruitment and training; Community involvement
SDG 11 – Make cities and human settlements inclusive, safe, resilient and sustainable Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for, not only residents but also tourists.		Certifications; Partnerships; Awareness campaigns, in-kind donations for culture and heritage sites; Host community involvement; Clean energy; Resource efficiency; Biodiversity conservation initiatives
SDG 12 – Ensure sustainable consumption and production patterns The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. Tools to monitor sustainable development impacts for tourism including for energy, water, waste, biodiversity and job creation will result in enhanced economic, social and environmental outcomes.		Efficiency technologies for energy and water; Renewable energies; Recycling – waste treatment; Pollution reduction; Local purchase and enterprises; Local supplier; Community involvement; Responsible investment; Guest involvement
SDG 13 – Take urgent action to combat climate change and its impacts Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time.		Eco-design; New equipment and technologies; Renewable energies; Recycling and waste; Wildlife and ecosystems – landscape protection; Pollution reduction; Offsetting actions; Awareness campaign and in-kind donations for disasters
SDG 14 – Conserve and sustainably use the oceans, seas and marine resources for sustainable development Coastal and maritime tourism 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, contributing to the sustainable use of marine resources.		Wildlife and ecosystems animal protection; Pollution reduction; Waste treatment; Offsetting actions; Green purchases; Information for customers and staff; Community involvement
SDG 15 – Protect, restore and promote sustainable use of terrestrial ecosystems and halt biodiversity loss Rich biodiversity and natural heritage are often the main reasons why tourists visit a destination. Tourism can play a major role if sustainably managed in fragile zones, not only in conserving and preserving biodiversity, but also in generating revenue as an alternative livelihood to local communities.		Wildlife and ecosystems animal protection; Pollution reduction; Waste treatment; Offsetting actions; Green purchases; Information for customers and staff; Community involvement
SDG 16 – Promote peaceful and inclusive societies, provide access to justice for all and build inclusive institutions 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. Tourism, which benefits and engages local communities, can also consolidate peace in post-conflict societies.		Human rights awareness; In-kind donations; Local enterprises – responsible Investment; Local recruitment and purchases; Diversity and respect policy; Anti-corruption money laundering; Client relationships; Host community involvement
SDG 17 – 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. Public policy and innovative financing are at the core for achieving the 2030 Agenda.		Professional development; Partnerships for education; Wildlife and ecosystems animal protection; Offsetting actions; Supplier and Customer involvement; Client relationships; Staff involvement and relationships; Community involvement

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

sector can and must contribute – directly and indirectly – to the achievement of all 17 SDGs, from generating inclusive growth and eradicating extreme poverty to combatting climate change, from fostering gender equality to conserving marine and terrestrial ecosystems, and from promoting dialogue among diverse cultures to enhancing mutual understanding and peace (table I.1). If not well managed, however, tourism can also contribute to destroying our unique cultural assets, harming the environment and disturbing social structures. Therefore, in order to maximize tourism's positive impact and mitigate its potential risks, the entire tourism community – including policymakers, companies, tourists and other tourism stakeholders, as well as the development community at large – will need to work together to promote responsible and sustainable tourism across the world. Governments will need to develop effective and robust policy frameworks for sustainable tourism development; the private sector will need to demonstrate its full commitment to sustainability in core businesses models with enhanced action; and the international community will need to pursue a more favourable and holistic approach to financing for tourism so as to realize its full potential as a driver of sustainable development and the achievement of the SDGs.

Tourism and the Sustainable Development Goals – Journey to 2030

This pioneering report aims to build on the momentum of the 2030 Agenda, as well as the IY2017 and contribute to setting a common roadmap for the tourism sector and its contribution to the 17 SDGs. As a joint effort by the World Tourism Organization (UNWTO), the United Nations Development Programme (UNDP) and other partners, the report disentangles tourism's connection with the SDGs in terms of public policy, private sector operations, as well as in international financing in order to **(i) generate knowledge, (ii) empower stakeholders, and (iii) inspire action** for the tourism sector to fully embrace sustainable development and the 2030 Agenda.

The first two chapters of the report provide a snapshot of current actions and efforts of the public and private sectors, while the third chapter identifies new approaches to financing for sustainable tourism. Based on these findings, the report includes a set of recommendations that constitute a first attempt at defining a roadmap for the tourism sector's alignment with the 2030 Agenda and the SDGs.

Chapter 1: The SDGs in public policy – making tourism governance 'fit for purpose'. In order to tailor a public policy and governance environment that is 'fit for purpose', all countries, while focusing on their own national circumstances, needs and priorities, can benefit from the experience and lessons learned by other countries. To this end, the chapter presents the analysis of the Voluntary National Reviews (VNRs) – submitted by 64 countries to the United Nations (UN) High-level Political Forum on Sustainable Development (HLPF)[12] in 2016 and 2017 –, as well as eight Mainstreaming, Acceleration and Policy Support (MAPS) Country Roadmaps for UN system development assistance. The analysis aims to show how tourism fits into the national SDG agendas and the extent to which countries perceive tourism as a means to achieve the SDGs. The chapter identifies the key national drivers of SDG implementation, the context in which tourism is mentioned, and how these references relate to the SDGs. It also outlines the reported opportunities, challenges and threats associated with tourism, and how these affect people, the planet, prosperity, peace and partnerships – the five key themes of the 2030 Agenda. These country examples aim to enrich the knowledge of tourism policymakers and empower them to play a more decisive role within the institutional mechanisms for the SDGs in order to make tourism a key component of national SDG planning.

Chapter 2: The SDGs and the tourism private sector – the business case for achieving the SDGs. This chapter analyses and discusses the corporate social responsibility (CSR) actions of 60 global tourism companies – representing accommodation, transport and tour operators or intermediary

[12] The High-level Political Forum is the UN's central platform for follow-up and review of the 2030 Agenda for Sustainable Development and the SDGs. As part of the Division for Sustainable Development of the United Nations, the Department of Economic and Social Affairs (ECOSOC) serves as the Secretariat of the HLPF. Source: United Nations Department of Economic and Social Affairs (2017a), High-level Political Forum – Sustainable Development Knowledge Platform (online), available at: https://sustainabledevelopment.un.org/hlpf (29-09-2017).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

industries – to determine their current key points of action and opportunities for future improvement. It provides good-practice examples and recommendations on how policymakers, the donor community, civil society and travellers can support and inspire the private sector, including micro, small and medium enterprises (MSMEs), to place sustainability at the core of their business models and activities and thus, strengthen their commitment and actions towards the SDGs. In addition, the chapter provides recommendations on how policymakers can incentivize tourism businesses to enhance sustainability in their operations.

Chapter 3: New ways of financing sustainable tourism for SDG success. This chapter gives an overview of current financing of tourism based on the analysis of the VNRs and other relevant sources, and outlines various approaches to attracting more resources to the tourism sector so as to leverage its impact on the SDGs. Examples of domestic and international resource mobilization, including traditional development cooperation, as well as innovative financing mechanisms, should inspire tourism policymakers of developing and developed countries, and other tourism stakeholders, to identify and develop new means of financing tourism in order to galvanize further support and channel more funds to the tourism sector.

The methodology of *Tourism and the Sustainable Development Goals – Journey to 2030* includes:

- **Literature review,** including recent publications, studies and reports that address the thematic of the SDGs and/or the impact and contribution of several economic sectors, including tourism, to the achievement of the Goals;

- **Review of country reports,** including 64 Voluntary National Reviews (VNRs)[13] and eight Mainstreaming, Acceleration and Policy Support (MAPS) Country Roadmaps[14], to identify the extent to which tourism is presented therein, and the context in which it is mentioned (see annex 1 for the list of 64 VNRs);

- **Analysis of the CSR reports,** business records and other relevant information from 60 global tourism companies. Content analysis of the companies' public annual reports was used as the primary source of data, which limited the analysis to only those companies reporting on their CSR activities (see annex 2 for the full list); and

- **Consultation and peer-review** by UN partners and other relevant entities, as well as individual experts.

Furthermore, the initial findings of the report were presented in the scoping paper of the High-level Segment and General Debate of the 22nd Session of the UNWTO General Assembly (in Chengdu, China, 13–16 September 2017) and stimulated the discussion among policymakers on how to advance the contribution of tourism to the SDGs, which led to the 'Chengdu Declaration on Tourism and the Sustainable Development Goals' (annex 3). The results of these discussions, as well as the principles of the Chengdu Declaration are reflected in this report.

[13] Voluntary National Reviews (VNRs) on the SDGs are presented by UN member states as a basis for the regular reviews by the High-level Political Forum on Sustainable Development. They aim to facilitate the exchange of experiences and lessons learned regarding progress on the implementation of the 2030 Agenda at the national and sub-national levels. The 64 VNRs of 2016 and 2017 are available at: https://sustainabledevelopment.un.org/vnrs/ (05-12-2017).

[14] Mainstreaming, Acceleration and Policy Support (MAPS) is a UN approach to assist developing countries' own efforts towards the integration of SDGs in national and local development policy frameworks.

Chapter 1

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

The SDGs in public policy – making tourism governance 'fit for purpose'

"The world can and must harness the power of tourism as we strive to carry out the 2030 Agenda for Sustainable Development"

António Guterres, UN Secretary General [15]

This chapter starts with an overview of the guiding principles for a conducive, pro-competitive and effective policy framework that countries can use in the formulation of their public policies for promoting sustainable tourism. Within this context, it introduces the results of the research on tourism's inclusion in Voluntary National Reviews (VNRs) of 2016 and 2017, as well as in Mainstreaming, Acceleration and Policy Support (MAPS) Country Roadmaps of developing countries. Several examples illustrate how countries incorporate the SDGs in national frameworks and how tourism is included in SDG action plans and other national strategies. The best practices and recommendations should empower policymakers – especially tourism ministers – to take informed decisions and actively engage in the formulation of national strategies in order to strengthen the role of tourism in achieving the SDGs.

Introduction

The impact of tourism on the economy, the society and the environment has been the concern of public policy, both at the national and international levels, for many years even before the advent of the SDGs. UNWTO, as the lead UN agency in the area of tourism, has worked in close cooperation with its partner agencies in the UN system, the private sector and other stakeholders to promote sustainable and responsible tourism through instruments such as the Global Code of Ethics for Tourism(GCET), the Sustainable Tourism – Eliminating Poverty (ST-EP) Initiative, the International Network of Sustainable Tourism Observatories (INSTO), the Steering Committee on Tourism and Development (SCTD), and through technical assistance that helps countries develop and implement their national sustainable tourism strategies, policies, programmes and projects.

[15] World Tourism Organization (2017b), International Year of Sustainable Tourism for Development 2017 kicks off (online), Press Release 17007, 19 January 2017, available at: http://media.unwto.org/press-release/2017-01-19/international-year-sustainable-tourism-development-2017-kicks (03-12-2017).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

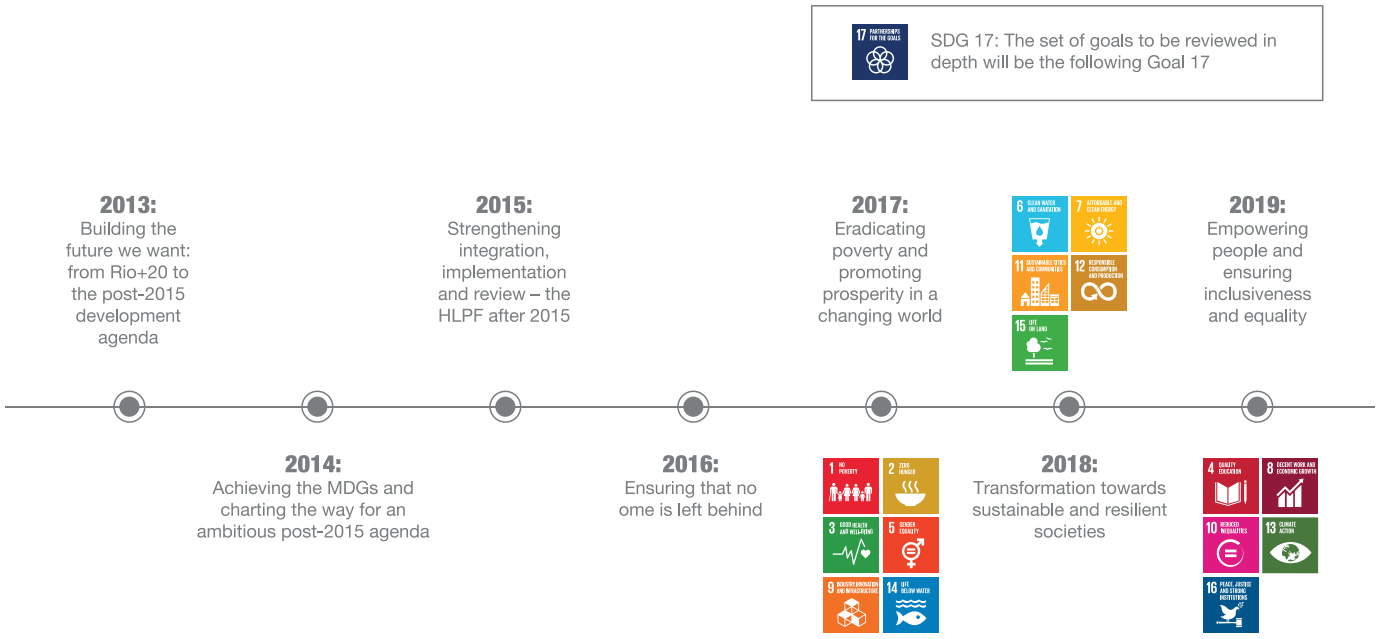
The two main lessons that can be drawn from the experience of the past decades are: first, that the international efforts undertaken thus far have been insufficient to put such a large and complex global sector as tourism on a sustainable path; and second, that public policy at the national and international levels must provide the foundation and create the incentives for the private sector to advance sustainability in all its operations and activities. Yet, the recognition of the role of tourism in sustainable development and the emphasis placed in the SDGs on the development of public policies for sustainable tourism is a landmark breakthrough that provides a unique opportunity for all governments to create a sound and favourable policy foundation. National development strategies, which are the linchpin of the SDGs at the country level, should be enhanced through carefully designed tourism policies that can underpin the countries' efforts in achieving the Goals.

The first two years of the implementation of the 2030 Agenda have shown that countries are making headway in aligning national strategies, adapting institutional frameworks and adjusting policies to realize the SDGs. The countries' efforts have been reported in the Voluntary National Reviews (VNRs), presented by UN Member States during the High-level Political Forum on Sustainable Development (HLPF) in 2016 and 2017. Forming the basis for the yearly reviews by the HLPF, the VNRs aim to facilitate the sharing of experiences – including successes, challenges and lessons learned – and strengthen policies and institutions of governments while mobilizing multi-stakeholder support and partnerships for the implementation of the SDGs. It should be noted, however, that while the VNRs can provide a good indication of the countries' intent, the actual level of implementation remains to be seen. A thorough follow-up and review, ideally in a 4–5 year cycle, will signal whether or not the aims have been effectively converted into policy action, including in National Sectorial Policies (NP) for Tourism.

In 2017, 43 countries presented their VNRs – almost twice as many as in 2016.[16] For this report, all 64 VNRs of 2016 and 2017 were analysed in order to identify how countries intend to implement the SDGs, and if tourism is considered an important element in public policy for the SDGs. In particular, the study seeks to identify whether tourism is mentioned in the VNRs, how these references are linked to the SDGs and

[16] In 2016, 22 countries presented their VNRs. Togo submitted a preliminary VNR in 2016 and a full version in 2017. For this report, only Togo's final review of 2017 was analysed, making it a total of 64 VNRs.

Figure 1.1 **High-level Political Forum (HLPF) timeline and chosen themes for each year**



Source: United Nations Department of Economic and Social Affairs (2017a), *High-level Political Forum – Sustainable Development Knowledge Platform* (online), available at: https://sustainabledevelopment.un.org/hlpf (03-12-2017).

if tourism policymakers are forming part of the institutional mechanism for SDG implementation. It also provides an overview of tourism's opportunities and challenges in relation to people, the planet, prosperity, peace and partnerships. In addition, an analysis of MAPS country roadmaps offers insights into developing countries' perception and use of tourism as an accelerator for the SDGs. The following sub-chapters provide examples from the VNRs and MAPS roadmaps to illustrate the variety of country-led approaches and how tourism can be included in SDG action plans and other national strategies and processes. This should inspire and empower tourism policymakers to formulate integrated tourism policies in service of the 2030 Agenda.

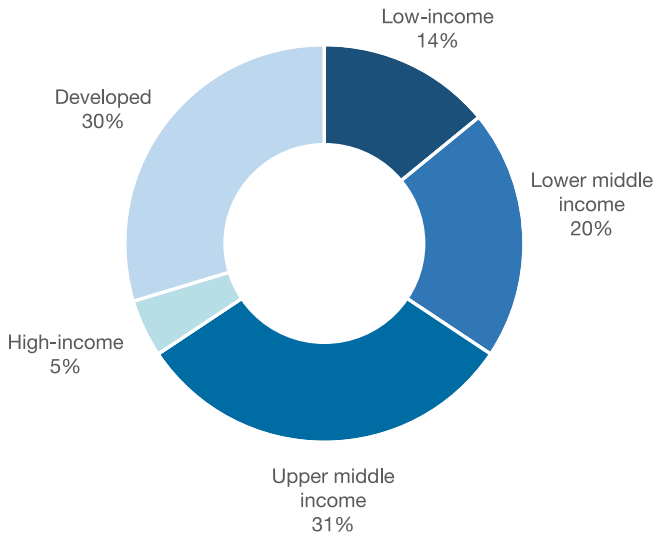
1.1 Voluntary National Reviews: 64 countries commit to the SDGs

Of the 64 VNRs presented in 2016 and 2017, 19 were from developed countries and 45 from developing countries.[17] The group of developing countries includes 3 high-income, 20 upper-middle income, 13 lower-middle income and 9 low-income economies (figure 1.2). Given the universality of the 2030 Agenda, developed, as well as developing countries need to adapt their development strategies to the SDGs. The developed countries, however, have a two-fold agenda in the pursuance of SDG implementation. Apart from 'localizing' the SDGs in their own country, developed countries must also align their development cooperation with the global agenda, ensuring that their support is suited to the needs of developing countries.

[17] In this report, developed countries are defined as Members of the OECD Development Assistance Committee (DAC), plus Estonia and Monaco, the former being an observer to the DAC and the latter a high-income country that is not part of that Committee. Developing countries comprise all other non-Members of the DAC, and — according to the classification of the World Bank — consist of countries with high-income, upper middle income, lower middle income and low-income economies. These developing countries also include Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs), and Small Island Developing States (SIDS).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Figure 1.2 **64 countries that submitted their Voluntary National Reviews (VNRs) in 2016 and 2017, by income group (%)**



The set-up of institutional frameworks and mechanisms for SDG implementation, which varies from country to country, is relevant for the shaping of national policies, including for tourism. The VNRs show that 24 countries have taken steps to strengthen their existing institutional frameworks, while 33 have created a new coordination mechanism dedicated to the SDGs.[18] In addition, 33 VNRs stated that coordination for implementing the 2030 Agenda takes place at the highest level of government, where the offices of Prime Ministers or Presidents provide overall leadership. Such high-level support can signal importance and priority while facilitating the mobilization and coordination of public institutions and policies. 7 countries reported to have a national commission, council or committee to oversee and coordinate national SDG implementation (see annex 4 for an overview of national lead coordinators for the SDGs).

While there is no one-size-fits-all solution, a whole-of-government approach – involving multiple sectoral entities, local and sub-national authorities, as well as the private sector and civil society – is often emphasized as being key to achieving the SDGs at the country level. This requires that all stakeholders collaborate effectively when integrating the goals and targets into their respective policy area so as to ensure policy coherence at all levels. For tourism policymakers to firmly position themselves in national government structures, they should, therefore, engage in dialogue with line ministries and other stakeholders and actively participate in the national government structures for the SDGs. **Even though 41 countries mentioned tourism, only 13 specified that their Tourism Ministries have a role in the institutional mechanisms, leaving much room for more active involvement.**

1.2 41 countries recognize the value of tourism to achieve the SDGs

According to the information provided in the VNRs of 2016 and 2017, tourism appears to be largely recognized as a high-impact sector with potential to advance all SDGs. 41 VNRs (64%) make one or more direct references to tourism (table 1.1), which indicates that the governments of these 41 countries clearly consider tourism as one vehicle in achieving progress along the SDGs.

Moreover, the references to tourism demonstrate that the sector has the potential to contribute to all 17 SDGs (figure 1.3). SDGs 8, 12 and 17, on 'Decent Work and Economic Growth', 'Responsible Consumption and Production', and 'Partnerships for the Goals', respectively, appear as having the strongest link with tourism. Several countries use tourism to implement additional SDGs, or perceive the sector to be an important instrument to achieving these. Indeed, many countries provided inspiring examples of tourism's connection with SDG 9 – 'Industry, Innovation and Infrastructure', as well as to SDG 11 – 'Sustainable Cities and Communities', and SDG 14 – 'Life below Water'. In addition, SDG 15 – 'Life on Land', SDG 1 – 'No Poverty', SDG 2 'Zero Hunger', SDG 16 – 'Peace, Justice and Strong Institutions', and SDG 13 – 'Climate Action' were mentioned frequently in connection with tourism.

[18] Seven VNRs did not clearly specify whether the institutional mechanism was new or if it had already been in place.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Table 1.1 **Countries mentioning tourism in Voluntary National Reviews, by income group**

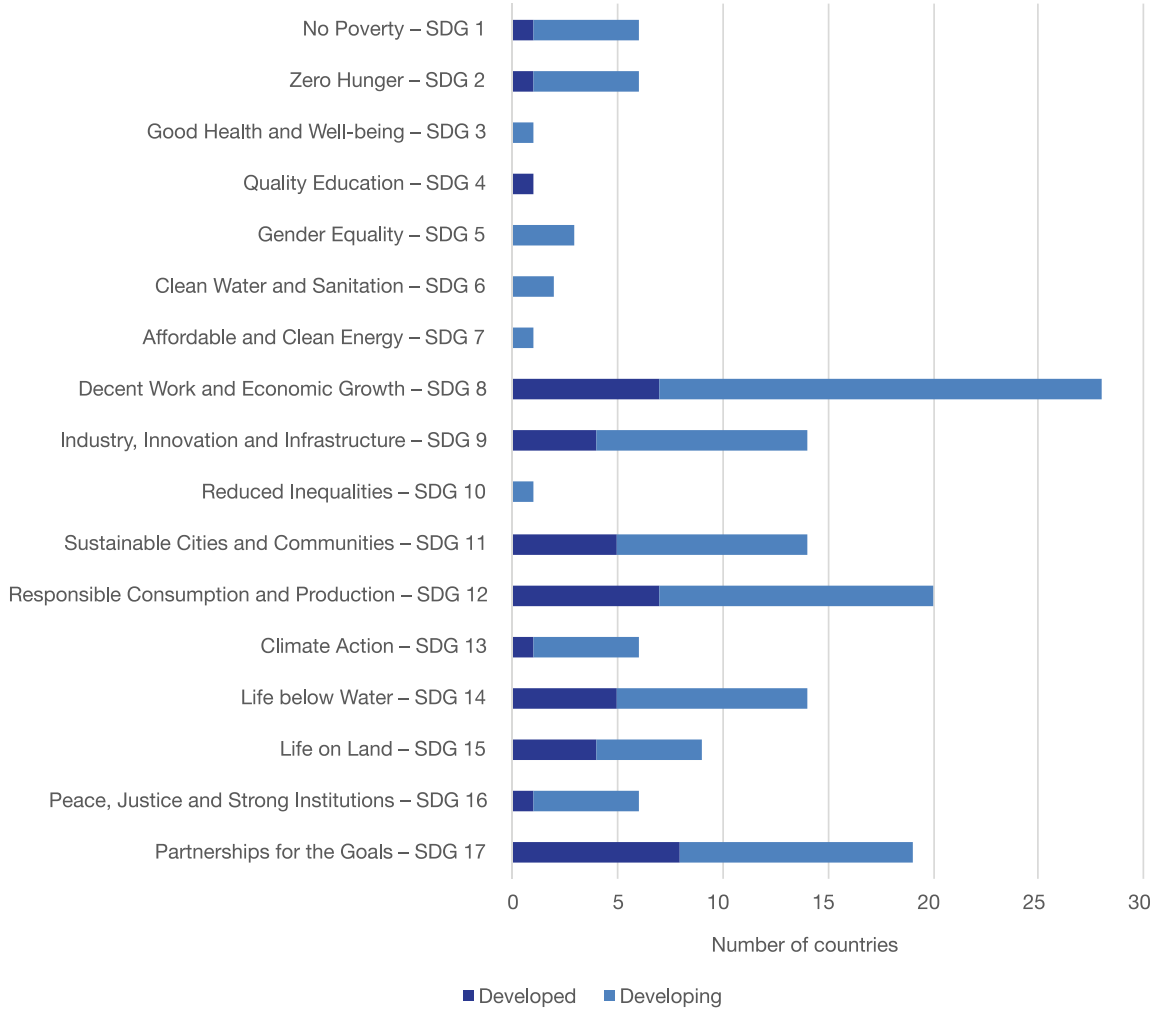
Developed (OECD DAC1 Members plus Estonia and Monaco)	**Developing** (other non-OECD DAC Members)				
	High-income (> USD 12,235 GNI/capita)	**Upper middle income** (USD 3,956 – 12,235 GNI/capita)	**Lower middle income** (USD 1,006 – 3,955 GNI/capita)	**Low-income** (< USD 1,005 GNI/capita)	
Belgium	Chile[2]	Argentina[2]	Bangladesh[2]	Benin	
Cyprus[2]	Qatar	Azerbaijan[2]	Egypt	Nepal	
Estonia[3]		Belarus	Guatemala	Uganda	
France		Belize	India	Zimbabwe	
Germany		Botswana	Indonesia		
Italy		Colombia[2]	Kenya[2]		
Japan[2]		Costa Rica	Nigeria		
Monaco[2]		Jordan	Philippines		
Norway		Malaysia	Tajikistan		
Portugal		Maldives			
The Netherlands		Mexico			
Slovenia		Montenegro[2]			
		Thailand			
		Venezuela			
12	**2**	**14**	**9**	**4**	**Total (41)**

1) Development Assistance Committee of the Organization for Economic Co-operation and Development.
2) Involvement of the Ministry of Tourism in the national government structure for SDG implementation.
3) Estonia is an observer to the DAC.

Some of the SDGs showed very little connection with tourism, however. The sector was mentioned only once in relation to SDG 3 – 'Good Health and Well-being', SDG 4 – 'Quality Education', SDG 7 – 'Affordable and Clean Energy', and SDG 10 – 'Reduced Inequalities', respectively. However, foreign earnings and tax income from tourism, for instance, may be reinvested in health care and services, improving maternal health, reducing child mortality and preventing diseases and thus, help to achieve SDG 3. Similarly, since tourism relies on a well-trained and skillful workforce, investment in education and vocational training in tourism not only helps tackle SDG 4 but also forms the basis for decent employment and entrepreneurship. Furthermore, given tourism's substantial energy needs, the promotion of sustainable energy sources in tourism can accelerate the shift towards renewable energy, helping to achieve SDG 7. Tourism can also be a powerful tool to advance SDG 10 as it offers an effective means for developing countries, particularly least developed countries, to take part in the global economy. Hence, the VNR analysis has shown that there is a need for public policy makers to be more aware and to take advantage of the opportunities tourism can offer to achieve those SDGs that are more indirectly linked to tourism, going beyond tourism's direct influence in economic growth and employment.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Figure 1.3 **Number of countries mentioning tourism in their Voluntary National Reviews (VNRs), in relation to the SDGs**



1.2.1 Opportunities, challenges and threats for tourism and the SDGs

While tourism was mentioned in 41 VNRs, the context of the references varied from country to country. Most of the mentions referred to opportunities the sector can offer to achieve sustainable development at the national and international level (figure 1.4). Some reviews described the challenges associated with tourism, as well as external issues that constitute a threat to the sector, whereas a number of countries presented several tourism-related issues as both an opportunity and a challenge. The following outline presents the most-mentioned opportunities, as well as challenges and threats for tourism and the SDGs.

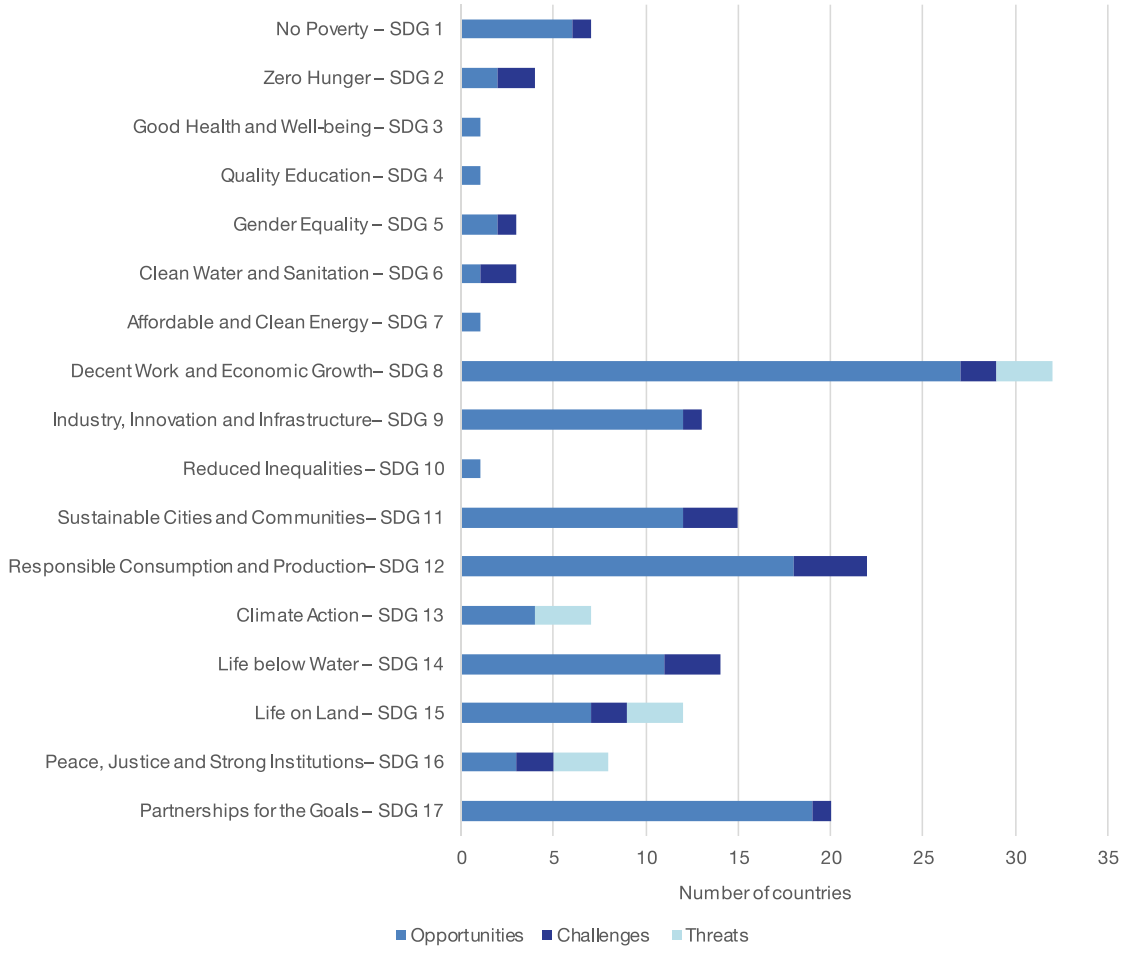
1.2.2 Opportunities

SDG 8 – Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Not surprisingly, the references to tourism often relate to economic growth and employment creation, which should be understood not only in relation to tourism industries, but also to the complex and far-reaching tourism value chain. In fact, 27 countries showed such correlation which corresponds, directly and indirectly, with SDG 8 on 'Decent Work and Economic Growth'. For instance, Colombia stated in its

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Figure 1.4 **Tourism opportunities, challenges and threats in relation to the SDGs, as reported in 41 Voluntary National Reviews (VNRs)**



VNR that 'Colombia's tourism sector has grown more than the national economy. The positive evolution of security and the exploitation of ecotourism potential of the regions has contributed to make tourism a viable economic alternative for the regional population, contributing to the development of a new sustainable economy that contributes to peace in the post-conflict era'. France mentioned that sustainable tourism, together with business creation and a circular economy, is one of the priority drivers of growth in the country. Maldives, a small island developing state (SIDS), also considers tourism as one of its main economic drivers since more than a fifth of the employed are engaged in the sector. In Montenegro, employment in tourism is forecast to grow considerably faster than the overall employment – from 10.3% in the current employment structure to 13.8% by 2026, and to 15% in the overall employment by 2030.

