



# ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS THROUGH TOURISM

Toolkit of Indicators for Projects (TIPs)

## SUMMARY FACT SHEET

Tourism plays a crucial role in advancing the Sustainable Development Goals (SDGs) as it intersects with multiple dimensions of sustainable development. The increasingly recognized connection between tourism and the SDGs highlights its potential as a powerful tool for achieving a more sustainable and equitable future.

### TOURISM PROJECTS AND THE SDGS

Tourism development projects have great potential to contribute to the 2030 Agenda through their implementation and impacts. However, due to the lack of measurement of tourism project impacts, outputs, and inputs against the SDGs, it has been challenging to assess the contribution of each project to the achievement of the goals in an objective and harmonized manner.

### TOOLKIT OF INDICATORS FOR PROJECTS (TIPS)

TIPs presents indicators that measure the impact of tourism development on the achievement of the SDGs, at the project level. The indicators are non-exhaustive and may be adapted, modified, and/or combined as appropriate and according to the characteristics unique to each project.

The Toolkit provides an enhanced understanding of the importance of the role of tourism and its connection with the different SDGs and its targets, capturing the multifaceted impacts of tourism and how it can contribute to SDGs and targets that most may be unaware of.

By understanding the different goals and targets of the SDGs through the lens of tourism, transformative actions can be catalyzed and actions created for a more inclusive, sustainable, and resilient sector, ensuring prosperity, peace and the well-being of our planet.

## TOOLKIT OBJECTIVES



Enhancing awareness of the SDGs from the perspective of tourism at local, national, or international levels;



Recognizing the potential of tourism in the achievement of the SDGs;



Setting appropriate indicators for tourism projects in line with the SDGs;



Monitoring the progress of a tourism project by collecting data on the set of indicators;



Grasping the gap between the initial project plan and the actual result, and analyzing the reasons for it;



Raising the profile of sustainable tourism in public policies, financing frameworks, and business operations that target achievement(s) of the SDGs;



Improving partnerships between different sustainable development and tourism stakeholders, in SDGs awareness, engagement, and implementation; and



Catalyzing increased official development assistance (ODA) and Aid-for-Trade flows from international and national development partners (donors).



Providing elements to measure the transformative power of tourism at all levels, and the spill-over effects of investments and interventions in the sector, while aligning tourism projects with the SDGs.

A joint publication by:



Japan International Cooperation Agency (JICA) is an executing agency for the development cooperation of Japan. JICA aims to contribute to the promotion of international cooperation and to the development of Japan and the international socio-economy by contributing to the development or reconstruction of the economy and society, or economic stability of developing areas.



World Tourism Organization (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know how. Its membership includes 159 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.



## WHY PROJECT-BASED TOURISM INDICATORS

UNWTO and JICA created TIPs to assist in the alignment of tourism initiatives with the SDGs. The indicators can help measure progress and assess the impact of tourism development projects, providing evidence of their effectiveness in achieving their intended goals.

By tracking progress against SDG targets, stakeholders can identify areas for improvement and make necessary adjustments to project objectives. This approach ensures that tourism development is aligned with a comprehensive framework for sustainable development and that projects are contributing to the achievement of the SDGs. The use of indicators can help promote a more evidence-based approach to tourism development, leading to more effective use of resources and a greater impact on local and regional development.

## WHO SHOULD USE THE TOOLKIT - ROLES IN PROJECT MANAGEMENT

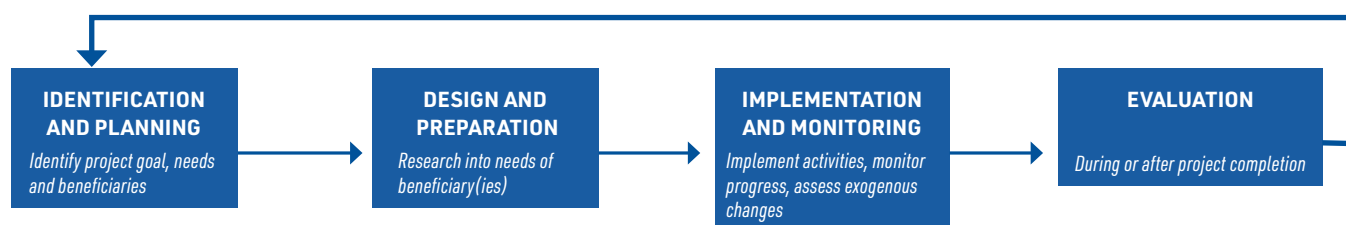
The Toolkit provides guidance to users including project managers, tourism project planners, coordinators, teams, evaluators, auditors or researchers as the indicators may be used in each project phase by those who are in a unique position to effectively plan tourism projects that align with the SDGs.

