



Tourism for SDGs

How to engage



International Organizations (IOs)

International Organizations 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.

UNWTO should foster enhanced cooperation with International organizations - including the UN System - to advance the contribution of tourism for people, planet, prosperity and peace.



No Poverty

Support the development of tourism products and services tailored for customers with lower income, to ensure that everyone can become a tourist.

Recruit, train and employ local community members, including those living in poverty, and integrate them in the tourism value chain (as producers, suppliers, distributors, vendors).

Partner with civil society networks to provide education and entrepreneurial skills training (e.g. tour guides, local artisans, local cooks).



Zero Hunger

Support, encourage and demonstrate the continued viability of small-scale farming, sustaining grower communities by developing partnerships with cooperatives and producer organizations supporting many small farmers.



Good Health and Well-Being

Support development and investment in the development of health tourism.

Encourage policy formulation for aligning human resources policies with principles of human rights, including policies for HIV/AIDS.

Share best practices for using already existing resources on health for guidance (e.g. from the ILO, WHO, etc.).



Quality Education

Establish relationships with government entities and higher education institutions to improve education curricula to better align with business needs including responsible management.

Support the creation of programs (e.g., internships, work-study programs, traineeships, etc.) that give students earlier access to the corporate environment and demonstrate employment opportunities in tourism.

Provide guidance to policy makers and companies for creating employee opportunities to improve their (job) skills for their current and future employment.

Support the development of cost-effective education products and services that eliminate barriers to access and improve the quality of learning (e.g., ICT solutions to improve the delivery of education, innovative measurement tools, etc.).



Gender Equality

Encourage and support sufficient participation of women – 30% or greater – in decision-making and governance at all levels and across all business areas in tourism related companies.

Encourage and support governments to adopt policies for paying equal remuneration, including benefits, for work of equal value and strive to pay a living wage to all women and men.

Support and expand business relationships with women-owned enterprises, including small businesses and women entrepreneurs.



Affordable and Clean Energy

Encourage initiatives for reducing the internal demand for transport by prioritizing telecommunications and incentivizing less energy intensive modes such as train travel over auto and air travel.

Support policy makers to invest some of the tourism receipts in R&D related to sustainable energy services, bringing new technologies to the market quickly.

Encourage incentives for integrating renewable energy into employee benefits packages, subsidizing the capital expenditures associated with residential solar or electric vehicle investments.

Prioritize energy efficiency across operations through tools such as the use of an internal carbon price and science-based target setting to reduce overall demand for energy.



Clean Water and Sanitation

Prioritize water efficiency across operations by installing best practice technologies for water conservation, in particular in water scarce areas.

Support initiatives to educate employees about the importance of water efficiency, including tying performance bonuses or operations-based incentives to efficient practices.

Educate travellers globally to act locally, about appropriate water behaviors, explaining global water quality and scarcity issues, thus attempting to shift the negative implications of the use phase associated with many consumer products.



Decent Work and Economic Growth

Advocate for tourism as a sector capable of creating decent jobs for all and stimulate economic development.

Support policy makers and encouraging partnerships to shape better policies to realize the 2030 Agenda for people, planet, prosperity and peace.

Provide guidance for shaping better policies for the development of mechanisms to identify child labor and forced labor throughout global supply chains, and implementing remediation when abuses are discovered.

Install a firm policy against unfair hiring and recruitment practices, particularly of vulnerable groups such as migrant workers.

Monitor progress and uptake for tourism policies to contribute and realize sustainable development.



Industry, Innovation and Infrastructure

Stimulate and encourage donors, policy makers and private sector to expanding the geographic reach of research and development facilities, bringing R&D capabilities to developing countries.

Promote innovation by giving all stakeholders the opportunity to offer creative solutions to sustainability challenges.

Consulting and engage with a wide range of stakeholders, including minority groups, to ensure that infrastructure development benefits and creates opportunities for all.



Sustainable Cities and Communities

Support the use of technological expertise to help build capacity of hospitality sector to deliver solutions to improve energy efficiency in buildings and enable sound building management practices using good data about a building's performance.

Collaborate with cities and governments to find solutions to future mobility needs that minimize environmental impact while making transportation safer and more affordable for all.

Help reform the private sector finance investment strategies to support integrated and sustainable urban development like sustainable urban transport, low-carbon buildings, and resilient infrastructure.



Reduced Inequalities

Encourage investment in business-driven poverty eradication activities (e.g. develop living wage policy).

Partner with other international organizations, governments and with civil society networks to provide education and entrepreneurial skills training.

Engage with ONE Planet – Travel with care for shaping better policies.



Responsible Consumption and Production

Implement tourism products and services portfolio analysis tools to understand environmental and social footprint of products within lifestyles as well as production. Innovation must align products and applications to appropriately address sustainability megatrends.

Support the development of innovative business models such as retaining ownership of the products and help close the materials loop.

Enable sustainable consumption and production by developing innovative solutions can reduce energy need in usage and educate consumers about these benefits.

Provide guidance and developing frameworks for reducing manufacturing impacts by substituting virgin raw materials in products with post-consumer materials through recycling and upcycling.

Significantly reduce waste and ensure that any unavoidable waste is utilized to the fullest degree (e.g. organic waste as fuel or fertilizer).

Promote and develop ONE Planet – Travel with care programme for shaping better policies, scaling up private sector action and travelers responsible behavior.



Climate Action

Build knowledge and guidance for climate action for the tourism sector.

Encourage governments to commit to climate action, reducing GHG emission from transport operations with abatement levers such as reducing the carbon footprint through greater fuel efficiency, local sourcing, modal shift to lower carbon modalities (e.g. air to sea freight), modular transport, improving container utilization, warehouse optimization, etc.

Encourage retrofitting the lighting systems of the facilities to energy efficient LED lighting.

Encourage investment in CCS (carbon capture & storage) technology to capture emissions produced from the use of fossil fuels in electricity generation and industrial processes, preventing the carbon dioxide from entering the atmosphere.

Support the expansion of sustainable forest management through responsible sourcing practices and product substitution.



Life Below Water

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Life on Land

Develop frameworks for measuring, managing and mitigating impacts on ecosystems and natural resources.

Scale up best practices for land use planning and management.

Foster product and technology innovation to optimizing resource efficiency, reducing impacts on ecosystems and lower carbon emissions, including interaction with local cultures.



Peace, Justice and Strong Institutions

Commit to and implement conflict-sensitive, lawful and transparent operational policies and practices, including on human resources, public and corporate procurement, and in the value chain more generally.

Engage in public-private dialogues, partnerships and collective action in conflict prevention, peacekeeping, peacebuilding, anti-corruption and the rule of law.

Educate travellers on different cultures and beliefs, making them more tolerant towards each other and hence transforming them to agents of peace.

Support tourism development in sensitive areas as a sector addressing and mitigate the root cause of migration, by providing jobs for youth and local communities in rural and urban areas.

Help government to shape better institutions, resilient policies and operational crisis management strategies.



Partnerships for the Goals

Foster regional and international cooperation on the importance of tourism.

Facilitate access to science, technology and innovation and enhancing 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.

Enhance international financial support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals.

Promote a universal, rules-based, open, non-discriminatory and equitable multilateral trading.

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.

Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Promote the Global Code of Ethics for Tourism.

www.tourism4sdgs.org