SDG 17 – Strengthen the means of implementation and revitalize the global partnership for sustainable development

19 VNRs related tourism with opportunities to achieve SDG 17 on 'Partnerships for the Goals', a Goal that binds all SDGs together given its focus on means of implementation. Jordan, for instance, emphasized the importance of public and private investment in priority areas like tourism for the benefit of local communities, whereas Nigeria's 2016 budget plan of the National Action Plan provided an opportunity for collaboration and partnerships, including through tourism. Many developed countries also use tourism as a means to support and enhance capacity-building in developing countries. Slovenia, for instance, supports environmental infrastructure projects in partner countries, especially in the Western Balkans and

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Eastern Europe, helping to build and improve the tourism infrastructure in mountain regions. Japan, on the other hand, supports projects in Africa for the expansion of clean and healthy cities in order to promote well-being, investment and tourism. Given the frequent matches between tourism and SDG 17, there are particularly important opportunities for private sector engagement, as well as for enhanced development cooperation, which will be further discussed in chapter 3.

SDG 12 – Ensure sustainable consumption and production patterns

18 VNRs indicated that tourism presents opportunities to advance SDG 12 on 'Responsible Consumption and Production'. Malaysia, for instance, positioned tourism in its 11th Malaysia Plan (2016–2020) as one of the priority areas to advance sustainable consumption and production in the country. In Cyprus, tourism is firmly positioned in the country's National Action Plan for a Green Economy, which should ensure resource efficiency, sustainable consumption and production patterns and more sustainable growth. Important steps for a more sustainable tourism product have been taken to achieve this goal, including active campaigns for the promotion of ecological certification instruments for hotel establishments – specifically the Ecolabel, the European Union (EU) Eco-management and Audit Scheme (EMAS) and the Green Key – led by the public sector in cooperation with private initiatives from NGOs and tour operators.

SDG 11 – Make cities and human settlements inclusive, safe, resilient and sustainable

In 12 countries tourism was connected to opportunities that can address the targets of SDG 11 on 'Sustainable Cities and Communities'. In Portugal, tourism is seen as a potential means to diversify on-farm activities with a view to support community-led local development. Tourism is thus linked with the renewal of traditional villages, the promotion of quality products and the development of short supply chains and local markets as a means to facilitate market access for small producers, which specifically corresponds to SDG targets 11.4[19] and 11.a[20]. Jordan indicated that tourism presents unique opportunities for the development of local communities, in particular those situated within underserved areas and poverty pockets away from its capital city Amman. Italy perceives sustainable tourism as a means to preserve cultural and natural heritage, particularly in rural and mountain areas, whereas Thailand takes advantage of community tourism to promote community welfare in rural areas.

SDG 9 – Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

12 countries indicated that tourism presents opportunities to realize SDG 9 on 'Industry, Infrastructure and Innovation'. The rise in innovation and new technologies has changed the tourism business model, benefitting nations through efficiency gain, enhanced customer engagement and knowledge transfer. By embracing new technologies, countries can create market awareness, provide location-based services and enrich travel experience. In regard to infrastructure, one of Zimbabwe's major achievements has been the completion of the Tokwe Mukosi dam, the country's largest inland dam, which is expected to promote the agricultural and tourism sectors. Uganda states that tourism, along with other sectors, presents an opportunity to achieve the Uganda Vision 2040, which must be underpinned by a strengthened infrastructure, information and communication technology (ICT), human capital and a stable macroeconomic environment.

SDG 14 – Conserve and sustainably use the oceans, seas and marine resources for sustainable development

11 countries mentioned opportunities in regard to tourism and SDG 14 on 'Life below Water', referring mostly to the potential of tourism to advance the blue economy. Bangladesh, for instance, stated that the blue economy is now well-recognized

[19] SDG target 11.4 'Strengthen efforts to protect and safeguard the world's cultural and natural heritage'.
[20] SDG target 11.a 'Support positive economic, social and environmental links between urban, post-urban and rural areas by strengthening national and regional development planning'.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

as a new 'development space' in the country, for which coastal and marine tourism, and in particular ecotourism, has been identified as one of the key priority issues and should be a major face in the development of marine policy, laws and regulation. Curaçao, which is part of the Kingdom of the Netherlands, has extensive coral reef systems that are an international focal point for marine biology research, and is promoting scientific tourism in the area to advance SDG 14, in particular target 14.5[21]. Norway is also investing heavily in research on ocean-based industries such as tourism, as these industries are deemed crucial for the blue economy in the country.

Apart from tourism's contribution to these SDGs, the sector can also benefit from the progress made on other SDGs. As shown in figure 1.5, Colombia highlights the important interlinkages between certain SDGs and considers that national efforts to achieve SDG 13 on 'Climate Action' will also help to achieve four further SDG targets, including target 8.9 on sustainable tourism[22]. Nepal, on the other hand, expects that the enhancement of infrastructure (related to SDG 9) will lead to increased tourism activity in the country. In addition, enhanced partnerships (related to SDG 17) and the preservation of marine and terrestrial ecosystems (related to SDGs 14 and 15), for instance, can also help tourism to

Figure 1.5 **Interrelations between SDG 13 and other SDG targets, including 8.9, in Colombia**

Goal 13: Take urgent action to combat climate change and its impacts

Goal 1: End poverty in all its forms everywhere

Target 1.5: By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters

Goal 3: Ensure healthy lives and promote well-being for all at all ages

Target 3.9: By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination

Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all

Target 8.4: Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead

Target 8.9: By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

Source: based on Muñoz, S.G. (2016) 'Colombia National Voluntary Review – The SDGs: a Tool for Peacebuilding', presentation by Mr. Simón Gaviria, Minister of Planning of Colombia, HLPF, July 20, 2016, available at: https://sustainabledevelopment.un.org/content/documents/21388Colombia_PPT NVR 20 JULIO.pdf.

[21] SDG target 14.5 'By 2020, conserve at least 10 percent of coastal and marine areas, consistent with national and international law and based on the best available scientific information'.
[22] SDG target 8.9 'By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products'.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

flourish. Effective partnerships can spur investment in the sector, while the green and blue economy can both promote SMEs in tourism, particularly in rural and coastal areas. Given the integrated nature of the SDGs, the spill-over effects that result from the various activities towards the SDGs can and should be taken advantage of by the tourism sector.

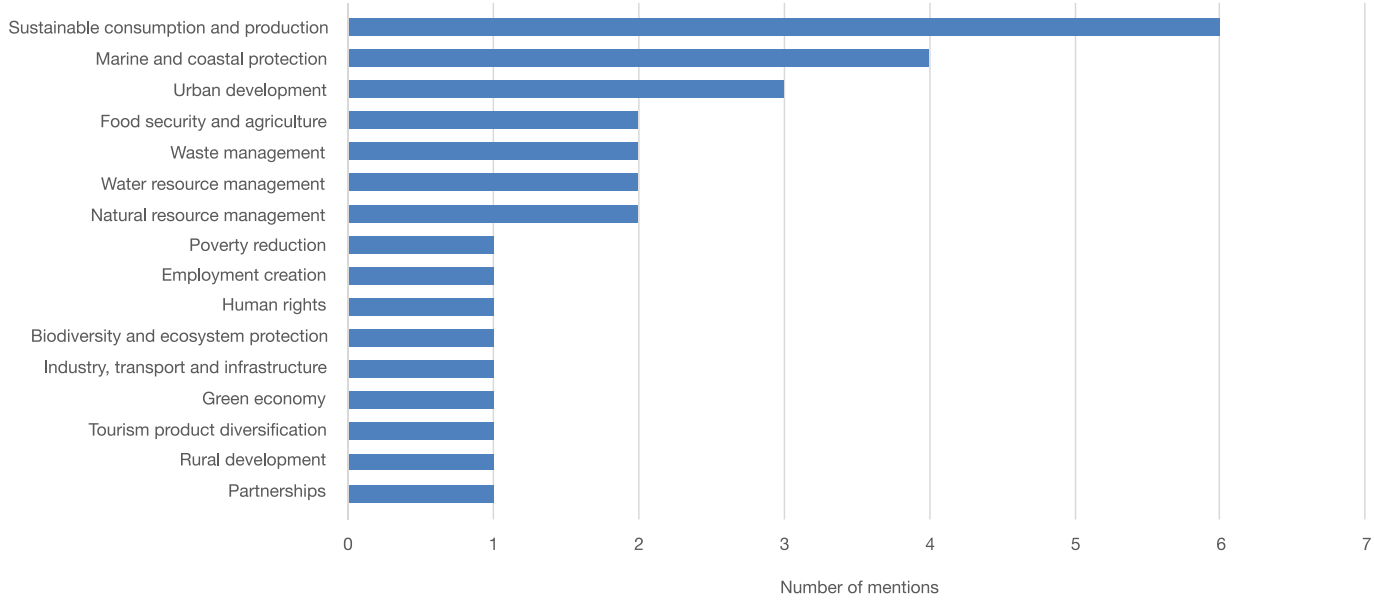
Hence, there is great potential for tourism policymakers to maximize the sector's contribution to the SDGs while harnessing the opportunities that derive from the overall progress towards the SDGs. In order to fully understand the impacts of one activity on another, it is vital to promote effective inter-ministerial coordination and multi-stakeholder participation. For this, tourism policymakers should engage with frameworks and mechanisms that facilitate cooperation and partnerships, such as the Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) (chapter 1.4).

1.2.3 Challenges and threats

Evidently, if tourism is not well managed, it can have a negative impact on people, the planet, prosperity and peace. While most of the 41 VNRs referred to tourism as an opportunity to advance the SDGs, some also stressed the challenges within the tourism sector itself, or highlighted issues that pose a threat to the sector – both hindering tourism to reach its full potential to realize the SDGs. Albeit less highlighted in the VNRs, the challenges and threats require special attention from tourism policymakers and other stakeholders, as well as the donor community since many of the presented issues could potentially be turned into opportunities for tourism and the SDGs.

Most of the challenges within tourism related to SDGs 12, 14 and 11 on 'Responsible Consumption and Production', 'Life below Water' and 'Sustainable Cities and Communities', respectively. A total of ten countries reported challenges within tourism that have negative implications for the economy, society and the environment (figure 1.6). Four countries – Belgium, Montenegro, Qatar and Tajikistan – noted significant challenges with **sustainable consumption and production** in tourism. Montenegro stressed that "the tourism sector is a significant consumer of natural materials and producer of carbon footprint – directly or indirectly through the services of accommodation, transport, and consumption of food. Despite certain legal solutions, most of the decisions on the implementation of development projects are still based on purely economic effects, while ignoring the social component and the effects on the environment." Thailand also noted that **natural resource management** remains a challenge, particularly in human

Figure 1.6. **Challenges within tourism, by theme, as reported in 41 Voluntary National Reviews (VNRs) of 2016 and 2017**

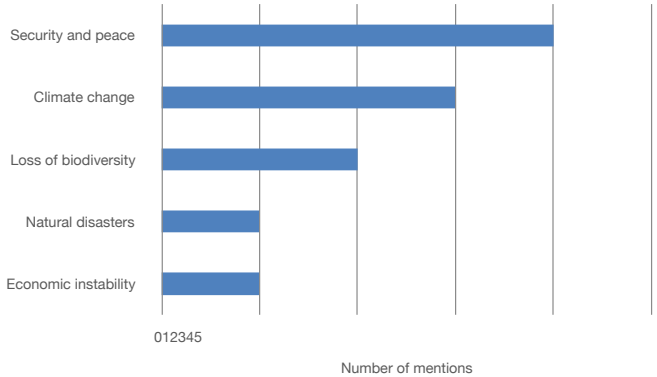


http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

activities that affect the marine environment, including tourism – thus affecting the realization of SDGs 12 and 14. Belgium highlighted the issue of **waste** generated by beach tourism, which apart from SDG 12 also impacts SDG 14. Qatar, on the other hand, mentioned that the increased number of tourists, together with other growth factors, has a direct negative impact on the agricultural, livestock and fisheries production system, which can affect food security and thus, potentially threaten progress towards SDG 2 on 'Zero Hunger'.

Issues related to SDGs 16, 13, 15, 11 and 8 were highlighted as the main threats to tourism, undermining its potential for the betterment of people, the planet, prosperity and peace. The seven countries that reported such threats referred mostly to issues such as **security and peace, climate change, loss of biodiversity, natural disasters and economic instability** (figure 1.7). For instance, Jordan noted that the 2008 global financial crisis, together with regional instability, has had negative spillover effects on investment, trade and tourism. Egypt also stressed that instability in the region has had negative spill-over effects on the Egyptian economy, including the tourism sector. Climate change is also a major concern for this country as the rise in sea water levels negatively affects the coastal areas, leading to business loss in tourism. Similarly, Kenya stated that the effects of climate change and drought have had an impact on agro-based industries and that tourism share of gross domestic product (GDP) has remained low due to effects of transnational crimes and global terrorism. In Uganda, wildlife poaching and dispersal is reportedly hindering the country's development of tourist attractions and amenities.

Figure 1.7 **External threats with negative impact on tourism, as reported in 41 Voluntary National Reviews (VNRs)**



1.2.4 Tourism impacts on people, planet, prosperity, peace and partnerships

In regard to the 2030 Agenda's five key themes – people, planet, prosperity, peace and partnerships – the tourism references in the VNRs show that the sector is mostly contributing to issues that relate to 'prosperity', as shown in figure 1.8. 104 mentions are connected to opportunities the sector can offer to generate prosperity, particularly concerning its contribution in economic development, whereas 7 mentions related to challenges and one to threats. The theme 'planet' had 54 mentions regarding opportunities through tourism, 19 regarding tourism challenges – including sustainable consumption and production, and marine and coastal protection – and 6 mentions regarding threats including climate change and loss of biodiversity. The most cited opportunity in regard to 'people' was employment creation (9 mentions), followed by poverty reduction (4 mentions). As regards 'peace', 4 mentions noted tourism's opportunity to strengthen peace, while another 4 indicated that conflict and instability are threatening the sector's ability to prosper. 24 tourism mentions related to opportunities for 'partnerships'.

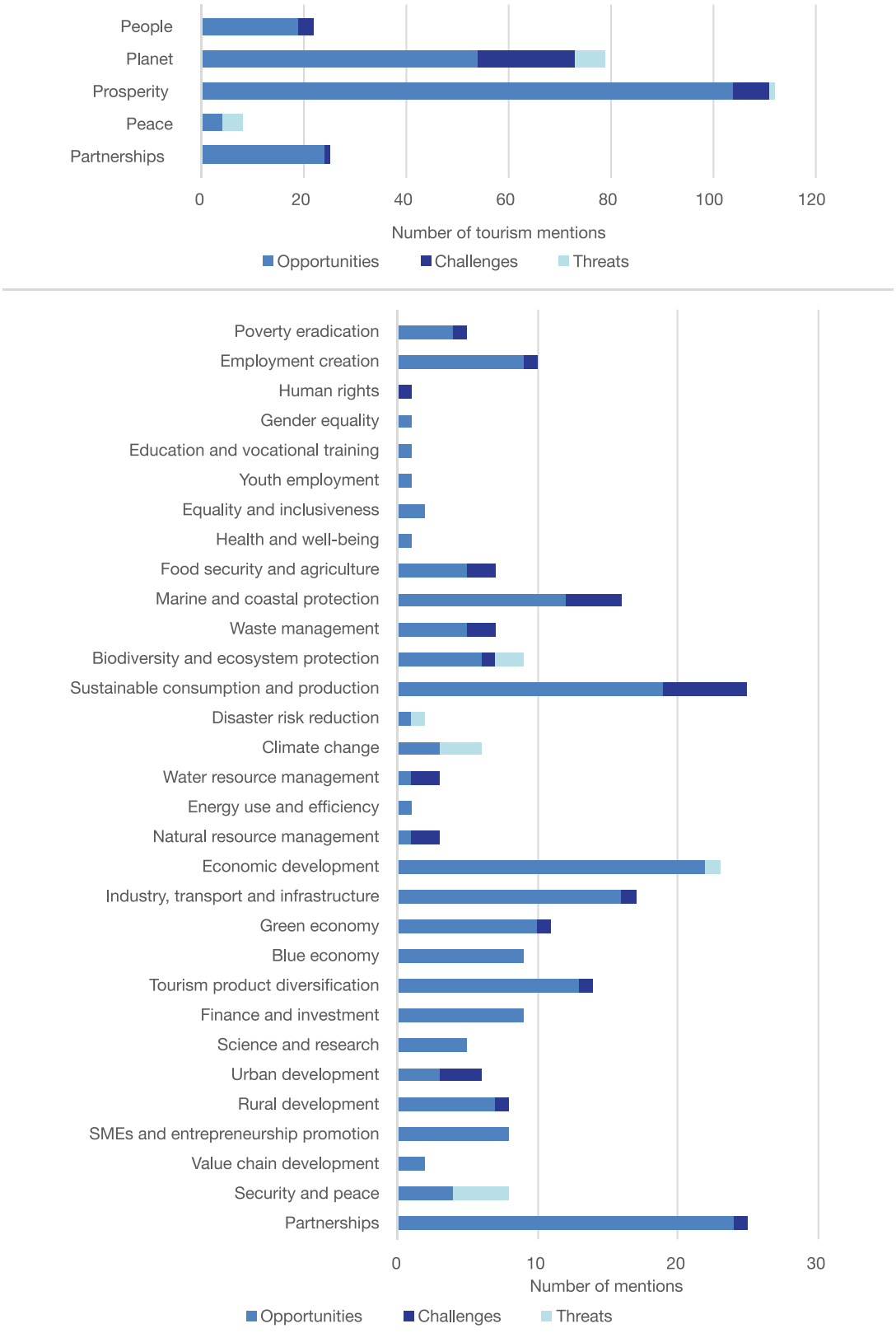
1.2.5 SDG implementation needs more active involvement of tourism policymakers

The findings of the VNR analysis should help tourism policymakers draw lessons from other countries' experiences, and inspire them to contribute more to the shaping of national policies for the SDGs. While many of the countries highlight how they use tourism as a means to achieve the SDGs, some also illustrate how the SDGs can work in the favour of tourism. This should encourage tourism policymakers to identify strategies that can be replicated within their own country, and to work with a variety of stakeholders in order to harness the opportunities and overcome the challenges.

Despite the countries' recognition of tourism as one of the key sector to advance sustainable development, tourism authorities are not frequently mentioned in relation to the design of national strategies and mechanisms for the SDGs. Of the 64 VNRs analysed, 47 countries have a ministry dedicated to tourism, **yet only 13 VNRs reported participation of the tourism ministry in the institutional mechanisms for SDG**

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Figure 1.8 **Tourism thematic focus in Voluntary National Reviews (VNRs)**



http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

implementation. However, tourism policymakers represent an important link between government superstructures and the tourism private sector, which has a key role to play in implementing the SDGs on the ground. They should, therefore, exert more influence within the institutional mechanisms – be they existing or new – and should take a proactive role in the design and development of action plans and processes that drive the implementation of the SDGs.

Of the 13 VNRs that indicated involvement of tourism policymakers, several described their role in realizing the SDGs. In Sierra Leone, for instance, the Ministry of Tourism and Cultural Affairs is one of the lead actors in implementing SDG 8 and SDG 11 on decent work and economic growth, and sustainable cities and communities, respectively. In Uruguay, the Ministry of Tourism is part of the institutional framework for implementing SDG 14 on coastal and marine protection. Other VNRs state that Tourism Ministries form part of inter-ministerial committees or commissions, which often provide a central coordinated function with an overarching policy mandate for achieving the SDGs. All approaches require a sound base of evidence with regard to tourism's impact on the ground, as well as coherent and harmonized work streams across line ministries and other agencies and stakeholders.

Therefore, to enhance their engagement in national development strategies, tourism policymakers must be fully aware of the opportunities the sector offers to create positive and long-lasting change for the country's people, their environment and the economy. In order to present the case for tourism as a vehicle to realizing the 2030 Agenda – which is of national interest – tourism policymakers must have the right tools at hand to measure and monitor the impacts of tourism on the ground. Such tools should help to assess the opportunities and challenges of a country's tourism sector, and to identify the SDGs that are most relevant and realistic to achieve through tourism.

Yet, integrated policy requires integrated data that is not always available or sometimes difficult to obtain. Challenges in designing SDG indicators for tourism, and finding the data for them, are often due to the absence of an internationally agreed statistical framework for measuring sustainable tourism. Hence, the Manila Call for Action on Measuring Sustainable Tourism (MST) "[acknowledges] that designing and implementing an MST Framework is a priority in the context of measuring progress towards achieving the Sustainable Development Goals and in response to the needs of government and tourism stakeholders"[23]. UNWTO's initiative

Box 1.1 Towards a Statistical Framework for Measuring Sustainable Tourism

The aim of the UNWTO initiative Towards a Statistical Framework for Measuring Sustainable Tourism (MST)[a], which is supported by the United Nations Statistics Division (UNSD), is to develop an international statistical framework for measuring tourism's role in sustainable development. By integrating tourism within economic, social and environmental measurement standards, the framework aims to provide a common language and organizing structure for exploiting the richness of data already available and for more effective data production, management and integration.

Such a standards-based framework can further support the credibility, comparability and outreach of various measurement and monitoring programmes pertaining to sustainable tourism, including the derivation of SDG indicators and those of UNWTO's International Network of Sustainable Tourism Observatories (INSTO)[b]. Overall, the statistical framework from the MST will provide an integrated information base to better inform on sustainable tourism, to facilitate dialogue between different sectors and to encourage integrated, locally relevant decision making.

a) World Tourism Organization (n.d.), Towards a Statistical Framework for Measuring Sustainable Tourism (MST) (online), available at: http://statistics.unwto.org/mst (20-10-2017).
b) For more information please visit http://insto.unwto.org/ (26-09-2017).

[23] World Tourism Organization (2017c), Measuring Sustainable Tourism: A call for Action – Report of the 6th International Conference on Tourism Statistics, Manila, Philippines, 21–23 June 2017, UNWTO, Madrid.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Towards a Statistical Framework for Measuring Sustainable Tourism (MST) (box 1.1), which supports the derivation of indicators for tracking tourism's contribution towards the achievement of the SDGs, can offer an integrated, coherent and robust information base for sustainable tourism policies.

Apart from measuring and monitoring tourism against SDG targets and indicators, tourism policymakers may also consider implementing a National Tourism Export Strategy (NTES), which can significantly enhance the competitiveness of tourism through trade policies and thus, represents a viable option to advance SDG 8 on 'Decent Work and Economic Growth'. NTES are designed to foster an export-oriented vision for the entire tourism sector, taking into account all aspects of the tourism value chain, including goods and services.[24] The cross-cutting nature of tourism, including its complex forward and backward linkages along the value chain –, as well as its interdependence with other sectors and industries – means that policy coherence and increased dialogue with the private sector and other line ministries is of essence. Collaboration with other policymakers and decision makers, including in trade and infrastructure, finance and investment, employment, culture and environment, is critical for the design of cohesive policies across all sectors.

1.3 Mapping the role of tourism in SDG implementation: the MAPS approach

The VNRs, discussed in the previous sections, have shown that many countries are taking important steps towards implementation of the SDGs. The UN is working alongside many of them to support the process through a common approach built around three pillars: Mainstreaming, Acceleration and Policy Support (MAPS). More concretely, the MAPS approach assists the countries' own efforts towards the integration of the SDGs in national and local development policy frameworks, as well as budgets, monitoring and evaluation systems and the identification of measures and programmes that allow countries to accelerate the achievement of the SDGs and their targets. The UN provides support to respond to countries' specific needs in realizing the SDGs at country level.

Starting in 2016, a series of joined UN missions were launched as a response to countries' request to receive advice on SDG implementation through the MAPS approach. The results of the missions vary from country to country, depending on the specific context. In several countries, however, a Roadmap for SDG implementation has been formulated at the request of, and in close collaboration with, national authorities and other stakeholders through a participative process. This section provides an overview of the extent to which tourism is taken into account in these Roadmaps, following the same guiding questions used for the VNRs, in particular: Is tourism mentioned in the roadmap? and if so, In what context? The analysis is based on all available Roadmaps to this date, and prepared for eight countries, namely Armenia, Aruba, Comoros, El Salvador, Jamaica, Kazakhstan, Mauritius and Trinidad and Tobago.

Seven of these documents make specific reference to tourism. It must be noted, however, that five of the eight country roadmaps are small island developing states (SIDS), for which the role of tourism in the economy tends to be more significant. The following summary of three roadmaps shows the context of the tourism references in line with the study's guiding questions.

1.3.1 Armenia Roadmap for SDG implementation

The Roadmap refers to the Armenia Development Strategy 2014–2025, which identifies tourism as one of the key sectors to promote quality growth and job creation in the future. Apart from its potential to generate employment, tourism is expected to contribute to a more balanced regional development of the country by spreading the benefits of economic activity beyond Yerevan, the capital, and across sectors through the

[24] International Trade Centre and World Tourism Organization (2017), National Tourism Export Strategies: Reinforcing capacities to strengthen tourism value-chains and enhance local economic impact (online), available at: www.intracen.org/uploadedFiles/intracenorg/Content/Exporters/Sectors/Service_exports/Trade_in_services/ITC-UNWTO%20National%20Tourism%20Export%20Strategies.pdf (06-12-2017).

development of value chains (e.g. hospitality, agriculture, crafts, etc.), and by helping to preserve and share Armenia's cultural heritage. Tourism is specifically mentioned in the discussion on measures to accelerate progress towards achievement of the SDGs by the underlying need to diversify trade towards high value-added products and services given the land-locked condition of the country. The Roadmap suggests to include tourism as a means to diversify the economy given the sector's positive growth trend in recent years and its enormous potential to promote Armenia's unique nature, culture and heritage.

1.3.2 Comoros Roadmap for SDG implementation

The Comoros' Roadmap equally underlines the significant opportunity and unexploited potential of the tourism sector as a source of inclusive growth, building on the country's natural, cultural and heritage assets. However, the document highlights the challenges of the tourism sector, including an uncertain investment environment that limits private investment in the tourism infrastructure, as well as a lack of skilled labour, limited airline connectivity and its dependence on one single source market, namely France. The threats of climate change to the country's development, as well as to tourism are also noted. The Roadmap places strong emphasis on the development of the tourism sector as part of the efforts towards inclusive growth and economic diversification. Specific suggestions are made to support the sector's development, building on the national policy framework for the sector, including the development of the tourism infrastructure, the structuring of the sector, better marketing of the country as a tourism destination, and fully integrating the sector's needs in urban planning frameworks.

1.3.3 Jamaica Roadmap for SDG implementation

The Roadmap for Jamaica notes the importance of the tourism sector for the economy and the positive trend of recent years, with foreign direct investment (FDI) flows helping to build the tourism infrastructure. The document underlines Jamaica's vulnerability to natural disasters, especially hurricanes and the threats of climate change that pose a risk to tourism development if adequate adaptation measures are not in place. Specific reference is made to tourism in the context of acceleration measures for SDG implementation, highlighting the importance of leveraging the sector for more inclusive value chains that provide opportunities for MSMEs. The Roadmap discusses the challenges of tourism, its impact on the environment and the opportunity to refocus the tourism offer from a mass, low-cost model, towards a more sustainable model. In this context, the Roadmap underlines the value of investments in protected areas to the diversification of Jamaica's tourism product through ecotourism and community-based tourism.

The analysis of the Roadmaps for SDG implementation for eight developing countries has shown that tourism is explicitly mentioned in five of them. Many identify tourism as an opportunity to accelerate the achievement of the SDGs as the sector is considered to contribute to progress across several goals and targets simultaneously. It is deemed to offer opportunities for economic diversification and employment creation including through the dynamism of SMEs which can contribute to SDG 1 on 'No Poverty', SDG 8 on 'Decent Work and Economic Growth' but also to SDG 9 on 'Industry, Innovation and Infrastructure' and SDG 2 on 'Zero Hunger' through the development of value chains, especially in the agriculture sector where it can add to the vitality of the rural economy and food security. The findings of the review also illustrate the strong interaction between tourism and the environment and the impact of tourism development on environmental sustainability, including through waste generation, pollution and land degradation. In some countries, however, alternative models of tourism are perceived as an opportunity to protect fragile ecosystems while generating economic and social benefits.

1.4 Implementing the SDGs through the 10YFP Sustainable Tourism Programme

One existing mechanism for the implementation of the SDGs through tourism is the Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP). As a collaborative platform, it brings together and scales

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

up initiatives and partnerships to accelerate the shift to sustainable consumption and production (SCP) patterns in tourism.[25] SCP is about fulfilling the needs of all while using natural resources responsibly, including energy and water and producing less waste and pollution. It aims to promote resource efficiency and sustainable practices for the industry, as well as for consumers, including in tourism. Its implementation helps to reduce future economic, environmental and social costs by advancing the transition towards a low-carbon economy.