The actors involved in project management can be any type of stakeholder including the public sector at all levels of governance, the private sector (regardless of its size or type of business), academia, civil society organizations (CSOs), destination management organization(DMOs), local communities, associations, and so forth.

It is essential for project teams to identify and engage with all relevant stakeholders to ensure that their concerns are considered and their support secured. This can help to ensure that the project is designed and implemented in a way that maximizes its positive impact on the achievement of the SDGs.

## WHEN TO USE THE TOOLKIT

This TIPs can be used at any point in time, but especially when developing and implementing projects, as project teams should use relevant indicators to monitor and measure the progress of a project and its contribution to the SDGs and their targets.



The Toolkit serves as a practical resource for users interested in developing tourism projects that are in line with the SDGs and as a valuable learning and training material.

## HOW TO SELECT INDICATORS IN THE TOOLKIT

### Per SDG or Target

Each chapter in part II is dedicated to just one SDG and should the user already be familiar with the SDGs or be looking for project-based tourism indicators for a specific goal, he/she should refer directly to the goals, per chapter in part II of the Toolkit.

### Per theme and sub-theme

For users who would prefer to locate the indicators by theme, please refer to table 3.1. Table of themes, sub-themes and corresponding SDGs targets

The table is devised in such a way that users can search for project indicators by preferred themes, then sub-themes. When the themes and sub-themes are selected, users will be able to find targets which they can consequently refer to in part II, under the targets' parent SDG chapter.

## TOOLKIT FEATURES

- The Toolkit is structured in two parts:
  - > Part I introduces the toolkit and provides guidance on how to use the Toolkit
  - > Part II presents the tourism-related SDGs targets, their explanations and potential indicators
- Non-exhaustive set of potential tourism project indicators based on selected tourism-related SDG targets that are simple, measurable, and adaptable to the characteristics unique to each project
- Explanations of how tourism can contribute to and connect with the selected SDG targets
- Visual aid illustrating the connection between selected SDGs targets related to tourism and various themes, sub-themes, and other SDGs and Targets.
- Theme and sub-theme table: Guiding users based on their topic of interest and related connections to other SDGs and Targets.

## PART I

### INTRODUCING THE TOOLKIT - A USER GUIDE

Part I of the Toolkit explores the rationale for having indicators and provides a brief explanation of what the toolkit contains and how tourism-related SDGs targets were selected.

It gives an overview of how the present work positions among the several existing systems and frameworks catering to tourism and sustainable development.

It describes why project-based indicators are necessary and explains how they can help tourism project managers better track progress toward the achievement of the SDGs. The Toolkit also provides guidance on how to use the project-based indicators effectively within the project cycle.

## PART II

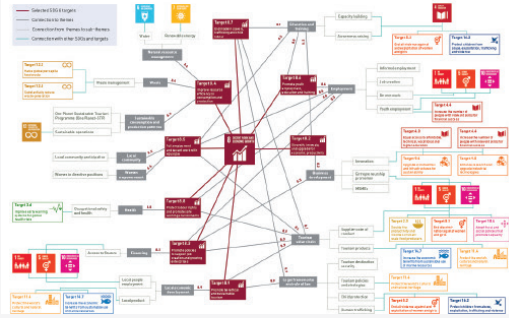
### TOURISM-RELATED SDGS TARGETS AND POTENTIAL INDICATORS

The 17 SDGs are presented in 17 separate chapters, with each chapter providing explanations of tourism's connection with the selected target and following a similar structure as below:

- Introduction of the Goal
- Explanation of the goal from the tourism perspective
- Visual Aid of connections between selected targets
- Selected tourism-related targets
- List of targets not selected and explanations
- Set of potential project indicators grouped per theme and sub-theme with explanations



