



TOURISM AND SDG 8 DECENT WORK AND ECONOMIC GROWTH

Tourism is one of the driving forces of global economic growth and is considered an effective sector to achieving decent work and economic growth in developing countries, especially so for the LDCs, LLDCs – a recognition reflected explicitly in Target 8.9 “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.” By incorporating sustainable practices, promoting community involvement, and emphasizing the preservation of local culture and traditions, tourism can play a crucial role in achieving SDG 8 and creating a more inclusive and sustainable future.

Achieving the SDGs through tourism: Toolkit of Indicators (TIPs) publication will allow users to explore tourism’s role in achieving SDG 8 and discover links and connections tourism have with selected SDG 8 targets.

Each chapter in Part II of TIPs is dedicated to one SDG. In the chapter for SDG 8, users will be introduced to selected targets and potential indicators (note: Indicators are non-exhaustive and adaptable) for tourism projects that can contribute to promoting decent work and economic growth.

Selected SDG 8 Targets : 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 8.7 | 8.8 | 8.9

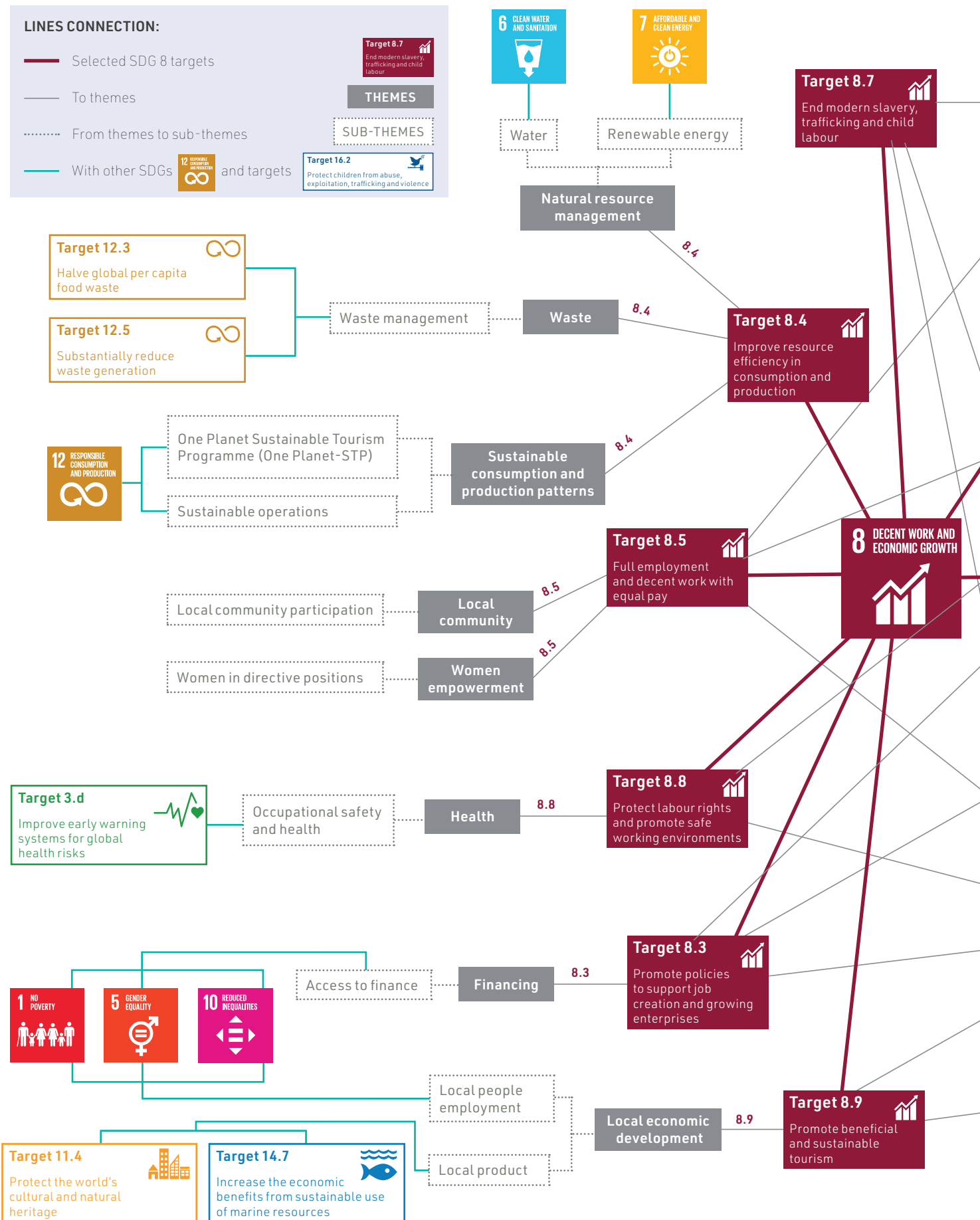
There are eight targets within SDG 8 that are deemed to have a stronger and direct link for tourism to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. These targets have been selected to base the potential project indicators.