The main goals of the 10YFP Sustainable Tourism Programme are the decoupling of tourism growth from the use of finite natural resources and the implementation of SDG 12, which explicitly mentions the 10YFP under SDG target 12.1.[26] In addition, the programme has potential to advance SDGs 8, 13, 14 and 15. Led by UNWTO, and co-led by the governments of France, Morocco, and the Republic of Korea, and in collaboration with the 10YFP Secretariat at UN Environment, the STP is supported by a 22-member Multi-stakeholder Advisory Committee (MAC) – with UNDP being one of them – and currently has over 100 organizations as partners.

The Programme provides networking opportunities for the exchange of knowledge and the development and implementation of initiatives in resource-efficient and low-carbon tourism, reducing the loss of biodiversity, preserving cultural heritage, alleviating poverty, improving sustainable livelihoods and adapting to climate change. UNWTO and UNEP are currently developing a set of recommendations for the inclusion of SCP principles in tourism policies.

By becoming partners, organizations can:

– **Access a global network of organizations and experts** working together to accelerate SCP in the tourism sector and advance relevant SDGs. In 2016, the Portfolio of Work, which is the tool to aggregate the efforts of network members towards a shared goal, was formed by 135 initiatives spread over 50 countries that were reported by 47 programme members and had a value of over USD 12 million;

– **Learn from other partners in the programme, share experiences, lessons learned, best practices and tools.** In 2016, the network delivered over 10,112 person-days of training, produced 38 knowledge resources and tools and organized a series of webinars on the theme of tourism and climate change;

– **Participate in public fora, discussions and debates** while advocating for the programme and gaining international visibility. In 2016, a total of 43 outreach and communication activities were organized by the network. The Annual Conference and International Symposium 'Advancing tourism in a changing climate' took place in Marrakech during the 22nd Conference of the Parties (COP) of the United Nations Framework Convention on Climate Change (UNFCCC). In addition, the programme's annual magazine showcases a selection of portfolio activities;

– **Create synergies with other network members for the implementation of future activities and build fundraising coalitions** – The Coordination Desk regularly facilitates networking with financial institutions on sustainable tourism, forms part of a work on resource mobilization involving other 10YFPs, disseminates calls for proposals on social networks and offers webinar series that focus on financial tools for the sustainable development of small and medium enterprises (SMEs).[27]

[25] World Tourism Organization (2017d), 10YFP Sustainable Tourism Programme Annual Magazine 2016/2017: Advancing towards a clear North, UNWTO, Madrid.
[26] SDG target 12.1: 'Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries'.
[27] The 10YFP Sustainable Tourism Programme is open to all organizations that are interested in joining a collaborative platform to support the implementation of common goals. Membership is free and applications are accepted on a continuous basis. For further information, please contact the Coordination Desk stp10yfp@unwto.org or visit http://sdt.unwto.org/contact-follow-us-10yfp-stp.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Box 1.2 Tourism and SDG 13 on 'Climate Action'

The world's coastal areas, especially small islands, which are often popular tourist destinations, have become increasingly vulnerable to the adverse effects of climate change. Frequent and extreme weather events pose a serious risk to the environment and local populations but also to tourism infrastructure and operations. Consequences include the difficulty of re-opening countries to foreign travels, coupled with the loss of revenues from tourism. Climate change affects insurance, heating and cooling costs, the length and quality of vacation, the attractiveness of the key destination environment, as well as future economic and political stability.[a] Research on the relationship between climate change and tourism began in the 1960s,[b] and in 2008, UNWTO, UNEP and other partners published a first compendium of frameworks, tools and practices on tourism and climate change adaptation and mitigation. In 2015, the Paris Agreement established a new financing infrastructure and funding mechanisms for climate change, including the Green Climate Fund and the Global Environmental Facility, through which the number of measures and pilots dealing with tourism and adaptation has grown substantially.

Yet, the increasing frequency and intensity of extreme weather events requires further immediate action. The hurricanes that swept across the Caribbean in 2017 exemplified the need for strong adaptation measures in the tourism industry. They often wreak havoc in the most vulnerable small island developing states and cause immense economic distress. UNDP has been supporting governments, tourism businesses and local communities in the Maldives, Mauritius and Samoa to help them adapt to and build resilience against climate change. In the Maldives, the Tourism Adaptation Project, financed by the Least Developed Countries' Fund, has supported activities for the repair of eroded beaches, mangrove sites, and waste management systems, jointly implemented by resorts and local communities who tend to understand the benefits of climate change adaptation to businesses and livelihoods. For future weather risks, the Maldives Tourism Adaptation Platform was set up to manage the grant schemes and spearhead stronger policy coordination and guidance. In Samoa, the Samoa Tourism Authority supports small to medium tourism operators, helps drafting Tourism Development Areas management plans and integrates adaptation measures agreed with local operators and communities. The projects focus on promoting inland tourism sites, as well as cultural and natural programmes to diversify attractions from beach activities. Tourism operators have also been connected to the Early Warning System, which transmits warnings on extreme weather events.

a) Njoroge, J.M. (2015), 'Climate Change and Tourism Adaptation: Literature Review', Tourism and Hospitality Management, volume 21 (1), pp. 95–108.
b) Scott, D.; Hall, C.M. and Gössling, S. (2012), 'Tourism and climate change: Impacts, adaptation and mitigation', Contemporary geographies of leisure, tourism and mobility, volume 10, Routledge, London, New York.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Box 1.3 Tourism and SDG 15 on 'Life on Land'

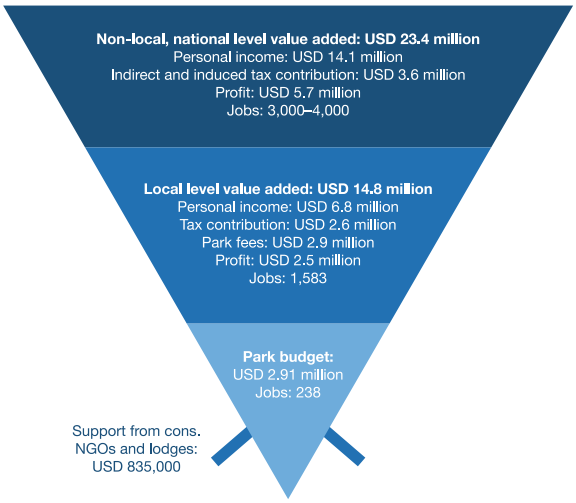
Since natural ecosystems and biodiversity, including beaches, coral reefs, mountains, rivers and lakes, are prime tourism assets, their preservation offers great opportunities. Nature-based tourism is one of the sector's fastest-growing segments, with ecotourism ventures already worth USD 100 billion annually. International organizations, NGOs, public entities and many private sector enterprises are becoming increasingly aware of the mutually beneficial relationship between the preservation of natural ecosystems and tourism revenues. Assessments on the economic value of natural assets can help make a case for investment in sustainable tourism, for which the South Luangwa National Park (SLNP) in eastern Zambia is a prime example.

Close to Mfuwe International Airport, the SLNP is a world-renowned wildlife haven, best-known for walking and motor safaris as it supports large populations of Thornicroft's giraffes, elephants, Cape buffaloes, crocodiles and hippopotamuses. Founded as a game reserve in 1938, the SLNP became a national park in 1972 and currently protects 9,050 km^2 of vulnerable ecosystems. Tourist arrivals in South Luangwa have been on the rise since the 1990s thanks to new investments in nature-based tourism, triggered by the construction of the Mfuwe airport and connecting roads. In 2016, a study by UNDP and the University of Florida,[a] which measured the economic impact of park-generated tourism in the region and beyond, revealed that it has contributed significantly to the local and national economies. Tourism's total economic impact (direct, indirect and induced) is estimated at USD 38.2 million, USD 14.8 million of which in the local economy. This economic return balances on a meagre USD 2.91 million investment in park management, propped up by a USD 835,000 spent directly by lodges and NGOs. Yet, without further investments in the protection of biodiversity and ecosystems, the park's high economic value is at risk. With a USD 50 million capital investment – currently under consideration by the World Bank and development partners – this economic benefit could be doubled, generating a significant impact not only on local livelihoods but also on SDG 15.

a) UNDP-supported projects, with financing from the Global Environment Facility (GEF) and partners, offer examples of innovative models that can help countries leverage the benefits of tourism for development and the preservation of nature, i.e. SDG 14 and 15. With successful experiences in Cape Verde, Cuba, Dominican Republic, Egypt, El Salvador, Guatemala, Honduras, Jordan, Seychelles, and Panama, among others, UNDP has worked with national partners to mainstream biodiversity conservation into the tourism sector. UNDP is also helping communities and management authorities of protected areas to diversify and make their sources of income more sustainable.

Source: UNDP, University of Florida and Global Travel Publishers (map).

Copyright © 2012 by Global Travel Publishers. All rights reserverd.



http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

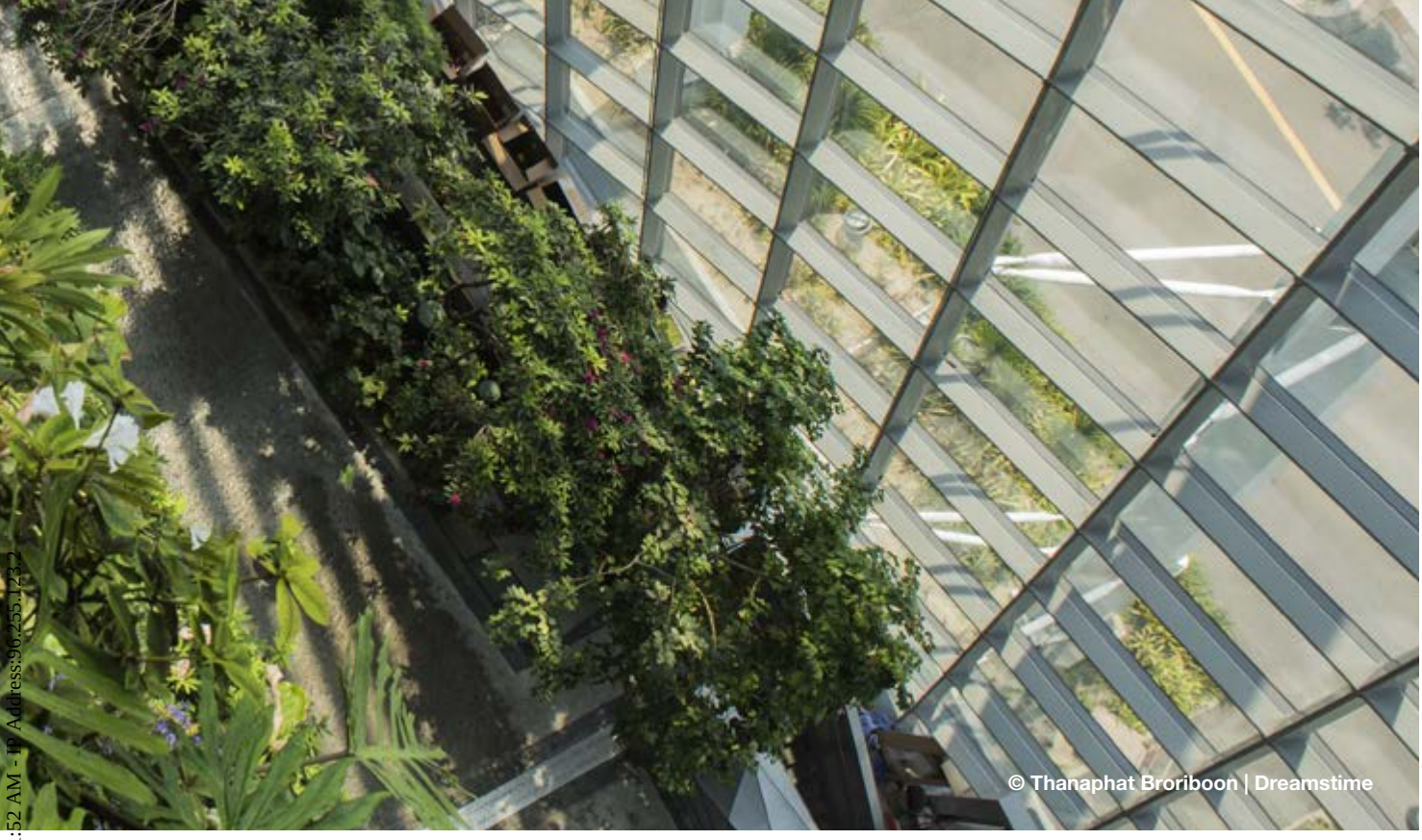
1.5 Conclusion: tourism governance for the SDGs needs enhanced collaboration among all stakeholders

This chapter has shown that public reporting on the SDGs appreciates the role of tourism as a contributor to the SDGs, as identified in the VNRs and MAPS country reports. The profile of tourism as an accelerator for the implementation of the SDGs is of similar importance: representing 30% of international trade in services – with forward and backward linkages along its large value chain – tourism has a multiplying effect on many other sectors and industries. However, given tourism's positive, as well as negative impacts on a range of dimensions connected to the SDGs, enhanced dialogue and collaboration among all relevant stakeholders, including the private sector, is pertinent.

Key findings:

- **Active engagement of tourism policymakers in national SDG processes is indispensable:** While 41 VNRs mention tourism, indicating a direct and indirect correlation with all 17 SDGs, and particularly with SDGs 8, 12 and 17, on 'Decent Work and Economic Growth', 'Responsible Consumption and Production', and 'Partnerships for the Goals', respectively, only 13 VNRs reported involvement of tourism policymakers in national SDG planning, suggesting that they may not be exerting sufficient influence within the institutional mechanisms that drive the national processes for SDG implementation. This may lead to missed opportunities in harnessing tourism's true potential in completing the 2030 Agenda.

- **Public policy needs coherent dialogue among all stakeholders:** Since tourism does not only contribute to the SDGs but also benefits from activities and progress towards the SDGs, effective dialogue with other line



© Thanaphat Broriboon | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

ministries, as well as with the private sector and other tourism stakeholders is quintessential for policy coherence, ensuring that all stakeholders are aware and take advantage of the different sectors' interlinkages and cross-cutting impacts. Given the integrated nature of the SDGs, the various interrelations allow for combined efforts at all sectorial and spatial levels to optimize progress towards the SDGs.

– **Challenges and threats in tourism require urgent policy measures:** While recognizing tourism's value in advancing and even accelerating implementation and achievement of the SDGs – due to the sector's multiplying effect on other sectors and industries – both the VNRs and the MAPS country reports have also raised important concerns about some of tourism's most pressing challenges and threats that could slow down or even negatively affect SDG progress. The reported challenges, relating mostly to unsustainable resource consumption and the generation of waste on both terrestrial and marine environments, often due to 'overtourism', must be addressed by policymakers. This also applies to external threats to sustainable tourism development, such as climate change, the loss of biodiversity, regional and international security, as well as global economic instability.

– **Policymakers must encourage and support the tourism private sector:** The sustainability of the tourism private sector depends to a large extent on a supportive policy framework, as well as financing, that would enable and incentivize small and large companies to develop business models that foster inclusive green growth. The tourism private sector thus requires integrated policy actions and strong partnerships that support and guide businesses in those areas where voluntary action is not sufficient to achieve the SDGs.

Chapter 2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

The SDGs and the tourism private sector – the business case for achieving the SDGs

"A growing number of businesses are considering social and environmental factors in their investment decisions. A key message is that progress will only be achieved through genuine and meaningful partnerships."

Amina J. Mohammed, UN Deputy Secretary-General [28]

This chapter presents the private sector's current activities towards achieving the SDGs and identifies areas in which the industry can do more based on the analysis of the corporate social responsibility (CSR) activities of 60 large international tourism companies from the accommodation, transport, and tour operator sectors. It provides insight into their current focus and how their activities relate to the SDGs.

Introduction

Private companies are the key players in the tourism sector. They include accommodation providers, transport companies, tour operators, attractions, destinations management companies, technology companies, and many more. Given that every tourism destination relies on a well-functioning society, a healthy environment and a stable economy, the private sector has a large role to play in ensuring all three of these conditions. Businesses must aim to generate profit, take care of the environment they operate in, and create a positive social impact. Research has shown that companies do well by doing good. Hence, there is an opportunity to make the business case for sustainability as the basis of the private sector's commitment and contribution to the 2030 Agenda at a local, national, and international level.

While current and future business strategies, models and practices will determine the sector's response to the SDGs,

[28] Remarks at the UN General Assembly Side Event 'The SDGs In Action: Country-owned, Country-Led' [video], 21 September 2017 available at: http://webtv.un.org/watch/amina-j.-mohammed-deputy-secretary-general-at-the-sdgs-in-action-country-led-country-owned/5582159089001/?term (03-12-2017).

© Travnikovstudio | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

many companies already seem to acknowledge that their contribution should be integrated into core business and form an inherent part of the creation of value to succeed on today's markets.[29] A study published in 2015 by PricewaterhouseCoopers (PwC) showed that 92% of companies and 33% of citizens surveyed were aware of the SDGs.[30] Although both businesses and citizens considered that primary responsibility rests with governments, 71% of the companies were already taking action and 41% were planning to embed the SDGs into their strategy and operations by 2020.[31] In tourism, some major companies, including NH Hotel Group[32] and Marriott International[33] are starting to align their corporate social responsibility (CSR) strategies with the SDGs and to work together with the United Nations Global Compact, the International Tourism Partnership (ITP) and other important players in support of the Goals. These are encouraging signals, indicating that the private sector is willing to take on the opportunities and responsibilities to achieve the SDGs. Yet, according to the PwC study, only 13% of the companies had actually identified the tools they would use to measure their impact on the SDGs and their targets, suggesting there is a strong need to establish universal means and industry benchmarks by which tourism businesses can also measure their progress or contribution towards the SDGs.

This chapter is based on the analysis of the public CSR reports of 60 global tourism companies, which together employ more than two million people and generate annual revenues of around USD 420 billion.[34] They represent three core tourism industries: accommodation, transport and tour operator or intermediary sectors from all major regions, mostly operating globally. All CSR activities were clustered into 54 activity types, out of which 50 were adopted from the UNWTO study on Tourism and the Millennium Development Goals (MDGs).[35]

---

[29] United Nations Development Programme and Deloitte (2016), Unchartered Waters: Blending Value and Values for Social Impact Through the SDGs (online), available at: www.businesscalltoaction.org/sites/default/files/resources/Unchartered_Waters_Report_BCtA_UNDP_Deloitte_Web_0.pdf (27-07-2017).
[30] PricewaterhouseCoopers (2015), Make it your business: Engaging with the Sustainable Development Goals (online), available at: www.pwc.com/gx/en/sustainability/SDG/SDG%20Research_FINAL.pdf (03-12-2017).
[31] Ibid.
[32] NH Hotel Group (2016), Annual Report 2016: Corporate Responsibility Report (online), available at: http://memorianh.com/2016/en/Corporate-Responsibility/files/assets/common/downloads/Corporate-Responsibility-Report-NH-2016.pdf (03-12-2017).
[33] Marriott International (n.d.), Serve360: Doing Good in Every Direction (online), available at: http://serve360.marriott.com/ (14-11-2017).
[34] Out of the 60 companies, some do not report on revenue generated and some do not report on employee numbers.
[35] World Tourism Organization (2010), Tourism and the Millennium Development Goals (online), available at: http://icr.unwto.org/publication/tourism-mdgs (24-07-2017).

These 54 activities represent five main categories:

1. Business operations; [36]
2. Host community support;
3. Supplier relations;
4. Customer service; and
5. Stakeholder involvement.

Business operations refers to actions in the normal course of business, including energy efficiency and staff training. Host community support encompasses activities for the benefit of local communities. Supplier relations comprises activities on sustainable supply chains. Customer service includes consideration for customer's health and safety beyond the normal requirements, and stakeholder involvement covers actions to include stakeholder groups in decision-making and reporting processes.

In addition, the CSR activities were related to an impact type – **economic, social, environmental and multifaceted** (i.e. activities comprising both social and economic elements, such as capacity-building, customer service and stakeholder and suppliers involvement) – and then matched with **67 SDG targets** that are relevant for tourism (see annex 5 for the full list of relevant targets) to demonstrate their contribution to the SDGs, as well as the remaining gaps.

Although CSR has been defined, as well as criticized, in a myriad of ways, the study assumes that companies engage in extra-legal and extra-economical behaviour with a view to strengthen the so-called business case, or in other words, the notion that CSR is good for business. Yet, since the study aims to provide an overview of current activities it does not delve deeper into the motivation of companies' non-financial reporting. Furthermore, it does not include data from the new platform tourism services nor SMEs due to a limited availability of their public CSR reports.

2.1 Building competitiveness – key to sustainability for tourism industries

The content analysis of the 60 CSR reports (20 reports from each of the three industries) has found that most CSR activities are geared towards business operations and host community support, impacting predominantly the environmental and social dimensions of sustainability. **The findings demonstrate that competitiveness and profitability remain the major drivers of sustainability in all tourism industries**. This, in turn, produces co-benefits for society and the environment. Figure 2.1 provides an overview of tourism companies' CSR actions in relation to the area of engagement, type of impact and the SDGs.

CSR activities focus on business operations and host community support

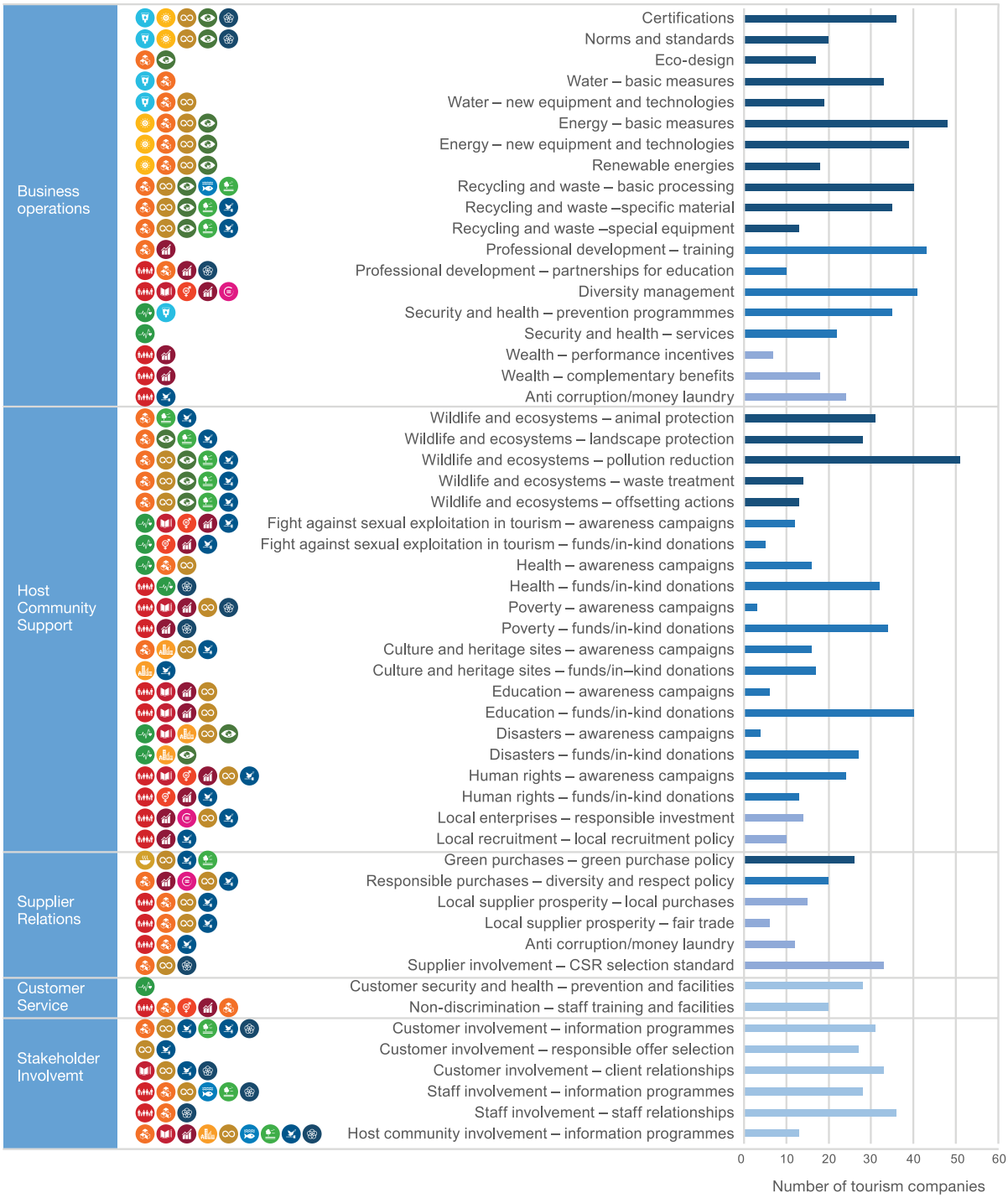
The business case for sustainability is visible through the areas in which companies tend to engage. Figure 2.2 demonstrates that companies across all three tourism industries primarily act on issues relating to their own business operations (internal management), with 41% of all CSR actions matching this category. This is followed by host community support (33%), stakeholder involvement (13%), supplier relations (9%) and customer service (4%). As regards business operations and host community support, most companies focus on resource efficiency, reduction of pollution and staff training, most of which are easy to measure, reduce operation costs, improve the delivery of service and optimize overall business results.

The high percentage of actions related to business operations and host community support indicates that businesses tend to favour those activities that produce a win-win scenario in terms of operational costs, as well as external factors. It also suggests that the private sector's response to sustainability is anchored in building competitiveness rather than philanthropy or donations. This seems reasonable from a shareholder primacy perspective, through which the interests of shareholders are given more consideration than those of

[36] Referred to as 'Internal Management' in World Tourism Organization (2010).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Figure 2: **Matching the SDGs with corporate social responsibility (CSR) actions, by area of engagement and type of impact**



http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

other stakeholders or the environment. However, embracing sustainable practices is more than an ethical consideration or meeting one's societal obligation; it is business acumen.

CSR activities have an impact on environmental and social aspects

As figure 2.3 shows, few CSR activities have a primary economic impact. Indeed, most of them target the environmental (34%) and social (33%) aspects of sustainability, which is true across all tourism industries. Economic and multifaceted impacts may not be represented or reported as widely since they are often part of daily operations reporting. Furthermore, activities with environmental impact may often lead to economic and social benefits. Yet, the extent to which these benefits 'trickle down' and are actually retained in the local destination depends on the company's business model, its integration into the tourism value chain, and the quality of linkages with the local economy.

While the economic impact of tourism is well studied, the sector's linkages into the local economy and the supporting industries provide opportunities to enhance and scale up local supplies, which would increase the value added of the sector. Some of the research efforts so far, including studies by UNWTO, the International Trade Center (ITC) and the World Trade Organization (WTO), have displayed the immense size and complexity of the tourism value chains, as well as the potential benefits of multi-industry and trans-sectorial approaches to sustainable development.[37] The state-of-the-art contained in such studies can serve as a basis for tourism companies to better understand their impact and embed sustainability into core business strategies and beyond, building linkages at destination level across the extended tourism value chain such as agriculture, food processing, and artisanal production.

The following sections discuss the findings for each of the industries – accommodation, transport and tour operators – in more detail.

Figure 2.2 **corporate social responsibility (CSR) activities in tourism industries, by area of engagement (%)**

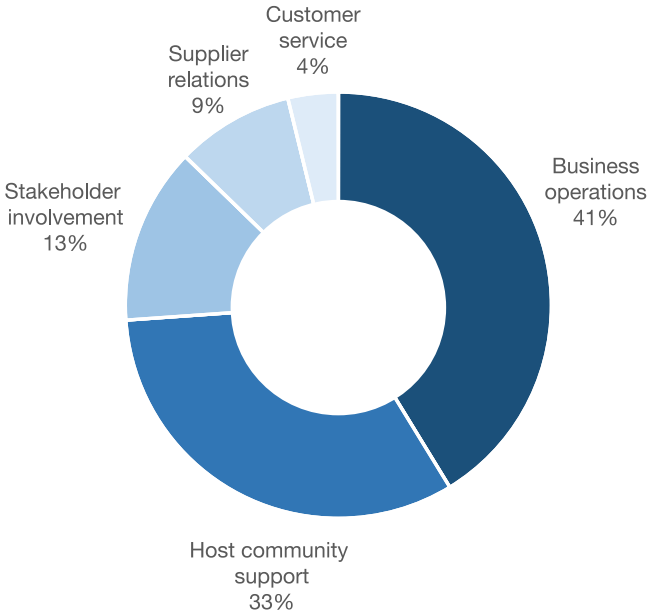
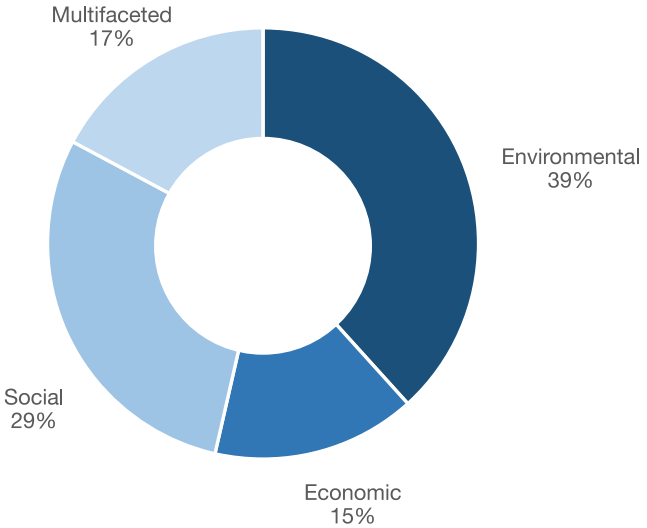


Figure 2.3 **corporate social responsibility (CSR) activities in tourism industries, by type of impact (%)**



[37] International Trade Centre and World Tourism Organization (2015), Tourism and trade: A global agenda for sustainable development, ITC, Geneva.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

2.1.1 Accommodation – acting globally, impacting locally

The accommodation industry, which includes both the traditional commercial sector (hotels, hostels and holiday homes), as well as private accommodation and new platform tourism services (the so-called sharing economy), generates an estimated 1% of global carbon dioxide (CO_2) emissions, and represents approximately 20% of tourism's overall carbon emissions, mainly through heating, air-conditioning, and the provision of other guest facilities.[38] Frequent mitigation measures, such as towel reuse programmes and energy-efficient lightbulbs – while saving resources and reducing costs – are not sufficient nor innovative enough in the current market place. Most actions in the accommodation industry seem to be basic and require further innovation and improvements in heating and air-condition technologies, information and communication technology (ICT) and robotics, as well as in building design and architecture. More advanced mitigation efforts are emerging, including new business model towards low carbon growth or zero energy, electric cars to move guests, intelligent energy cards, and localised renewable energy production.

The 20 accommodation companies – comprising 18 traditional hotels, one hostel and one vacation village – employ nearly 800,000 staff worldwide and produce a total of USD 60 billion in annual revenues. Overall, they reported on more CSR activities than transportation companies and tour operators, which may be due to their local engagement in their destinations and feeling a stronger responsibility towards local communities. Given the increased demand for responsible tourism business, their actions are often a key success factor for customer satisfaction and experience. Furthermore, their operations strongly depend on the destinations' regulations and markets, as well as the availability of human capital, utilities, goods and services.

