

# The SDG TASK FORCE & WORKSHOP 2024

Advancing Sustainable Tourism.

Preserving the unique nature and culture through collaborative efforts.

 **ppventure**

**SUSTAINABLE  
DEVELOPMENT GOALS**



# Key Task Force Themes



## Rural Tourism Development

Empowering rural communities to showcase their unique cultural heritage and traditional livelihoods through tourism experiences.



## Community-Based Tourism

Engaging local communities as active participants and beneficiaries in the tourism industry, ensuring equitable distribution of economic opportunities.



## Ecotourism

Promoting sustainable tourism practices that minimize environmental impact and conserve the rich biodiversity and ecosystems.



## Cultural Tourism

Celebrating and sharing diverse cultural heritage, allowing visitors to immerse themselves in the country's traditions and artistic expressions.

# Workshop Objectives

## Ecological Sustainability

Reduce resource consumption, protect biodiversity, and promote environmentally friendly practices in the tourism sector.

## Economic Viability

Diversify tourism offerings, support local businesses and communities, and create fair working conditions.

## Social Inclusion

Integrate local populations into tourism development, and provide education and training opportunities.

## Destination Attractiveness

Market the unique nature and culture, and develop sustainable tourism products and offerings.





# Benefits of the SDG TASK FORCE 2024

## Access to Expertise

Learn from international experts and experienced professionals in sustainable tourism development.

1

2

## Concrete Project Plans

Create detailed project plans with clear objectives, activities, and timelines to promote sustainable tourism practices.

3

## Collaboration Opportunities

Build valuable networks and partnerships with other stakeholders in the sustainable tourism development sector.

4

## Funding Potential

Gain access to international funding programs and financing opportunities for sustainable tourism projects.

5

## Sector Competitiveness

Position your Destination as a leading destination for sustainable tourism, strengthening the country's tourism industry.



# Workshop Details and Funding



The SDG TASK FORCE Workshop 2024 is sponsored by a collaboration between the Tourism Authority, Ministries, or Organizations and the SDG TASK FORCE (an international sustainable tourism initiative), and a range of local partners including universities, NGOs, tourism associations, and private sector companies. This diverse group of sponsors ensures the workshop has the necessary funding, expertise, and community engagement to achieve its ambitious sustainable tourism goals.



# Target Audience and Participants

- **Government Representatives**  
Ministers, deputies, and officials from ministries and agencies responsible for tourism, environment, and development.
- **Tourism Industry Leaders**  
Hoteliers, tour operators, tour guides, restaurant owners, and other private sector stakeholders.
- **NGOs and Academia**  
Experts in sustainable tourism, environmental sciences, development cooperation, and tourism management.
- **Local Communities**  
Representatives of indigenous groups, farmers, fishermen, and other local populations affected by tourism.



# Comprehensive Sustainable Tourism Workshop



## Goal-Oriented

The workshop focuses on solutions and actionable recommendations to address key sustainable tourism challenges.



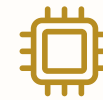
## Collaborative Approach

Participants work together across stakeholder groups to develop tailored project frameworks and innovative ideas.



## Training and Development

The workshop includes training programs to build capacity among tourism service providers and future industry leaders.



## Embracing Digitalization

Topics include leveraging digital technologies to enhance the tourism experience and operations.



# Feasibility Check and Project Design

## 1 Feasibility Evaluation

The workshop culminates in a thorough feasibility analysis, ensuring the proposed sustainable tourism projects are grounded in best practices and real-world constraints.

## 3 Financing Pathways

The project framework and quality guidelines serve as the foundation for identifying viable financing options, whether from public, private, or international sources.

## 2 Collaborative Framework

Participants work together to define clear guidelines, tasks, and responsibilities for the designed projects, fostering a sense of shared ownership.

