

15 LIFE ON LAND



TOURISM AND SDG 15 LIFE ON LAND

Goal 15 focuses specifically on managing forests sustainably, halting and reversing land and natural habitat degradation, successfully combating desertification, and stopping biodiversity loss. All these efforts combined aim to ensure that the benefits of land-based ecosystems, including sustainable livelihoods, will be enjoyed for generations to come. Continued global deforestation, land and ecosystem degradation and biodiversity loss pose major risks to human survival and sustainable development. Preserving diverse forms of life on land requires targeted efforts to protect, restore and promote the conservation and sustainable use of terrestrial and other ecosystems.

Achieving the SDGs through tourism: Toolkit of Indicators (TIPs) publication will allow users to explore tourism's role in achieving SDG 15 and discover links and connections tourism have with selected SDG 15 targets.

Each chapter in Part II of TIPs is dedicated to one SDG. In the chapter for SDG 15, users will be introduced to selected targets and potential indicators (note: Indicators are non-exhaustive and adaptable) for tourism projects that can protect, restore, and promote sustainable use of terrestrial ecosystems, and life on land.

Selected SDG 15 Targets : [15.1](#) | [15.2](#) | [15.3](#) | [15.4](#) | [15.5](#) | [15.7](#) | [15.8](#) | [15.9](#) | [15.a](#) | [15.c](#)

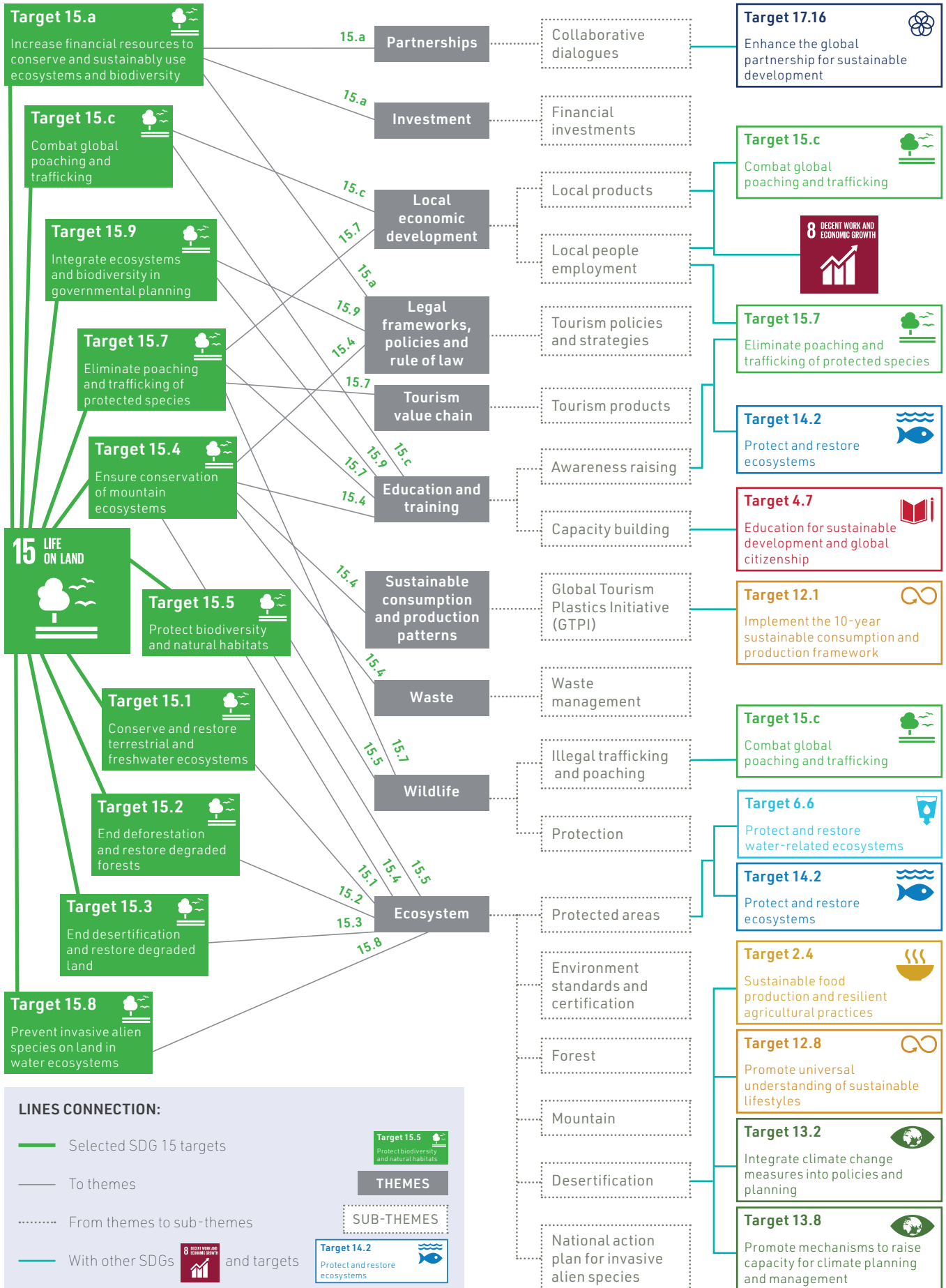
There are ten targets within SDG 15 that are deemed to have a stronger and direct link for tourism to protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss. These targets 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 15 targets with various themes, sub-themes and connection with other SDGs and targets.
- Snapshot of the tourism-related SDG 15 targets including short elaboration of its connection with tourism, together



