



EXPERT MEETING ON TOURISM AND THE SDGS: CASE STUDIES BY THE UNWTO AFFILIATE MEMBERS

11:00–13:00, 23 JANUARY 2020. IFEMA, MADRID, SPAIN



Conclusions and Recommendations

- Today's tourism practices and businesses are facing with unprecedented, accelerating and complex mix of **risks** and **opportunities** due to the global social and environmental challenges.
- 2020 marks the 5th anniversary of the SDGs. Today progress is being made in many places but overall, action to meet the 2030 sustainable development agenda is not still advancing at the speed or scale required. Tourism is a catalyst to achieve the Sustainable Development Goals (SDGs) and the tourism stakeholders can play a significant contribution to the well-being of people and the planet and spread peace and harmony.
- The SDGs have interconnected nature. Once one SDG is incorporated into the tourism activities, directly and indirectly, it is contributing to the other SDGs.

Conclusions and Recommendations

- Transitioning towards more sustainable and resilient tourism sector also requires an integrated approach that recognizes that these challenges—and their solutions—are interrelated. It is crucial to consider the balance between the economic, social and environmental aspects of the sustainability- once we are focusing on one SDG.
- It is not enough for tourism companies to concern themselves only with short-term profits because natural disasters, social unrest or economic disparity can damage long-term prosperity. The businesses that understand this challenge and take action will be a step ahead.
- Incorporating the SDGs into the tourism strategies and policies can act as a practical solution to ensure the viability and success of the tourism practices while contributing to the 2030 Agenda.

Conclusions and Recommendations

- The structure of the tourism market and demand is changing. New markets are emerging rapidly. Meanwhile, travelers and investors are better informed than ever before – and they want tourism sector to take responsibility for the pressure our planet and its population are under.
- More tourism entities are performing responsibly and sustainably. The need to shift the Business as Usual to sustainable business models is getting increasingly recognized by the tourism stakeholders.
- It is clear that the SDGs not only identify where we have to be in 2030 to create a sustainable world, they also outline new markets and opportunities for tourism companies all over the world. To succeed, we must turn the Global Goals into local business and create more local, regional and global partnerships and collaborations.

Let's walk the talk together!



Thank you for joining us!

Roxana Ashtari
Project Specialist
Affiliate Members Department
rashtari@unwto.org