



# TOURISM AND SDG 11 SUSTAINABLE CITIES AND COMMUNITIES

A city that is not good for its citizens is not good for tourists. 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. Article 3 of the UNWTO Global Code of Ethics for Tourism emphasizes that all tourism stakeholders should safeguard the natural environment while developing tourism, including in cities and communities, to ensure sound, continuous sustainable economic growth,

for the sake of both present and future generations

Achieving the SDGs through tourism: Toolkit of Indicators (TIPs) publication will allow users to explore tourism's role in achieving SDG 11 and discover links and connections tourism have with selected SDG 11 targets.

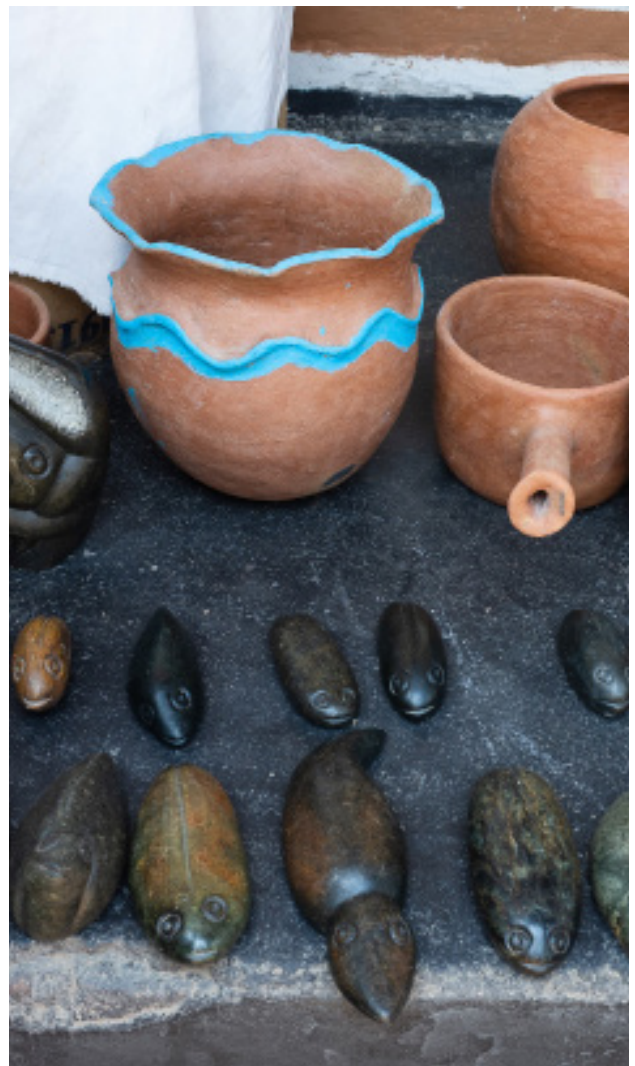
Each chapter in Part II of TIPs is dedicated to one SDG. In the chapter for SDG 11, users will be introduced to selected targets and potential indicators (note: Indicators are non-exhaustive and adaptable) for tourism projects that can contribute to sustainable cities and communities