Despite their engagement in multiple countries, their impact is often local as they create jobs and engage with the local economies. In fact, of the three core industries, accommodation has the largest potential to create value locally due to their physical presence, which allows them to engage more directly with local communities. The most reported CSR actions of the accommodation industry relate to business operations, comprising activities essential to core operations such as norms and standards, resource management, professional development, security and health. In addition, most CSR activities are geared towards environmental impact, including through a reduction of emissions, eco-certification and basic energy measures, which can also help reduce operation costs. Most of the companies' actions related to core business operation, suggesting that competitiveness remains the main driver of sustainable and responsible business in the accommodation industry.

Most common CSR actions:

- **Reducing pollution:** 95% of the studied companies measure, support or invest in pollution reduction initiatives regarding air, water, noise and similar, which can be an important contribution to their host communities. Many actions also refer to the monitoring and reduction of carbon emissions, water usage and harmful chemicals. Since they often rely on the natural beauty, as well as the culture of the destination to attract tourists, it is in the companies' best interest to maintain a healthy and clean local environment.

- **Certification:** 90% of the studied accommodation providers use certification to facilitate and improve efficiency in their overall management and to show their commitment to sustainable practices and adherence to predefined obligations. Besides Lead in Energy and Environmental Design (LEED) and Green Key, other certifications are also adopted depending on the region and purpose. Certifications and the use of ecolabels can help companies integrate a systematic management towards resource efficiency and overtly display their actions to bolster consumer marketing efforts.

- **Basic energy measures:** 90% of the companies report to measure and reduce energy consumption, yet none of them provided quantified amounts. Despite the need

[38] World Tourism Organization (n.d.), FAQ – Climate Change and Tourism (online), available at: http://sdt.unwto.org/content/faq-climate-change-and-tourism (at 03-10-2017).

for upfront investment, including in adequate insulation, energy-saving light switches, or solar panels, the reduction of energy consumption is relatively easy to measure and the initial investment will repay over time, which creates a strong business case.

– **Staff training:** 90% report to invest in professional training which has a direct economic impact. A people-centered business such as tourism relies on well-trained staff to provide high-quality services and thus customer satisfaction. Staff training, however, also plays a role in building capacity within the destination and upskilling staff to progress in their careers, particularly because tourism can provide opportunities for low-skilled labour, youth, and women.[39] Online training components are becoming more common as access to internet and mobile phones allows staff to train anywhere and at any time.

– Finally, all companies (100%) include **partnerships, cooperation and memberships** in their CSR activities, such as becoming signatories to the UN Global Compact, which can enhance other CSR actions and increase their impact. Awareness campaigns on poverty, the fight against sexual exploitation in tourism, support of responsible local investment, and information programmes for host communities received the least attention in the companies' reports, creating opportunities to raise their prominence and impact in the future.

2.1.2 Transport – getting on track for safer and greener travel

The sample of companies for this industry comprises all global modes of transport, with air transport representing the majority (9 out of 20). The companies employ more than one million staff and report annual revenues of USD 240 billion. Nevertheless, the transport industry – including air, car and rail – is responsible for an estimated 3% of global CO_2 emissions. Air transport is estimated to cause 2.5–3.75% and is considered tourism's main contributor to climate change. In comparison, rail and road travel emit 0.65% of global CO_2, which companies often aim to mitigate through energy savings and other emission reduction measures as part of their CSR activities.

Yet, while the type of transport dictates the magnitude of impact, with some deemed more sustainable than others, current efficiency measures are unlikely to keep up with the growth in traveller numbers. Despite major efficiency gains, overall carbon emissions will continue to rise with tourism growth, suggesting the need for more innovative and progressive business models that allow transport companies to function in a more ecological and pro-social way. The way forward must include a combination of technological solutions as well new concepts and modes of transport, better management, shifts in travel behaviour, and more compensation initiatives. Furthermore, the real impact of this industry will only be known once it is fully able and committed to consistently measuring its performance against well-defined indicators.

In terms of social aspects, transport is uniquely positioned to tackle human trafficking, prevent child labour and protect vulnerable groups. However, none of the transport operators reported CSR actions concerning the fight against sexual exploitation in tourism or other important human rights issues, which underscores the need to increase awareness and scale up efforts in these areas.

Most common CSR actions:

– **Security and health:** All 20 companies reported to act on security and health through prevention programmes as travellers often take the providers' safety records into account when purchasing. Hence, transport companies naturally aim to prevent any operational accidents from happening and often implement security or incident management systems. At the same time, they engage in activities to promote health and well-being of their staff, which helps, among other things, to maintain good customer service. Given that staff are the face of any tourism organisation, keeping them fit and healthy is a

[39] International Trade Centre and World Tourism Organization (2015), Tourism and trade: A global agenda for sustainable development, ITC, Geneva.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

big advantage for the staff, the company, and the local communities.

Actions can include the provision of medical services to staff, as well as online health assessments and encouraging healthy lifestyles. Health and safety reviews are performed through rigorous audits and maintenance programmes, which are usually dictated by local, regional, or international safety standards, and sometimes supplemented with voluntary and anonymous reporting systems for staff. Accurate reporting and staff training are essential to ensure the identification of risks and the management of incidents, while close cooperation with local authorities is vital for cases of emergency. Cruise companies tend to strictly control their supply chain to avoid any kind of outbreaks on board that may be caused by a lack of sanitation or food hygiene. Standards and procedures, technology and digital solutions, as well as cooperation and best-practice sharing with research institutes and industry bodies are essential to keep staff and customers healthy and safe.

– **Pollution reduction:** 95% of all studied transport companies report to measure or invest in reduction of air, noise, and water pollution. Some companies go beyond their daily operations and encourage more eco-friendly usage of private vehicles, pool staff travel to reduce emissions, or provide staff options with car-sharing providers. Most airline companies are also taking measures to reduce noise pollution. The aircraft mostly comply with the highest International Civil Aviation Organization (ICAO) noise standard (category 4) and make efforts to phase out older planes. Operational measures, such as one-engine taxiing and continuous descent approaches are commonly used to reduce noise exposure. In addition, many airlines support the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES), in collaboration with the International Air Transport Association (IATA), to reduce illegal wildlife trade.[40] Railways usually invest in quieter trains, sound-blocking walls around tracks in residential areas, and quieter maintenance and construction equipment. Cruise ships, on the other hand, are more concerned with wastewater treatment and purification, and attempt to minimize their impact on and contribute to the maintenance of the natural ecosystem, while some cooperate with research institutes to support marine research. These activities mainly aim to reduce negative externalities with a view to benefit the host communities and the environment in which they operate. Many of them are above any industry standards and demonstrate good leadership by example.

– **Basic energy measures:** 90% of the companies report to both measure and reduce their energy consumption as part of their daily business. Common reduction strategies for airlines include single-engine taxiing, optimized approach and route planning, engine washing, the use of ground-power units at the gate, and optimized weight distribution. Train operators mainly reduce fuel consumption, adjust train constellations to demand patterns, and train drivers in more eco-friendly driving. The cruise industry takes measures to reduce boat speed whenever possible. As these actions also reduce costs and thus make business sense, there is great potential to do more, particularly as technology advances. However, efficiency improvements alone may not compensate for the overall growth in traveller numbers, for which more progressive and innovative action is needed.

– **New equipment and technologies for energy efficiency:** 90% of the companies use new energy-efficient equipment and technologies. Despite the need for up-front investment, the companies seem to understand the long-term benefits in terms of efficiency, as well as profits. Since weight is a major determinant of fuel efficiency in aircraft, many of their activities target weight reductions by introducing lighter equipment including seats, service trolleys, and cargo containers. Airlines also aim to reduce their footprint through more efficient lighting solutions on the aircraft or on the ground. Cruise and ferry companies, on the other hand, are attempting to reduce the hulls' water friction to increase fuel efficiency. Some use sea water to cool the ship and reduce the need for air-conditioning, and introduce new systems to 'clean' exhaust emissions. Train

[40] International Air Transport Association and Convention on International Trade in Endangered Species of Wild Flora and Fauna (2015), IATA and CITES to cooperate in reducing illegal trade in wildlife (online), Press release, 8 June 2015, available at: https://cites.org/eng/iata_cites_mou (20-10-2017).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

operators often employ technology and digital solutions to measure and manage their fuel consumption.

- **Basic waste processing:** 80% of the transport companies have recycling programmes in place, commit to 'zero landfill' in some locations, or implement a waste management system, which are often very operational issues. Inspections of recycling processing plants to ensure proper segregation and giving customers the option to separate their waste on trains are practical actions that companies undertake in this area.

- **Health-related initiatives:** 80% of the studied companies support these initiatives in the host community, mainly through donations that are not related to the core business but lead to indirect benefits for the company. Donations are often in-kind, including free transport to low-income families in need of medical treatment or for medical professionals. Monetary donations focus on hospitals, research institutes, or foundations that work towards curing diseases.

2.1.3 Tour operators and intermediaries – influencing consumer and business behaviour

Tour operators and travel agents aim to match supply and demand as they represent the link between the suppliers of tourism products and potential customers. The sample includes 20 companies that together employ more than 200,000 staff and generate USD 123 billion in annual revenues. As intermediaries, tour operators are often not present in their customer's source or destination companies, unless they operate in source countries or their own resorts in destinations. Hence, their greatest impact is in encouraging sustainable practices among the service principals up and down their supply chain, and introducing them to the markets by giving consumers the choice of more sustainable offerings. At the intersection of supply and demand, tour operators can inform customers and hold suppliers accountable for sustainable activities. As demand for sustainable business conduct grows, tour operators can reward sustainable companies and responsible travellers. Since sustainability is becoming a prime selection criterion, the business case for tour operators to perform this matching seems to be gaining momentum.

The sample includes global distribution system providers, vertically integrated tour operators, global providers of corporate travel management and national inbound operators. Unfortunately, large online travel agents are not included due to a lack of available CSR reports. Tour operators mainly underperform in awareness raising of poverty, the fight against sexual exploitation in tourism and health issues relating to both staff and local communities. Yet, given their communication and matching role, they can harness the opportunities to champion and support initiatives for these causes.

Most common CSR actions:

- **Pollution reduction:** 65% of the companies report measures that focus on daily operations, customers, employees, and the supply chain. To reduce their carbon footprint per employee, some companies promote public transport, car-pooling, and commuting by bicycle. Since tour operators work with local companies to offer sustainable travel experience, they can make an impact by encouraging their service providers to reduce emissions and helping them promote their good practices.

- **Sustainability criteria in supplier selection:** 65% of the companies use these criteria, which can incentivize their suppliers to improve their footprint. Some companies have clear codes of conduct for their suppliers, including minimum standards or alignment with international standards. Contract termination in case of non-compliance gives the tour operator leverage in demanding action from their suppliers. Some tour operators even inspect hotels they work with and provide recommendations for sustainable conduct. Hence, tour operators can steer customers towards those service providers that rate better on sustainability measures, for which the SDGs and their targets provide a great framework to assess businesses against.

- **Information programmes for customers:** 65% of tour operators report to share the sustainability message with customers, including tips for more sustainable travel. Such awareness-raising programmes, which sometimes specifically touch upon issues like climate change, green holidays and social and environmental impacts, can encourage customers to seek more sustainable products

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

and leave a lighter footprint. This educational aspect is vital as it can help customers make more sustainable choices in and beyond their initial tourism purchases.

- **Basic energy measures:** 60% of tour operators apply basic energy measures. While these are easy to report on, most companies do not inform about quantified energy savings in their operations. Only one company reported a significant reduction of 54% from 2010 to 2016. The companies usually operate from standard offices and create less of a footprint compared to hotels or airlines, yet even simple actions such as switching off appliances and lighting when not needed and purchasing more efficient office equipment can help to make a difference. The reduction measures in the tour packages are often reflected in the accommodation and transport industries, which provide the services to the customers.

- **Responsible offer selection:** 60% of the tour operators report to provide customers with more sustainable options, which affects booking behaviour. For example, one of them will sponsor 25% of the customers' carbon offsetting on sea passages from the Amazon to the Arctic. In their search functions, some companies help customers to compare the environmental impact of different itineraries to help them make greener decisions or by creating incentives for responsible travel behaviour. With growing demand for sustainable tourism products, tour operators have a business case to push these offers and to position themselves as providers of sustainable solutions, as they provide information on the value chain for tourists to make more responsible decisions.

- **Client relationships:** 60% of companies report on customer involvement and client relationships. In contrast to service providers, tour operators have a good overview of the overall trip, which helps to gather information and support decision-making. Most companies ask for regular client feedback, with two even asking for feedback on sustainability aspects. The tour operators' role in collecting such data will eventually increase as the industry creates partnerships along the value chain, making customer feedback on sustainability ever more important.

2.2 Tourism industries play a vital role in achieving all 17 SDGs

While sustainable tourism explicitly features in SDGs 8, 12 and 14, figure 2.4 exemplifies that CSR activities in the three tourism industries contribute to all 17 Goals. SDGs 12, 13, 1, 4 and 8 – 'Responsible Consumption and Production', 'Climate Action', 'No Poverty', 'Quality Education and 'Decent Work and Economic Growth', respectively – accounted for most of the matches with current CSR activities. This was followed by SDGs 14, 15, 17, 16 and 9 on 'Life below Water', 'Life on Land', 'Partnerships for the Goals', 'Peace, Justice and Strong Institutions' and 'Industry, Innovation and Infrastructure', respectively. Very few of the current private sector activities address issues related to SDGs 10 and 11 on 'Reduced Inequalities' and 'Sustainable Cities and Communities'.

SDG 12 – 'Ensure sustainable consumption and production patterns':

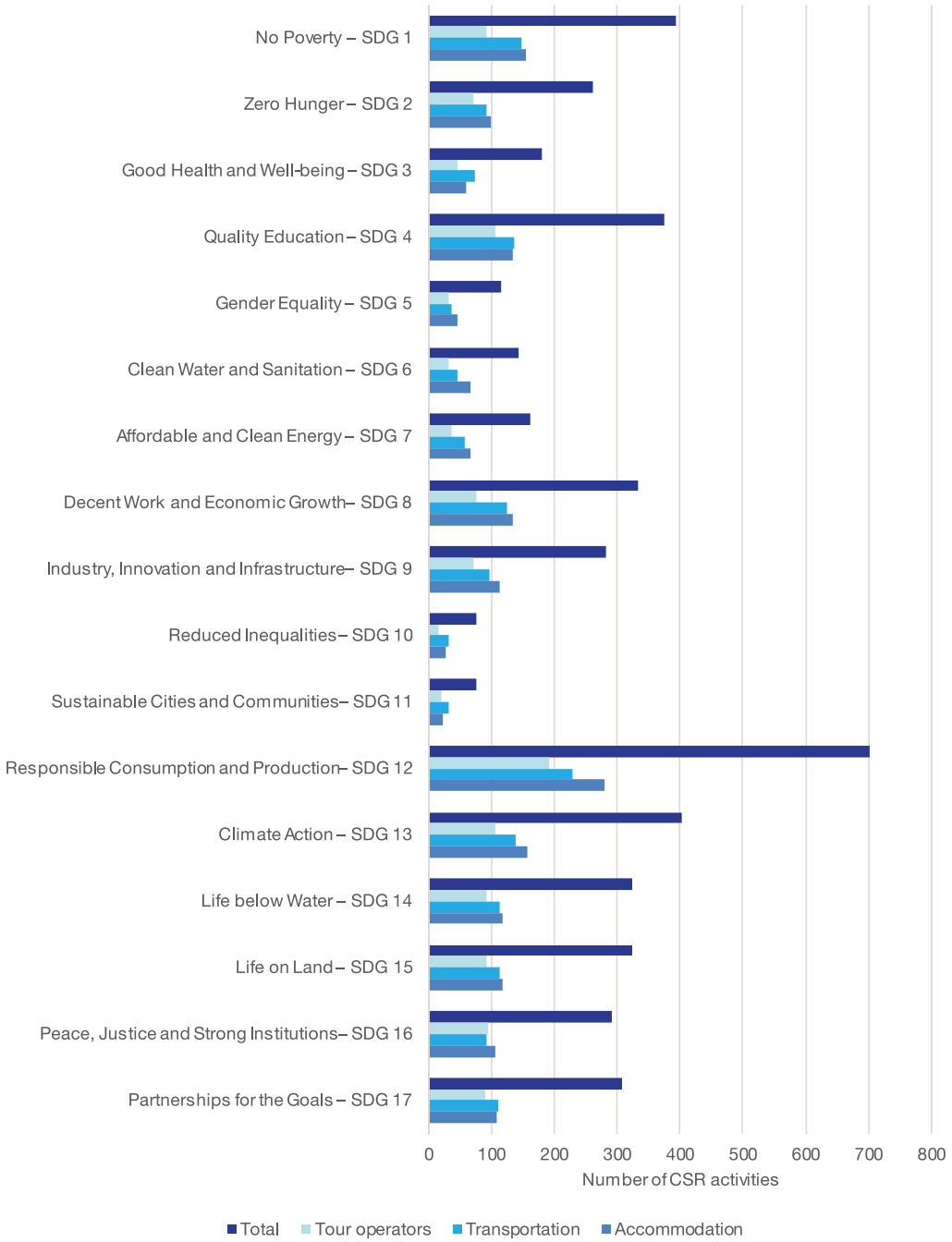
SDG 12 is one of the three Goals in which sustainable tourism is explicitly mentioned. Due to the wide scope of sustainable consumption and production, a total of 701 CSR activities from all industries were found to relate to this goal, primarily through supplier involvement and waste management. While many of the companies' daily operations contribute to SDG 12, all industries must also ensure sustainable consumption and production along the supply chains and develop and implement tools to monitor the results of their initiatives.

Accommodation providers respond to SDG 12 by fostering change at the destination level through local purchasing and education of sustainable consumption and production. Other actions include the efficient use of input resources such as energy and water, the sustainable management and recycling of waste, conscious choices up and down the value chain, as well as the purchasing of seasonal produce to support the local community, all of which are basic yet effective measures any accommodation provider can implement.

Transport industry's main contribution to SDG 12 is through fuel efficiency in their production processes. Basic, as well as innovative measures can help reduce CO_2 emissions while improving business performance, a win for both the

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Figure 2.4: **Corporate Social Responsibility (CSR) activities per SDG, in total and by tourism industry**



company and the planet. Responsible consumption activities include educating staff and host communities and informing customers about sustainable travel. Making the Goals tangible for them is key. Transport is also well placed to drive change throughout the supply chain and create linkages into the local economy by purchasing local goods and services and supporting local operators to improve their offerings, all of which add value to both the transport provider and the customers.

Tour operators, as facilitators of travel purchases, have great potential to advance SDG 12. Since they are well positioned

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

to influence consumer behaviour they can contribute to mainstreaming sustainability as a booking criterion. In addition, they can steer sustainable consumption through their purchasing and supply chain management, impacting the customers' choices, as well as the service providers' response to SDG 12. Responsible purchasing policies incentivize service providers to align their operations with sustainable practices, while tour operators can support them in adjusting their business strategies. Similarly, by bundling sustainable products they may tailor 'green' packages that ensure travel satisfaction while respecting local cultures and safeguarding the planet. The travellers' feedback with regard to sustainability aspects can, in turn, further influence the business behaviour of service providers and along the value chain.

SDG 13 – 'Take urgent action to combat climate change and its impacts'

The tourism sector emits more than 5% of global greenhouse gas emissions and is, at the same time, highly vulnerable to the adverse effects of climate change, which is why it is in the sector's own interest to take urgent action on climate change. Especially the transport and accommodation industries have great potential to reduce their carbon footprint, inter alia by shifting to alternative energy sources. Yet, so far, the three tourism industries that were studied mostly apply basic efficiency measures to reduce emissions (as reflected in SDG12), which often goes hand in hand with energy and fuel consumption. While overall efficiency gains may help to mitigate some of tourism's impact, they will not suffice to combat climate change.

Accommodation mainly contributes to SDG 13 through resource efficiency measures. Companies also invest in landscape protection by planting trees or preserving green space on their properties. Given the increase of probability and intensity of extreme weather events – causing damage to lives and properties – accommodation companies often support recovery efforts through donations, partnerships with aid organizations, their own relief funds, or by providing housing for victims. Carbon offsetting initiatives in the accommodation industry, such as the EU Life+ funded 'CarbonTour', can help reduce emissions and improve business fundamentals by minimizing energy and water consumption, reducing landfill charges, and earning carbon credits.[41]

Transport advances SDG 13 through efficiency gained by innovation and operational improvements, such as investments in efficient vehicles, ships and planes, retrofitting older equipment and introducing lighter interiors for planes, conducting one-engine taxiing, improving route planning, optimising the use of air conditioning and providing digital tools to support employees in their energy-saving activities. The use of low-emission fuels, implementation of carbon offsetting programmes, as well as collaboration and joint action with other industries can accelerate their transition towards carbon neutrality.

Tour operators' contribution to SDG 13 is chiefly through their supply chains. While aiming to reduce their own footprint, their actions are more geared towards influencing behaviour of customers and along the supply chain. Tour operators have a key role to play in steering demand and thus need to be part of climate solution through tourism. Nonetheless, they tend to contribute less than other industries towards disaster relief despite them frequently being affected by natural disasters.

SDG 1 – 'End poverty in all its forms everywhere'

Since tourism fosters economic growth and provides income through job creation, the sector is well-positioned to tackle poverty at all levels. The analysis of the tourism industries has shown that SDG 1 is the third most prominent Goal in relation to the industries' CSR actions. This may be due to the principles of non-discrimination, human rights and poverty alleviation, which have long been fundamental CSR elements in many industries.

Accommodation companies' actions relate to SDG 1 through their management of diversity, which includes addressing gender equality and providing opportunities for people with disabilities and other vulnerable groups, thus impacting on

[41] Implemented in the North Aegean, Greece, and Cyprus. Source: CarbonTour (2013), Strategic planning towards carbon neutrality in tourism accommodation sector (online), available at http://carbontour.uest.gr (03-12-2017).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

SDG target 1.4[42]. Poverty reduction is also directly addressed through monetary and in-kind donations, and to a lesser extent through awareness campaigns. Although these are important contributions towards poverty reduction and the achievement of SDG 1, barely any direct and responsible investments in the host community are currently made.

Transport companies contribute to SDG 1 by funding education and health initiatives, managing diversity, and involving staff, which can support lifting people out of poverty. In terms of local recruitment, however, there is a strong need for transport to engage more in local supplier prosperity and awareness campaigns for poverty and education. Their limited engagement, or reporting thereof, may be due to their limited local entrenchment. Airlines, in particular, have few staff outside their hub and key destination countries that could work with suppliers on the ground. Local supplier prosperity may not be a primary concern, and thus negotiation with them is often merely based on efficiency.

Tour operators contribute less directly to SDG 1 in contrast to accommodation and transport providers. The most frequently reported CSR activities relating to reduced poverty is staff involvement and information programmes through external and internal training, presentations, independent e-learning and other training initiatives. However, only one company reported to engage in Fair Trade, suggesting that tour operators should scale up their efforts towards purchasing local products at fair prices that would facilitate the reduction of poverty.

SDG 4 – 'Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all'

Companies consistently implement activities related to SDG 4 on 'Quality Education' given that a well-trained and skillful workforce is essential for successful tourism businesses. Furthermore, tourism businesses play a significant role in educating customers and local communities on their contribution to the SDGs, including through training programmes, support of schools for local children, and partnerships with education institutions, all of which can promote inclusiveness and benefit the companies and the society.

[42] SDG target 1.4: 'By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance'.

© Stine Fossheim | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Accommodation companies act on SDG 4 through awareness-raising campaigns among staff, local communities and guests. Professional development training, as well as donations to local educational institutions can increase the accommodation's contribution to SDG 4. International exchanges also raise the knowledge and adaptability of staff while new technologies allow the delivery of education programmes through mobile devices for a broader distribution and greater impact.

Transport companies, employing a large number of staff around the globe, contribute to SDG 4 through employee education and training programmes, including management training on sustainable processes or frontline staff training on energy efficiency. Through donations, companies can support those members of society who do not yet directly participate in their operations, but who may do so in the future.

Tour operators address SDG 4 by educating customers, as well as suppliers on the implications of the SDGs in daily operations, which is key to the industry's participation and commitment. They can provide thought leadership, develop online learning tools, partner with education providers, and donate to education funds in source or destination countries. Access to education, based on non-discrimination, can build capacity in local communities and consequently lead to more community ownership, better opportunities and greater prosperity.

SDG 8 – 'Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all'

Given the sheer size of the tourism sector, which contributes to 10% of global GDP and 7% of world exports, the sector employs millions of people around the world. The 60 tourism companies surveyed in this report alone provide jobs to more than two million people. However, tourism businesses are responsible for the provision of decent and fair employment conditions for all and must ensure that profits are retained locally and re-invested in the local value chain.

Accommodation companies contribute to SDG 8 by creating linkages into the local destinations' value chains, creating jobs and purchasing goods and services locally. Raising awareness and building capacity of the local population and enterprises can support them to participate in the workforce and to benefit from the tourism inflows. Some operators started initiatives to hire more local staff or offer industry training to local communities to prepare them for work in their hotels.

Transport, which often brings prosperity to regions that previously had no connection with tourism source countries, contributes to SDG 8 by directly and indirectly generating jobs and supporting the local economy through education and local

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

purchases. Local hiring requires more local education to train people up to international standards, which can be accelerated through partnerships and donations to local education facilities. Simple actions, such as buying local products or engaging with local suppliers, can help generate more prosperity in destinations. By knowing their supply chain, companies can ask questions of their suppliers and help to ensure commitment to and compliance with the targets set out in SDG 8.

Tour operators most frequently address issues of sexual exploitation in tourism through awareness campaigns and thus contribute directly to target 8.7[43], encompassing the eradication of modern slavery, human trafficking and child labour. Ten tour operators report engagement in diversity management towards equal chances and pay, including for women, young people and persons with disabilities. However, tour operators should increase their efforts in educating host communities, recruiting locally, supporting local enterprises along their supply chain, and promoting local culture and products through information programs for customers.

SDGs 14, 15, 17, 16 and 9 on 'Life below Water', 'Life on Land', 'Partnerships for the Goals', 'Peace, Justice and Strong Institutions' and 'Industry, Innovation and Infrastructure', respectively, were also related to a high number of CSR activities. SDG 14 on 'Life below Water', in which sustainable tourism specifically features, is relevant for tourism given the sector's significant role in the blue economy. All three industries employ CSR activities that contribute towards this Goal, including through beach clean-ups, reducing emissions and waste and purchasing certified seafood. However, all three industries can step up their efforts in educating staff, host communities and consumers about their impact on the oceans. Similarly, CSR activities related to SDG 15 on 'Life on Land' include reforestation projects, waste reduction and initiatives to protect biodiversity, yet the three industries can all play a bigger part through offsetting programmes, commitment to the protection of endangered species and support for the fight against wildlife poaching.

The high number of activities relating to SDG 17 on 'Partnerships for the Goals' signals that the industries are aware and take advantage of the myriad of benefits that result

[43] SDG target 8.7: 'Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms'.

© Alexugalek | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:12 AM - IP Address:96.255.123.2

from cross-sectoral and multi-stakeholder collaboration. SDG 16 on 'Peace, Justice and Strong Institutions' is also a relevant issue for the industries given that their business highly depends on peaceful societies, yet their contribution to the achievement of this Goal could be even stronger if they would engage more in anti-corruption initiatives as well the protection of human rights. With regard to SDG 9 on 'Industry, Innovation and Infrastructure' all three tourism industries have great opportunities to invest in and promote innovative products and services, including ICT and robotics, which can not only make business operations more efficient but also processes relating to waste and resource management.

2.2.1 Catalyzing private sector action through enabling tourism policies

Awareness and understanding of the private sector's current activities and their contributions to the SDGs is fundamental for evidence-based decision-making. The SDGs provide an unprecedented framework for closer public-private cooperation through which sustainable tourism can prosper. Through enhanced public-private dialogue, tourism policymakers can become better informed, helping them to devise policies that can maximize positive impacts and target potential shortfalls. The findings of the previous section show that current CSR activities can contribute to the achievement of all SDGs. Tourism policymakers are thus in the position to incentivize businesses to become greener and more responsible by creating a policy environment that works for the private sector.

Tourism industries need government support, especially for those SDGs where they seem to be making little progress. Policies and guidelines that take into consideration the business case for sustainability can lead to greater private sector buy-in and contribution. In particular, policymakers can regulate business behaviour by ensuring adherence to and compliance with internationally-agreed sustainability standards, which would allow to measure their impact against the SDGs and achieve greater coherence within and across countries.

In addition, the findings of the previous section present an interesting contrast to those of chapter 1.2. In fact, the research on the VNRs has shown that SDG 1 – 'No Poverty' and SDG 4 – 'Quality Education' are among the least cited goals in relation to tourism. Even though both the CSR reports and the VNRs provide information on intended action – with limited verifiable impact on the ground – the contrast between the reported public sector and private sector action suggests that the tourism private sector could potentially fill

some of the gaps where public policy is lagging, and vice versa.

As mentioned before, competitiveness and profitability are important business drivers of sustainability. However, large companies may be more likely to have the means to sustain investment and resources for green operations and thus, can often make more significant contributions to the greening of the sector. Although the analysis focussed mainly on large tourism companies, similar principles apply to small and medium enterprises (SMEs). According to a SWITCH-Asia Network Facility study conducted in 2013, "small businesses will often engage in green growth to benefit from the financial benefits and cost savings rather than for environmental reasons".[44] This signals that the entire tourism private sector, including large companies, SMEs, as well as new platform tourism services must be taken on board when leading tourism towards a more sustainable path.

SMEs, in particular, can contribute substantially to inclusive growth and a fair distribution of wealth, including through green jobs, given that they represent a large percentage of industries locally and are often locally owned. However, they often lack awareness of the financial benefits resulting from greening their business operations, and are often deprived of access to loans and credits that would enable them to do so. Strong government support, including awareness-raising and entrepreneurial capacity-building, can thus incentivize SMEs to continue to follow a sustainable pattern.

Hence, policymakers have the opportunity to encourage private business activity where it aligns for the greater good, and better regulate it where it conflicts with it. The public sector's success in fostering private sector action towards the SDGs will largely depend on the quality of public-private and multi-stakeholders dialogue that would enable all stakeholders, including civil society, philanthropists and private foundations to agree on common principles and standards, and combine their efforts in making a more meaningful contribution to the SDGs.

2.3 Conclusion: competitiveness remains a major business driver of sustainability

This chapter has demonstrated that the private sector can lead tourism towards a more sustainable path by embracing sustainable models and practices that do not undermine profitability; and on the contrary, make business sense. Inclusive and sustainable business models can help manage risks and increase business efficiency. Yet, in order to become more competitive, companies need to operate in a supportive business environment and integrate locally, horizontally and vertically.

