

2 ZERO HUNGER



TOURISM AND SDG 2

ZERO HUNGER

Tourism can spur sustainable agriculture, and its full integration in the tourism value chain, by promoting the sustainable production and supplies of food and beverages to accommodation establishments, sales of local products to tourists, and many more. Agritourism can generate additional income while enhancing the value of the tourism experience and the mechanism whereby tourists' consumption improves local farmers capacity and promotes it. The infrastructure needed for the development of tourism would also contribute to a stable food supply in the region.

Achieving the SDGs through tourism: Toolkit of Indicators (TIPs) publication will allow users to explore tourism's role in achieving SDG 2 and discover links and connections tourism have with selected SDG 2 targets.

Each chapter in Part II of TIPs Toolkit is dedicated to a SDG, In the chapter for SDG 2, the user will be introduced to selected targets and potential indicators (note: Indicators are non-exhaustive and adaptable) for tourism projects that can contribute to end hunger.

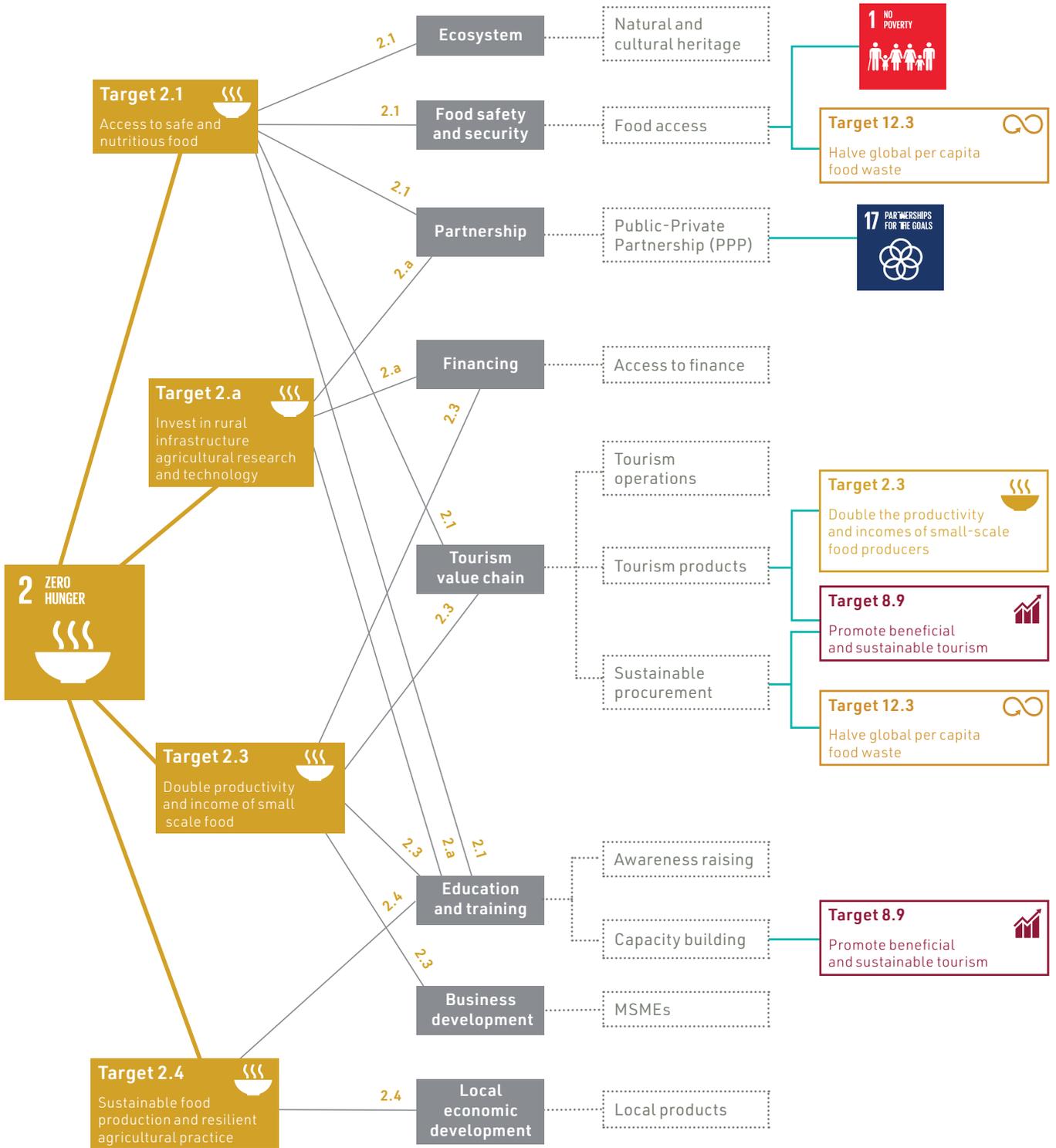
Selected SDG 2 Targets : 2.1 | 2.3 | 2.4 | 2.a

There are four targets within SDG 2 that are deemed to have a stronger and direct link for tourism to end hunger, achieve food security and improve nutrition and promote sustainable agriculture. 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 2 targets with various themes, sub-themes and connection with other SDGs and targets.
- Snapshot of the tourism-related SDG 2 targets including short elaboration of its connection with tourism, together with examples of potential indicators





LINES CONNECTION:

- Selected SDG 2 targets
- To themes
- - - - - From themes to sub-themes
- With other SDGs and targets

THEMES

SUB-THEMES

Target 2.1
Access to safe and nutritious food

Target 8.9
Promote beneficial and sustainable tourism

2.1 BY 2030, END HUNGER AND ENSURE ACCESS BY ALL PEOPLE, IN PARTICULAR THE POOR AND PEOPLE IN VULNERABLE SITUATIONS, INCLUDING INFANTS, TO SAFE, NUTRITIOUS AND SUFFICIENT FOOD ALL YEAR ROUND.