## Selected SDG 11 Targets : [11.1](#) | [11.2](#) | [11.3](#) | [11.4](#) | [11.6](#) | [11.a](#) | [11.b](#)

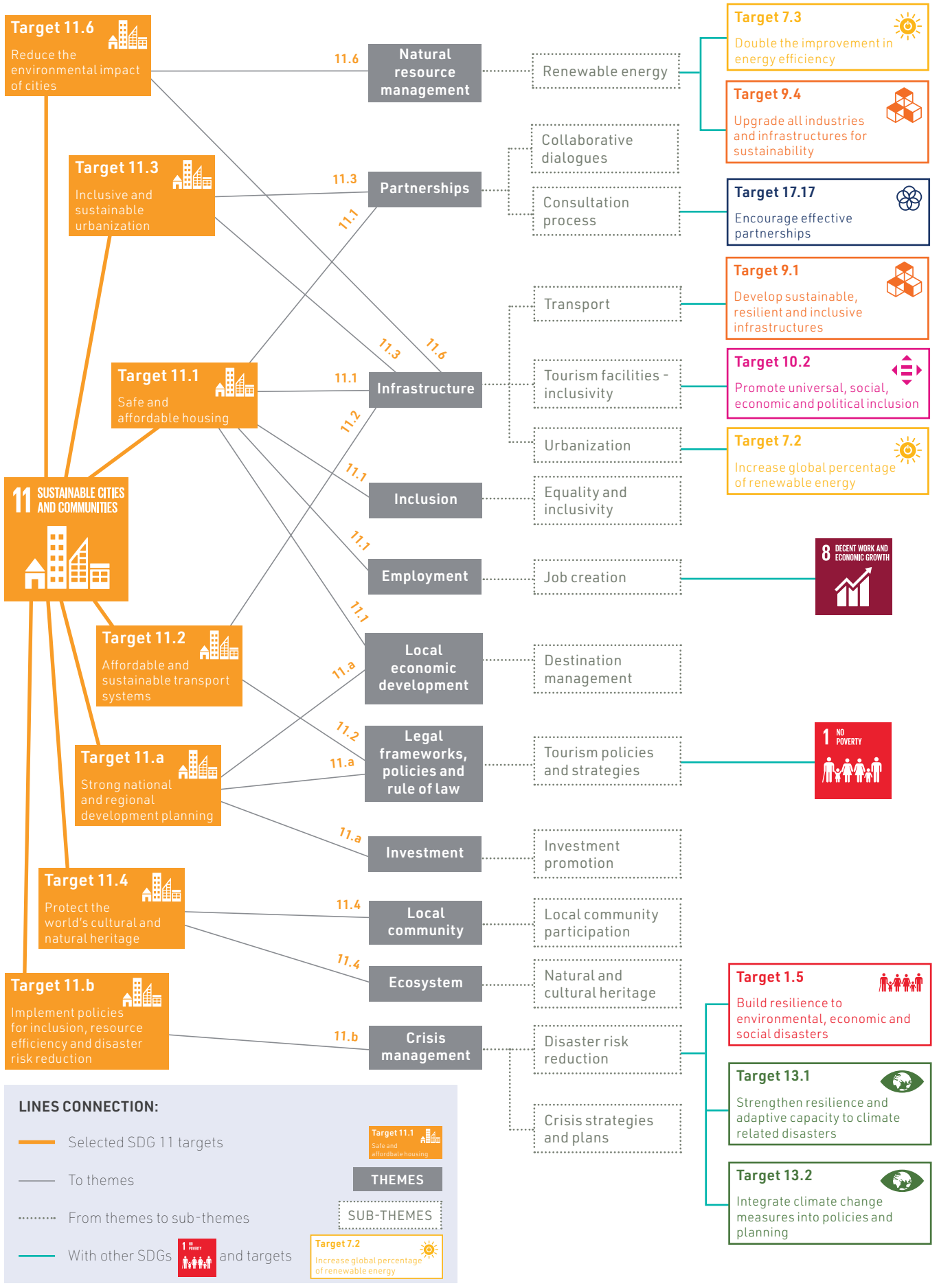
There are seven targets within SDG 11 that are deemed to have a stronger and direct link for tourism to make cities and human settlements inclusive, safe, resilient and sustainable. These targets have been selected to base the potential project indicators.

In the following pages, you will find:

- a visual aid which illustrates the connection between the selected SDG 11 targets with various themes, sub-themes and connection with other SDGs and targets.
- Snapshot of the tourism-related SDG 11 targets including short elaboration of its connection with tourism, together with examples of potential indicators



Visual aid - Connections between selected SDG 11 targets with themes/sub-themes and other SDGs/targets