Key findings:

- **Competitiveness is the key business driver of sustainability:** Since many CSR activities are related to the business case for sustainability, companies are most likely to engage in those SDGs where they can also improve their business results. In most cases this includes measures on improving efficiency, including the reduction of CO_2 emissions. However, the mitigation of negative impacts from the steady growth in tourist numbers must go beyond resource efficiency and include more drastic measures along the entire tourism value chain.

- **Effective management requires consistent measurement of impact:** While the tourism private sector can contribute to all 17 SDGs – in particular to SDGs 12, 13, 1, 4 and 8 on 'Responsible Consumption and Production', 'Climate Action', 'No Poverty', 'Quality Education', and 'Decent Work and Economic Growth', respectively – its impact is still difficult to measure given that there is no universal means by which travel and tourism businesses and destinations can measure and monitor their progress or contribution towards the SDGs.

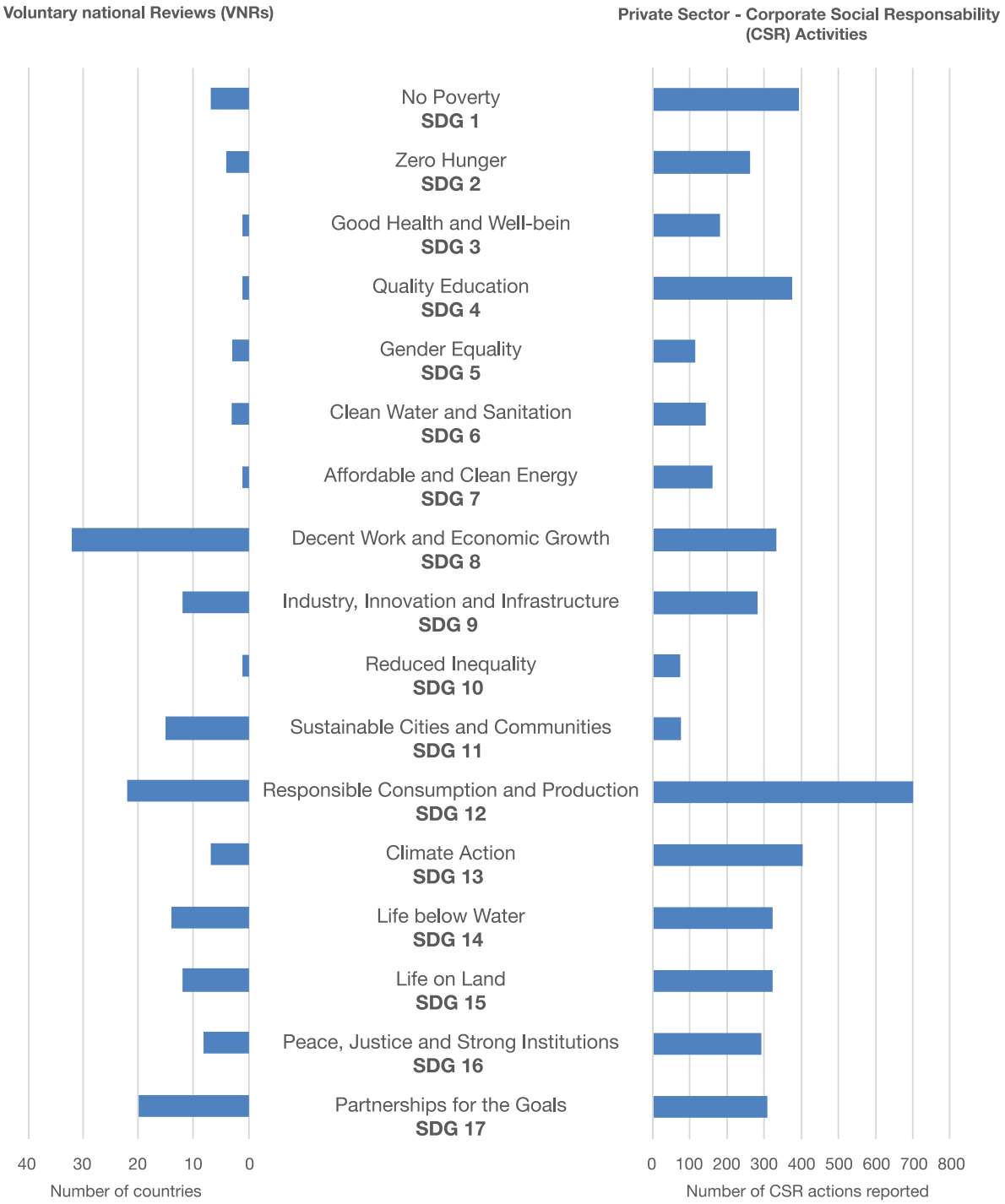
- **There is little awareness of the economic benefits of sustainability:** While CSR activities impact either environmental or social factors, which in turn often create positive economic benefits, there is still a lack of awareness

[44] Organisation for Economic Co-operation and Development (2016a), Development Co-operation Report 2016: The Sustainable Development Goals as Business Opportunities, p. 40, OECD Publishing, Paris.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

among tourism enterprises, including tourism SMEs, on how increased efforts and investment in sustainable business operations can significantly boost competitiveness and profitability, which, in turn, increases customer satisfaction given the growing demand for tourism with a positive impact on destinations and local communities.

Figure 2.5 **Comparison between public sector and private sector action in tourism and the SDGs**



http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Chapter 3

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

New ways of financing sustainable tourism for SDG success

"We need financial resources far beyond today's ODA to move from billions to the trillions required to finance the global goals".

Angel Gurría, OECD Secretary-General [45]

This chapter provides an overview of current funding of tourism and presents a variety of approaches that can help leverage resources for greater tourism impact. It offers insights into the efforts and strategies of a number of developed countries that embrace tourism in their development cooperation and describes innovative financing mechanism that can be deployed in both developed and developing countries. In addition, the chapter depicts how public-private partnerships, trade-related technical assistance and other approaches can stimulate financing of sustainable tourism.

Introduction

The success of the SDGs will depend to a large extent on adequate means of implementation as the financing requirements for achieving the SDGs are considerable. Capacity gaps need to be overcome and access to resources and finance must be expanded. International public finance, including Official Development Assistance (ODA), still plays a catalytic role in leveraging funding and in supporting knowledge transfer for sustainable development, in accordance with the needs of developing countries. Yet, it is only part of the solution. Global efforts to finance SDG implementation must go beyond traditional development cooperation, including domestic resource mobilization, private sector investment and innovative financing mechanisms. Furthermore, the universal dimension of the SDGs implies that developed countries must also build a sound capacity to support and finance the policy and business changes necessary to achieve the SDGs.

Access to financing is vital to building a competitive, innovative and sustainable tourism sector.[46] Investments

[45] Organisation for Economic Co-operation and Development (2016a).
[46] Organisation for Economic Co-operation and Development (2017), 'Financing approaches for tourism SMEs and entrepreneurs' [electronic], OECD Tourism Papers, 2017/03, OECD Publishing, Paris, available at: http://dx.doi.org/10.1787/8d06572a-en (03-12-2017).

© Henk Van Den Brink | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

in the tourism sector have traditionally resulted in expanded capacity, working capital for maintaining and upgrading infrastructure, and meeting additional demand. Beyond direct financing for tourism activities, the sector is also closely connected to capital investment in infrastructure, such as airports or road connections and utilities. The growth of sustainable and responsible investment has created new capital markets and thus, new opportunities the tourism sector can tap into.

While ODA and Aid for Trade (AfT)[47] for tourism need to be scaled up for developing countries, they are not the only means of financing SDG-oriented tourism ventures. The sector must embrace new and more holistic approaches to attract funding so as to unlock its potential to realize the 2030 Agenda. Public-private and multi-stakeholder partnerships, as well as innovative financing mechanisms will have to play an increasingly important role in galvanizing the support the sector desperately needs. Support in and for developed countries can also take a regional approach, which is the case in the European Union (EU) where planning for the SDGs is advancing at a great pace.

3.1 ODA and Aid for Trade: international assistance to tourism remains modest

On a global level, net ODA flows from members of the OECD's Development Assistance Committee (DAC)[48] amounted to USD 142.6 billion in 2016, which represents an increase of 8.9% in real terms compared to 2015.[49] Despite this progress, bilateral aid to least developed countries (LDCs) fell by 3.9%, while aid to Africa fell by 0.5%,[50] and many developed countries still need to achieve the target of 0.7% of ODA/GNI and 0.15 to 0.20% of ODA/GNI to least developed countries (LDCs).

[47] Aid for Trade is part of overall ODA and targeted at trade-related programmes and projects, helping developing countries, in particular LDCs, to build the trade capacity and infrastructure they need to benefit from trade opening. Source: World Trade Organization (n.d.), Aid for Trade fact sheet (online), available at: www.wto.org/english/tratop_e/devel_e/a4t_e/a4t_factsheet_e.htm (03-12-2017).

[48] The following are currently members of the DAC: Australia, Austria, Belgium, Canada, the Czech Republic, Denmark, the European Union, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, the Republic of Korea, Luxembourg, the Netherlands, New Zealand, Norway, Poland, Portugal, the Slovak Republic, Slovenia, Spain, Sweden, Switzerland, the United Kingdom and the United States.

[49] Organisation for Economic Co-operation and Development (2017b), Development aid rises again in 2016 (online), available at: www.oecd.org/dac/financing-sustainable-development/development-finance-data/ODA-2016-detailed-summary.pdf (03-12-2017).

[50] Organisation for Economic Co-operation and Development (2017b),

Table 3.1 **Five-year averages of bilateral Official Development Assistance (ODA) for tourism**

	2001–2005	2006–2010	2011–2015
Average annual bilateral ODA for tourism (USD millions)	29	73	125
% of total bilateral ODA specified by sector	0.06%	0.10%	0.14%

Source: UNWTO, based on OECD statistics.

Although tourism is a high-impact economic activity that represents 10% of global GDP, 7% of total world exports and 30% of world services exports, the sector only accounts for a minor share of total aid flows, having received a mere 0.14% of total ODA between 2011 and 2015. While ODA spent on tourism has risen over the past 15 years (table 3.1), the figures still stand in stark contrast with the sector's capacity to generate inclusive and green growth, and thus to significantly advance the objectives laid out in the 2030 Agenda. Despite tourism increasingly being recognized as a sector that drives growth and development – contributing to all 17 SDGs, as shown in chapters 1 and 2 – it is still underrepresented in international aid flows.

International tourism represents services trade as it involves the export and import of services. Although demand for trade-related technical assistance to tourism is growing, there is still a modest response from the donor side, suggesting a steady disconnect between trade and tourism stakeholders at the country level, in the donor community and among implementing agencies. In terms of Aid for Trade, which is part of overall ODA, not only does tourism represent a services category that accounts for a relatively small share of total flows, it is also diminishing. While total AfT for tourism stood at 0.66% between 2006–2008, in 2015 it was only 0.16% (table 3.2).

Yet, the growing recognition of tourism's important contribution to sustainable development offers new opportunities for increased ODA disbursements to the sector. One of the milestone achievements in 2017, for instance, was the inclusion of UNWTO in the DAC List of International Organizations eligible to receive ODA, which may help tourism become a sector for priority support from DAC members and other donors. In order to make real strides in attracting more funding to the tourism sector, it is essential that tourism ministries are fully involved in the government processes, given that ODA funding is often managed by other ministries. Tourism should also be identified as a priority sector in national and international policy documents, such as National Sustainable Development Strategies (NSDS) and Poverty Reduction Strategy Papers (PRSPs). Furthermore, the effective delivery of development cooperation depends on the participation of all stakeholders, which is why engagement must go beyond the tourism ministry and include tourism businesses, civil society and other tourism stakeholders.

Table 3.2 **Total Aid for Trade disbursements by sector, 2002–2015 (%)**

	2002–2005	2006–2008	2009–2011	2012–2014	2015
Transport and storage	27.46	30.56	30.51	29.36	28.54
Communications	2.56	1.58	1.58	1.66	1.05
Energy	21.89	21.48	23.51	27.92	29.83
Banking and financial services	7.24	8.05	8.08	10.15	10.15
Business and other services	5.76	6.33	4.67	3.34	3.44
Agriculture, forestry, fishing, mining, manufacturing	31.49	28.06	28.02	24.96	24.93
Trade policy and regulations	3.19	3.28	3.19	2.38	1.90
Tourism	0.42	0.66	0.44	0.23	0.16

Source: Organisation for Economic Co-operation and development (2017a), *Creditor Reporting System: aid activity database* [electronic], available at: http://dx.doi.org/10.1787/data-00061-en, (03-12-2017).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

3.2 Leveraging resources for tourism to drive the SDGs

In order to strengthen tourism's ability to make a more significant contribution to the SDGs, resources from multiple sources need to be mobilized, given that public finance alone is not enough. The Addis Ababa Action Agenda (AAAA) states that "significant additional domestic resources, supplemented by international assistance as appropriate, will be critical to realizing sustainable development and achieving the SDGs. [At the same time,] private international capital flows, particularly foreign direct investment, along with a stable international financial system, are vital complements to national development efforts".[51] All sources of domestic financing, as well as international support need to be leveraged in service of the 2030 Agenda.

Some donor countries are becoming increasingly aware of tourism's potential to drive development. Japan, New Zealand and other countries are already spending a reasonable amount of their ODA on AfT for tourism.[52] Considering that emerging economies will soon overtake advanced economies as preferred destinations for more than half of the world's international tourists, donor countries can seize this opportunity and give tourism more weight in their development cooperation. Their support in tourism can help create wealth and employment in countries most in need, while the sector's multiplying effects can significantly enhance a wide range of development issues that encompass all 17 SDGs. In other words, investment in tourism means investment in people, the planet, prosperity and peace.

The example of the Enhanced Integrated Framework

Many developing countries, in particular least developed countries (LDCs), have benefitted from increased tourism activity. Tourism growth was one of the factors which enabled Cabo Verde, the Maldives and Samoa to graduate from their LDC status. However, developing countries still need further international support. Given the importance of tourism in LDCs, as well as in small island developing states (SIDS) and landlocked developing countries (LLDCs), trade-related technical assistance in tourism, including through the Enhanced Integrated Framework (EIF)[53], is one of many effective instruments these countries can benefit from. The EIF is a multi-donor programme, which supports LDCs in using trade for poverty reduction, inclusive growth and sustainable development. It is currently helping 48 countries worldwide, supported by a multi-donor trust fund with a funding target of USD 250 million.[54] The EIF currently dedicates close to 10% of its so-called Tier 2 project portfolio to tourism,[55] which is why EIF partnerships can be a powerful catalyst for leveraging Aid for Trade resources for tourism. The case of Vanuatu (box 3.1) is a prime example of how LDCs and other developing countries can galvanize international support for tourism.

A recent study by UNWTO, the International Trade Centre (ITC) and the EIF revealed that 45 out of 48 LDCs consider and use tourism primarily for boosting economic performance, investment and competitiveness.[56] It is noteworthy that the EIF and tourism are both included as targets within SDG 8. Target 8.a states 'Increase Aid for Trade support for developing countries, particularly LDCs, including through the Enhanced Integrated Framework for LDCs', while in SDG 8, target 8.9 mentions that 'By 2030 devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products'. Since international tourism is international trade in services, tourism stakeholders – including tourism ministers – need to be more assertive in insisting upon participation in the EIF and other public policy dialogues affecting tourism, including in transport, finance and investment, which can result in increased amounts of Aid for Trade disbursements to tourism.

[51] United Nations (2015a), Addis Ababa Action Agenda of the Third International Conference on Financing for Development (online), available at: http://undocs.org/A/RES/69/313 (24-09-2017).
[52] World Tourism Organization, International Trade Centre and Enhanced Integrated Framework (2017), Tourism for Sustainable Development in the Least Developed Countries – Leveraging Resources for Sustainable Tourism with the Enhanced Integrated Framework, UNWTO, Madrid, and ITC and EIF, Geneva.
[53] Enhanced Integrated Framework (2017), Who we are (online), available at: www.enhancedif.org/en (20-10-2017).
[54] Ibid.
[55] World Tourism Organization, International Trade Centre and Enhanced Integrated Framework (2017).
[56] Ibid.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Box 3.1 Leveraging funds for tourism in Vanuatu

Tourism is a vital sector of Vanuatu's economy. The small island development state, together with the EIF and the support of New Zealand has developed the Vanuatu Tourism Infrastructure Project, which aims to improve and expand the country's tourism sector. While the project – currently valued at USD 18.8 million – is one of the main components of New Zealand's ODA support to Vanuatu, it all started with an initial **EIF budget of USD 3 million**. Initially, the seed money allocated by the EIF was intended to revitalize the seafront area, creating better conditions and access for local venders so as to increase tourism expenditure in the area. Yet, the Government of New Zealand pledged to support the project with **additional USD 15 million**, given the project's potential to significantly expand Vanuatu's GDP through increased exports and commercial activities, which should benefit the local communities, in particular women. The investment in infrastructure is expected to increase tourism arrivals by 36% by 2017, boost per-capita tourism expenditure and reduce poverty through job creation, while building the island's resilience to natural disasters and climate change. The project thus contributes directly to SDGs 1, 5, 8, 9 and 13.

In addition to the opportunities offered by trade-related technical assistance mechanisms, such as the EIF, tourism policymakers need to build strong partnerships with the tourism private sector given that a substantial number of tourism businesses are considering social and environmental factors in their investment decision, as highlighted in chapter 2. Public-private partnerships and blended finance can be effective instruments to ensure that all financing and investment becomes sustainable and contributes to the SDGs. Yet, they must benefit from effective dialogue that identifies issues of common concern and mutual interest. According to a recent OECD study, "in 70% of countries the government and the private sector express an equally strong interest in strengthening their dialogue.[57] Given that destination-level sustainability is a shared responsibility between government, the private sector and local community leaders, issues of mutual benefit offer an entry point for building a common public-private and multi-stakeholder agenda for sustainable development". The use of mechanisms for complex collaboration, for instance the Collective Impact Framework[58], can maximize the benefits of these types of partnerships.

At the same time, government investments and policies, together with enhanced public-private partnerships, can help expand and enhance green business strategies of SMEs, whose biggest limiting factor for low-carbon business growth is access to skilled labour and capital.[59] The provision of targeted support to innovative tourism SMEs in their early stages of development, including in the form of grants and subsidized loans, can help tourism SMEs to flourish.[60]

3.2.1 Matching development cooperation with the needs of developing countries

Evidence shows that development cooperation becomes significantly more effective if both the donor and recipient country are fully aligned in their objectives.[61] It is critical, therefore, that donor countries focus on achieving the priorities set by developing countries. With regard to tourism, chapter 1 has demonstrated how countries perceive the opportunities, challenges and external threats that will impact SDG achievement at the country level. The opportunities – which are manifold – should be harnessed via tailored support from donor countries, including scaled-up provisions for employment creation (SDG 8), sustainable

[57] Organisation for Economic Co-operation and Development (2016b), Making Development Co-operation More Effective: 2016 Progress Report, OECD Publishing, Paris.
[58] Collaboration for Impact (2017), The Collective Impact Framework (online), available at: www.collaborationforimpact.com/collective-impact/ (03-12-2017).
[59] Pratt, L.; Rivera, L. and Bien, A. (2011), 'Tourism', in United Nations Environment Programme (2011), Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication, pp. 413–452, (online), available at: http://web.unep.org/greeneconomy/sites/unep.org.greeneconomy/files/field/image/11.0_tourism.pdf (03-12-2017).
[60] Organisation for Economic Co-operation and Development (2017c), 'Financing approaches for tourism SMEs and entrepreneurs' [electronic], OECD Tourism Papers, 2017/03, OECD Publishing, Paris, available at: http://dx.doi.org/10.1787/8d06572a-en (03-12-2017).
[61] Organisation for Economic Co-operation and Development (2016b).

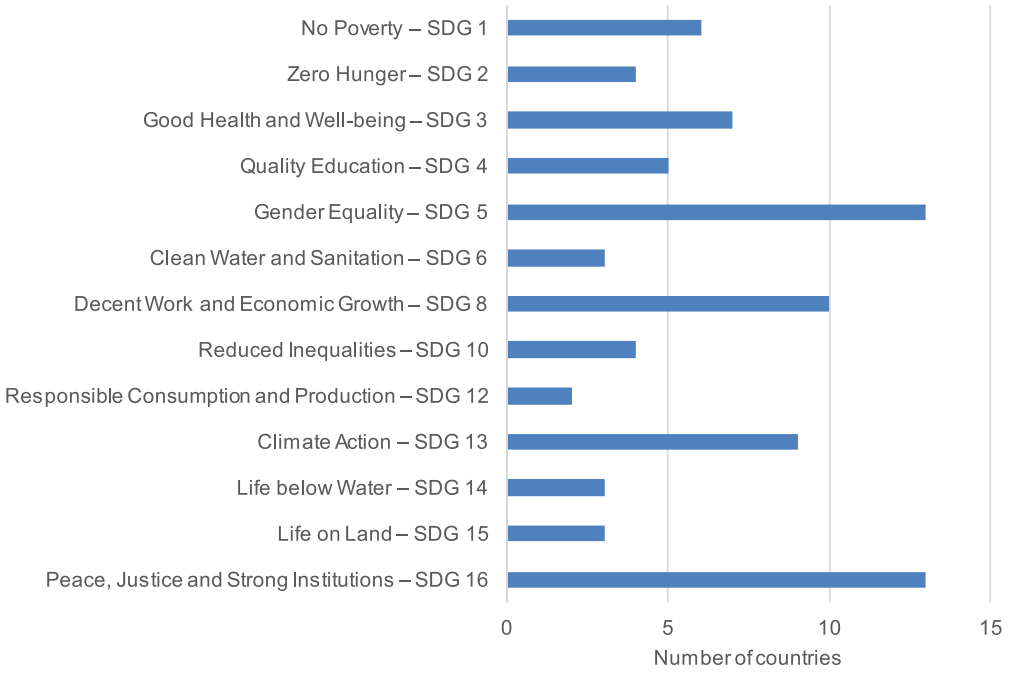
http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

consumption and production (SDG 12), coastal and maritime protection (SDG 14), as well as the sustainability of cities and communities (SDG 11) through tourism.

The VNR and MAPS analyses have also shown that several developing countries face challenges and threats related to tourism, often resulting from a lack of human, technical and financial capacity. Many of these issues can be tackled through increased support from donor countries, encompassing capacity-building and the transfer of knowledge and technology. A sound understanding of tourism's main challenges and threats (figures 1.6 and 1.7), as well as their relation to the SDGs (figure 1.4) can provide the basis for the donor community to tailor development cooperation with a view to allocating adequate funds and technical capacity to tourism activities in recipient countries. It should ensure that new interventions by DAC members and other development partners are fully in line with the objectives defined by governments of the recipient countries.

In addition, the VNRs provided indications on the overall SDG priorities and thematic foci in terms of DAC members' and other ODA donors' development cooperation (figure 3.2). 19 of the 64 VNRs were submitted by ODA donor countries and most of them have already established, or are planning to establish, development cooperation priorities and strategies that are fully aligned with the SDGs. Their efforts are intrinsically linked to SDG 17 on 'Partnerships for the Goals', which emphasizes, inter alia, that progress on the SDGs will only be achieved through genuine and meaningful partnerships. Furthermore, SDGs 5 and 16 on 'Gender Equality' and 'Peace, Justice and Strong Institutions', respectively, seem to be the donors' current priorities, followed by SDGs 8 on 'Decent Work and Economic Growth' and SDG 13 on 'Climate Action'. Awareness of donor priorities is particularly important so as to connect them with the needs and priorities of the tourism sector. In other words, decision-makers in tourism may be more likely to attract funding from donors if the planned tourism activities focus on those areas that are most relevant for donor countries.

Figure 3.2 **SDG priorities in development cooperation for the 17 Development Assistance Committee (DAC) members and 2 non-DAC member donors**



http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

5 of the 17 DAC Members stated in their VNRs that they are including tourism in their development cooperation strategies, in particular to advance one or more SDGs in a recipient partner country (see table 3.3). The following examples provide a snapshot of donor countries' tourism activities in partner countries and can inspire other developed countries to implement similar activities and programmes:

- **Belgium** supports sustainable tourism projects in Tanzania and trains villagers to become 'wild scouts' who can engage alongside government rangers in the fight against poachers, which has a direct impact on SDG 15, as well as SDG 1;

- **Germany,** in view of its global responsibility towards achieving SDG 8, promotes the diversification of value chains in the tourism sector to integrate new, local products and services of local cultures. The country also invests in research and pilot projects for sustainable tourism to promote environmentally sound and socially equitable tourism in Germany and abroad, thus addressing in particular SDG 9;

- **Japan** has developed a 'African clean cities platform' as a regional mechanism to support the achievement of the SDGs on waste management in Africa, which is considered as the foundation for tourism promotion and investment. The project has a direct impact on SDGs 11 and 12;

- **Slovenia** contributes to developing mountain tourism, building and completing the environmental tourist infrastructure (wastewater treatment, waste-sorting centre, and remediation of landfills). By doing so, it promotes entrepreneurship in partner countries, particularly in the Western Balkan region. The country's development cooperation in tourism thus has an impact on several SDGs, including SDGs 8, 9, 12 and 15;

- **The Netherlands,** together with the Netherlands Organisation for Applied Scientific Research (TNO) and UNDP, has partnered with Aruba to establish the UN Centre of Excellence on Sustainable Development for SIDS. The research platform offers the exchange of knowledge, including in sustainable tourism, provides in-country technical assistance and creates sustainable development roadmaps, contributing to SDG 9; and

- **Estonia,** which is an observer to the DAC, supports its partner countries by helping them to create an economic environment suitable for entrepreneurships and open up access to the global trading market. In this vein, tourism is highlighted as one of the sectors Estonia helps to promote in partner countries, supporting them to advance SDG 8.

For DAC members and other ODA donors to better align their development cooperation strategies, particularly with

Table 3.3 **Development Assistance Committee (DAC) members' and non-DAC member donors' mention of tourism in development cooperation (in relation to the SDGs)**

	1 NO POVERTY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	15 LIFE ON LAND
Belgium	•					•
Estonia		•				
Germany		•	•			
Japan				•	•	
Slovenia		•	•		•	•
The Netherlands			•			

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

regard to SDG 12, it is strongly recommended that tourism policymakers engage in existing frameworks such as the 10YFP Sustainable Tourism Programme, given that the mechanism is broad in scope and allows for the collaboration between a wide variety of stakeholders. Similarly, tourism policymakers of developing countries should connect with the UN Resident coordinators in their country and actively participate in MAPS programmes that aim to accelerate the uptake of the SDGs at the national and sub-national level.

3.2.2 Innovative financing mechanisms for tourism and the SDGs

Innovations in the financial system can strengthen and accelerate the tourism sector's contribution to the SDGs since they provide incentives to tourism enterprises and enhance access to finance. For tourism to become a key driver of SDG achievement, impact must happen at scale. In many cases, ecotourism enterprises can contribute directly to realizing several SDGs, most notably SDGs 14 and 15. However, ecotourism – which is worth around USD 100 billion annually[62] – represents only a small share of the global tourism sector. Yet, if the expected investment of USD 5 trillion in tourism over the coming decade could trigger a shift towards a more sustainable tourism sector as a whole its contribution to the 2030 Agenda would be remarkable.[63] Similarly, if such investment were to target tourism enterprises to place sustainability at the core of their businesses, the sector would succeed rapidly in aligning itself with a low-carbon economy.

Funding for tourism at such a scale could be obtained through innovative financing mechanisms, which are offering promising opportunities for sustainable development. The labelled green bonds market, for instance, passed the USD 200 billion threshold. Impact investment, in which investors seek financial returns along with measurable social and environmental outcomes, is growing at double digits. Equity-based crowd investing is growing in triple digits. These new capital markets need to be matched with impactful projects in the tourism sector. As highlighted in chapter 2, the SDGs are not merely an ethical commitment – they are a sound business opportunity.

Innovative financing mechanisms can help the sector access much-needed resources – international, domestic, private and public – for implementing the SDGs. The interplay between investment decisions, development cooperation and the SDGs, however, should be seen through new lenses. Direct financing, economic incentives, and facilities that blend public and private resources must be taken into account. These approaches may also address the long-lasting issue of tourism concentration, since investment across all regions continues to be dominated by a few destinations and large enterprises.

Investment can be mobilized domestically from public and private sources, but it also needs to protect the most valuable natural and cultural assets, while respecting local communities' rights and aspirations. Box 3.2 features various financing solutions that can be used to influence investor behavior and support positive and long-lasting change in tourism enterprises. In addition, a variety of strategies can be adopted to increase access to financing for tourism in developing countries. These include:

- **An increased uptake of SDG-oriented financing by tourism enterprises.** Finance schemes, credit lines and instruments are mostly connected to development topics (i.e. poverty reduction, environment, trade, resilience, security, etc.), financial products or specific SDGs, and do not necessarily target the tourism sector. Tourism enterprises need to be proactive in accessing these new capital markets and facilities with the objective to access more and better capital, while policymakers can provide the necessary public guarantee schemes.

- **The inclusion of SDG consideration in existing tourism subsidies and grant-making schemes.** Access to subsidized lending is a common feature in tourism SMEs in Europe and emerging markets. These schemes could

[62] United Nations Department of Economic and Social Affairs (2014), TST Issues Briefs (online), available at: https://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=1554&menu=35 (03-12-2017).
[63] World Travel & Tourism Council (n.d.), Regional reports (online), available at: www.wttc.org/research/policy-research/trade-and-investment (13-10-2017).

be connected to impact measurement on the SDGs. For example, *Bancomext*[64] – Mexico's Development Bank in charge of financing international trade – offers loans to Mexican tourism SMEs that are enhanced through a public guarantee. The interest rate is slightly lower than the commercial rate.[65] What if sustainability requirements at no-cost for business (e.g. energy efficiency) could be introduced as a conditionality? Or if desirable social and environmental outcomes achieved by a company could translate into a further reduction of the interest rate?

- **The creation of financing facilities for tourism and the SDGs:** well-tailored financial products can be designed and matched to SDG-related projects in the tourism sector, especially those with a focus on renewable energy, energy efficiency, water use, HIV and health, capacity-building, etc. These initiatives should not duplicate other forms of support. Several examples exist, with particular reference to renewable energy and energy efficiency.

- **The introduction of smart subsidies and policies** to influence the behaviour of tourism enterprises and financiers. Examples include the inclusion of sustainability provisions for tourism concessions auctioned by the state; tradable rights for environmental compensation; water, carbon, and financial incentives in the form of tax deductions for eco-certification.

- **The design of public-private partnerships for the provisioning of certain tourism support infrastructure** and services, such as transport infrastructure, public amenities, or information services. Financing flows can be directed both ways. Tourism enterprises can benefit from community and public investment, as well as participate directly in local conservation and social projects.