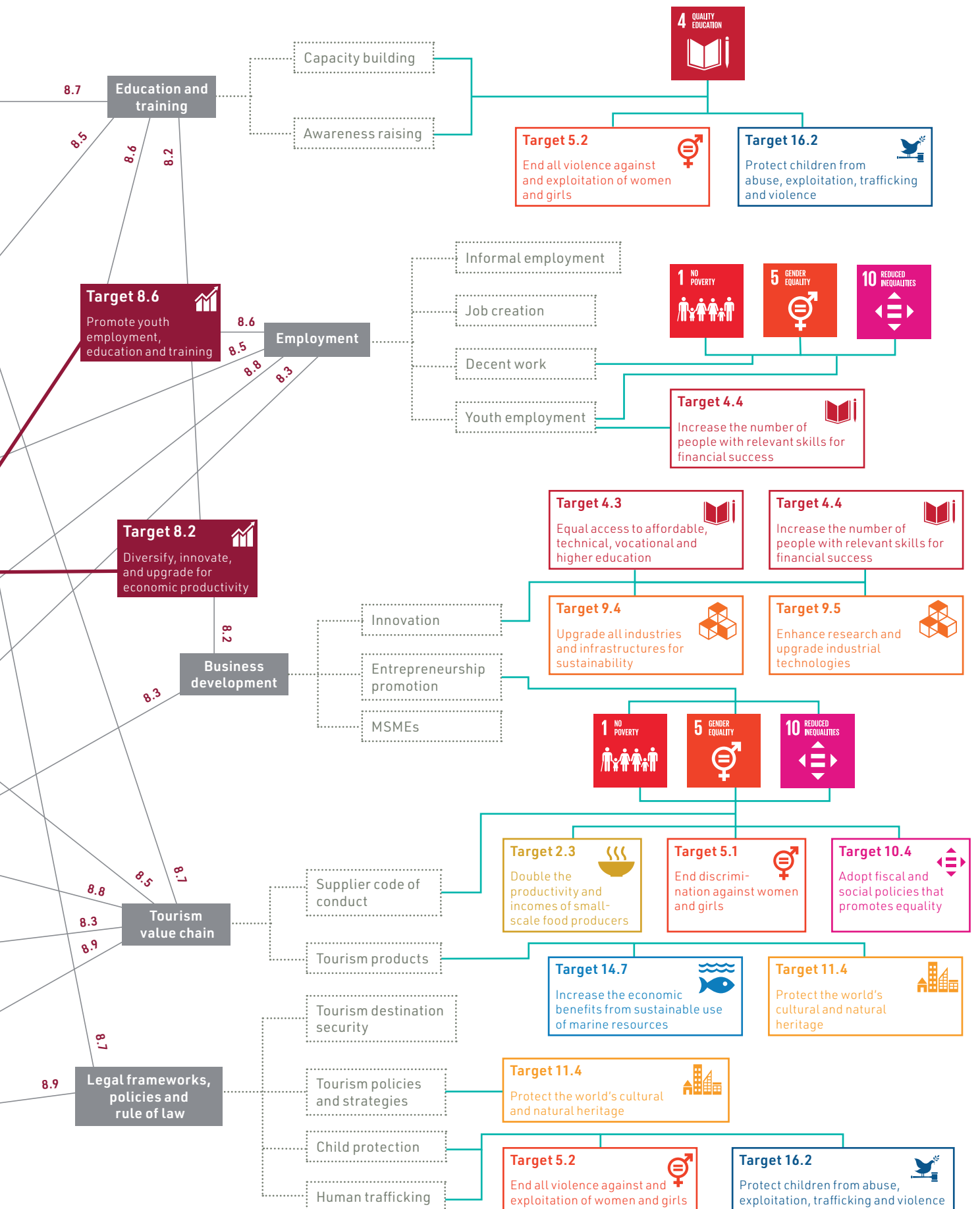
In the following pages, you will find:

- a visual aid which illustrates the connection between the selected SDG 8 targets with various themes, sub-themes and connection with other SDGs and targets.
- Snapshot of the tourism-related SDG 8 targets including short elaboration of its connection with tourism, together with examples of potential indicators.