## GUIDE TO READ PART II TOURISM PROJECT-BASED INDICATORS (SDG 8 AS EXAMPLE)

<p><b>Title of SDG and description of SDG</b></p>	<p><b>SDG 8</b>  <b>PROMOTE SUSTAINED, INCLUSIVE, AND SUSTAINABLE ECONOMIC GROWTH, FULL AND .....</b></p> <p>Goal 8 Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all recognises the importance of sustained economic growth and high levels of economic productivity for the creation of well-paid quality jobs, as well as resource efficiency in consumption and production. It calls for opportunities for full employment and decent work for all, alongside the eradication of</p>						
<p><b>Visual and highlighting interlinkages of targets with other goals and with themes selected</b></p>	<p><b>LINES CONNECTION:</b></p> <ul style="list-style-type: none"> <li>Selected SDG 8 targets</li> <li>To themes</li> <li>From themes to sub-themes</li> <li>With other SDGs and targets</li> </ul> <p><b>Target 8.5</b>          Full employment and decent work with equal pay</p> <p><b>Target 16.2</b>          Protect children from abuse, exploitation, trafficking and violence</p> <p><b>THEMES</b></p> <p><b>SUB-THEMES</b></p> 						
<p><b>Title of short narrative of a visual aid</b></p>	<p><b>TOURISM AND SDG 8. DECENT WORK AND ECONOMIC GROWTH</b></p> <p>Decent work opportunities in tourism, particularly for youth and women, migrants and displaced persons, and policies that favour better diversification through tourism value chains can enhance tourism positive socio-economic impacts. 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 ...</p>						
<p><b>A list of selected tourism related SDG targets which will be explained in table below</b></p>	<p><b>BOX XX SELECTED TOURISM RELATED SDG 8 TARGETS</b></p> <p>Eight targets within SDG 8, with a stronger and direct link for tourism to promote sustained, inclusive....</p> <p><b>8.2</b> Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high value added and labour-intensive sectors.</p> <p><b>8.3</b> Promote development-oriented policies that ...</p>						
<p><b>Theme, list of potential indicators and explanation</b></p>	<p><b>TARGET 8.2</b>          Achieve higher levels of economic productivity through diversification, ...</p> <p>Target 8.2 recognises the need to diversify, innovate and upgrade for economic productivity. In this regard, tourism, as one of the driving forces of economic growth, can contribute to this target as it has the potential to innovate and upgrade itself, as a sector and to be one of the driving forces of global economic growth.</p> <table border="1"> <thead> <tr> <th>POTENTIAL INDICATORS</th> <th>EXPLANATION</th> </tr> </thead> <tbody> <tr> <td colspan="2"><b>Theme: Education and training / Sub-theme: Capacity building</b></td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>Number of training and education programmes supporting skilling, upskilling and reskilling of tourism workers.</li> <li>Number of hours of skilling/upskilling and reskilling of tourism workers programmes.</li> </ul> </td> <td>These indicators measure how tourism can encourage the updating of skills of everyone within the promotion and workings of tourism activity, including in innovation, new skills on digital technologies, etc. Education/Training institutions together with public ....</td> </tr> </tbody> </table>	POTENTIAL INDICATORS	EXPLANATION	<b>Theme: Education and training / Sub-theme: Capacity building</b>		<ul style="list-style-type: none"> <li>Number of training and education programmes supporting skilling, upskilling and reskilling of tourism workers.</li> <li>Number of hours of skilling/upskilling and reskilling of tourism workers programmes.</li> </ul>	These indicators measure how tourism can encourage the updating of skills of everyone within the promotion and workings of tourism activity, including in innovation, new skills on digital technologies, etc. Education/Training institutions together with public ....
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<p><b>Targets not selected</b></p>	<p><b>TARGETS NOT INCLUDED - TECHNICAL NOTES – SDG 8</b></p> <p><b>8.1 Sustain per capita economic growth in accordance with national circumstances and,...</b></p> <ul style="list-style-type: none"> <li>The tourism sector, through different measures and policies – some mentioned above and...</li> </ul> <p><b>8.10 Strengthen the capacity of domestic financial institutions to encourage and ....</b></p> <ul style="list-style-type: none"> <li>This target focuses on domestic financial institutions and the need to strengthen their capacity....</li> </ul>						

**Users are able to locate indicators by using the Table of Themes, sub- themes and corresponding SDGs targets in Part 1 - Table 3.1**