Tourism is well positioned to improve access to food for the population. Tourism facilitates the need for more agricultural production to supply local eating establishments and visitors. It can create and diversify

demand and provide support for food production, job creation and intersectoral economic growth, which in turn, would contribute to improved access to safe, nutritious and sufficient food for all

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

Food safety and security/ *Food access*

Tourism value chain / *Tourism products*

Ecosystem / *Natural and cultural heritage*

Partnerships/ *Public-private partnerships*

Education and training / *Awareness raising*

Education and training / *Capacity building*

Examples of potential indicators:

- Number of people achieving food access throughout the cycle of the tourism development project
- Whether there is a tourism framework/strategy/action plan including gastronomy tourism experience, in a destination that is based on local and sustainable food sources (Yes/No)
- Number of initiatives promoting the recognition of local gastronomy as an intangible cultural heritage

And more..

2.3 BY 2030, DOUBLE THE AGRICULTURAL PRODUCTIVITY AND INCOMES OF SMALL-SCALE FOOD PRODUCERS, IN PARTICULAR WOMEN, INDIGENOUS PEOPLES, FAMILY FARMERS, PASTORALISTS AND FISHERS, INCLUDING THROUGH SECURE AND EQUAL ACCESS TO LAND, OTHER PRODUCTIVE RESOURCES AND INPUTS, KNOWLEDGE, FINANCIAL SERVICES, MARKETS AND OPPORTUNITIES FOR VALUE ADDITION AND NON-FARM EMPLOYMENT

Tourism development can contribute by providing an enabling and supportive environment to provide knowledge, productive resources, opportunities, for all small food producers to grow/produce nutritious food by adapting responsible agricultural practices. This allows them to provide income for their family by selling produce to different buyers, including tourism enterprises, giving opportunities for local agriculture to meet the needs of tourist's food consumption. Additionally, this may reduce food loss as what could be surplus of raw materials can be used for new processed products and using local produce would also shorten the supply chains and lower carbon footprint.

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

Education and training / *Capacity building*

Financing / *Access to finance*

Business development / *MSMEs*

Tourism value chain / *Sustainable procurement*

Tourism value chain / *Tourism operations*

Examples of potential indicators:

- Number of small-scale food producers receiving food production or food security training through tourism development projects
- Whether local authorities or banks have financial programmes for small-food producers (Yes/No)
- Number of tourism establishments locally sourcing raw materials for food and other organic products

And more

2.4 BY 2030, ENSURE SUSTAINABLE FOOD PRODUCTION SYSTEMS AND IMPLEMENT RESILIENT AGRICULTURAL PRACTICES THAT INCREASE PRODUCTIVITY AND PRODUCTION, THAT HELP MAINTAIN ECOSYSTEMS, THAT STRENGTHEN CAPACITY FOR ADAPTATION TO CLIMATE CHANGE, EXTREME WEATHER, DROUGHT, FLOODING AND OTHER DISASTERS AND THAT PROGRESSIVELY IMPROVE LAND AND SOIL QUALITY

This target stresses the seriousness of the impacts of climate change on agriculture and rural communities, where adaptation to climate change has become inevitable, especially for farmers in the food production system. Tourism development can influence farmers to have a more forward-thinking strategy, incorporating technology in order to ensure crop availability through planned crop planning, which may lead to securing contracts from tourism businesses like hotels and restaurants by securing long-season supply. Furthermore, agritourism can be a way for farmers to diversify their income as well as reducing risks.

Potential indicators in this target are grouped by the following

Theme and *sub-theme*:

Local economic development / *Local products*

Education and training / *Capacity building*

Examples of potential indicators:

- Percentage of certified organic food produced and sold in the tourism destination
- Percentage of increase in agricultural production due to tourism development
- Number of product research and development initiatives/ programmes in local MSMEs involved in tourism value chains

And more..



2.A INCREASE INVESTMENT, INCLUDING THROUGH ENHANCED INTERNATIONAL COOPERATION, IN RURAL INFRASTRUCTURE, AGRICULTURAL RESEARCH AND EXTENSION SERVICES, TECHNOLOGY DEVELOPMENT AND PLANT AND LIVESTOCK GENE BANKS IN ORDER TO ENHANCE AGRICULTURAL PRODUCTIVE CAPACITY IN DEVELOPING COUNTRIES, IN PARTICULAR LEAST DEVELOPED COUNTRIES.

Target 2.a calls for increased investment, including through international cooperation to enhance agricultural productive capacity in developing countries particularly LDCs. In this regard, tourism acts as a vehicle for economic diversification and a major employment engine with a multiplier effect on other sectors that contribute to rural development.

Tourism development, for example, in rural tourism,⁵⁴ can foster close coordination between tourism stakeholders in the value chain, including restaurants, logistics, food manufacturers, caterers and local governments including Destination Management Organisations (DMO) to enhance agricultural productive capacity by bringing in new technologies and infrastructure to the value chain which would increase sustainable production while meeting the demand of the tourism sector and at the same time improve the nutrition of local residents and diversifying domestic agriculture through development of rural infrastructure.

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

Partnerships / *Public private partnerships*

Education and training / *Capacity building*

Financing / *Access to finance*

Examples of potential indicators:

- Number of collaborative initiatives and dialogues regarding the required standards on food for the tourism sector
- Number of locals participating in capacity-building programmes in enhancing agricultural productive capacity
- Number of investments in infrastructure related to food production or storage

And more..





TIPs Toolkit is a joint publication by:



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Discover more in the full publication, available online at UNWTO e-library: <https://www.e-unwto.org/doi/10.18111/9789284424344>