



TOURISM AND SDG 14 LIFE BELOW WATER

Coastal and maritime tourism is heavily reliant on the health of marine ecosystems, particularly in destinations where marine resources are a primary source of income. The explicit mention of tourism in Target 14.7 recognizes the important role that tourism can play in promoting the conservation and sustainable use of marine resources. This symbiotic relationship between tourism and the ocean places tourism in a unique position to contribute to the achievement of SDG 14 if its potential is harnessed properly. Coastal and maritime tourism can promote the sustainable use of marine resources and balance the economic, social and environmental objectives of coastal and maritime tourism by assessing the capacity of natural and cultural resources, establishing

sustainable tourism practices and ensuring that tourism development does not degrade the natural and cultural heritage of the destination.

Achieving the SDGs through tourism: Toolkit of Indicators (TIPs) publication will allow users to explore tourism's role in achieving SDG 14 and discover links and connections tourism have with selected SDG 14 targets.

Each chapter in Part II of TIPs is dedicated to one SDG. In the chapter for SDG 14, users will be introduced to selected targets and potential indicators (note: Indicators are non-exhaustive and adaptable) for tourism projects for life under water.

Selected SDG 14 Targets : [14.1](#) | [14.2](#) | [14.5](#) | [14.7](#) | [14.b](#)

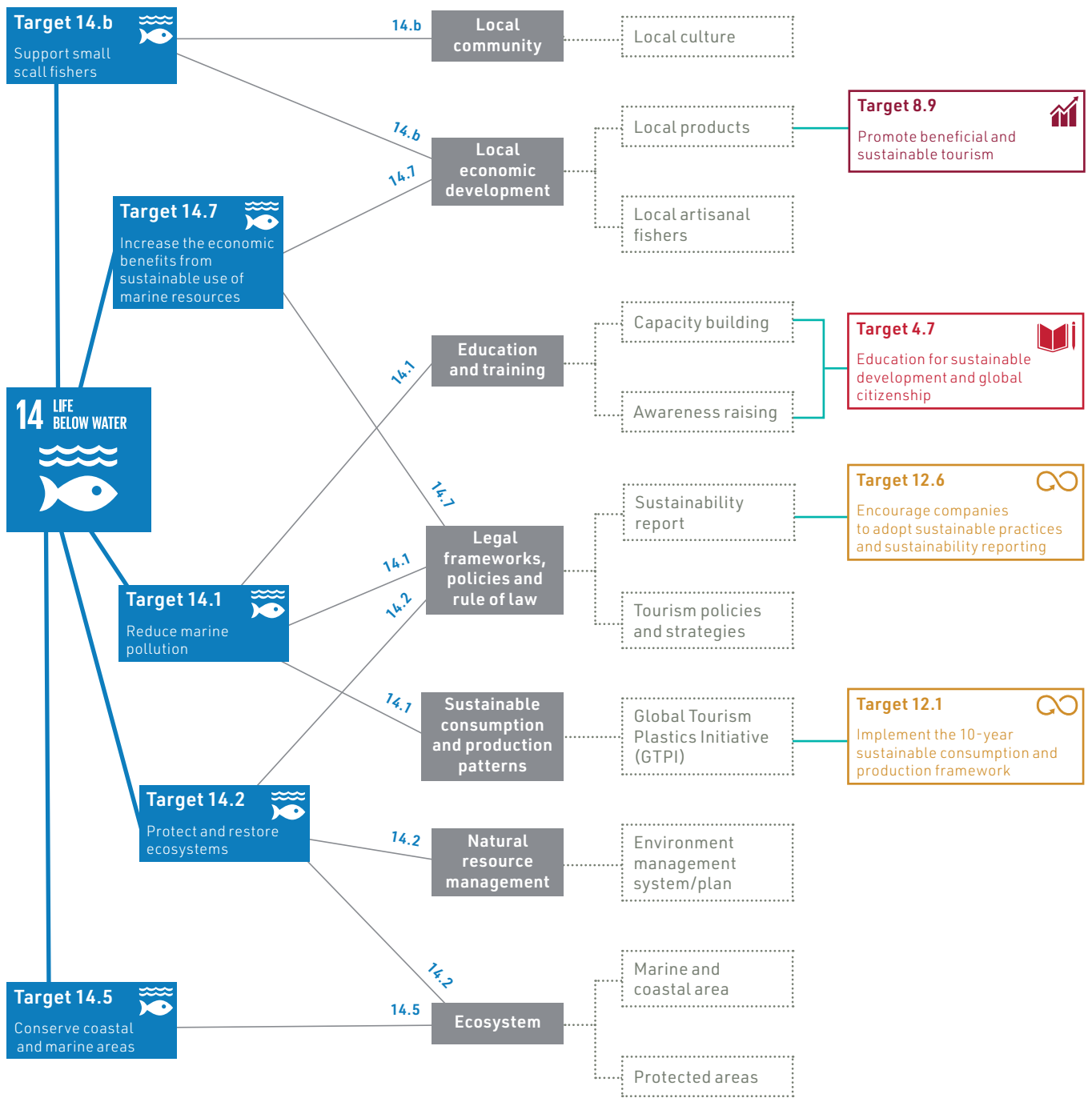
There are five targets within SDG 14 that are deemed to conserve and sustainably use the oceans, seas, and marine resources for sustainable development. These targets have been selected to base the potential project indicators.