- **The provision of targeted support to innovative tourism SMEs** in their early stages of development, including in the form of grants and subsidized loans[66]. Incubators or accelerators can foster entrepreneurship, and in tourism-dominated economies help to diversify the sector and its value chains. One example of a grant scheme is Snovalec[67] in Slovenia, which encourages the promotion and fulfilment of new ideas and inventions in tourism.

- **The pursuing of new and innovative financing strategies using non-traditional financial channels,** for example venture capital, crowd-investment or venture philanthropy. Awareness raising and financial literacy might be required for tourism enterprises to access these channels.

- **The introduction of social and environmental safeguards and principles in products used to finance the tourism sector,** with reference to the Principles for Responsible Investment (asset owners), Principles for Sustainable Insurance (insurance), the Recommendation on Common Approaches for Officially Supported Export Credits and Environmental and Social Due Diligence (export credit), the Equator Principles (project finance), and the most recent Principles for Positive Impact Finance (impact investment).

- **The improvement of financial literacy and management skills in the tourism sector,** particularly in SMEs. Weak capital base, high perceived commercial risks, insufficient collateral, fragmentation and size are common challenges faced by SMEs. Capacity development and growth opportunities should be considered.

[64] Bancomext (2017), Business Model (online), available at: www.bancomext.com/en/ (27-09-2017).
[65] Organisation for Economic Co-operation and Development (2017c).
[66] Organisation for Economic Co-operation and Development (2017c).
[67] Slovenian Tourist Board (2017), Snovalec (online), available at: www.slovenia.info/en/business/innovative-projects/snovalec (03-12-2017).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Box 3.2 Selected financing solutions for tourism and the SDGs

Green bonds

While the tourism sector has not yet tapped into the booming green bond market, a few early examples have emerged. The proceeds of the 2016 Green Economy Bond of the State of Rhode Island (United States of America) are invested in projects aimed at boosting the tourism sector, including a USD 10 million State Bikeway Development Program. Queensland (Australia) is planning to issue green bonds via the Queensland Treasury Corporation to finance the tourism sector. Bancóldex in Colombia has announced an energy efficiency credit line for hotels that will be re-financed with a green bond emission. Tourism enterprises can also benefit from green bond emissions directly from development finance institutions, for example in Mongolia with the International Finance Corporation.

Impact investment

Transport, tourism and hospitality receive the largest portion of impact capital in Nepal. Tourism-related impact investment is also emerging in Myanmar, while numerous opportunities have been identified in East Africa and Latin America. In the latter, Eco.Business Fund seeks investments which yield both financial and environmental returns in tourism, among other sectors.

Energy efficiency loan facilities

The United Nations Environment Programme (UNEP) worked alongside the state electricity organization of Morocco to promote solar water heating in hotels via subsidized loans. The United Kingdom has offered interest-free loans and 100% capital tax allowances on energy-efficient equipment through the Low Carbon Trust. This initiative along with access to an advisory facility has generated cost-savings of GBP 13 million a year and saved 53,000 tons of carbon dioxide. UNDP, with funding from the Global Environment Facility (GEF), is helping the tourism sector in Montenegro to implement cost-effective mitigation, including carbon offset schemes and other innovative financial mechanisms.

Blended finance – development finance institutions

Inka Terra is a Peruvian eco-tourism operator in the Amazon. The International Finance Corporation (IFC) mobilized USD 12 million for a business expansion project matched with a grant from the GEF to develop a management and sustainable use plan for a 10,000 hectare forest adjacent to the eco-lodges. The project shows how a sustainable Peruvian business can expand thanks to concessional finance.

Smart incentives for eco-certification

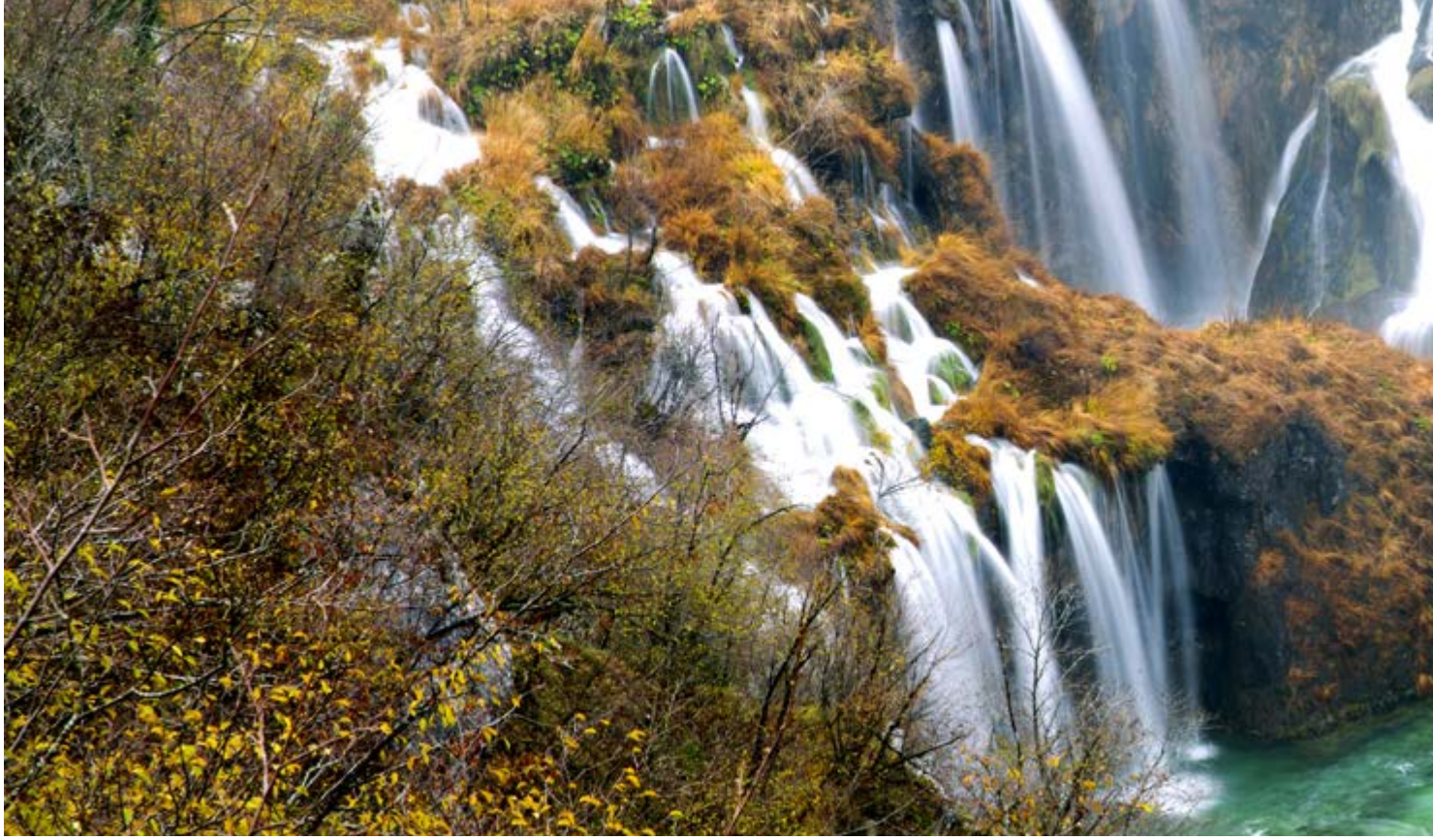
The law in Barbados contains provisions to compensate eco-certification expenditures and community tourism programmes at a rate of 150% against tax-assessable income. Local governments in Italy and Spain have provided grants for similar initiatives.

Enterprise challenge funds

The tourism sector can be 'challenged' to offer solutions for achieving the SDGs. Enterprise challenge fund subsidizes private investment in developing countries via competitive calls. The Australian Agency for International Development's (AusAID) Enterprise Challenge Fund (ECF) will enable the Wilderness Lodge, an ecotourism provider in the Solomon Islands, to double guest accommodation. This investment will help to protect one of the world's most intact coral reefs while offering economic opportunities to a community that suffered from social unrest. The same facility co-invested with Carnival Australia in Vanuatu to enhance the impact of cruise tourism to the local communities.

Crowdfunding and crowd-investing

An innovative approach for entrepreneurs and particularly start-ups to raise capital. Over 100 tourism-related projects are looking for backers in Kickstarter, a leading crowdfunding platform. WalQlike, a tourism application to help people explore cities, will rely on a crowdfunding campaign to fund its growth. While the USD 35 billion market is dominated by a few platforms, new services providers targeting niche markets are emerging. TravelStarter, for example, aspires to become the crowdfunding platform for the travel and tourism sector.



http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Voluntary contributions invested in tourism assets

In the Lake District National Park (United Kingdom), a public-private partnership was formed by 180 tourism businesses to raise money for conservation through voluntary contributions from guests. It has generated annual revenue of around USD 300,000. A number of airlines and tour operators offer consumers the possibility to voluntary offset their travels, e.g. United Airlines' Carbon Choice program and Thai Airways' Voluntary Carbon Offset Program. While these resources are not directly invested in tourism enterprises they are often invested in protecting vital tourism assets.[a]

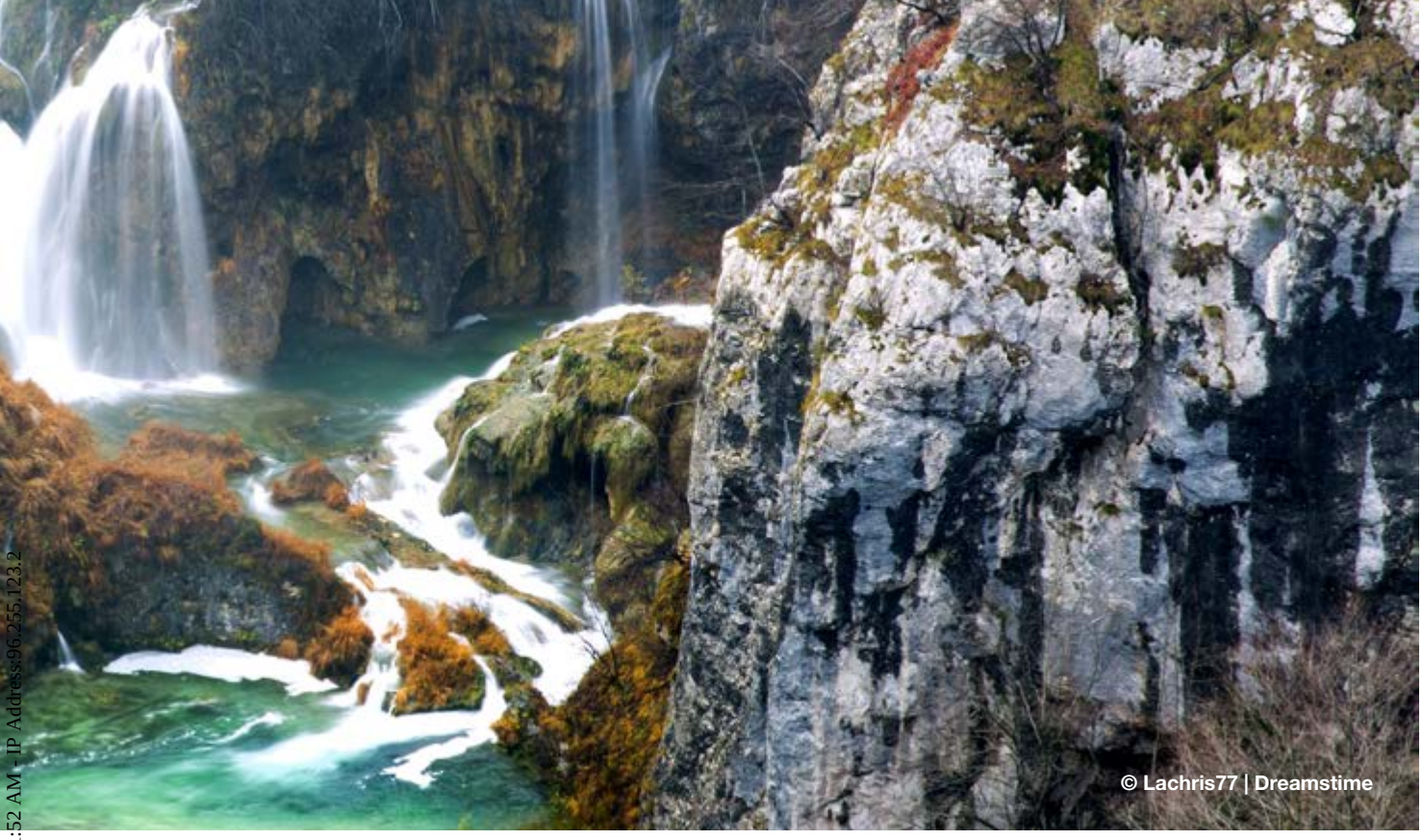
a) For a suite of financing solutions for tourism please visit the Financing Solutions for Sustainable Development online platform, available at: www.undp.org/content/sdfinance.

3.3 Conclusion: financing of sustainable tourism should go beyond development cooperation

This chapter discussed the role of financing for tourism and highlighted the need to scale up resource mobilization efforts in order to achieve the SDGs through tourism. Access to financing is paramount to building a competitive, innovative and sustainable tourism sector in service of the 2030 Agenda. Funding for tourism can derive from domestic, international, public and private sources, or a combination thereof, and must be channelled towards actions that generate a positive and long-lasting impact on people, the planet, prosperity and peace. Since traditional development cooperation alone will not be sufficient to generate the resources needed, stakeholders should tap into the opportunities presented by innovative financing mechanisms.

Key findings:

- **International financial assistance to tourism remains modest:** Even though ODA for tourism has continuously grown over the last 15 years, Aid for Trade for tourism has experienced a reverse trend. Some donor countries, however, are becoming increasingly aware of tourism's potential to drive development and use the sector to support developing countries in achieving the SDGs. Growing recognition of tourism's value to drive the SDGs


© Lachris77 | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

can offer new opportunities for increased ODA and Aid for Trade disbursements to the sector.

– **Development cooperation should be matched with developing countries' needs:** The universality of the SDGs implies that developed countries, in contrast to developing countries, have a two-fold agenda since they also need to incorporate the Goals in their development cooperation. Evidence shows that development cooperation becomes significantly more effective if both the donor and recipient country are fully aligned in their objectives. Tourism's challenges and threats that could obstruct SDG progress – some of which have been highlighted in the VNRs and MAPS reports – deserve special attention from donor countries when supporting their partners through tourism. At the same time, tourism decision-makers should ensure that tourism initiatives are fully in line with the priorities of donor countries.

– **Support for tourism must go beyond development cooperation:** A number of frameworks exist that can help leverage funds for sustainable tourism. Some countries, including Vanuatu, have benefitted immensely from trade-related technical assistance frameworks, such as the Enhanced Integrated Framework (EIF) for least developed countries. Together with the Sustainable Tourism Programme of the 10YFP, such frameworks can be powerful means through which tourism authorities can channel further resources to tourism. At the same time, public-private and multi-stakeholder partnerships in tourism can be effective instruments to strengthen the engagement of the private sector and other tourism stakeholders in achieving the SDGs.

– **Innovative financing mechanisms promise new avenues for tourism:** A large variety of innovative financing mechanisms is available to help the sector access much-needed resources – international, domestic, private and public – for implementing the SDGs. Green bonds, impact investment, energy efficiency loan facilities, blended finance, smart incentives for eco-certification, voluntary contributions, etc., are all viable means to mobilize and blend public and private resources in a way that aligns investments with the SDGs. In addition, designing incentives for tourism SMEs, including through subsidized loans, can lead to small enterprises investing in greening their business models, which can create a ripple effect on the entire economy.

Conclusions

Tourism and the Sustainable Development Goals – Journey to 2030 reveals that countries, as well as businesses can drive genuine progress in making tourism greener, fairer and more inclusive. Achievement of the SDGs requires all hands on deck and it can only be achieved through effective and meaningful partnerships, encompassing the entire tourism industry, as well as international organizations, the development partners, civil society, academia and travellers themselves. The International Year of Sustainable Tourism for Development 2017 and the 'Chengdu Declaration on Tourism and the Sustainable Development Goals', adopted by Tourism Ministers during the 22nd UNWTO General Assembly in 2017, have shown that a multitude of tourism stakeholders are eager to work together and jointly embark on the Journey to 2030.

The review of VNRs and MAPS country roadmaps, as well as the analysis of tourism companies' CSR activities highlight that both the public and private sector fully recognize the potential contribution of tourism to the SDGs. Yet, despite wide recognition, the interlinkages are not fully explored, the actual impact of tourism operations has not been measured consistently, and the most impactful tourism initiatives have not been sufficiently financed.

In particular, even though most countries consider tourism as a contributor to all 17 SDGs, and especially SDGs 8, 12 and 17, tourism policymakers do not seem to exert enough influence in national SDG planning and need to engage and cooperate with other line ministries and the private sector to fully explore and take advantage of tourism's interlinkages with other sectors and industries. At the same time, they must be well informed about the private sector's current contribution to the SDGs so as to understand and bridge the remaining gaps through a supportive policy environment, as well as the promotion of innovation, ICT and other new technologies. The SDGs provide an excellent framework for closer public-private cooperation through which tourism could far exceed current expectations in regard to its contribution to people, the planet, prosperity and peace.

The tourism private sector, on the other hand, while employing CSR actions that support the business case for sustainability – often resulting in environmental or social benefits and impacting mostly on SDGs 12, 13, 1, 4 and 8 – can do much more than merely obtaining a 'social license to operate'. First, tourism companies need to be fully aware of the economic benefits that derive from business models and practices that place the SDGs at the core. Second, they must be able to measure their business activity against international standards and benchmarks of sustainability so as to share their good practices with consumers and other stakeholders,

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

© Oleksandr Kotenko | Dreamstime

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

as well as to compare their performance with competitors. Third, instead of focussing their CSR efforts solely on internal business operations, they can extend them across the value chain by recruiting and purchasing locally, as well as ensuring that profits are retained and re-invested locally so as to meet host community expectations as much as customer demand.

In regard to financing for tourism, Official Development Assistance and Aid for Trade in tourism should be increased and tailored to the needs and priorities of developing countries so as to enhance the sector's role as both contributor to and accelerator of the SDGs. However, resource mobilization for tourism should go beyond traditional development cooperation, encompassing a combination of existing and new funding models based on public-private and multi-stakeholder partnerships, as well as innovative financing mechanism. The Sustainable Tourism Programme of the 10YFP and trade-related technical assistance schemes, such as the Enhanced Integrated Framework, as well as National Tourism Export Strategies can also be powerful instruments to leverage funding for tourism. In addition, policymakers must ensure that tourism is clearly identified as a priority sector in national SDG planning and other key national development strategies.

The findings of the report thus suggest actions along four main dimensions:

1. A better understanding and monitoring of tourism's impact on the SDGs, and vice versa, particularly regarding the tourism private sector;
2. More meaningful integration of sustainable tourism in national planning processes;
3. An upgrade of the current generation of coordination and partnership arrangements; and
4. Devising and adapting financing to the needs of the sector as a core implementer and accelerator of the SDGs.

Shaping the journey towards 2030 – key recommendations

While the following recommendations are geared towards all tourism stakeholders, the UN system has a significant role to play in coordinating these stakeholders and to ensure that countries and the tourism private sector can maximize their impact. The global development partners from the United Nations System, including UNWTO, UNDP and other International Organizations, as well as DAC Members and non-traditional donors should build a closer dialogue to facilitate tourism's contribution to the SDGs.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Awareness-raising and the measurement of impact:

- **Assess and monitor tourism's contribution and commitment to the SDGs** at both national and sub-national level and advance timely and systematic measurement and monitoring of the economic, social and environmental impacts of tourism on destinations. In addition, share experiences, good practice and lessons learned to support evidence-based decision making and engage with the initiative Towards a Statistical Frameworks for Measuring Sustainable Tourism;

- **Enhance statistical capacity-building** and provide guidance on data collection and analysis to measure and monitor progress and results, which would not only enable evidence-based policymaking but also make the SDGs more tangible for the private sector;

- **Raise awareness among tourism enterprises** of the business opportunities created by the SDGs through knowledge-sharing initiatives amongst companies and business alliances, as well as partnerships with foundations, the UN system and universities;

- **Sensitize tourism companies,** as well as SMEs and MSMEs, to better understand the cost-reducing benefits of resource-efficient operations and cost savings, as well as green investment. Therefore, implement capacity-building programmes and activities to equip enterprises with the knowledge and entrepreneurial capacity to engage in business that is both profitable and sustainable;

- **Promote high-quality education and vocational training** that incorporates sustainability and inclusiveness in all its programmes and products so that tourism leadership, management and personnel are fully equipped to operate and advance sustainable tourism principles; and

- **Build capacity and create incentives for private sector research and development** in sustainable technologies and innovations, as well as their applications in business models and operations.

Integration of tourism in SDG-oriented national planning and business practices:

- **Participate in the design and implementation of national strategies and processes for the SDGs** and promote integrated tourism policies that are directly connected to the SDGs in inter-ministerial SDG commissions and other working groups, ensuring high priority for and integration of sustainable tourism in national policy-making and development planning institutions, as well as policy coherence and integration across inter-linked sectors;

- **Devise more inclusive tourism policies** by ensuring active participation and transparent consultative processes with all tourism stakeholders – including the civil society, the private sector, SMEs and micro-enterprises, destinations, local communities, and indigenous and vulnerable groups – in the formulation of the national policy framework for sustainable tourism and SDG-related planning processes;

- **Strengthen the integration of tourism and non-tourism enterprises along the tourism value chain** to reduce 'leakage' in developing countries since stronger linkages into the local economies help to retain the value from tourism and its local impact and supports the growth of related industries, such as agriculture, arts and crafts, and manufacturing;

- **Engage in the Sustainable Tourism Programme of the 10YFP** to accelerate the shift towards sustainable consumption and production and decouple tourism growth from the increased use of natural resources; and

- **Design and implement a National Tourism Export Strategy (NTES)** to reinforce capacities and strengthen tourism value chains for enhanced local economic impact.

Effective partnerships for tourism and the SDGs:

- **Strengthen public-private and multi-stakeholder partnerships** to reinvigorate the means of implementation for the SDGs through tourism since an enabling environment may not be sufficient to drive change, particularly in developing countries where the size and capacity of the private sector is often structurally constrained; and

– **Ensure effective cooperation among all major stakeholders,** including government at the national, sub-national and local level, the private sector, destinations and communities, to increase the understanding of the cross-cutting impacts of different activities across the tourism value and supply chains and to enable and encourage sustainable solutions to the challenges and threats faced by the tourism sector.

Financing the tourism sector to implement the SDGs:

– **Ensure that development cooperation is aligned with the needs and priorities of developing countries,** providing support that maximizes tourism's positive impact, and mitigates its negative impact on the SDGs;

– **Promote tourism as a priority sector** for sustainable development at the country level and take advantage of trade-related technical assistance frameworks in order to increase Aid for Trade allocations for sustainable tourism;

– **Identify the SDGs and thematic areas that are most relevant for donor countries** and develop tourism projects and initiatives that are aligned with the donor countries' priorities so as to benefit from increased resource allocation;

– **Include innovative financing mechanism in resource mobilization efforts for sustainable tourism,** for example financing facilities that can be matched to SDG-related tourism projects that focus, among other things, on issues such as renewable energy, energy efficiency, water use, HIV and health, capacity-building;

– **Design and implement smart subsidies and policies** to influence the behaviour of tourism enterprises and financiers, including through sustainability provisions for tourism concessions auctioned by the state; tradable rights for environmental compensation; and water, carbon and financial incentives in the form of tax deductions for eco-certification;

– **Establish incentives and policies to influence the behaviour of tourism enterprises and investors,** and strengthen public-private and multi-stakeholder partnerships, in particular for the joint provision of certain tourism facilities and services such as transport infrastructure, public amenities or information services; and

– **Strengthen inclusive growth opportunities** by maximizing local production in the supply chain, removing barriers to trade, shaping sound investment policies and building the capacity and incentives for SMEs to get access to loans and credits for greening their operations.

While these recommendations aim to help the public and private sector, as well as the donor community to strengthen their commitment and action towards the SDGs, the sharing of knowledge and good practices between all stakeholders – governments, businesses, the UN system, the donor community, academia and civil society – will be vital for tourism to unlock its full potential towards achieving the SDGs. To this end, UNWTO, with the support of the Swiss State Secretariat for Economic Affairs (SECO), is currently developing the **'Journey to 2030 – Tourism for SDGs' online platform**, which will build and expand on the findings of this report with a view to enhance the tourism stakeholders' knowledge, empower and inspire them to act, and accompany them throughout their journey to 2030 and beyond.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Annexes

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Annex 1: List of 64 Voluntary National Reviews (VNRs) of 2016 and 2017

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Afghanistan	Voluntary National Review at the High Level Political Forum SDGs' Progress Report	2017	H.E Mr. Abdul Sattar Murad, Minister of Economy, Nahid Farid, Member of Parliament, Zahra Nadiri, Senior Advisor to the President on UN Affairs	Mr. Mohammad Nabi Sroosh Director General of Policy & RBM nabi.sroosh@gmail.com Ministry of Economy Mob: +93 707 645 790	N/A
Argentina	Informe Voluntario Nacional Argentina	2017	Ms. Gabriela Agosto, National Council of Coordination of Social Policies; with Ms. Mabel Bianco, Foundation of Women's Study and Investigation; and Andrea Avila, Randstad.	Ministra Maria Fabiana LOGUZZO Directora General de Asuntos Ambientales Ministerio de Relaciones Exteriores y Culto Arenales 1212, piso 14 CP 1007 Buenos Aires, Argentina. Te: 011 541148197414/7405 Fx: 011541148197413 E-mail: laf@mrecic.gov.ar Email Institucional:digma@mrecic.gov.ar	N/A
Azerbaijan	Voluntary National Review of the Republic of Azerbaijan on the first steps in the implementation of the 2030 Agenda for Sustainable Development	2017	H.E Mr. Ali Ahmadov, Deputy Prime Minister Azerbaijan	N/A	N/A
Bangladesh	Eradicating poverty and promoting prosperity in a changing world: Voluntary National Review (VNR) 2017	2017	Mr. Abul Kalam Azad, Principal SDG Coordinator	Permanent Mission of Bangladesh to the United Nations 820, 2nd Avenue, 4th Floor, New York, NY-10017 Phone-212-867-3434 Fax- 2129724038 Email: Bangladesh@un.int, bdpmny@gmail.com	N/A
Belarus	НАЦИОНАЛЬНЫЙ ДОКЛАД РЕСПУБЛИКИ БЕЛАРУСЬ ОБ ОСУЩЕСТВЛЕНИИ ПОВЕСТКИ ДНЯ В ОБЛАСТИ УСТОЙЧИВОГО РАЗВИТИЯ НА ПЕРИОД ДО 2030 ГОДА	2017	H.E Ms. Marianna Shchetkina, Council of the Republic of the National Assembly	Mr Mikalai Dzivakou Counsellor of the Directorate General for Multilateral Diplomacy Ministry of Foreign Affairs of the Republic of Belarus	N/A

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Belgium	Pathways to Sustainable Development First Belgian National Voluntary Review on the Implementation of the 2030 Agenda	2017	H.E Mr. Alexander De Croo, Deputy Prime Minister	Mr. Pieter Leenknegt Coordinator UN Development Agenda Belgian Development Cooperation and Humanitarian Aid Belgian focal point NVR Federal Public Service Foreign Affairs, Foreign Trade and Development Cooperation	N/A
Belize	Belize's Voluntary National Review for the Sustainable Development Goals 2017	2017	H.E Mr. Omar Figueroa, Minister of State in the Ministry of Agriculture, Fisheries, Forestry, the Environment, Sustainable Development and Climate Change	Mr. Wiezsman Pat Sustainable Development Ministry of Forestry Fisheries and Sustainable Development 2nd Floor, West Block Belmopan Belize	N/A
Benin	Rapport National Contribution Nationale Volontaire A la Mise En Oeuvre Des ODD Au Forum Politique De Haut Niveau	2017	H.E Mr. Abdoulaye Bio Tchané, Minister of State for Development and Planning	Mr. Raphael James Marin OGOUNCHI SP/CNDD Cotonou (229) 90 05 12 05/ 21 30 12 70	N/A
Botswana	Voluntary National Review on Sustainable Development Goals 2017	2017	H.E Mr.Slumber Tsogwane, Minister of Local Government and Rural Development,	Ms. T.L. Chalashika Director, Population and Development Coordination Ministry of Finance and Economic Development	N/A
Brazil	Voluntary National Review on the Sustainable Development Goals	2017	H.E Mr José Antônio Marcondes de Carvalho, Ministry of Environment, Energy, Science and Technology	Ambassador Luiz Alberto Figueiredo Machado, Director-General of the Department for the Environment and Special Affairs Ministry of External Relations	N/A
Chile	Informe Nacional Voluntario Consejo Nacional para la Implementación de la Agenda 2030 y el Desarrollo Sostenible	2017	H.E Mr. Marcos Barraza, Minister of Social Development	Mr. Ignacio Llanos Director of Political Multilateral Affairs Ministry of Foreign Affairs Ms. Karen González Ministry of Foreign Affairs	N/A
China	Executive Summary of China's Actions on the Implementation of the 2030 Agenda for Sustainable Development	2016	H.E. Mr. Li Baodong, Vice Minister of Foreign Affairs of China	Ms. Huang Weibo Director, Environmental Management Division Department of Regional Economy National Development and Reform Commission Beijing	Yes

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Colombia	Foro Político de Alto Nivel 2016 - ECOSOC Presentación Nacional Voluntaria de Colombia Los ODS como instrumento para Consolidar la Paz	2016	H.E. Mr. Simon Gaviria, Minister for National Planning of Colombia	Mr. Felipe Castro Pachón Technical Secretary for the Inter-Institutional Commission for the Implementation of the 2030 Agenda and Director of Monitoring and Evaluation of Public Policies National Ministry of Planning email: stcomisionods@dnp.gov.c	Yes
Costa Rica	Costa Rica: Construyendo una vision compartida del desarrollo sostenible Reporte Nacional Voluntario de los Objetivos de Desarrollo Sostenible, Junio 2017	2017	H.E Ms. Olga Marta Sánchez Oviedo, Minister of Planning, Costa Rica	Mario Robles Monge María del Pilar Garrido Gonzalo Technical SDG Secretariat Coordinators Ministry of Planning and Economic Policy	N/A
Cyprus	Review on the Implementation of the 2030 Agenda in Cyprus	2017	H.E Mr. Nikos Kuyalis, Minister of Agriculture, Sotiris Themistokleous, Center for the Advancement of Research and Development in Educational Technology	Mr. Antonis Antoniou Director, Environment Service Ministry of Agriculture, Natural Resources and Environment Nicosia	N/A
Czech Republic	National Report on the Implementation of the 2030 Agenda of Sustainable Development Czech Republic	2017	H.E Mr Richard Brabec, First Deputy Prime Minister	Mr. Pøemysl ?tìpánek Senior Adviser, Department of Multilateral Relations Ministry of the Environment Ministry of the Environment of the Czech Republic Vrovická 65, 100 10 - Praha 10	N/A
Denmark	Report for the Voluntary National Review Ministry of Finance Denmark's implementation of the 2030 Agenda for Sustainable Development	2017	H.E Mr. Kristian Jensen, Minister of Finance;	UPF – Development Policy and Financing Ministry of Foreign Affairs Copenhagen upf@um.d	N/A
Egypt	Egypt National Review Report for Input to the 2016 HLPF	2016	H.E. Ms. Sahar Nasr, Minister of International Cooperation of the Arab Republic of Egypt	Minister Sahar Nasr Ministry of International Cooperation Arab Republic of Egypt	Yes

