



Chengdu Declaration on 'Tourism and the Sustainable Development Goals'

We, the representatives of World Tourism Organization (UNWTO) Member States, gathered at 22nd session of the General Assembly of the in Chengdu, China, on 13-16 September 2017,

Recalling that the United Nations (UN) General Assembly resolution 66/288 of 27 July 2012 endorses the outcome document of the UN Conference on Sustainable Development, *The Future We Want* which emphasizes that “well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities”;

Recalling also the UN resolution 69/233 of 19 December 2014 on the “promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection”, emphasizing the need to optimize the economic, social, cultural and environmental benefits stemming from sustainable tourism, particularly in developing countries;

Recalling that the UN General Assembly resolution 69/313 of 27 July 2015 endorses the outcome document of the Third International Conference on Financing for Development, *Addis Ababa Action Agenda*, which underlines the need to “[...] develop and implement innovative tools to mainstream sustainable development, as well as to monitor sustainable development impacts for different economic activities, including for sustainable tourism”;

Recalling the UN General Assembly resolution 70/1 of 25 September 2015 on *Transforming our world: the 2030 Agenda for Sustainable Development*, which adopts the 17 Sustainable Development Goals (SDGs);

Bearing in mind the UN General Assembly resolution 70/193 of 22 December 2015, which proclaimed 2017 the *International Year of Sustainable Tourism for Development* that aims to raise awareness on the contribution of sustainable tourism to development among decision-makers and the public, and encourages the UN system and all other actors to support sustainable tourism at all levels as an efficient instrument to contribute to sustainable development, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change, especially addressing global challenges such as poverty eradication, environmental protection, and economic empowerment;

Recalling the Cancun Declaration on Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-Being, adopted by the UN Biodiversity Conference, held from 2–17 December 2016, which recognizes that tourism, if well managed, can be an enabling agent of change;

Bearing in mind the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), notably the 10-YFP Sustainable Tourism Programme, a collaborative platform to bring together and scale up initiatives and partnerships to accelerate the shift to sustainable consumption and production, that has as its main goal decoupling tourism growth from the increased use of natural resources;

Bearing in mind the UNWTO Global Code of Ethics for Tourism, approved by the UNWTO General Assembly in 1999 and endorsed by the UN General Assembly in 2001;

Considering that tourism is one of the fastest growing socio-economic sectors, accounting currently for an estimated 10% of world GDP, 1 in 10 jobs and 7% of global trade of good and services;

Recognizing that tourism represents a major share of trade in services (30% of world's trade in services), has multiple links to other economic sectors and can generate development opportunities along the entire tourism value chain;

Recognizing that tourism is featured in three of the 17 SDGs, namely Goal 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production, and the sustainable use of oceans and marine resources, respectively, and has the potential to contribute, directly and indirectly, to all the 17 Goals in view of its cross-cutting nature;

Affirming that tourism is a vital instrument for the achievement of the 17 SDGs and beyond as it can stimulate inclusive economic growth, create jobs, attract investment, fight poverty, enhance the livelihood of local communities, promote the empowerment of women and youth, protect cultural heritage, preserve terrestrial and marine ecosystems and biodiversity, support the fight against climate change, and ultimately contribute to the necessary transition of societies towards greater sustainability;

Welcoming the efforts of the ST-EP (Sustainable Tourism – Eliminating Poverty) Initiative of the World Tourism Organization to help reduce poverty levels through the development and promotion of sustainable forms of tourism;

Recognizing that tourism is based on human interaction between visitors and host communities, creating a link that can promote intercultural understanding and tolerance, encourage mutual respect among people and thus contribute to a culture of peace in a framework of safety and security;

Affirming that tourism can contribute to the promotion of economic, trade and cultural links between developed and developing countries and regions by enhancing cooperation at all levels, nurturing mutual respect, tolerance and understanding among nations and civilizations;

Cognizant of the need for adequate financing for tourism and for increased resource mobilization, including through development cooperation such as Official Development Assistance (ODA) and Aid for Trade (AFT), as well as through innovative financing mechanism;

Declare the following:

1. National governments together with local authorities and other relevant stakeholders should develop an integrated and holistic approach to tourism policy in order to leverage the sector's positive impact and multiplying effect on people, planet and prosperity, thus capitalizing on its value as a key contributor to the achievement of the SDGs;
2. Timely and systematic measurement of the economic, environmental and social impacts of tourism on destinations is of the essence in order to support evidence-based decision making and the effective use of the generated information in designing informed policy decisions at all levels;
3. National governments together with local authorities and other relevant stakeholders should undertake assessments on tourism's contribution and commitment to the SDGs at both national and sub-national levels and ensure the inclusion of tourism in inter-ministerial SDG commissions and/or working groups;
4. National governments together with local authorities and other relevant stakeholders should enhance the contribution of tourism in SDGs national strategies through the set-up of institutional frameworks and mechanisms that allow for the active participation of all stakeholders at all territorial levels, including the private sector and local communities, in the process;
5. Cooperation among all major stakeholders—governments at the national, sub-national and local level, international organizations, the private sector, and communities—is vital for achieving the SDGs through tourism. Therefore, a coordinated effort of all stakeholders is needed in order to

promote a greater understanding of the value of partnerships as an implementation tool towards fostering sustainable development and in support of the SDGs.