Visual aid – Connections between selected SDG 8 targets with themes/sub-themes and other SDGs/targets





8.2 ACHIEVE HIGHER LEVELS OF ECONOMIC PRODUCTIVITY THROUGH DIVERSIFICATION, TECHNOLOGICAL UPGRADING AND INNOVATION, INCLUDING THROUGH A FOCUS ON HIGH-VALUE ADDED AND LABOUR-INTENSIVE SECTORS

As a labour-intensive sector, tourism benefits from technology and digitalization, from automation of various processes in the industry – from booking and reservation systems to new and innovative ways to improve business operations. By leveraging these technologies, tourism businesses can increase efficiency, reduce costs and improve customer satisfaction, leading to an increase in revenue and overall economic growth. Tourism also has a significant multiplier effect on employment, cutting across various sectors.

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

Education and training / *Capacity building and training*

Business development / *Innovation*

Examples of potential indicators:

- Number of training and education programmes supporting skilling, upskilling and reskilling of tourism workers
- Number of hours of skilling/upskilling and reskilling of tourism workers programmes
- Number of programmes supporting the adoption of innovative methods for increasing the productivity of the tourism sector

And more..

8.3 PROMOTE DEVELOPMENT-ORIENTED POLICIES THAT SUPPORT PRODUCTIVE ACTIVITIES, DECENT JOB CREATION, ENTREPRENEURSHIP, CREATIVITY AND INNOVATION, AND ENCOURAGE THE FORMALIZATION AND GROWTH OF MICRO-, SMALL- AND MEDIUM-SIZED ENTERPRISES, INCLUDING THROUGH ACCESS TO FINANCIAL SERVICES

Tourism's contribution to this target can be seen through its role to create and revise policies which would lift barriers to securing the local conditions for job creation. Tourism stakeholders should avoid working in silos and overcome institutional barriers and rigidities in management structures to create policies which would be flexible enough to be tailored to local conditions. Many tourism workers operate in the informal sector, with conditions far more vulnerable than formal employment, thus, the sector has an obligation to improve the situation of these workers and create conditions for the transition to formalization and also conditions conducive to growth.

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

Business development / *Entrepreneurship promotion, MSMEs*

Financing / *Access to finance*

Tourism value chain / *Supplier code of conduct*

Employment / *Informal employment*

Examples of potential indicators:

- Whether there is legislation that simplifies the creation of new tourism businesses in the destination (Yes/No)
- Number of procedures required to start a business
- Cost (percentage of income per capita) of the procedures to start a business

And more

8.4 IMPROVE PROGRESSIVELY, THROUGH 2030, GLOBAL RESOURCE EFFICIENCY IN CONSUMPTION AND PRODUCTION AND ENDEAVOUR TO DECOUPLE ECONOMIC GROWTH FROM ENVIRONMENTAL DEGRADATION, IN ACCORDANCE WITH THE 10-YEAR FRAMEWORK OF PROGRAMMES ON SUSTAINABLE CONSUMPTION AND PRODUCTION, WITH DEVELOPED COUNTRIES TAKING THE LEAD

Tourism is energy-intensive and as a sector can also be a source of environmental damage, especially when reliant on scarce resources like fossil fuels, therefore, as a contribution to this target, tourism stakeholders should endeavour to maximize tourism's contribution to sustainable development, while minimizing its negative impacts, particularly by accelerating the shift towards increased renewable energy. The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. It is imperative to identify key points of intervention within the tourism value chain to reduce the use of natural resources and environmental impacts caused by production and consumption.

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

Natural resource management / *Water, Renewable energy*

Waste / *Waste management*

Sustainable consumption and production patterns / *One Planet Sustainable Tourism Programme (One Planet-STP)*

Examples of potential indicators:

- Number of tourism destinations which have water-use efficiency plans
- Number of tourism businesses which have an initiative for increasing water-use efficiency
- Number of people in the tourism sector following or applying waste management rules in tourism destinations

And more..

8.5 BY 2030, ACHIEVE FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL WOMEN AND MEN, INCLUDING FOR YOUNG PEOPLE AND PERSONS WITH DISABILITIES, AND EQUAL PAY FOR WORK OF EQUAL VALUE

Tourism's contribution to this target relies on the role it plays in ensuring the welfare of the myriad of different groups working in the tourism sector is taken care of; this includes those belonging to vulnerable groups, immigrants, people in poverty, etc. Tourism industries are largely labour-intensive and provide jobs for many people. Tourism provides working people with income and experience and therefore contributes to their social inclusion and personal development. The sector is sensitive to seasonality; its industries have a global dimension and often demands flexibility from tourism workers. Particular attention needs to be paid to job insecurity and the social welfare of its workforce.

