

THE OPPORTUNITY

from growth to sustainability



UNWTO | INVESTMENTS



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World Tourism Organization

Six lines of action to guide a responsible tourism recovery for people, planet and prosperity:

1. Public health
2. Social inclusion
3. Biodiversity conservation
4. Climate action
5. Circular economy
6. Governance and Finance



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Climate action:

- Monitor and report CO₂ emissions from operations
- Accelerate the decarbonization of operations
- Engage the tourism sector in carbon removal



Circular Economy:

- Invest in transforming value chains
- Prioritize sustainable food approaches for circularity
- Shift towards a circularity of plastics



Governance and Finance:

- Measure beyond economic impacts
- Steer recovery funds towards better tourism
- Consolidate partnerships for implementation



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