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
El Salvador	Revision Nacional Voluntaria De La Implementación De La Agenda 2030 Para El Desarrollo Sostenible En El Salvador	2017	H.E Mr. Jaime Miranda, Vice Minister for Development Cooperation	Álvaro Alfredo Magaña Granados Secretario Ejecutivo, Consejo Nacional para el Desarrollo Sostenible José Martí No. 17, Colonia Escalón, San Salvador	N/A
Estonia	Review on the Implementation of the 2030 Agenda in Estonia	2016	H.E. Mr. Hanno Pevkur, Minister of Internal Affairs of Estonia	Ms Eili Lepik Adviser on Sustainible Development issues Strategy Unit Government Office	Yes
Ethiopia	The 2017 Voluntary National Reviews on SDGs of Ethiopia: Government Commitments, National Ownership and Performance Trends	2017	H.E Mr. Yinager Dessie Belay, Minister of the National Planning Commission	Mr. Temesgen Walelign Director of M&E with the Government's National Planning Commission (NPC) Addis Ababa	N/A
Finland	National report on the implementation of the 2030 Agenda for Sustainable Development Finland	2016	H.E. Mr. Kimmo Tiilikainen, Minister of Agriculture and the Environment of Finland and Mr. Rilli Lappalainen, Secretary General, Finnish NGDO Platform to the EU, Kehys	Ms. Annika Lindblom Senior Advisor Ministry of the Environment, Sustainable Development	Yes
France	Report on the Implementation by France of the Sustainable Development Goals	2016	H.E. Ms. Ségolène Royal, Minister of the Environment, Energy and Marine Affairs of France	Mr. François GAVE Counsellor Head of Development and Sustainable Development Department French Mission to the United Nations New York	Yes
Georgia	First Voluntary National Review on implementation of the sustainable Development Goals	2016	H.E. Mr. David Zalkaliani, First Deputy Minister of Foreign Affairs of Georgia	Administration of the Government of Georgia	Yes

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Germany	Report of the German Federal Government to the High Level Political Forum on Sustainable Development 2016	2016	H.E. Mr. Thomas Silberhorn, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development of Germany and H.E. Ms. Rita Schwarzelühr-Sutter, Parliamentary State Secretary to the Federal Minister for the Environment, Nature Conservation, Building and Nuclear Safety, Germany ; and Mr. Ansgar Klinger, Member of the Board of the German Education Union	Mr. Stephan Contius Head of Division Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety	Yes
Guatemala	Agenda 2030 para el Desarrollo Sostenibe Examen Nacional Voluntario, 2017 Guatemala	2017	H.E Mr. Miguel Ángel Moir Sandoval, Minister of Planning	Ms. Marcia Roxana Sobenes Garcia Ministry of Environment and Natural Resources Tel: +502 2423 0500 ext. 1202 Guatemala	N/A
Honduras	Examen Nacional Para La Revision Voluntaria Agenda 2030	2017	H.E Mr. Jorge Ramón Hernández Alcerro, Minister Coordinator of the Presidency	Dr. Jorge Ramón Hernández Alcerro Secretario de Estado Coordinador General de Gobierno jrhernandez@scgg.gob.hn	N/A
India	Voluntary National Review Report on the Implementation of Sustainable Development Goals	2017	H.E Mr. Arvind Panagariya, National Institution for Transforming India (NITI) Aayog	Ambassador Tanmaya Lal Deputy Permanent Representative Permanent Mission of India to the United Nations New York Mr. Manish Chauhan Joint Secretary (UNES) Ministry of External Affairs Government of India Jawaharlal Nehru Bhawan New Delhi	N/A
Indonesia	Voluntary National Review (VNR) 'Eradicating Poverty and Promoting Prosperity in a Changing World'	2017	H.E Mr. Bambang Brodjonegoro, Minister of National Development Planning,	Mr. Muhsin Syihab Director for Development, Economic, and Environmental Affairs Director General for Multilateral Cooperation Ministry of Foreign Affairs of the Republic of Indonesia Phone: +62-21-384-8626 Fax: +62-21-385-7315 E-mail: direktorat.pelh@kemlu.go.id	N/A

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Indonesia (cont.)	Voluntary National Review (VNR) 'Eradicating Poverty and Promoting Prosperity in a Changing World'	2017	H.E Mr. Bambang Brodjonegoro, Minister of National Development Planning,	Ms. Ir. Wahyuningsih Darajati, M.Sc. Director for Forestry and Conservation of Water Resources Ministry for National Development of the Republic of Indonesia / National Development Planning Agency of the Republic of Indonesia Phone: +62-21-392-6254 E-mail: kehutanan@bappenas.go.id	N/A
Italy	Voluntary National Review Italy National Sustainable Development Strategy	2017	H.E Mr. Gian Luca Galleti, Minister of Environment, Land and Sea Protection, Mr. Luca Maestripieri, Directorate General for Development Cooperation and Mr. Enrico Giovannini, Founder, Italian Alliance for Sustainable Development (ASviS)	Mr. Giovanni Brunelli Italian Ministry for Environment and Protection of sea and land Directorate General for sustainable development, climate and energy	N/A
Japan	Japan's Voluntary National Review Report on the Implementation of the Sustainable Development Goals	2017	H.E Mr. Fumio Kishida, Minister of Foreign Affairs, Japan	Dr. Atsushi Suginaka, Director, Global Environment Division, Ministry of Foreign Affairs Tokyo	N/A
Jordan	Jordan's Way to Sustainable Development First National Voluntary Review on the Implementation of the 2030 Agenda	2017	H.E Mr. Imad Fakhoury, Minister of Planning and International Cooperation	Mr. Mutasim M.D. Zaid Al-Kilani Head, Sustainable Development Division Ministry of Planning & International Cooperation Amman, The Hashemite Kingdom of Jordan	N/A
Kenya	Implementation of the Agenda 2030 For Sustainable Development in Kenya	2017	H.R. Mr. Irungu Nyakera, Ministry of Devolution and Planning, Kenya	Mr. Bernard O. K'Omudho Director, National Environment Secretariat Nairobi	N/A
Luxembourg	Rapport sur la mise en oeuvre de l'Agenda 2030 au et par le Luxembourg Transformer les vies tout en préservant la planète	2017	H.E Ms Carole Dieschbourg, Minister of Environment, and H.E Mr Romain Schneider, Minister for Development Cooperation and Humanitarian Affairs	Ms Marguy Kohnen Conseillère Ministère du Développement durable et des Infrastructures	N/A

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Madagascar	Rapport National De Revue Du Processus De L'Agenda 2030 Pour Le Développement Durable	2016	Général de Corps d'Armée Herilanto Raveloharison, Minister of Economy and Strategic Planning of Madagascar	M. Randrianantenaina, Fenohery Rarivoarivelo Directeur de la Planification, de la Programmation et de Suivi-Evaluation Ministère de lEnvironnement et Forêts Antananarivo	Yes
Malaysia	Malaysia Sustainable Development Goals Voluntary National Review 2017	2017	H.E Mr. Abdul Rahman Dahlan, Minister in the Prime Minister's Department, Malaysia	Mr. Azhar Noraini, Director Environmental and Natural Resource Section Economic Planning Unit, Prime Minister's Department Block B5 & B6, Parcel B Federal Government Administrative Centre 62650, Putrajaya Malaysia +603 88723231 azhar_noraini@epu.gov.my	N/A
Maldives	Voluntary National Review for the High Level Political Forum on Sustainable Development 2017	2017	H.E Mr. Abdullahi Majeed, Minister of State for Environment and Energy	Ms. Aishath Saadh Deputy Director General Ministry of Environment and Energy Handhuvaree Hingun, 20392 Male, Maldives	N/A
Mexico	Reporte Nacional Para La Revisión Voluntaria De Mexico En El Marco Del Foro Politico De Alto Nivel Sobre Desarrollo Sostenible	2016	H.E. Mr. Francisco Guzmán Ortiz, Chief of Staff of the Office of the President of Mexico	Ms. Norma Munguía Aldaraca Director General for Global Issues Ministry of Foreign Affairs	Yes
Monaco	Rapport Volontaire sur la mise en oeuvre des Objectifs de Développent Durable	2017	H.E Mr Serge Telle, Minister of State, Monaco	N/A	N/A
Montenegro	Voluntary National Reviews at the HLPF 2016 Montenegro	2016	H.E. Mr. Milorad Scepanovic, Director-General from the General Directorate of Multilateral Affairs of the Ministry of Foreign Affairs of Montenegro and Ms. Jelena Kneževič, Head of Department for Sustainable Development and Integrated Coastal Zone Management at the Ministry of Sustainable Development and Tourism of Montenegro	Ms. Jelena Knezevic Head of Division for Sustainable Development and Integrated Management of Sea and Coastal Zone Ministry for Sustainable Development and Tourism	Yes

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Morocco	Rapport du Royaume du Maroc concernant les premières mesures – HLPF 2016	2016	H.E. Mr. Mohamed El Ouafa, Minister Delegate to the Head of Government in charge of General Affairs and Governance of Morocco	Ms. Rajae Chafil Director for Observation Studies and Planning at the Ministry of Environment	Yes
Nepal	National Review of Sustainable Goals	2017	Mr Min Bahadur Shrestha, National Planning Commission	National Focal Point: Mr. Lal Shankar Ghimire Joint Secretary National Planning Commission Secretariat Nepal Mr. Sudhir Bhattarai Under Secretary Ministry of Foreign Affairs Government of Nepal	N/A
Nigeria	Implementation of the SDGs A National Voluntary Review	2017	Adejoke Orelope-Adefulire, Presidential Senior Special Advisor on the SDGs; Priscilla Achakpa, Civil Society Strategy Group; and Mories Atoki, Private Sector Advisory Group	Mrs. Comfort Adebisi Owolab, Deputy Director-Policy Analysis, Monitoring and Inspectorate - Federal Ministry of Environment	N/A
Norway	Initial Steps Towards the Implementation of the 2030 Agenda. Voluntary National Review presented at the High Level Political Forum on Sustainable Development (HLPF)	2016	H.E. Ms. Erna Solberg, Prime Minister of Norway and Mr. Martin Ulvestad Østerdal, Secretary-General of the Norwegian Children and Youth Council	Deputy Director-Policy Analysis, Monitoring and Inspectorate - Federal Ministry of Environment	Yes
Panama	Erradicar La Pobreza Y Promover La Prosperidad En Un Mundo Cambiante Informe Voluntario Panama	2017	H.E Ms. Maria Luisa Navarro, Vice Minister of Multilateral Affairs and Cooperation	Maria Luisa Navarro Viceministra de Asuntos Multilaterales y Cooperación Ministerio de Relaciones Exteriores Cosme Moreno Viceministro Encargado del Ministerio de Desarrollo Social Virginia Castillero Secretaria Técnica del Gabinete Social	N/A

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Peru	Peru: Informe Nacional Voluntario sobre la implementación de la Agenda 2030 para el Desarrollo Sostenible	2017	Mr. Javier Abugattás Fatule, President of the Board of Directors of the National Center for Strategic Planning	Mr. Javier Abugattás, President of the National Centre for Strategic Planning (CEPLAN) Ms. Ana Peña, Minister Counsellor, Director of Social Affairs at the Ministry of Foreign Affairs	N/A
Philippines	Voluntary National Review at the 2016 High-Level Political Forum on the Sustainable Development Goals (SDGs) Philippines	2016	H.E. Ms. Rosemarie G. Edillon, Deputy Director-General of the National Economic and Development Authority (NEDA), Philippines	Ms. Margarita R. Songco Deputy Director-General, National Economic & Development Authority (NEDA) Ms. Sheila Marie M. Encabo OIC Director., Agriculture Staff and Head Philippine Council for Sustainable Development Coordinating Secretariat	Yes
Portugal	National Report on the Implementation on of the 2030 Agenda for Sustainable Development Portugal	2017	H.E Ms.Teresa Ribeiro, Secretary of State of Foreign Affairs and Cooperation	Mr. Goncalo Motta Secretary of Embassy Directorate General for External Policy Ministry Foreign Affairs	N/A
Qatar	Qatar: Voluntary National Review 2017: Sustainable Development Goals 2030	2017	H.E Mr. Saleh bin Mohammed Al-Nabit, Minister of Development Planning and Statistics	Dr. Saleh Al Nabit Minister of Development Planning and Statistics Mr. Saif Saed Saif Al-Moudad Al-Naimi Director, HSE Regulation and Enforcement Directorate Dr. Marwan Hamadah Technical Consultant to Supreme Council for Environment and Natural Reserves (SCENR)	N/A
Republic of Korea	Year One of Implementing the SDGs in the Republic of Korea: From a Model of Development Success to a Vision for Sustainable Development	2016	H.E. Mr. Jongmoon Choi, Deputy Minister for Multilateral and Global Affairs, Ministry of Foreign Affairs of Republic of Korea	Mr. Jiwon Lee Second Secretary Development Policy Division Ministry of Foreign Affairs Republic of Korea	Yes

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Samoa	Summary of National Voluntary Review Process-Independent State of Samoa	2016	H.E. Mr. Sili Epa Tuioti, Minister of Finance of Samoa	Ms. Peseta Noumea Simi Chief Executive Officer Ministry of Foreign Affairs and Trade Government of Samoa Ph: 685 24346 Fax: 685 21504 Email: noumea@mfat.gov.ws Ms. Francella Strickland-Simonet COunsellor /Deputy Permanent Representative Samoa Mission to the UN Email: francella@samoanymission.ws / fstrickland.samoa.un@gmail.com	Yes
Sierra Leone	Advanced Draft Report on Adaptation of the Goals in Sierra Leone	2016	H.E. Mr. Patrick Saidu Conteh, Minister of State II, Ministry of Finance and Economic Development of Sierra Leone	Ministry of Development and Economic Planning	Yes
Slovenia	Slovenia: Voluntary National Review on the Implementation of the 2030 Agenda	2017	H.E Ms. Alenka Smerkolj, Minister for Development, Strategic Projects and Cohesion; H.E Mr.Kamal Izidor Shaker, Member of Parliament; and Albin Keuc, Sloga Platform	Mr. Timotej Šooš National Development Strategy Lead Government Office for Development Slovenia timotej.soos[at]gov.si	N/A
Sweden	Sweden and the 2030 Agenda- Report to the UN High Level Political Forum 2017 on Sustainable Development	2017	H.E Mr Ardalan Shekarabi, Minister for Public Administration; H.E Ms Carola Lemne, Confederation of Swedish Enterprise; H.E Ms Katrin Stjernfeldt Jammeh, Mayor of Malmö; and Mr. Björn Fondén, Swedish Youth Delegate to the UN	Ministry for Foreign Affairs Department Global Agenda Email: hlpf@gov.se	N/A
Switzerland	Switzerland's initial steps towards the implementation of the 2030 Agenda for Sustainable Development	2016	H.E. Mr. Manuel Sager, State Secretary and Head of Swiss Development Cooperation at the Federal Department of Foreign Affairs of Switzerland and Ms. Sabine Döbeli, CEO Swiss Sustainable Finance	Ambassador Michael Gerber Special Envoy for Sustainable Development Swiss Development Cooperation Federal Department of Foreign Affairs Ms. Isabella Pagotto Programme Manager Swiss Development Cooperation Federal Department of Foreign Affairs	Yes

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Tajikistan	Improving Living Standards through mainstreaming of sustainable development Goals into the National Development Policy in Tajikistan	2017	H.E Mr Nematullo Hikmatullozoda, Minister of Economic Development and Trade	Mr. Umed Davlatzod Deputy Minister of Economic Development and Trade Republic of Tajikistan Dushanbe	N/A
Thailand	Thailand's Voluntary National Review on the Implementation of the 2030 Agenda for Sustainable Development	2017	H.E Mr. Don Pramudwinai, Minister of Foreign Affairs; Thapana Sirivadhanabhakdi, Thai Beverage Public Company; and youth delegate Potcharapol Prommatat	Ms. Thanavon Pamaranon First Secretary Permanent Mission of Thailand to the United Nations	N/A
The Netherlands	Report on the Implementation of the Sustainable Development Goals	2017	H.E Ms. Lilianne Ploumen, Minister for Foreign Trade and Development Cooperation, the Netherlands	Machiel van Stralen Focal Point Sustainable Development Goals Multilateral Affairs Department Ministry of Foreign Affairs The Hague	N/A
Togo	High Level Political Forum on Sustainable Development	2017	H.E. Mr. Komi Sélom Klassou, Prime Minister of Togo	M. Tchaou MEATCHI Directeur de la planification et des politiques de developpent au Ministere de la Planification du Developpement Point focal national du developpement durable Tel : + 228 90 22 14 14 + 228 22 21 27 45 E-mail : gervais_meat@yahoo.fr M. Ptangme PEKETI Premier Secretaire a la Mission Permanente du Togo aupres des Nations Unies, Expert de la Deuxieme Commission, charge des questions de developpement durable Tel : + l 646-24 7-5623 + l 212-490-3455 E-mail : peketifirmin@gmail.com	N/A

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Togo	Rapport Sur L'etat D'avancement De Lîntegration Des Odd Dans Les Instruments Nationaux De Planification Du Developpement	2016	H.E. Mr. Komi Sélom Klassou, Prime Minister of Togo	M. Tchaou MEATCHI Directeur de la planification et des politiques de developpent au Ministere de la Planification du Developpement Point focal national du developpement durable Tel : + 228 90 22 14 14 + 228 22 21 27 45 E-mail : gervais_meat@yahoo.fr M. Ptangme PEKETI Premier Secretaire a la Mission Permanente du Togo aupres des Nations Unies, Expert de la Deuxieme Commission, charge des questions de developpement durable Tel : + l 646-24 7-5623 + l 212-490-3455 E-mail : peketifirmin@gmail.com	Yes
Turkey	Report on Turkey Initial Steps Towards The Implementation of The 2030 Agenda for Sustainable Development	2016	H.E. Mr. Y. Halit Çevik, Permanent Representative of Turkey to the United Nations	General Directorate of Social Sectors and Coordination Ministry of Development sdg@kalkinma.gov.tr Tel: +903122946516	Yes
Uganda	Review Report on Uganda's Readiness for Implementation of the 2030 Agenda	2016	H.E. Mr. Matia Kasaija, Minister of Finance, Planning and Economic Development of Uganda	Dr. Henry Aryamanya-Mugisha Executive Director National Environment Management Authority (NEMA) Kampala	Yes
Uruguay	Informe Nacional Voluntatrio- Uruguay 2017	2017	H.E Mr. Álvaro García, Minister of Budget and Planning	Ministerio de Relaciones Exteriores del Uruguay Direccion de Medio Ambiente Colonia 1206	N/A

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Country	Title of VNR	Year	VNR presenters	Focal point High-level Political Forum on Sustainable Development (HLPF)/VNR	Videos
Venezuela	Ministerio de Relaciones Exteriores del Uruguay Direccion de Medio Ambiente Colonia 1206	2016	H.E. Mr. Ricardo José Menéndez, Vice-president for Planning and Knowledge and Minister of the Popular Power for Planning of Venezuela	N/A	Yes
Zimbabwe	Zimbabwe Voluntary National Review (VNR) of SDGs for the High Level Political Forum	2017	H.E Mr. Obert Mpofu, Minister of Micro-Economic Planning and Investment Promotion, and Grasiano Nyaguse, from the same ministry	Mr. J. Moyo Permanent Secretary for Environment and Tourism Private Bag 7753 Causeway, Harare	N/A

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Annex 2: List of 60 tourism companies

Company	Sub-sector	Industry	Continent	Country	Operational in
ANA	Transportation	Aviation	Asia	Japan	Globally
Emirates	Transportation	Aviation	Asia	United Arab Emirates	Globally
American Airlines	Transportation	Aviation	North America	United States of America	Globally
Kenya Airways	Transportation	Aviation	Africa	Kenya	Globally
Southwest Airlines	Transportation	Aviation	North America	United States of America	North America
Ryan Air	Transportation	Aviation	Europe	Ireland	Europe
Air Asia Berhad	Transportation	Aviation	Asia	Malaysia	South East Asia
LATAM	Transportation	Aviation	South America	Chile	Globally
Lufthansa	Transportation	Aviation	Europe	Germany	Globally
Royal Caribbean Cruises Ltd	Transportation	Cruise	North America	United States of America	Globally
Genting Hong Kong	Transportation	Cruise	Asia	Hong Kong (China)	Globally
Carnival Corp & PLC	Transportation	Cruise	N. America / Europe	United States of America / United Kingdom	Globally
Iarnród Éireann - Irish Rail	Transportation	Railways	Europe	Ireland	Ireland
KiwiRail	Transportation	Railways	Australia	New Zealand	New Zealand
Japan Railways Group	Transportation	Railways	Asia	Japan	Japan
SNCF	Transportation	Railways	Europe	France	France
Amtrak	Transportation	Railways	North America	United States of America	United States of America, Canada
DFDS	Transportation	Ferry	Europe	Denmark	Europe
Shun Tak Group (TurboJet)	Transportation	Ferry	Asia	Hong Kong (China)	Hong Kong (China), Macao (China), China
First Group	Transportation	Public Transp. including Greyhound Coaches	Europe	United Kingdom	United Kingdom, United States of America, Canada
Amadeus	Travel agents	GDS	Europe	Spain	Global
AMEX Global Business Travel	Travel agents	Business Travel	America	United States of America	Global
Aventura Colombia	Travel agents	Specialist	South America	Colombia	Colombia

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Company	Sub-sector	Industry	Continent	Country	Operational in
BCD Travel	Travel agents	Business Travel	Europe	Netherland	Global
Carlson Wagonlit Travel	Travel agents	Business Travel	America	United States of America	Global
Cox & Kings	Travel agents	Luxury	Asia	India	Global
Exo Travel	Travel agents	Sustainability	Asia	Thailand	Asia
Experience Travel Group	Travel agents	Specialist	Europe	England	South Asia
G Adventures	Travel agents	Adventure	America	Canada	Global
Globalia	Travel agents	Vertical integrated	Europe	Spain	Europe, Africa, Americas, Caribbean
Hostelworld Group	Travel agents	OTA	Europe	Ireland	Global
Intrepid	Travel agents	Adventure	Australia	Australia	Global
JTB Corporation	Travel agents	Specialist	Asia	Japan	Global
Kuoni Group	Travel agents	Sustainability	Europe	Switzerland	Global
On the Beach Group	Travel agents	OTA	Europe	United Kingdom	Global
Sabre	Travel agents	GDS	America	United States of America	Global
Thomas Cook	Travel agents	Vertical integrated	Europe	England	Global
Transat A.T.	Travel agents	Vertical integrated	America	Canada	Global
TUI	Travel agents	Vertical integrated	Europe	Germany	Global
Wilderness Scotland	Travel agents	Adventure	Europe	Scotland	Scotland
Accor	Accommodation	Hotel	Europe	France	Worldwide (92 countries)
Banyan Tree	Accommodation	Hotel, Resort, Residences	Asia	Singapore	Worldwide (27 countries)
Carlson Rezidor Hotel Group	Accommodation	Hotel	America/Europe	United States of America / Belgium	Worldwide (80 countries)
ClubMed	Accommodation	Vacation Village	Europe	France	Worldwide (40 countries)
Resort	Accommodation	Upper Upscale, Upscale	Australia	Australia	Worldwide

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Company	Sub-sector	Industry	Continent	Country	Operational in
Hotel	Accommodation	Upper Upscale, Upscale, Upper Midscale, Luxury, Other	America	United States of America	Worldwide (100 countries)
Hostelling International	Accommodation	Hostel	Europe	United Kingdom	Worldwide (88 countries)
Hyatt Hotels Corporation	Accommodation	Hotel, Resort	America	United States of America	Worldwide (52 countries)
Intercontinental Hotels Group	Accommodation	Hotel	Europe	United Kingdom	Worldwide
JetWing Hotels	Accommodation	Hotel, Villa	Asia	Sri Lanka	Sri Lanka
Mandarin Oriental Hotel Group	Accommodation	Hotel, Resort, Residence	Asia	China	Worldwide (24 countries)
Marriott International	Accommodation	Hotel	America	United Kingdom	Worldwide
Melia	Accommodation	Hotel, Resort	Europe	Spain	Worldwide (41 countries)
Millennium Hotels	Accommodation	Hotel	Europe	United Kingdom	Worldwide
NH Hotel Group	Accommodation	Hotel	Europe	Spain	Worldwide (33 countries)
Regal	Accommodation	Hotel	Asia	China	Hong Kong (China)
Scandic	Accommodation	Hotel	Europe	Sweden	Nordic States, Belgium, Germany, Poland
Serena Hotel	Accommodation	Hotel, Resort, Safari Lodge	Africa	Kenya	East Africa, Asia
Wyndham Hotel & Resorts	Accommodation	Resort	America	United States of America	Worldwide
Wynn Resort	Accommodation	Resort, Casino	America	United States of America	United States of America, China

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Annex 3: Chengdu Declaration on Tourism and the Sustainable Development Goals

We, the representatives of World Tourism Organization (UNWTO) Member States, gathered at 22nd session of the General Assembly of the in Chengdu, China, on 13–16 September 2017,

Recalling that the United Nations (UN) General Assembly resolution 66/288 of 27 July 2012 endorses the outcome document of the UN Conference on Sustainable Development, *The Future We Want* which emphasizes that "well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities";

Recalling also the UN resolution 69/233 of 19 December 2014 on the "promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection", emphasizing the need to optimize the economic, social, cultural and environmental benefits stemming from sustainable tourism, particularly in developing countries;

Recalling that the UN General Assembly resolution 69/313 of 27 July 2015 endorses the outcome document of the Third International Conference on Financing for Development, *Addis Ababa Action Agenda*, which underlines the need to "[…] develop and implement innovative tools to mainstream sustainable development, as well as to monitor sustainable development impacts for different economic activities, including for sustainable tourism";

Recalling the UN General Assembly resolution 70/1 of 25 September 2015 on *Transforming our world: the 2030 Agenda for Sustainable Development*, which adopts the 17 Sustainable Development Goals (SDGs);

Bearing in mind the UN General Assembly resolution 70/193 of 22 December 2015, which proclaimed 2017 the *International Year of Sustainable Tourism for Development* that aims to raise awareness on the contribution of sustainable tourism to development among decision-makers and the public, and encourages the UN system and all other actors to support sustainable tourism at all levels as an efficient instrument to contribute to sustainable development, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change, especially addressing global challenges such as poverty eradication, environmental protection, and economic empowerment;

Recalling the Cancun Declaration on Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-Being, adopted by the UN Biodiversity Conference, held from 2–17 December 2016, which recognizes that tourism, if well managed, can be an enabling agent of change;

Bearing in mind the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), notably the 10-YFP Sustainable Tourism Programme, a collaborative platform to bring together and scale up initiatives and partnerships to accelerate the shift to sustainable consumption and production, that has as its main goal decoupling tourism growth from the increased use of natural resources;

Bearing in mind the UNWTO Global Code of Ethics for Tourism, approved by the UNWTO General Assembly in 1999 and endorsed by the UN General Assembly in 2001;

Considering that tourism is one of the fastest growing socio-economic sectors, accounting currently for an estimated 10% of world GDP, 1 in 11 jobs and 7% of global trade of good and services;

Recognizing that tourism represents a major share of trade in services (30% of world's trade in services), has multiple links to other economic sectors and can generate development opportunities along the entire tourism value chain;

Recognizing that tourism is featured in three of the 17 SDGs, namely Goal 8, 12 and 14 on inclusive and sustainable

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

economic growth, sustainable consumption and production, and the sustainable use of oceans and marine resources, respectively, and has the potential to contribute, directly and indirectly, to all the 17 Goals in view of its crosscutting nature;

Affirming that tourism is a vital instrument for the achievement of the 17 SDGs and beyond as it can stimulate inclusive economic growth, create jobs, attract investment, fight poverty, enhance the livelihood of local communities, promote the empowerment of women and youth, protect cultural heritage, preserve terrestrial and marine ecosystems and biodiversity, support the fight against climate change, and ultimately contribute to the necessary transition of societies towards greater sustainability;

Welcoming the efforts of the ST-EP (Sustainable Tourism – Eliminating Poverty) Initiative of the World Tourism Organization to help reduce poverty levels through the development and promotion of sustainable forms of tourism;

Recognizing that tourism is based on human interaction between visitors and host communities, creating a link that can promote intercultural understanding and tolerance, encourage mutual respect among people and thus contribute to a culture of peace in a framework of safety and security;

Affirming that tourism can contribute to the promotion of economic, trade and cultural links between developed and developing countries and regions by enhancing cooperation at all levels, nurturing mutual respect, tolerance and understanding among nations and civilizations;

Cognizant of the need for adequate financing for tourism and for increased resource mobilization, including through development cooperation such as Official Development Assistance (ODA) and Aid for Trade (AfT), as well as through innovative financing mechanism;

Declare the following:

1. National governments together with local authorities and other relevant stakeholders should develop an integrated and holistic approach to tourism policy in order to leverage the sector's positive impact and multiplying effect on people, planet and prosperity, thus capitalizing on its value as a key contributor to the achievement of the SDGs;

2. Timely and systematic measurement of the economic, environmental and social impacts of tourism on destinations is of the essence in order to support evidence-based decision making and the effective use of the generated information in designing informed policy decisions at all levels;

3. National governments together with local authorities and other relevant stakeholders should undertake assessments on tourism's contribution and commitment to the SDGs at both national and sub-national levels and ensure the inclusion of tourism in inter-ministerial SDG commissions and/or working groups;

4. National governments together with local authorities and other relevant stakeholders should enhance the contribution of tourism in SDGs national strategies through the set-up of institutional frameworks and mechanisms that allow for the active participation of all stakeholders at all territorial levels, including the private sector and local communities, in the process;

5. Cooperation among all major stakeholders–governments at the national, sub-national and local level, international organizations, the private sector, and communities–is vital for achieving the SDGs through tourism. Therefore, a coordinated effort of all stakeholders is needed in order to promote a greater understanding of the value of partnerships as an implementation tool towards fostering sustainable development and in support of the SDGs.