## 4 Actionable Roadmap

The workshop delivers a comprehensive, feasible plan of action that can be immediately implemented to drive sustainable tourism development in your Destination



# Workshop Agenda - Day 1

1. **Workshop "Goals & Needs"** (9:00 – 10:30 am) – Brief introduction, identification and discussion of main local tourism goals, analysis of specific needs and requirements, and review of relevant SDG indicators.
2. **Coffee Break** (10:30 – 10:45 am) – Time for participants to refresh and relax between sessions.
3. **Sustainable Development & Digitalization** (10:45 – 12:30 pm) – Presentations on sustainable, eco-friendly, rural & community-based tourism solutions, establishment of hiking trails, and tourism digitalization. Discussion of future-fit solutions, insights from similar projects, and the role of AI.
4. **Lunch Break** (12:30 – 01:30 pm) – Time for participants to rest and engage in informal discussions.
5. **Design Thinking Session** (01:30 – 03:30 pm) – Introduction to Design Thinking and other management methods, practical application to current challenges, idea generation, and discussion on innovative approaches.
6. **Conclusion of Day 1** (03:30 – 04:00 pm) – Summary of key insights and results, clarification of open questions, and preview of planned activities for the next day.

# Workshop Agenda - Day 2

1. **Continuation of Design Thinking Session (9:00 – 11:00 am)** – Deepening of the Design Thinking Session, Group work and discussion on potential approaches, Selection of promising ideas
2. **Coffee Break (11:00 – 11:15 am)** – Time for participants to refresh and exchange ideas.
3. **Development of the Project Framework (11:15 – 01:00 pm)** – Integration of workshop results, Development of a detailed project framework, Determination of responsibilities and milestones
4. **Lunch Break (01:00 – 02:00 pm)** – Time for participants to rest and engage in discussions about the developed project ideas
5. **Presentation of the Project Framework and Conclusion (02:00 – 04:00 pm)** – Presentation of the elaborated project framework, Feedback and discussion on the project framework, including possible adjustments, Closing remarks and future collaboration outlook.



# Innovations in Sustainable and Tech-Driven Tourism

Explore how sustainable practices, digital innovation, and data insights can transform the tourism industry in your destination. Discover new approaches to protect the environment, benefit local communities, and provide exceptional guest experiences.

Leverage emerging technologies like artificial intelligence, blockchain, and augmented reality to enhance travel offerings. Utilize data analytics to gain valuable insights and make informed decisions that drive destination development and experiential tourism.

# Essential Elements for a Successful SDG Workshop

Appventure's comprehensive approach ensures a well-planned and impactful SDG workshop. From collaborative agenda development to engaging presentations and seamless logistics, each element is carefully crafted to deliver an exceptional experience for all participants.

1. **Workshop Planning:** Develop a preliminary agenda in collaboration with the Destination. Design and prepare workshop processes and workflow organization.
2. **Communication & Materials:** Create and support communication materials (flyers, invitations, etc.)
3. **Pre-Workshop Research:** Conduct initial surveys and analyses of the current state of affairs among stakeholders (tourists, service providers, organizations, locals).
4. **Workshop Facilitation:** Prepare and deliver presentations, sharing best practices and knowledge. Moderate and facilitate the workshop. Design and refine the resulting ideas and projects.
5. **Logistics & Travel:** Handle travel arrangements, visas, and flights for Appventure staff.





# Participating Destination

As the host destination, you will play a crucial role in the success of the SDG Task Force Workshop 2024. Your responsibilities include:

1. Providing a signed proposal outlining your agreement to host the workshop.
2. Sharing logos, brand books, and necessary information materials for promotional purposes.
3. Collaborating with Appventure to finalize a list of desired participants and facilitating their invitations.
4. Arranging a suitable location and catering for the workshop.
5. Assigning a dedicated local contact person to assist with organization and project implementation.

# Contact:



For more information about the SDG Task Force Workshop 2024, please contact our team at Appventure GmbH & Co. KG in Prackebach, Bavaria, Germany.

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