## 11.1 BY 2030, ENSURE ACCESS FOR ALL TO ADEQUATE, SAFE AND AFFORDABLE HOUSING AND BASIC SERVICES AND UPGRADE SLUMS.

Tourism is seen as a source of growth, from which many countries and destinations could benefit. However, there is growing concern that important tourism development comes at a cost, as there are negative sociocultural and environmental impacts with many tourism-dependent areas being vulnerable to demand shocks. To address and contribute to Target 11.1, tourism development should be managed properly to avoid tourism activities displacing local residents and worsening existing conditions. It could, however, direct investment to infrastructure, such as housing, basic services and community facilities. Tourism can contribute to slum upgrading by creating jobs and generating income for residents, leading to an improvement in living conditions, including those who live in slum areas.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

**Local economic development** / *Destination management*

**Employment** / *Job creation*

**Infrastructure** / *Urbanization*

**Inclusion** / *Equality and inclusivity*

**Partnerships** / *Collaborative dialogues*

### Examples of potential indicators:

- Whether there is a short-term holiday rental (STR) regulation/policy ensuring/designed towards sustainable city development (Yes/No)
- Number of jobs created by the tourism project
- Number of infrastructure development initiatives to upgrade slums as a result of the tourism project

And more



## 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.

The motivation to attract more tourists and generate more revenue for a destination through tourism activities can contribute to this target by influencing public authorities to invest in infrastructure, e.g., in sustainable transport and safe and accessible public spaces, benefiting both tourists and residents. The success of a tourism destination is critically linked to the issue of accessibility and mobility, as well as to the preservation of the very environment to which visitors require transport and access. Gender-responsive public transportation can be seen as best practice in developing countries that are focusing on gender considerations in public transport, which, if not addressed, might hinder access to services and opportunities, particularly for girls and women.

Potential indicators in this target are grouped by the following

**Theme** and *sub-theme*:

**Legal frameworks, policies and rule of law** / *Tourism policies and strategies*

**Infrastructure** / *Transport*

**Infrastructure** / *Tourism facilities- inclusivity*

### Examples of potential indicators:

- Whether there is creation/improvement of a policy/strategy considering access to safe, affordable, accessible, and sustainable transport systems for all including for the tourism sector
- Percentage of tourists visiting a destination using public transport
- Whether there are accessibility improvement plans or universal accessibility measures in place and programmes for persons with disabilities in place (Yes/No)

And more..

## 11.3 BY 2030, ENHANCE INCLUSIVE AND SUSTAINABLE URBANIZATION AND CAPACITY FOR PARTICIPATORY, INTEGRATED, AND SUSTAINABLE HUMAN SETTLEMENT PLANNING AND MANAGEMENT IN ALL COUNTRIES.

Target 11.3 relates to the development of sustainable and inclusive urbanization and active engagement of all for human settlements planning. In this regard, tourism has a role to play as a major income generator and image maker, often dependent on cultural assets in urban areas to draw visitors. Revenues from tourism and the motivation to attract more tourists can trigger investments in urban infrastructure, such as sustainable transport or safe and accessible public spaces. Careful destination planning may avoid the adverse impacts of tourism. Proper urban planning supports people's lives and improves the convenience of visitors to a city.

Potential indicators in this target are grouped by the following

**Theme** and *sub-theme*:

**Infrastructure** / *Urbanization*

**Infrastructure** / *Transport*

**Partnerships** / *Consultation process*

### Examples of potential indicators:

- Whether there is creation/improvement of an urban policy/ strategy, in collaboration with the tourism sector (Yes/No)
- Number of tour companies using/adopting sustainable means of transportation for their operations
- Number of consultative processes for the development of city management guidelines, involving residents and the tourism industry

And more..

## 11.4 STRENGTHEN EFFORTS TO PROTECT AND SAFEGUARD THE WORLD'S CULTURAL AND NATURAL HERITAGE.

Tourism development and success is often dependent on cultural and/or natural assets and cultural and natural heritage are valuable as tourism attractions. This includes parks, historical buildings, archaeological sites and residential neighbourhoods. Thus, protection and conservation of cultural and natural heritage from human action, poorly managed or uncontrolled tourism (e.g., overtourism) is essential. The cost of protection and conservation of heritage can be generated by tourism. Appropriate measures and sound tourism management are needed to minimize negative impacts that may be produced by tourism activity and maximize socioeconomic benefits.

