



# Tourism for SDGs

## How to engage



### Academia & Civil Society Organizations (CSO)

The role of academia and civil society is crucial for a better understanding of, and engagement with, wider society in order to achieve the SDGs.

Academia should advance research on the intrinsic relationship between tourism and the SDGs. Elaborating new curricula for education would empower youth to support the sector in its ability to drive progress towards 2030 and beyond.

CSO should facilitate and provide an enhanced capacity to deliver on tourism and SDGs at global and local levels.



### No Poverty

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

Align human resources policies with principles of human rights, including policies for HIV/AIDS.

Use already existing resources on health for guidance (e.g. from the ILO, WHO, etc.).



### Quality Education

Create 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 employees with continuous opportunities to improve their (job) skills for their current and future employment.

Develop 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

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

Pay equal remuneration, including benefits, for work of equal value and strive to pay a living wage to all women and men. Expand business relationships with women-owned enterprises, including small businesses and women entrepreneurs.



## Clean Water and Sanitation

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

Educate travellers 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.

Work with other groups such as governments, community groups, and peer companies to improve local water governance or on water projects to address identified challenges.



## Industry, Innovation and Infrastructure

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Expand the geographic reach of research and development facilities, bringing R&D capabilities to developing countries.

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

Establish standards and promote regulation that ensure company projects and initiatives are sustainably managed.

Collaborate with NGOs and the public sector to help promote sustainable growth within developing countries.



## Affordable and Clean Energy

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Leverage clean energy production from tourism establishment and to provide a grid and access to energy for communities.



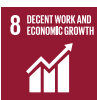
## Reduced Inequalities

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

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

Partner with civil society networks to provide education and entrepreneurial skills training.



## Decent Work and Economic Growth

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Offer apprenticeship opportunities.

Engage communities to participate in tourism value chains for goods and services.



## Sustainable Cities and Communities

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Use 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.



## Responsible Consumption and Production

Provide support for resource efficiency measures for tourism SMES, in the accommodation, transportation and tour operating businesses.

Create tools and disseminate good practices for resources efficiency, including for uptake in circular economy enterprises and start-ups.

Share and engage with ONE Planet – Travel with care.



## Climate Action

Retrofit the lighting systems of the facilities to energy efficient LED lighting.

Invest 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.

Create offsetting schemes.



## Life Below Water

Prevent waste mismanagement or littering that could pollute the marine environment.

Raise consumer awareness on effective ways to properly dispose of their waste to discourage littering and promote responsible behavior.



## Life on Land

Prohibit practices that put marine species and resources at further risk of harm, exploitation or depletion.

Measure, manage and mitigate impacts on ecosystems and natural resources.

Scale up best practices for land use planning and management.

Finance from tourism receipts the restoration of degraded land for production and/or conservation purposes.

Educate consumers on proper behaviors when visiting forests or natural areas, 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.

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



## Partnerships for the Goals

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Foster regional and international cooperation on and 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 support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals.

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.

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[www.tourism4sdgs.org](http://www.tourism4sdgs.org)