6. Advancing towards the agenda for sustainable development, up to and beyond 2030, requires, *inter alia*, identification and adoption of tourism planning approaches aimed at improving resource efficiency by tourism stakeholders. Approaches such as the circular economy – promoting business models based on renewable resources, longer and diverse product life cycles, shared consumption and interconnected value chains – can play a significant role when designing and improving resource management systems not only in the tourism sector, but also for the sustainable development of destinations;

7. National governments together with local authorities and other relevant stakeholders should create an enabling environment for the tourism private sector and provide incentives for businesses to act in line with the Global Code of Ethics for Tourism and advance their corporate social responsibility (CSR) activities that contribute to all 17 SDGs, as well as to help them raise awareness and develop guidance material regarding tourism's link to the SDGs;

8. Governments and UNWTO should ensure the effective measurement of SDGs agreed indicators on tourism so that measuring tourism's full impact at national and local levels is in line with the UNWTO Measuring Sustainable Tourism Initiative and the work of the International Network of Sustainable Tourism Observatories (INSTO).

9. National governments together with local authorities and other relevant stakeholders should ensure the necessary changes in policies, business practices and behaviour in order to maximize the contribution of tourism to sustainable and inclusive development, in accordance with national laws and regulations;

10. National governments together with local authorities and other relevant stakeholders should promote innovation in tourism products, business models and management, openly share relevant experiences, and push forward the transformation and upgrading of the tourism sector in order to leverage its contribution to the 2030 Agenda and its SDGs;

11. Governments and UNWTO should increase their efforts in mobilizing resources for tourism and the SDGs, inter alia, through the design and development of innovative financing mechanisms, including financing facilities that can be matched to SDG-related tourism projects, such as the UNWTO Tourism for Development Facility, the establishment of incentives and policies to influence the behaviour of tourism enterprises and investors, and the strengthening of public-private partnerships, such as the contribution of the Belt and Road Initiative to the tourism sector, among others;

12. National governments together with local authorities and other relevant stakeholders should work together and harness the power of public-private partnerships in tourism, spurring market competitiveness, creating employment and income generating opportunities – in particular for disadvantaged groups – enhancing socio-economic development and accelerating the uptake of SDGs at destination level and beyond;

13. The global donor community should recognize the wide-ranging impacts of tourism on all dimensions of sustainable development, hence on all 17 SDGs, and scale up its support to sustainable tourism;

14. Governments, the United Nations, international organizations, finance institutions, as well as philanthropic foundations and the private sector, should increase financial support for tourism infrastructures, tourism planning and training;

15. National governments together with local authorities and other relevant stakeholders should support inclusive green and blue growth for tourism development and foster investment in infrastructure and technology that helps to improve resource efficiency, mitigate climate change and decouple economic growth from resource use and environmental degradation;

16. Governments, the United Nations, international organizations, the private sector and academia should support programmes, strategies and experiences that take advantage of tourism as a vehicle to achieve the SDGs at national and sub-national levels;

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

17. Academia should advance research on the intrinsic, yet complex, relationship between tourism and the SDGs and elaborate guidelines and recommendations for new curricula for education which would empower the youth to support the sector in its ability to drive progress towards 2030 and beyond;

18. Governments, the United Nations and international organizations, should support enhanced international, bilateral and triangular cooperation in tourism and strengthen the tourism development capacity of developing and least developed countries;

19. UNWTO should continue working with all stakeholders to advance the contribution of tourism to the achievement of the 2030 Agenda for Sustainable Development and the SDGs in their respective areas of action;

20. All stakeholders should acknowledge and promote tourism as an effective tool for nurturing respect, tolerance and mutual understanding between peoples, nations and cultures, and contributing to building a culture of peace and dialogue between civilizations; and

21. All stakeholders should further integrate tourism and the SDGs in relevant policies, initiatives, projects and research in order to foster the role of tourism in creating a better future for people and the planet.

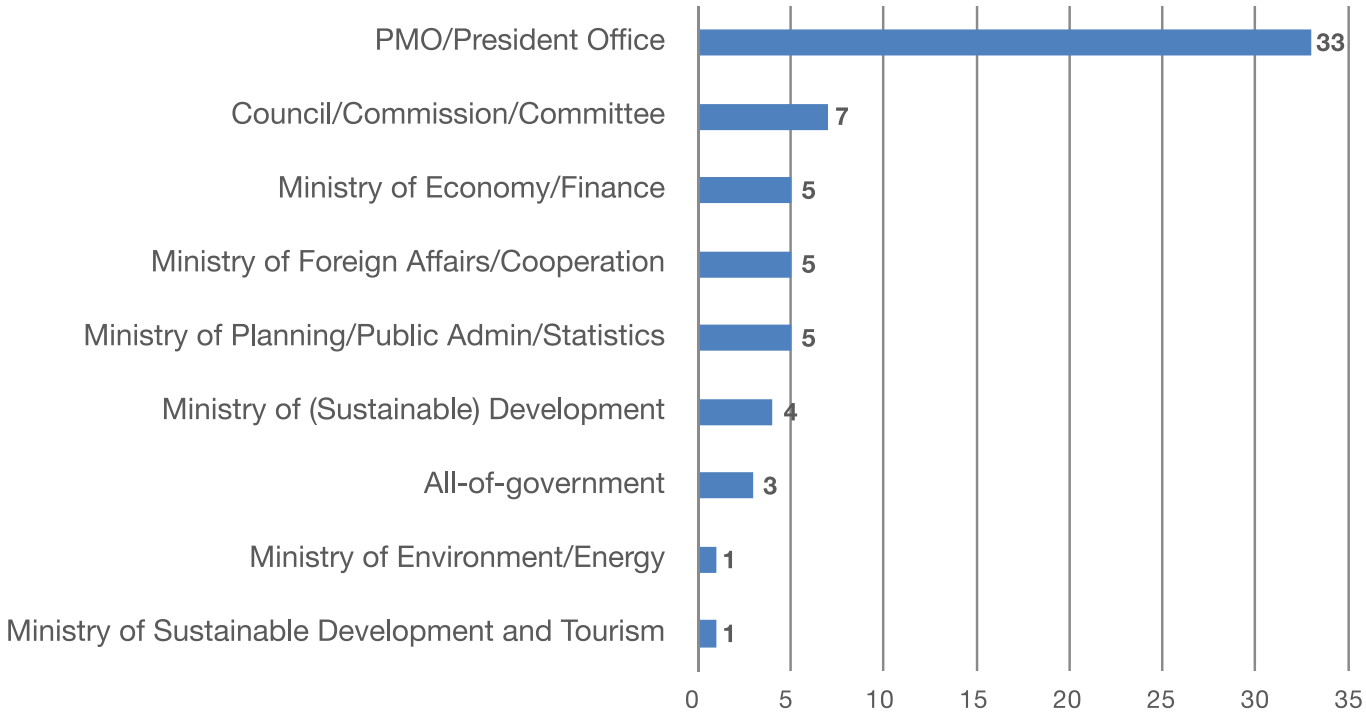
This Declaration is endorsed by the representatives of the World Travel & Tourism Council (WTTC) present at the 22nd Session of the UNWTO General Assembly.

We, the representatives of UNWTO Member States, hereby extend our sincere gratitude to our host, the Government of the People's Republic of China, for its warm hospitality and amiable support during the UNWTO 22nd General Assembly, as well as for its significant contribution to the discussions for the advancement of tourism and its role in the 2030 Agenda for Sustainable Development.

Chengdu, 13 September 2017

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Annex 4: Overview of national lead coordinators for SDGs, as reported in 64 Voluntary National Reviews (VNRs)



http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Annex 5: List of relevant Sustainable Development Goals, targets and indicators for tourism

SDG targets		Indicators	
Goal 1: End Poverty in all its forms everywhere			
1.2	By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.	1.2.1	Proportion of population living below the national poverty line, by sex and age.
		1.2.2	Proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.
1.a	Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions.	1.a.1	Proportion of resources allocated by the government directly to poverty reduction programmes.
Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture			
2.3	By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.		
Goal 3: Ensure healthy lives and promote well-being for all at all ages			
3.8	Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.	3.8.1	Coverage of essential health services (defined as the average coverage of essential services based on tracer interventions that include reproductive, maternal, newborn and child health, infectious diseases, non-communicable diseases and service capacity and access, among the general and the most disadvantaged population)
Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all			
4.3	By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.	4.3.1	Participation rate of youth and adults in formal and non-formal education and training in the previous 12 months, by sex.
4.4	By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.	4.4.1	Proportion of youth and adults with information and communications technology (ICT) skills, by type of skill.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

	SDG targets		Indicators
4.7	By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.	4.7.1	Extent to which (i) global citizenship education and (ii) education for sustainable development, including gender equality and human rights, are mainstreamed at all levels in: (a) national education policies, (b) curricula, (c) teacher education and (d) student assessment
Goal 5: Achieve gender equality and empower all women and girls			
5.5	Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.		
5.a	Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.		
5.c	Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.	5.c.1	Proportion of countries with systems to track and make public allocations for gender equality and women's empowerment.
Goal 6: Ensure availability and sustainable management of water and sanitation for all			
6.4	By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.	6.4.1	Change in water-use efficiency over time.
6.6	By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.	6.6.1	Change in the extent of water-related ecosystems over time.
6.a	By 2030, expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies.		
Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all			
7.3	By 2030, double the global rate of improvement in energy efficiency.	7.3.1	Energy intensity measured in terms of primary energy and GDP.
7.a	By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology.		
7.b	By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, in particular least developed countries, small island developing States and landlocked developing countries, in accordance with their respective programmes of support.	7.b.1	Investments in energy efficiency as a percentage of GDP and the amount of foreign direct investment in financial transfer for infrastructure and technology to sustainable development services.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

SDG targets		Indicators	
Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all			
8.3	Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.		
8.4	Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead.	8.4.1	Material footprint, material footprint per capita, and material footprint per GDP.
8.6	By 2020, substantially reduce the proportion of youth not in employment, education or training.	8.6.1	Proportion of youth (aged 15-24 years) not in education, employment or training.
8.7	Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms.	8.7.1	Proportion and number of children aged 5-17 years engaged in child labour, by sex and age.
8.9	By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.	8.9.1	Tourism direct GDP as a proportion of total GDP and in growth rate.
		8.9.2	Number of jobs in tourism industries as a proportion of total jobs and growth rate of jobs, by sex.
8.a	Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-related Technical Assistance to Least Developed Countries.		
8.b	By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization.		
Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation			
9.1	Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.	9.1.2	Passenger and freight volumes, by mode of transport.
9.3	Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets.	9.3.1	Proportion of small-scale industries in total industry value added.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

SDG targets		Indicators	
9.4	By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.		
9.b	Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities.		
9.c	Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020.	9.c.1	Proportion of population covered by a mobile network, by technology.
Goal 10. Reduce inequality within and among countries			
10.4	Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.	10.4.1	Labour share of GDP, comprising wages and social protection transfers.
10.7	Facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies.		
10.b	Encourage official development assistance and financial flows, including foreign direct investment, to States where the need is greatest, in particular least developed countries, African countries, small island developing States and landlocked developing countries, in accordance with their national plans and programmes.		
Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable			
11.2	By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.		
11.4	Strengthen efforts to protect and safeguard the world's cultural and natural heritage.	11.4.1	Total expenditure (public and private) per capita spent on the preservation, protection and conservation of all cultural and natural heritage, by type of heritage (cultural, natural, mixed and World Heritage Centre designation), level of government (national, regional and local/municipal), type of expenditure (operating expenditure/investment) and type of private funding (donations in kind, private non-profit sector and sponsorship).
11.a	Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning.		

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

SDG targets		Indicators	
11.b	By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015–2030, holistic disaster risk management at all levels.		
Goal 12. Ensure sustainable consumption and production patterns			
12.1	Implement the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries.	12.1.1	Number of countries with sustainable consumption and production (SCP) national action plans or SCP mainstreamed as a priority or a target into national policies.
12.3	By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.		
12.5	By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.		
12.8	By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.	12.8.1	Extent to which (i) global citizenship education and (ii) education for sustainable development (including climate change education) are mainstreamed in (a) national education policies; (b) curricula; (c) teacher education; and (d) student assessment.
12.a	Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.		
12.b	Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.	12.b.1	Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools.
Goal 13. Take urgent action to combat climate change and its impacts			
13.2	Integrate climate change measures into national policies, strategies and planning.	13.2.1	Number of countries that have communicated the establishment or operationalization of an integrated policy/ strategy/plan which increases their ability to adapt to the adverse impacts of climate change, and foster climate resilience and low greenhouse gas emissions development in a manner that does not threaten food production (including a national adaptation plan, nationally determined contribution, national communication, biennial update report or other).
13.3	Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.	13.3.1	Number of countries that have integrated mitigation, adaptation, impact reduction and early warning into primary, secondary and tertiary curricula.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

	SDG targets		Indicators
13.a	Implement the commitment undertaken by developed-country parties to the United Nations Framework Convention on Climate Change to a goal of mobilizing jointly $100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible.		
13.b	Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities.		
Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development			
14.2	By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans.		
14.5	By 2020, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information.		
14.7	By 2030, increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.		
14.b	Provide access for small-scale artisanal fishers to marine resources and markets.		
Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss			
15.1	By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements		
15.2	By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally	15.2.1	Progress towards sustainable forest management
15.4	By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development		
15.7	Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products	15.7.1	Proportion of traded wildlife that was poached or illicitly trafficked
15.a	Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems		

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

SDG targets		Indicators	
15.c	Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities	15.c.1	Proportion of traded wildlife that was poached or illicitly trafficked
Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels			
16.2	End abuse, exploitation, trafficking and all forms of violence against and torture of children		
Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development			
17.3	Mobilize additional financial resources for developing countries from multiple sources		
17.6	Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge-sharing on mutually agreed terms, including through improved coordination among existing mechanisms, in particular at the United Nations level, and through a global technology facilitation mechanism	17.6.1	Number of science and/or technology cooperation agreements and programmes between countries, by type of cooperation
17.9	Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the Sustainable Development Goals, including through North-South, South-South and triangular cooperation		
17.11	Significantly increase the exports of developing countries, in particular with a view to doubling the least developed countries' share of global exports by 2020	17.11.1	Developing countries' and least developed countries' share of global exports
17.14	Enhance policy coherence for sustainable development	17.14.1	Number of countries with mechanisms in place to enhance policy coherence of sustainable development
17.15	Respect each country's policy space and leadership to establish and implement policies for poverty eradication and sustainable development		
17.16	Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries	17.16.1	Number of countries reporting progress in multi-stakeholder development effectiveness monitoring frameworks that support the achievement of the sustainable development goals
17.17	Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships	17.17.1	Amount of United States dollars committed to public-private and civil society partnerships
17.18	By 2020, enhance capacity-building support to developing countries, including for least developed countries and small island developing States, to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts	17.18.1	Proportion of sustainable development indicators produced at the national level with full disaggregation when relevant to the target, in accordance with the Fundamental Principles of Official Statistics

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Acronyms

10YFP	10-Year Framework of Programmes on Sustainable Consumption and Production Patterns
AAAA	Addis Ababa Action Agenda
AfT	Aid for Trade
AusAID	Australian Agency for International Development
CITES	Convention on International Trade in Endangered Species of Wild Flora and Fauna
CRS	Creditor Reporting System
CSR	corporate social responsibility
CO_2	carbon dioxide
COP	Conference of the Parties
DAC	Development Assistance Committee
DFDS	Det Forenede Dampskibs-Selskab (Danish ferry operator)
ECF	Enterprise Challenge Fund
ECOSOC	the Department of Economic and Social Affairs
EIF	Enhanced Integrated Framework
EMAS	Eco-management and Audit Scheme
EU	European Union
FDI	foreign direct investment
GDP	gross domestic product
GEF	Global Environment Facility
GNI	gross national income
HLPF	High-level Political Forum on Sustainable Development
ICAO	International Civil Aviation Organization
ICT	information and communications technology
IFC	International Finance Corporation
IHG	InterContinental Hotels Group PLC
INSTO	UNWTO's International Network of Sustainable Tourism Observatories
ITC	International Trade Centre
ITP	International Tourism Partnership
IY2017	International Year of Sustainable Tourism for Development, 2017
LDC	least developed country
LEED	Leadership in Energy and Environmental Design
LLDC	Land-locked developing country
MAC	Multi-stakeholder Advisory Committee
MAPS	Mainstreaming, Acceleration and Policy Support
MDGs	Millennium Development Goals
MSMEs	micro, small and medium enterprises
MST	measuring sustainable tourism
NGOs	non-governmental organizations
NP	National Sectorial Policies
NSDS	National Sustainable Development Strategy
NTES	National Tourism Export Strategy
ODA	Official Development Assistance
OECD	Organisation for Economic Co-operation and Development
PRSP	Poverty Reduction Strategy Paper
PwC	PricewaterhouseCoopers
SCP	sustainable consumption and production
SDGs	Sustainable Development Goals
SIDS	small island developing state
SLNP	South Luangwa National Park
SMEs	small and medium enterprises
SNCF	Société nationale des chemins de fer français
STP	Sustainable Tourism Programme
TDF	Tourism for Development Facility
TNO	The Netherlands Organisation for Applied Scientific Research
UN	United Nations
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNFCCC	United Nations Framework Convention on Climate Change
UNSD	United Nations Statistics Division
UNWTO	World Tourism Organization
VNR	Voluntary National Review
WTTC	World Travel & Tourism Council

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

References and bibliography

Bancomext (2017), *Business Model* (online), available at: www.bancomext.com/en/ (27-09-2017).

CarbonTour (2013), *Strategic planning towards carbon neutrality in tourism accommodation sector* (online), available at: http://carbontour.uest.gr (03-12-2017).

Carroll, A. (1979), 'A Three-Dimensional Conceptual Model of Corporate Performance', *The Academy of Management Review,* volume 4 (4), pp. 497–505 (online), available at: www.jstor.org/stable/257850 (13-11-2017).

Collaboration for Impact (2017), *The Collective Impact Framework* (online), available at: www.collaborationforimpact.com/collective-impact/ (03-12-2017).

Columbia Center on Sustainable Investments, Sustainable Development Solutions Network, United Nations Development Programme and World Economic Forum (2016), *Mapping Mining to the Sustainable Development Goals: An Atlas*, white paper (online), available at: www.undp.org/content/undp/en/home/librarypage/poverty-reduction/mapping-mining-to-the-sdgs--an-atlas.html (03-12-2017).

Dalcher, S. (2017), 2017 – *The Year of Sustainable Tourism for Development: A Mapping of CSR Activities in the Transportation Sector to the Sustainable Development Goals of the United Nations*, B.Sc. thesis, University of Applied Sciences HTW Chur, Chur.

Enhanced Integrated Framework (2017), *Who we are* (online), available at: www.enhancedif.org/en (20-10-2017).

Global Reporting Initiative and CSR Europe *(2017), Member State Implementation of Directive 2014/95/EU: A comprehensive overview of how Member States are implementing the EU Directive on Non-financial and Diversity Information* (online), available at: www.globalreporting.org/resourcelibrary/NFRpublication%20online_version.pdf (03-12-2017).

International Air Transport Association and Convention on International Trade in Endangered Species of Wild Flora and Fauna (2015), *IATA and CITES to cooperate in reducing illegal trade in wildlife* (online), Press release, 8 June 2015, available at: https://cites.org/eng/iata_cites_mou (20-10-2017).

International Trade Centre and World Tourism Organization (2017), *National Tourism Export Strategies: Reinforcing capacities to strengthen tourism value-chains and enhance local economic impact* (online), available at: www.intracen.org/uploadedFiles/intracenorg/Content/Exporters/Sectors/Service_exports/Trade_in_services/ITC-UNWTO%20National%20Tourism%20Export%20Strategies.pdf (06-12-2017).

International Trade Centre and World Tourism Organization (2015), *Tourism and trade: A global agenda for sustainable development,* ITC, Geneva.

Kilian, A.H. (2017), *A mapping of the CSR activities in the accommodation sector to the Sustainable Development Goals of the United Nations*, B.Sc. thesis, University of Applied Sciences HTW Chur, Chur.

Marriott International (n.d.), Serve360: *Doing Good in Every Direction* (online), available at: http://serve360.marriott.com/ (14-11-2017).

Mohammed, A.J. (2017), Remarks at the UN General Assembly Side Event 'The SDGs In Action: Country-owned, Country-Led' [video], 21 September 2017 available at: http://webtv.un.org/watch/amina-j.-mohammed-deputy-secretary-general-at-the-sdgs-in-action-country-led-country-owned/5582159089001/?term (03-12-2017).

Muñoz, S.G. (2016) 'Colombia National Voluntary Review – The SDGs: a Tool for Peacebuilding', presentation by Mr. Simón Gaviria, Minister of Planning of Colombia, HLPF, July 20, 2016, available at: https://sustainabledevelopment.un.org/content/documents/21388Colombia_PPT NVR 20 JULIO.pdf.

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

NH Hotel Group (2016), *Annual Report 2016: Corporate Responsibility Report* (online), available at: http://memorianh.com/2016/en/Corporate-Responsibility/files/assets/common/downloads/Corporate-Responsibility-Report-NH-2016.pdf (03-12-2017).

Njoroge, J.M. (2015), 'Climate Change and Tourism Adaptation: Literature Review', *Tourism and Hospitality Management,* volume 21 (1), pp. 95–108.

Organisation for Economic Co-operation and development (2017a), *Creditor Reporting System: aid activity database* [electronic], available at: http://dx.doi.org/10.1787/data-00061-en (03-12-2017).

Organisation for Economic Co-operation and Development (2017b), *Development aid rises again in 2016* (online), available at: www.oecd.org/dac/financing-sustainable-development/development-finance-data/ODA-2016-detailed-summary.pdf (03-12-2017).

Organisation for Economic Co-operation and Development (2017c), 'Financing approaches for tourism SMEs and entrepreneurs' [electronic], *OECD Tourism Papers*, 2017/03, OECD Publishing, Paris, available at: http://dx.doi.org/10.1787/8d06572a-en (03-12-2017).

Organisation for Economic Co-operation and Development (2016a), *Development Co-operation Report 2016: The Sustainable Development Goals as Business Opportunities*, OECD Publishing, Paris.

Organisation for Economic Co-operation and Development (2016b), *Making Development Co-operation More Effective: 2016 Progress Report*, OECD Publishing, Paris.

Pratt, L.; Rivera, L. and Bien, A. (2011), 'Tourism', in United Nations Environment Programme (2011), *Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication*, pp. 413–452, (online), available at: http://web.unep.org/greeneconomy/sites/unep.org.greeneconomy/files/field/image/11.0_tourism.pdf (03-12-2017).

Preciados, J.A. (n.d), *Committed to gender equality*, Statements (online), available at: www.turismoyods.org/en/tribuna-ilunion/ (20-10-2017).

PricewaterhouseCoopers (2015), *Make it your business: Engaging with the Sustainable Development Goals* (online), available at: www.pwc.com/gx/en/sustainability/SDG/SDG%20Research_FINAL.pdf (03-12-2017).

Schrötter, S. (2017), *A Mapping of CSR Activities in the Tour Operator Sector to the Sustainable Development Goals of the United Nations*, B.Sc. thesis, University of Applied Sciences HTW Chur, Chur.

Scott, D.; Hall, C.M. and Gössling, S. (2012), 'Tourism and climate change: Impacts, adaptation and mitigation', *Contemporary geographies of leisure, tourism and mobility*, volume 10, Routledge, London, New York.

Slovenian Tourist Board (2017), *Snovalec* (online), available at: www.slovenia.info/en/business/innovative-projects/snovalec (03-12-2017).

United Nations (2012), *The Future We Want*, outcome document of the United Nations Conference on Sustainable Development (online), available at: https://sustainabledevelopment.un.org/futurewewant.html (03-12-2017).

United Nations (2015a), *Addis Ababa Action Agenda of the Third International Conference on Financing for Development* (online), available at: http://undocs.org/A/RES/69/313 (24-09-2017).

United Nations (2015b), *Transforming our world: the 2030 Agenda for Sustainable Development* (online), available at: https://sustainabledevelopment.un.org/post2015/transformingourworld (03-12-2017).

United Nations Department of Economic and Social Affairs (2017a), *High-level Political Forum – Sustainable Development Knowledge Platform* (online), available at: https://sustainabledevelopment.un.org/hlpf (29-09-2017).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

United Nations Department of Economic and Social Affairs (2017b), *Voluntary National Reviews – Sustainable Development Knowledge Platform* (online), available at: https://sustainabledevelopment.un.org/vnrs/ (29-09-2017).

United Nations Department of Economic and Social Affairs (2014), *TST Issues Briefs* (online), available at: https://sustainabledevelopment.un.org/index.php?page=view&type=400&nr=1554&menu=35 (03-12-2017).

United Nations Development Programme and Deloitte (2016), *Unchartered Waters: Blending Value and Values for Social Impact Through the SDGs* (online), available at: www.businesscalltoaction.org/sites/default/files/resources/Unchartered_Waters_Report_BCtA_UNDP_Deloitte_Web_0.pdf (27-07-2017).

United Nations Development Programme, International Finance Corporation and IPIECA (2017), *Mapping the oil and gas industry to the Sustainable Development Goals: An Atlas* (online), available at: www.undp.org/content/undp/en/home/librarypage/poverty-reduction/mapping-the-oil-and-gas-industry-to-the-sdgs--an-atlas.html (03-12-2017).

United Nations Global Compact (2017), *Global Compact Network Spain Launches Working Group on SDGs in Food & Beverage Industry* (online), available at: www.unglobalcompact.org/news/4131-07-14-2017 (03-12-2017).

World Economic Forum (2017), *The Travel and Tourism Competitiveness Report 2017*, World Economic Forum, Geneva.

World Tourism Organization (2017a), *International Year of Sustainable Tourism for Development* (online), available at: www.tourism4development2017.org/why-tourism/ (29-09-2017).

World Tourism Organization (2017b), *International Year of Sustainable Tourism for Development 2017 kicks off* (online), Press Release 17007, 19 January 2017, available at: http://media.unwto.org/press-release/2017-01-19/international-year-sustainable-tourism-development-2017-kicks (03-12-2017).

World Tourism Organization (2017c), *Measuring Sustainable Tourism: A call for Action – Report of the 6th International Conference on Tourism Statistics, Manila, Philippines, 21¬–23 June 2017*, UNWTO, Madrid.

World Tourism Organization (2017d), *10YFP Sustainable Tourism Programme Annual Magazine 2016/2017: Advancing towards a clear North*, UNWTO, Madrid.

World Tourism Organization (2016), *UNWTO Tourism Highlights 2016 Edition*, UNWTO, Madrid.

World Tourism Organization (2010), *Tourism and the Millennium Development Goals* (online), available at: http://icr.unwto.org/publication/tourism-mdgs (24-07-2017).

World Trade Organization (n.d.), *Aid for Trade fact sheet* (online), available at: www.wto.org/english/tratop_e/devel_e/a4t_e/a4t_factsheet_e.htm (03-12-2017).

World Tourism Organization (n.d.), *FAQ – Climate Change and Tourism* (online), available at: http://sdt.unwto.org/content/faq-climate-change-and-tourism (03-10-2017).

World Tourism Organization (n.d.), *Measuring Sustainable Tourism* (online), available at: http://cf.cdn.unwto.org/sites/all/files/docpdf/folderfactsheetweb.pdf (03-12-2017).

World Tourism Organization (n.d), *Sustainable Tourism for Development* (online), available at: http://sdt.unwto.org/content/about-us-5 (22-10-2017).

World Tourism Organization (n.d.), *Towards a Statistical Framework for Measuring Sustainable Tourism (MST)* (online), available at: http://statistics.unwto.org/mst (20-10-2017).

World Tourism Organization and UN Global Compact Network Spain (2016), *The Tourism Sector and the Sustainable Development Goals: Responsible tourism -– a global commitment,* UNWTO, Madrid and UN Global Compact Network Spain, Madrid.

World Tourism Organization, International Trade Centre and Enhanced Integrated Framework (2017), *Tourism for Sustainable Development in the Least Developed Countries – Leveraging Resources for Sustainable Tourism with the Enhanced Integrated Framework*, UNWTO, Madrid, and ITC and EIF, Geneva.

World Travel & Tourism Council (2017), *Travel and Tourism Global Economic Impact and Issues*, WTTC, London.

World Travel & Tourism Council (n.d.), *Regional reports* (online), available at: www.wttc.org/research/policy-research/trade-and-investment (13-10-2017).

World Travel & Tourism Council (n.d.), UN Sustainable Development Goals (online), available at: www.wttc.org/advocacy/un-sustainable-development-goals/ (20-10-2017).

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

Copyright © 2017, World Tourism Organization (UNWTO) and United Nations Development Programme (UNDP)
Cover photo: copyright ©_Studio Grand Ouest | Dreamstime

Tourism and the Sustainable Development Goals – Journey to 2030

ISBN printed version: 978-92-844-1939-5
ISBN electronic version: 978-92-844-1940-1

Published by the World Tourism Organization (UNWTO)
All rights reserved.
Manufactured and printed in Spain.

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization and the United Nations Development Programme concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

World Tourism Organization (UNWTO)
Calle Poeta Joan Maragall, 42
28020 Madrid
Spain

Tel.: (+34) 915 678 100
Fax: (+34) 915 713 733
Website: www.unwto.org
E-mail: omt@unwto.org

Citation: World Tourism Organization and United Nations Development Programme (2017), *Tourism and the Sustainable Development Goals – Journey to 2030*, UNWTO, Madrid

All UNWTO/UNDP publications are protected by copyright. Therefore, and unless otherwise specified, no part of any UNWTO/UNDP publication may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in writing. UNWTO and UNDP encourage dissemination of their work and are pleased to consider permissions, licensing and translation requests related to UNWTO publications.

Permission to photocopy this material in Spain must be obtained through:

CEDRO, Centro Español de Derechos Reprográficos
Calle Monte Esquinza, 14
28010 Madrid
Spain

Tel.: (+34) 913 08 63 30
Fax: (+34) 913 08 63 27
Website: www.cedro.org
E-mail: cedro@cedro.org

For authorization of the reproduction of works outside of Spain, please contact one of CEDRO's partner organizations, with which bilateral agreements are in place (see: http://www.cedro.org/en).

For all remaining countries, as well as for other permissions, requests should be addressed directly to http://publications.unwto.org/en/content/rights-permissions

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

9 789284 419395

http://www.e-unwto.org/doi/book/10.18111/9789284419401 - Wednesday, May 09, 2018 5:01:52 AM - IP Address:96.255.123.2

The **World Tourism Organization (UNWTO),** a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 158 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

The **United Nations Development Programme (UNDP)** works in nearly 170 countries and territories, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. We help countries to develop policies, leadership skills, partnering abilities, institutional capabilities and build resilience in order to sustain development results. UNDP focuses on helping countries build and share solutions in three main areas: sustainable development, democratic governance and peacebuilding, and climate and disaster resilience. In all our activities, we encourage the protection of human rights and the empowerment of women, minorities and the poorest and most vulnerable.

UNWTO

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

U N
D P

Empowered lives.
Resilient nations.