In the following pages, you will find:

- a visual aid which illustrates the connection between the selected SDG 14 targets with various themes, sub-themes and connection with other SDGs and targets.
- Snapshot of the tourism-related SDG 14 targets including short elaboration of its connection with tourism, together with examples of potential indicators.



Visual aid – Connections between selected SDG 14 targets with themes/sub-themes and other SDGs/targets



LINES CONNECTION:

- Selected SDG 14 targets
 - To themes
 - - - - - From themes to sub-themes
 - With other targets
- Target 14.5
Conserve coastal and marine areas

THEMES
- SUB-THEMES

Target 8.9
Promote beneficial and sustainable tourism

14.1 BY 2025, PREVENT AND SIGNIFICANTLY REDUCE MARINE POLLUTION OF ALL KINDS, IN PARTICULAR FROM LAND-BASED ACTIVITIES, INCLUDING MARINE DEBRIS AND NUTRIENT POLLUTION.

Target 14.1 relates to the reduction of marine pollution and, being a sector that is almost always associated with blue seas and marine life, tourism has a role to play in the protection of marine and coastal ecosystems, including to reduce marine pollution. Tourism can contribute to this target by adopting ways to ensure that waste produced from tourism activities, mostly land-based, does not cause marine pollution. This can be done through waste and wastewater management, soil remediation, climate adaptation measures and environmental investment plans. Above all, there should be clear awareness of ecosystem conservation and conscious tourism practices on management of marine ecosystems.

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*

Legal frameworks, policies and rule of law / *Sustainability reports*

Sustainable consumption and production patterns / *Global Tourism Plastic Initiative*

Education and training / *Capacity building*

Education and training / *Awareness raising*

Examples of potential indicators:

- Whether there is a creation/improvement of a national/all levels tourism policy/strategy considering land-derived marine pollution from tourism activities (Yes/No)
- Number of tourism businesses producing sustainability reports including on marine pollution issues
- Number of tourism stakeholders signing the Global Tourism Plastics Initiative (GTPI)

And more..



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.

Target 14.2 on the protection and restoration of marine ecosystems is a topic which concerns the tourism sector as the development of sustainable tourism operations in maritime zones, beaches and island areas can contribute to protecting and restoring habitats, preserving onsite biodiversity, maintaining safe and secure rural and maritime ecosystems by preventing the degradation of coastal area and islands. Land, water and other natural resources are often scarce on the coast, partly as a result of the pressure of human-based development and activity in these areas. For many countries, the marine and coastal ecosystem provides the main tourism resource, with a big concentration of tourism investments and facilities. Consequently, it is to the tourism sector's benefit that this target be effectively achieved, together with other stakeholders.