Potential indicators in this target are grouped by the following

**Theme** and *sub-theme*:

**Ecosystem** / *Natural and cultural heritage*

**Local community** / *Local community participation*

### Examples of potential indicators:

- Number of natural/cultural heritage conservation measures developed or deployed through tourism development projects
- Number of World Heritage Sites in tourism destination
- Number of local people participating and donating in local heritage preservation activities

And more...

## 11.6 BY 2030, REDUCE THE ADVERSE PER CAPITA ENVIRONMENTAL IMPACT OF CITIES, INCLUDING BY PAYING SPECIAL ATTENTION TO AIR QUALITY AND MUNICIPAL AND OTHER WASTE MANAGEMENT

Target 11.6 requires a reduction in the environmental impact of cities. Tourism, if managed properly, can contribute to this target through good management and measurement of waste production and conscious planning of tourism activities. Visitors cause solid waste and emissions; banquets and conventions tend to generate food loss; exhibitions and tourist attractions create a lot of trash. Air conditioning and transportation in hotels and other buildings emit GHGs. These negative impacts will burden the residents of destinations. Due to problems of contamination and negative impacts on both the environment and often the image of the destination, it is increasingly necessary for destinations to measure waste production and to manage its treatment.

Potential indicators in this target are grouped by the following

**Theme** and *sub-theme*:

**Infrastructure** / *Urbanization*

**Natural resource management** / *Renewable energy*

### Examples of potential indicators:

- Number of infrastructures adopting energy efficient technology through the tourism development project
- Percentage of building proposals receiving environmental reviews
- Number of people with access to efficient energy services as result of the tourism development project

And more...

## 11.A SUPPORT POSITIVE ECONOMIC, SOCIAL, AND ENVIRONMENTAL LINKS BETWEEN URBAN, PERI-URBAN AND RURAL AREAS BY STRENGTHENING NATIONAL AND REGIONAL DEVELOPMENT PLANNING.

Target 11.a calls for strong national and regional development planning to support links between urban and rural areas for economic and social benefits. As a sector, tourism can play a role in contributing to this target, both through the breadth and width of its value chain, but also as a connector between urban and rural destinations. A destination which offers attractions in both allows visitors to visit both areas and this will help manage the heavy conjunction of one destination and avoid over-tourism. This cooperation can contribute to the development of rural areas through tourism development. Vacation rental and agritourism are options to promote rural destinations.

Potential indicators in this target are grouped by the following

**Theme** and *sub-theme*:

**Legal frameworks, policies and rule of law** / *Tourism policies and strategies*

**Local economic development** / *Destination management*

**Investment** / *Investment promotion*

### Examples of potential indicators:

- Whether there is creation/improvement of a national policy/ strategy considering supporting positive links between urban, peri-urban and rural areas (Yes/No)
- Tourism sector per capita income in urban, peri-urban and rural areas
- Amount of investment made in less developed regions as a result of the tourism development project

And more...



## 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.

The Sendai Framework for Disaster Risk Reduction 2015-2030 aims to reduce the number of vulnerable groups affected by addressing the protection and mitigation of national and local disasters. Airports, train stations, bus terminals, large museums, etc., need to be resilient because these facilities work as visitors' hubs. These facilities may be used for temporary evacuation centres in times of crisis. Tourism can contribute to this target as it is in the interest of tourism stakeholders to reassure tourists. Disaster response for tourism also includes communication to prevent reputational damage. Although this target does not include communication response, a tourism crisis management plan sometimes overlaps the area disaster plan. As both plans involve a wide range of stakeholders, it is preferable to link those two plans for development.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

**Crisis management** / *Disaster risk reduction*

**Crisis management** / *Crisis strategies and plans*

### Examples of potential indicators:

- Whether there is a tourism resilience plan/ disaster management plan (Yes/No)
- Amount of expenditure on security disaster prevention and/or Management
- Whether there is a contingency plan for tourists and visitors in the event of incidents (Yes/No)

And more...



**TIPs Toolkit is a joint publication by:**



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