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

Employment / *Decent work, Job creation*

Local community / *Local community participation*

Women's empowerment / *Women in directive positions*

Education and training / *Capacity building*

Tourism value chain / *Supplier code of conduct*

Examples of potential indicators:

- Number of new jobs created by the tourism project which are compliant with national labour legislation in the tourism destination, especially for youth and women
- Whether the employment recruitment process is compliant with national labour
- Number of tourism businesses participating in the studies and seminars carried out on decent work in tourism

And more..

8.6 BY 2020, SUBSTANTIALLY REDUCE THE PROPORTION OF YOUTH NOT IN EMPLOYMENT, EDUCATION OR TRAINING

The United Nation's Common Agenda emphasizes the importance of transforming education, skills and lifelong learning. Building on the UN Common Agenda, tourism can contribute to this target by mobilizing actions and solutions to encourage youth to be in employment, education or training within the tourism sector. By having tourism training, youth would be able to improve their future employability through investment in skills or gaining experience through employment.

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

Employment / *Youth employment*

Education and training / *Capacity building*

Examples of potential indicators:

- Number of measures to attract/retain youth in tourism jobs
- Number of measures to attract/retain youth in tourism training and education
- Whether the education or training programmes are created or revised according to tourism sector needs (Yes/No)

And more...

8.7 TAKE IMMEDIATE AND EFFECTIVE MEASURES TO ERADICATE FORCED LABOUR, END MODERN SLAVERY AND HUMAN TRAFFICKING AND SECURE THE PROHIBITION AND ELIMINATION OF THE WORST FORMS OF CHILD LABOUR, INCLUDING RECRUITMENT AND USE OF CHILD SOLDIERS, AND BY 2025 END CHILD LABOUR IN ALL ITS FORMS

Tourism stakeholders could contribute to this target by developing or adapting and putting into practice improved legislation, national action plans or policies on child labour, forced labour, modern slavery and/or human trafficking and most importantly, translating public commitments into concrete actions. The tourism sector needs to have a clear understanding of the causes and effects of child labour in order to develop effective strategies to abolish child labour.

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

Legal frameworks, policies and rule of law / *Human trafficking, Child protection, Tourism destination security*

Education and training / *Awareness raising, Capacity building*

Tourism value chain / *Supplier code of conduct*

Examples of potential indicators:

- Number of tourism businesses that have undergone a risk assessment for human trafficking per year
- Number of initiatives and measures taken to sensitize towards child labour in tourism
- Whether there is creation and delivery of training events on anti-trafficking specifically for tourism workers (Yes/No)

And more...

8.8 PROTECT LABOUR RIGHTS AND PROMOTE SAFE AND SECURE WORKING ENVIRONMENTS FOR ALL WORKERS, INCLUDING MIGRANT WORKERS, IN PARTICULAR WOMEN MIGRANTS, AND THOSE IN PRECARIOUS EMPLOYMENT

Working conditions are an important determinant of overall living standards – both for workers and their families – and cover a wide range of factors related to work and employment, including working time, remuneration and the work environment, among others. A safe and sound work environment ensuring occupational safety and health at work is at the core of decent work.

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

Health / *Occupational safety and health*

Employment / *Decent work*

Tourism value chain / *Supplier code of conduct*

Examples of potential indicators:

- Number of policies and measures covering Occupational Safety and Health (OSH) in the tourism sector
- Whether there is an adequate composition policy in place including commitments not to lose jobs/salary in case of injuries or illness (caused by working conditions) (Yes/No)
- Number of full-time decent jobs directly generated as a result of the tourism project

And more...



8.9 BY 2030, DEVISE AND IMPLEMENT POLICIES TO PROMOTE SUSTAINABLE TOURISM THAT CREATES JOBS AND PROMOTES LOCAL CULTURE AND PRODUCTS

The value of the economic contribution of tourism covered by this target could indicate the degree to which tourism is being successfully promoted. The target is useful for policy on tourism at national level and the level of sub-national regions as it gives a more inclusive measure of the economic contribution of tourism which can be compared to the GDP contributions of other economic activities.

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 people employment, Local products*

Tourism value chain / *Tourism products*

Examples of potential indicators:

- Whether there is development/revision of a sustainable tourism policy/strategy/masterplan that promotes local culture and products according to the aspirations of the local community (Yes/No)
- Whether there is a development/revision of a sustainable tourism policy/strategy/masterplan that promotes local products (Yes/No)
- Number of products that are produced in the vicinity of the tourist area.

And more...



TIPs Toolkit is a joint publication by:



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