Visual aid – Connections between selected SDG 15 targets with themes/sub-themes and other SDGs/targets



15.1 BY 2020, ENSURE THE CONSERVATION, RESTORATION AND SUSTAINABLE USE OF TERRESTRIAL AND INLAND FRESHWATER ECOSYSTEMS AND THEIR SERVICES, IN PARTICULAR FORESTS, WETLANDS, MOUNTAINS, AND DRYLANDS, IN LINE WITH OBLIGATIONS UNDER INTERNATIONAL AGREEMENTS ACCESS TO FINANCIAL SERVICES

Rare flora and fauna and unique ecosystems are significant attractions for tourists. The growth of niche tourism which focuses on experiences of visiting fragile sites to observe or study these species and ecosystems both enhances learning about environments and brings knowledge about the risk of damage to the ecosystem. Due to their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to the creation of parks and wildlife conservation parks. Tourism's contribution to this target can be seen through the worldwide efforts and international agreements entered to provide protection for the world's ecological treasures, as demand to visit and experience them grows.

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

Ecosystem / *Protected areas*

Examples of potential indicators:

- Number of impact reduction measures to manage tourist visits in protected areas
- Whether national parks and/or conservation areas set carrying capacity and control the number of visitors (Yes/No)

And more



15.2 BY 2020, PROMOTE THE IMPLEMENTATION OF SUSTAINABLE MANAGEMENT OF ALL TYPES OF FORESTS, HALT DEFORESTATION, RESTORE DEGRADED FORESTS AND SUBSTANTIALLY INCREASE AFFORESTATION AND REFORESTATION GLOBALLY

For many forest-rich tropical countries, economic growth is seen as requiring increased forest conversion to agriculture and other uses. For some countries, their rich forest tapestry anchors their tourism pull. To retain the integrity and vitality of natural resources, sustainable management of land is key. Tourism businesses in this regard can expand markets for responsible forest products and thereby support sustainable forest management, as well as incentivize land use by responsible forest management through scaling up research and development in innovation, investing in natural infrastructure and implementing responsible sourcing policies, which plays an integral part in preserving the forest. The pressures of population growth, economic development and increased consumption will only intensify the challenges for sustainable management of forests.

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

Ecosystem / Forest

Ecosystem / Protected areas

Examples of potential indicators:

- Whether there is development of guidelines/manual addressing forest management in tourism, through tourism development projects (Yes/No)
- Whether there is a creation/update of guideline/manual addressing forest management in tourism destination (Yes/No)
- Number of initiatives by tourism stakeholders that support reforestation and protection of natural forests

And more..

15.3 BY 2030, COMBAT DESERTIFICATION, RESTORE DEGRADED LAND AND SOIL, INCLUDING LAND AFFECTED BY DESERTIFICATION, DROUGHT, AND FLOODS, AND STRIVE TO ACHIEVE A LAND DEGRADATION-NEUTRAL WORLD

Desertification can be combated by turning to tourism as an alternative livelihood that does not depend on traditional land uses and is less demanding on local land and natural resource use. Conversely, the tourism sector may contribute to desertification unless properly managed through its carbon emissions, improper disposal of waste and clearing of vegetation for tourism facilities. Additionally, tourism based around desert nature can, if sensitively managed, deliver new prospects and perspectives for the local community. Tourism further contributes to the recovery of degraded soils by ensuring non-overuse during the development of tourist sites and supporting sustainable agriculture and reforestation through sustainable consumption arising from the promotion of nature-based tourism activities.

