

# Better Data for a Better Tourism in SIDS

4th SIDS Conference Official side-event (virtual)

28 May 2024 | 9:00 - 10:30 a.m. AST

## BACKGROUND

---

Small Islands Developing States (SIDS) have asserted their commitment to increase their resilience by revitalizing and diversifying their economies, namely through a more resilient, inclusive, and sustainable model of tourism.

Since many years, UN Tourism and its partners have worked together to rethink tourism and mainstream its contribution in advancing the 2030 Agenda. By proclaiming 2027 as the International Year of Sustainable and Resilient Tourism (A/RES/78/260), the international community recognizes tourism as a cross-cutting sector that can contribute to all pillars of sustainable development.

Tourism's underrepresentation in international financing for development - in 2022, only 0.17% of total ODA disbursements were allocated to tourism - remains a critical obstacle to unlocking its full potential to foment socio-economic growth, diversification and inclusion, to accelerate the transition to sustainable practices and as an effective means to attract investment for SIDS.

The advancement of sustainable tourism and the increase of the required funding remains hampered by a lack of reliable and harmonized data that allows to measure both impact and progress 'beyond GDP'.

## OBJECTIVES

---

- Explore frameworks and tools to comprehensively measure tourism's impacts, dependencies and growth beyond GDP, fostering informed decision-making for its sustainable advancement.
- Emphasise the role of data and measurement in tracking progress and ensuring the alignment of tourism initiatives with broader policy objectives.
- Motivate tourism sector public and private stakeholders to achieve real sustainability by focusing on the social, environmental and governance aspects of the sector.
- Inspire action for the tourism sector in SIDS to embrace a more resilient, inclusive, innovative and sustainable development model, in line with the 2030 Agenda and *The Antigua and Barbuda Agenda for SIDS (ABAS) – a Renewed Declaration for Resilient Prosperity*.
- Provide to the SIDS4 Conference Secretariat key recommendations and messages, including any new commitments launched.

# Better Data for a Better Tourism in SIDS

4th SIDS Conference Official side-event (virtual)

28 May 2024 | 9:00 - 10:30 a.m. AST

## TARGET AUDIENCE

- Member States including ministries in charge of tourism, environment and/or social affairs, national statistical offices, and public sector entities from different levels of governance (national, regional, local levels);
- International and national development partners and beneficiary of aid funds;
- International and regional organizations;
- Academia and civil society organizations;
- Private sector actors

## AGENDA

09:00 – 09:05	<b>Welcome remarks</b> Ms. Cláudia Lisboa, Programme Officer, World Tourism Organization (UN Tourism)
09:05 – 09:45	<b>Panel I: A 360° approach to measuring tourism's sustainability.</b> <ul style="list-style-type: none"><li>- <b>Moderator and Keynote speaker:</b> Ms. Clara van der Pol, Director ai., UN Tourism</li><li>- Ms. Alessandra Alfieri, Assistant Director, International Monetary Fund</li><li>- Mr. Edward Brooks, Co-founder, University of Oxford SDG Impact Lab</li><li>- Mr. Jun Saitome, Deputy Director General and Group Director, Japan International Cooperation Agency</li></ul>
09:45 – 10:25	<b>Panel II: Why do we need a 360° approach to measuring tourism's sustainability?</b> <ul style="list-style-type: none"><li>- <b>Moderator:</b> Cláudia Lisboa, UN Tourism</li><li>- Ms. Sandra Carvão, Director, UN Tourism</li><li>- Ms. Tomomi Sato, Associate Expert, Japan International Cooperation Agency</li><li>- Mr. David Albertani, CEO, Catalytic Finance Foundation</li><li>- Ms. Natalie Gartmann, ESG &amp; Impact Manager, Pegasus Capital Advisors</li></ul>
10:25 – 10:30	<b>Closing remarks</b> Ms. Cláudia Lisboa, UN Tourism

# Better Data for a Better Tourism in SIDS

4th SIDS Conference Official side-event (virtual)

28 May 2024 | 9:00 - 10:30 a.m. AST

## PARTNERS



### World Tourism Organization - UN Tourism

The World Tourism Organization (UN Tourism), 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.

<https://www.unwto.org/>



### Japan International Cooperation Agency

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. <https://www.jica.go.jp/english/>

## IMF

### International Monetary Fund

The International Monetary Fund (IMF) works to achieve sustainable growth and prosperity for all of its 190 member countries. It does so by supporting economic policies that promote financial stability and monetary cooperation, which are essential to increase productivity, job creation, and economic well-being. The IMF is governed by and accountable to its member countries.

The IMF has three critical missions: furthering international monetary cooperation, encouraging the expansion of trade and economic growth, and discouraging policies that would harm prosperity. To fulfill these missions, IMF member countries work collaboratively with each other and with other international bodies.

<https://www.imf.org/en/About/Factsheets/IMF-at-a-Glance>

# Better Data for a Better Tourism in SIDS

4th SIDS Conference Official side-event (virtual)

28 May 2024 | 9:00 - 10:30 a.m. AST



## Oxford SDG Impact Lab

Founded in 2021, the SDG Impact Lab was built on the conviction that Oxford's graduate students have the potential to advance the UN Sustainable Development Goals (SDGs) and lead transformative change on both a local and global scale.

The Oxford SDG Impact Lab unique curriculum and programme integrates theory, ethics and practical skills, and is designed to equip students to lead transformative and sustainable change.

They enable students, recruited as Lab Fellows, to work with businesses and non-academic organisations to develop innovative, research-based solutions and initiatives to the mounting challenge of sustainability and social responsibility. Our Lab Fellows test and translate creative ideas into actionable proposals that have real, measurable impact.

<https://www.sdglab.uk/about-us>



## Catalytic Finance Foundation

Catalytic Finance Foundation is a Swiss Foundation dedicated to accelerating the design and deployment of catalytic finance solutions for sustainable infrastructure. As a neutral non-profit, Catalytic offers comprehensive advisory, technical assistance and blended-finance design, tailored for each strategy.

<https://www.catalyticfinance.org/>



## Pegasus Capital Advisors

Pegasus Capital Advisors, L.P. is a leading global private markets impact investment manager. As the first U.S. private equity fund manager accredited by the Green Climate Fund, Pegasus Capital is dedicated to fostering sustainable and inclusive growth while providing attractive returns for investors. Founded in 1996 by Craig Cogut, Pegasus Capital has invested over \$2 billion across 7 private equity funds focused on sustainability, health, and wellness.

<https://www.pcalp.com/>



# Better Data for a Better Tourism in SIDS

4th SIDS Conference Official side-event (virtual)

28 May 2024 | 9:00 - 10:30 a.m. AST

## INTERESTING LINKS

---

Interesting links for more information:

- Tourism for SDGs (Tourism4SDG) Platform - <https://tourism4sdgs.org/>
- Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs) - <https://www.e-unwto.org/doi/10.18111/9789284424344>
- Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals - <https://www.e-unwto.org/doi/10.18111/9789284424443>
- Measuring the Sustainability of Tourism (MST) - <https://www.unwto.org/tourism-statistics/measuring-sustainability-tourism>
- ESG Framework for tourism businesses - <https://www.unwto.org/tourism-statistics/environmental-social-governance-tourism>
- UN Tourism Statistics Database - <https://www.unwto.org/tourism-statistics>
- UN Tourism Self-assessment Tool to Assist Rural Destinations, STAR - <https://star.untourism.int/?login=1>