



# Tourism for SDGs

## How to engage



### Donor Community

Tourism represents 10% of world GDP and generates one in ten jobs globally. The sector contributes significantly to the global economy and sustainable development.

The global donor community should increase its support to sustainable tourism, recognizing the wide-ranging impacts of tourism on all dimensions of sustainable development, and thus on all 17 SDGs.



### No Poverty

Provide support and Investing in business-driven poverty eradication activities through (e.g. develop living wage policy).



### Zero Hunger

Support agro tourism development, as an alternative income for farmers.

Scale up tourism value chains, by supporting, encouraging and demonstrating 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

Invest in the development of health tourism.

Support policy makers and tourism companies to apply health standards based on existing resources on health for guidance (e.g. from the ILO, WHO, etc.).



### Quality Education

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

Support initiatives that provide employees with continuous opportunities to improve their (job) skills for their current and future employment.

Provide support for cost-effective education for all. Development 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

Support initiatives that 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.

Invest in business relationships with women-owned enterprises, including small businesses and women entrepreneurs.



## Affordable and Clean Energy

Strengthen investment for innovative models for access to energy for all, by providing capacity to create clean energy production including for tourism SMES.

Provide grants and facilities for R&D related to sustainable energy services, bringing new technologies to the market quickly.



## Decent Work and Economic Growth

Invest in tourism development for job creation and economic development.

Foster entrepreneurial culture, investing in or mentoring young entrepreneurs and encouraging tourism related startups.



## Industry, Innovation and Infrastructure

Provide resources and facilitate Investment in new, resilient infrastructure in developing countries or retrofitting existing infrastructure to make it more sustainable.

Provide support to NGOs and the public sector to help promote sustainable growth within developing countries.



## Reduced Inequalities

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



## Sustainable Cities and Communities

Provide support and resources for initiatives that 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.

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

Invest in safe and sustainable infrastructure in the community and or city of operation, including lighting, transportation, alarm systems etc.



## Responsible Consumption and Production

Provide support and investment for implementing 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.

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

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

Support policies formulation that encourage minimizing manufacturing impacts by substituting virgin raw materials in products with post-consumer materials through recycling and upcycling.

Provide support and investment for the significant reduction of waste and ensure that any unavoidable waste is utilized to the fullest degree (e.g. organic waste as fuel or fertilizer).

Provide funding to ONE Planet Trust FUND or engage with ONE Planet – Travel with care for shaping better policies.



## Climate Action

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Facilitate and enable 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.

Invest in initiatives that aim to reduce 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.

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



## Life Below Water

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Support initiatives for tracking the life cycle of products and materials in order to understand how they are disposed and which products could likely find their way into marine environments.

Support policies with the aim of preventing waste mismanagement or littering that could pollute the marine environment.

Provide resources for awareness campaigns on effective ways to properly dispose of their waste to discourage littering and promote responsible behavior.

Support policies to set standards - prohibiting practices that put marine species and resources at further risk of harm, exploitation or depletion.

Invest for initiatives that aim to improve resource efficiency by altering the design, manufacture, or use of products and packaging to reduce the amount of waste that could potentially enter the environment.

Support actions that improve resource efficiency by generating value from waste, including through a circular economy business model, in fragile states such as SIDS and LDCS in particular.



## Life on Land

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Provide support and resources for measuring, managing and mitigating impacts on ecosystems and natural resources. Support policies for sound land use planning and management.

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

Foster investment for product and technology innovation to optimizing resource efficiency, reducing impacts on ecosystems and lower carbon emissions.

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## Peace, Justice and Strong Institutions

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Invest in and encouraging the adoption of conflict-sensitive, lawful and transparent operational policies and practices, including on human resources, public and corporate procurement, and in the value chain more generally.

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

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



## Partnerships for the Goals

Recognize the importance of tourism for realizing development imperatives and SDGs, the donor community should commit to increase support for the sector through ODA, Aid for Trade and private finance.

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.

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

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

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