6. Advancing towards the agenda for sustainable development, up to and beyond 2030, requires, *inter alia*, identification and adoption of tourism planning approaches aimed at improving resource efficiency by tourism stakeholders. Approaches such as the circular economy — promoting business models based on renewable resources, longer and diverse product life cycles, shared consumption and interconnected value chains — can play a significant role when designing and improving resource management systems not only in the tourism sector, but also for the sustainable development of destinations;
7. National governments together with local authorities and other relevant stakeholders should create an enabling environment for the tourism private sector and provide incentives for businesses to act in line with the Global Code of Ethics for Tourism and advance their Corporate Social Responsibility (CSR) activities that contribute to all 17 SDGs, as well as to help them raise awareness and develop guidance material regarding tourism's link to the SDGs,;
8. Governments and UNWTO should ensure that they apply the SDGs agreed indicators, so as to effectively measure the sector's full impact at national and local levels in line with the UNWTO Measuring Sustainable Tourism (MST) Initiative as set in the Manila Call for Action 2017 and the International Network of Sustainable Tourism Observatories (INSTO) framework.
9. National governments together with local authorities and other relevant stakeholders should ensure the necessary changes in policies, business practices and behaviour in order to maximize the contribution of tourism to sustainable and inclusive development, in accordance with national laws and regulations;
10. National governments together with local authorities and other relevant stakeholders should promote innovation in tourism products, business models and management, openly share relevant experiences, and push forward the transformation and upgrading of the tourism sector in order to leverage its contribution to the 2030 Agenda and its SDGs;
11. Governments and UNWTO should increase their efforts in mobilizing resources for tourism and the SDGs, *inter alia*, through the design and development of innovative financing mechanisms, including financing facilities that can be matched to SDG-related tourism projects, such as the UNWTO Tourism for Development Facility, the establishment of incentives and policies to influence the behaviour of tourism enterprises and investors, and the strengthening of public-private partnerships;
12. National governments together with local authorities and other relevant stakeholders should work together and harness the power of public-private partnerships in tourism, spurring market competitiveness, creating employment and income generating opportunities — in particular for disadvantaged groups — enhancing socio-economic development and accelerating the uptake of SDGs at destination level and beyond;
13. The global donor community should recognize the wide-ranging impacts of tourism on all dimensions of sustainable development, hence on all 17 SDGs, and scale up its support to sustainable tourism;
14. Governments, the United Nations, international organizations, finance institutions, as well as philanthropic foundations and the private sector, should increase financial support for tourism infrastructures, tourism planning and training;
15. National governments together with local authorities and other relevant stakeholders should support inclusive green and blue growth for tourism development and foster investment in

infrastructure and technology that helps to improve resource efficiency, mitigate climate change and decouple economic growth from resource use and environmental degradation;

16. Governments, the United Nations, international organizations, the private sector and academia should support programmes, strategies and experiences that take advantage of tourism as a vehicle to achieve the SDGs at national and sub-national levels;
17. Academia should advance research on the intrinsic, yet complex, relationship between tourism and the SDGs and elaborate guidelines and recommendations for new curricula for education which would empower the youth to support the sector in its ability to drive progress towards 2030 and beyond;
18. Governments, the United Nations and international organizations, should support enhanced international, bilateral and triangular cooperation in tourism and strengthen the tourism development capacity of developing and least developed countries;
19. UNWTO should continue working with all stakeholders to advance the contribution of tourism to the achievement of the 2030 Agenda for Sustainable Development and the SDGs in their respective areas of action;
20. All stakeholders should acknowledge and promote tourism as an effective tool for nurturing respect, tolerance and mutual understanding between peoples, nations and cultures, and contributing to building a culture of peace and dialogue between civilizations; and
21. All stakeholders should further integrate tourism and the SDGs in relevant policies, initiatives, projects and research in order to foster the role of tourism in creating a better future for people and the planet.

This Declaration is endorsed by the representatives of the World Travel & Tourism Council (WTTC) and the International Civil Aviation Organization (ICAO) present at the 22nd Session of the UNWTO General Assembly.

We, the representatives of UNWTO Member States, hereby extend our sincere gratitude to our host, the Government of the People's Republic of China, for its warm hospitality and amiable support during the UNWTO 22nd General Assembly, as well as for its significant contribution to the discussions for the advancement of tourism and its role in the 2030 Agenda for Sustainable Development.

Chengdu, China, 13 September 2017