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

Ecosystem / Desertification

Examples of potential indicators:

- Number of initiatives taken by tourism stakeholders to help mitigate desertification in a destination
- Number of regulations preventing desertification relating to water supply
- Number of regulations preventing desertification relating to energy use

And more..

ECOSYSTEMS, INCLUDING THEIR BIODIVERSITY, IN ORDER TO ENHANCE THEIR CAPACITY TO PROVIDE BENEFITS THAT ARE ESSENTIAL FOR SUSTAINABLE DEVELOPMENT

Tourism serves as a driver of socioeconomic development in mountain areas. Mountains offer a multitude of attractions for tourists; from the snowy peaks of winter to the warmth of summer, travellers are increasingly looking at ways to reconnect with nature. Furthermore, due to the COVID-19 pandemic, there has more recently been increased interest in experiences in open air and less crowded destinations. Efforts to conserve biodiversity and mountain ecosystems through tourism can contribute to this target, as mountain terrains and forest ecosystems are also an asset for nature tourism, rural tourism and outdoor activities, which would in turn engage local mountain communities and their capacity to provide benefits that are essential for sustainable development.

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 / *Mountain*

Sustainable consumption and production patterns / *Global Tourism Plastics Initiative (GTPI)*

Waste / *Waste management*

Education and training / *Capacity building*

Examples of potential indicators:

- Whether destinations have tourism policies/strategies/action plans to ensure the conservation of mountain ecosystems, including their biodiversity (Yes/No)
- Number of areas that avoid harmful land usage in tourism destinations
- Number of new/improved waste management initiatives in mountain tourism destinations

And more...



15.5 TAKE URGENT AND SIGNIFICANT ACTION TO REDUCE THE DEGRADATION OF NATURAL HABITATS, HALT THE LOSS OF BIODIVERSITY AND, BY 2020, PROTECT AND PREVENT THE EXTINCTION OF THREATENED SPECIES

The gradual decline of natural habitats and the increase in endangered species means that resources that are important for tourism are diminishing. Protecting natural habitats and promoting activities to protect flora and fauna, including endangered species, will make tourism more sustainable. Tourism may not have a direct link to prevent the extinction of threatened species, but it can influence governments to make increasing efforts to protect natural areas where threatened and endangered species are living. Numerous animal and plant species have already become extinct or may become extinct soon. Many countries have therefore established wildlife reserves and enacted strict laws protecting the animals that draw nature-loving tourists. As a result of these measures, several endangered species have begun to thrive again.

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

Ecosystem / *Protected areas*

Wildlife / *Protection*

Examples of potential indicators:

- Number and size of protected areas in a tourism destination that help prevent the extinction of threatened species
- Number of newly established protected areas (classified by level of protection, according to International Union for Conservation of Nature (IUCN) categories)
- Coverage of protected areas (classified by level of protection, according to IUCN categories)

And more...

15.7 TAKE URGENT ACTION TO END POACHING AND TRAFFICKING OF PROTECTED SPECIES OF FLORA AND FAUNA AND ADDRESS BOTH DEMAND AND SUPPLY OF ILLEGAL WILDLIFE PRODUCTS

Target 15.7 calls for the elimination of poaching and trafficking of protected species. Trade and purchase of products and materials of wild animal origin such as ivory, elephant skin, rhinoceros horn, pierced armour, tigers, etc., is a violation of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Stakeholders involved in the global tourism sector need to work together to proactively disseminate information to businesses, tourists and business travellers

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

Wildlife / *Illegal trafficking and poaching*

Tourism value chain / *Tourism products*

Local economic development / *Local people employment*

Local economic development / *Local products*

Education and training / *Capacity building*

Education and training / *Awareness raising*

Examples of potential indicators:

- Number of tourism businesses adhering to various international regulations, guidelines to prevent threatening biodiversity especially poaching and illegal trafficking of wildlife
- Number of tourism products threatening endangered species
- Number of local people employed in the tourism industry

And more...

