Tourism and the Sustainable Development Goals
Journey to 2030
UNWTO/UNDP

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How can Tourism contribute to the 2030 Agenda?

Public policy
- 64 Voluntary National Reviews (VNRs)
- 8 Mainstreaming, Acceleration and Policy Support (MAPS) country roadmaps

Private sector
- Analysis of Corporate Social Responsibility (CSR) of 60 global tourism companies
- Accommodation, Transport, Tour operators and intermediaries

Financing tourism
- Development Cooperation (ODA, Aid for Trade)
- Partnerships
- Innovative Financing Mechanisms

Build knowledge
Empower stakeholders
Inspire to act
Public policy: Voluntary National Reviews (VNRs)

41 out of 64 VNRs mention tourism

<table>
<thead>
<tr>
<th>Regions</th>
<th>VNRs</th>
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<tbody>
<tr>
<td>Africa</td>
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<tr>
<td>Asia Pacific</td>
<td>17</td>
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<tr>
<td>Europe</td>
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<td>Latin America and Caribbean</td>
<td>14</td>
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<td><strong>Total</strong></td>
<td><strong>64</strong></td>
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Only 13 VNRs mention tourism ministry
Tourism and the SDGs in the VNRs

41 countries recognize the value of tourism to achieve all 17 SDGs
Tourism opportunities, challenges and threats in relation to the SDGs

- No Poverty – SDG 1
- Zero Hunger – SDG 2
- Good Health and Well-being – SDG 3
- Quality Education – SDG 4
- Gender Equality – SDG 5
- Clean Water and Sanitation – SDG 6
- Affordable and Clean Energy – SDG 7
- Decent Work and Economic Growth – SDG 8
- Industry, Innovation and Infrastructure – SDG 9
- Reduced Inequalities – SDG 10
- Sustainable Cities and Communities – SDG 11
- Responsible Consumption and Production – SDG 12
- Climate Action – SDG 13
- Life below Water – SDG 14
- Life on Land – SDG 15
- Peace, Justice and Strong Institutions – SDG 16
- Partnerships for the Goals – SDG 17

**Number of countries**

- **Opportunities**
- **Challenges**
- **Threats**
Private sector CSR in relation to the SDGs

Tourism industries play a vital role in achieving all 17 SDGs

- Responsible Consumption and Production
- Climate Action
- No Poverty
- Quality Education
- Decent Work and Economic Growth

60 global tourism companies
Financing sustainable tourism

- Development cooperation in tourism remains low but the growing recognition of tourism’s contribution to the SDGs offers **new opportunities** for increased ODA disbursements to the sector.

- 19 of 64 VNRs were from ODA donor countries and indicated thematic priorities in development cooperation:

**Tourism decision-makers should align tourism initiatives with donor countries’ priorities**

SDGs 16, 5, 8, 13, 1
Tourism and SDGs, key findings

Public policy
- Become more active in national SDG processes
- Build more coherent dialogue among all stakeholders as tourism is a cross-cutting sector
- Encourage and support the tourism private sector

Private sector
- Competitiveness is the key driver of sustainability
- Create awareness of the economic benefits of sustainability, and measure impacts
- SMEs can and should engage to realize the SDGs

Financing tourism
- Increase aid to maximize tourism’s contribution to the SDGs
- Aid should relate to countries’ strategy and sector needs
- Financing of tourism should go beyond development cooperation, including innovative financing
### The way forward…

#### Public policy
- Be involved in national SDG strategies/Voluntary National Reviews
- Shape more inclusive and integrated tourism policies
- Assess and monitor tourism’s contribution and to the SDGs
- Build capacity and create incentives for private sector Research & Development, including for SMEs

#### Private sector
- Share experiences, good practices and engage in the STP 10YFP
- Increase value chains uptake through local purchasing of goods and services
- Continue investing in people, the planet, ICT and other technologies
- Measure and monitor the impact

#### Financing tourism
- Invest in tourism as a priority sector for achieving the SDGs
- Align development cooperation with the countries priorities, including tourism
- Embrace innovative financing mechanisms and partnerships
- Design and implement incentives, smart subsidies for tourism enterprises
The 2030 Agenda...2018 and beyond

HLPF TIMELINE

2013
Building the future we want: from Rio+20 to the post-2015 development agenda

2014
Achieving the MDGs and charting the way for an ambitious post-2015 agenda

2015
Strengthening integration, implementation and review - the HLPF after 2015

2016
Ensuring that no one is left behind

2017
Eradicating poverty and promoting prosperity in a changing world

2018
Transformation towards sustainable and resilient societies

2019
Empowering people and ensuring inclusiveness and equality

The set of goals to be reviewed in depth will be the following, including Goal 17.

Tourism and the Sustainable Development Goals – Journey to 2030

UNWTO PUBLICATIONS

HIGHLIGHTS

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