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*

Ecosystem / *Marine and coastal areas*

Natural resource management / *Environment management system/plan*

Examples of potential indicators:

- Whether there is creation/improvement of a marine and coastal resources policy/strategy including a tourism component (Yes/No)
- Number of tourism operations in marine and coastal areas that conducted environmental impact assessments prior to projects and during operations
- Whether the tourism business has an environment management system/plan in place (Yes/No)

And more..

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.

Target 14.5 on the safeguarding of important sites is vital for stemming the decline in biodiversity and ensuring long term and sustainable use of marine natural resources. The establishment of protected areas, especially large ones, is an important mechanism for achieving this aim. In addition to protecting biodiversity, protected areas have high social and economic value: supporting local livelihoods; maintaining fisheries; harbouring an untold wealth of genetic resources; supporting thriving recreation and tourism industries; providing for science, research, and education; and forming a basis for cultural and other non-material values.

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

Ecosystem / *Protected areas*

Ecosystem / *Marine and coastal areas*

Examples of potential indicators:

- Number of coastal/marine protected areas
- Size of coastal/marine protected areas compared to non protected areas

And more..

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.

Target 14.7 highlights the economic benefits from the sustainable use of marine resources, especially for developing countries such as in SIDS and LDCs, where it can be a primary source of earnings. It is therefore not surprising that, within this target, tourism is explicitly mentioned, as the sector, if sustainably managed, would contribute to economic growth in SIDS and LDCs. One of the many reasons why coasts and islands are so important for tourism is that visitors are strongly attracted by coastal environments (beaches, fine landscapes, coral reefs, birds, fish, marine mammals, and other wildlife) and by associated cultural interests (coastal towns, villages, historic sites, ports, fishing fleets and markets and other aspects of maritime life). As tourism relies on the protection of oceans and coastal environment, and if managed and harnessed properly, coastal tourism can provide a major source of revenue for countries and its surrounding areas.

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 / Local products

Examples of potential indicators:

- Whether there is a creation/improvement of a national marine resources policy/strategy including a tourism component in SIDS and/or LDCs (Yes/No)
- Whether there is creation/improvement of a national tourism policy/strategy, including marine resources and coastal management in SIDS and/or LDCs (Yes/No)
- Whether there is a development/revision of a sustainable tourism policy/masterplan/strategy that promotes local products (Yes/No)

And more..



14.B PROVIDE ACCESS FOR SMALL-SCALE ARTISANAL FISHERS TO MARINE RESOURCES AND MARKETS.

SDG 14.b is specific to small-scale fisheries and their access rights to marine resources and markets. Smallscale fisheries contribute significantly to food security, nutrition, employment and trade in the areas where they are located and their surroundings. Tourism can contribute to this target through its recognition of smallscale artisanal fisheries and the role they play in supplying tourism markets, and the market access opportunities along the tourism value chain.

To avoid the risk of overexploiting local marine resources, notably to supply large businesses, correct and responsible management of supply is important. Tourism can provide small-scale artisanal fishers with access to markets and therefore contribute to this target. A clear protection of culture and customs related to small-scale artisanal fishing and the marine environment is also important.

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

Local economic development / *Local artisanal fishers*

Local economic development / *Local products*

Local community / *Local culture*

Examples of potential indicators:

- Number of tourism businesses using local small-scale artisanal fishers as suppliers
- Number of actions/strategies promoting the sale of local sea products
- Whether there is a development/revision of a sustainable tourism policy/masterplan/strategy that promotes local culture and products, such as small-scale artisanal fishing (Yes/No)

And more..



TIPs Toolkit is a joint publication by:



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