15.8 BY 2020, INTRODUCE MEASURES TO PREVENT THE INTRODUCTION AND SIGNIFICANTLY REDUCE THE IMPACT OF INVASIVE ALIEN SPECIES ON LAND AND WATER ECOSYSTEMS AND CONTROL OR ERADICATE THE PRIORITY SPECIES

A tourism project can sensitize tourists to the need for environmentally appropriate behaviour. Appropriate measures are to be taken to control and prevent the introduction of alien species by travellers: extermination and eradication activities of alien species of plants and animals in cooperation with tourists and businesses. Protecting the biodiversity of each region from alien species is an important aspect of sustainable tourism management, as it preserves the uniqueness of a tourist destination

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

Ecosystem / *National action plan for invasive alien species*

Ecosystem / *Environment standards and certifications*

Examples of potential indicators:

- Whether there is a creation/improvement of a national action plan on invasive alien species in tourism destinations (Yes/No)
- Whether the destination adheres to the national action plan on invasive alien species (Yes/No)
- Number (or percentage) of tourism businesses implementing voluntary standards or certification And more...

And more..

15.9 BY 2020, INTEGRATE ECOSYSTEM AND BIODIVERSITY VALUES INTO NATIONAL AND LOCAL PLANNING, DEVELOPMENT PROCESSES, POVERTY REDUCTION STRATEGIES AND ACCOUNTS

Target 15.9 recognizes the need to integrate the ecosystem and biodiversity in governmental planning. Achieving this target requires an intensification of efforts to implement the Global Biodiversity Framework (GBF) and a range of other plans and strategies elaborated by intergovernmental processes. The target calls for planning and securing funding based on the value of ecosystems and biodiversity. It calls for national and local governments to take the lead in recognizing and incorporating biodiversity values into their plans.

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*

Education and training / *Awareness raising*

Education and training / *Capacity building*

Examples of potential indicators:

- Whether ecosystem and biodiversity values are integrated in national and local policies and strategies (Yes/No)
- Whether there are programmes to increase awareness regarding ecosystems and biodiversity (Yes/No)
- Number of tourism workers participating in trainings on the importance of biodiversity and ecosystem conservation conducted by a tourism-related organization/body

And more...

15.A MOBILIZE AND SIGNIFICANTLY INCREASE FINANCIAL RESOURCES FROM ALL SOURCES TO CONSERVE AND SUSTAINABLY USE BIODIVERSITY AND ECOSYSTEMS

Target 15.a aims at increasing financial resources to conserve and sustainably use ecosystems and biodiversity. In this regard, tourism can contribute directly to the conservation of sensitive areas and habitats. Revenue from park entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators. Where sites are properly managed, budgets are established for protection and restoration, where necessary. The trend line in this budget (or where there is insufficient funding, the desired budget) can reveal important changes in the ability to sustain the systems and may be a signal of a need for new programmes or fundraising. Rising needs may be a sign of increased damage to assets that may point for a range of preventive or restorative actions.

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*

Partnerships / *Collaborative dialogues*

Investment / *Financial investment*

Examples of potential indicators:

- Whether there is a policy to dedicate part of the tourism revenue to biodiversity conservation (Yes/No)
- Number of collaborative dialogues with multiple tourism stakeholders, including public and private sectors, on ways to mobilize resources for biodiversity and ecosystems conservation
- Total amount of funding and investment in infrastructure allocated to tourism projects to implement biodiversity and ecosystem conservation programmes

And more..



15.C ENHANCE GLOBAL SUPPORT FOR EFFORTS TO COMBAT POACHING AND TRAFFICKING OF PROTECTED SPECIES, INCLUDING BY INCREASING THE CAPACITY OF LOCAL COMMUNITIES TO PURSUE SUSTAINABLE LIVELIHOOD OPPORTUNITIES

The world's rich biodiversity is tourism's natural capital, and a thriving wildlife forms the very foundation of the tourism sector in many of the world's destinations. These wildlife forms are also home to locals who are in increasing rural poverty, ineffective policies to regulate hunting, as well as a ready market for many wildlife products in the traditional medicinal markets. Tourism can be a mechanism to reduce poaching and hunting especially when tourism can provide an alternative to development scenarios that may have greater environmental impacts. Tourism can assist conservation by providing employment for local communities. The tourism sector can contribute to effective awareness-raising of poaching and trafficking of protected species by adhering to campaigns calling on tourists not to engage in any illegal purchase of poached wildlife or by-product of it, and informing about own initiatives to clients and partners.

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

Education and training / *Awareness raising*

Local economic development / *Local people employment*

Examples of potential indicators:

- Number of awareness raising programmes on the dangers of illegal poaching and trafficking of protected species for visitors and local communities
- Number of former local poachers or traffickers of protected species working in the tourism sector
- Percentage of local community employed in the tourism sector

And more..



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