

THE BARCELONA CALL TO ACTION



TOWARDS A NEW AGENDA FOR TOURISM: FOR PEOPLE, PLANET AND PROSPERITY

As the world faces a climate emergency, tourism must lead the way in adapting, becoming more sustainable and transitioning towards net-zero growth. At the same time, the sector must overcome the biggest challenge in its history. The COVID-19 pandemic brought international tourism to a near-complete standstill. The sector must not only restart and recover, but it must also ensure future growth is more inclusive and responsible.

Out of crisis can come opportunity. Clear, principled leadership will be required to realize tourism's transformative potential.

Now is the time to build a better tourism:

FOR PEOPLE

Tourism can be a source of opportunity and empowerment. It must centre the needs of host communities and provide decent jobs for all, especially for youth, women and the most vulnerable groups in our societies. The tourism of the future must embrace local values, respect cultures and preserve and celebrate our unique and shared heritage, while at the same time adapting to digitalization and supporting new jobs skills. The UNWTO Global Code of Ethics for Tourism, provides a framework against which tourism can develop and grow while always putting people first, while the UNWTO International Code for the Protection of Tourists makes clear the sector's responsibilities to individuals, providing reassurance and restoring trust in travel.

FOR PLANET

Tourism must live up to its climate action responsibilities as a matter of urgency. All tourism stakeholders must assess and address tourism's use of energy, land, water and food resources, as well as tourism-related carbon emissions. Now is the time to develop new models to reformulate and transform tourism and accelerate progress towards sustainability and net-zero growth, while providing innovative financing and the necessary investment infrastructure to make ambitious intentions a reality. Measurement and disclosure of CO2 emissions in tourism also needs to be stepped up, accelerating decarbonisation advancing towards a sustainable tourism sector that advance the Sustainable Development Goals (SDGs) while remaining profitable.

FOR PROSPERITY

Tourism is a major pillar of economic growth and wellbeing, one of the world's leading employers, and a leading generator of opportunity and empowerment. The sector must commit to safeguarding businesses and livelihoods. Destinations and companies should be supported in becoming more competitive by diversifying and building greater resilience through skills development, innovation and digital transformation.

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We, the undersigned, commit to working together to:

1. Respond to the economic and social emergency caused by the COVID-19 pandemic by supporting businesses and through the retention and creation of jobs.
2. Promote tourism policies and strategies that ensure the sustainable use of resources, including responsible tourism planning and management, and to fully engage local communities in their development.
3. Fully integrate tourism in national and local policies to create greater prosperity, sustainability and dynamic economic balance. Also, to deepen the sector's engagement in addressing its impacts on key issues such as housing, use of public space, quality of work and salaries, social exclusion, spatial segregation, environmental problems, or saturation of infrastructures.
4. Strengthen the cultural identity of destinations by promoting the ability to build markets that are sensitive to cultural values, enhancing identity preservation and encouraging the synergies between culture, especially the creative economy, tourism and social well-being. And, hand-in-hand with this, to promote tourism as a positive personal experience for both tourists and host communities.
5. Place economic, social and environmental sustainability firmly at the centre of tourism planning and management by strengthening its measurement, regulation, investment and communication
6. Advance initiatives that promote progress, regional integration and social cohesion and stimulate businesses' commitment to planet, place and people, including citizens, visitors and workers. Encourage a new governance model sustained by citizen participation, public- private-community coordination and solid collaboration frameworks and leadership.
7. Incentivize the digitization of tourism, the application of information and communication technologies and the implementation of smart destination schemes that generate value and advance sustainability.
8. Promote international cooperation mechanism for crisis preparedness and management so as to bolster the resilience of the sector and reduce its vulnerabilities to future shocks.
9. Advance training, education, knowledge and research as levers for tourism innovation, competitiveness, inclusion, responsibility and sustainability.
10. Unlock tourism's potential by facilitating investment for both public and private sectors, including funding for supporting governance and new business models uptake in digitalization and green growth. To support the creation of an innovative financing model such as the UN NetZero Tourism Fund in order to maximise the sector's contributions to the Sustainable Development Goals (SDGs).