

## ANNOTATION

The Sorrento Call to Action: Youth for Sustainable Tourism outlines the concerns, ideas and visions of the Youth of a responsible and inclusive tourism.

It has been **developed** by the youth of 57 countries brought together at the 1st **Global Youth Tourism Summit**, on the principle that tourism has a transformative impact to improve the lives of people, the protection of the environment, the eradication of poverty and of inequality.

It is built on the **proposition** that the engagement of the Youth with decision makers can contribute to identify the most urgent priorities to build a responsible tourism sector.

It **states** that decision-makers must empower the youth, providing them with opportunities to voice their concerns, that it must stimulate education to ensure responsible travelers and professionals, that we must all be aware of the environmental footprint of mobility.

The Sorrento Call to Action, is our call to you, so that we may work together, because we must work together, towards the transformation of tourism in the most positive way, for our present and future generations.

# THE SORRENTO CALL TO ACTION



## SORRENTO CALL TO ACTION

### Youth for Sustainable Tourism

We, the youth of 57 countries gathered on the occasion of the 1st Global Youth Tourism Summit, in Sorrento, Italy, from 27 June to 3 July 2022, organized by the World Tourism Organization (UNWTO) and the Ministry of Tourism of Italy, adopt the following “Sorrento Call to Action: Youth for Sustainable Tourism”

We greatly value the efforts of the hosts, organizers, and partners of this Summit to create the GYTS platform, which allows the voices of the world’s youth to be heard in connection with tourism within the global framework of the UN Agenda 2030 and 17 Sustainable Development Goals and, to share our concerns, ideas, visions, and aspirations for a better future for all.

We firmly believe that the current crises create an excellent opportunity for transformation and that tourism enables societies and local communities around the world to prosper in ways that respect for the planet, natural and cultural heritages, as well as promotes mutual understanding.

### **THEREFORE, RECALLING:**

[UN General Assembly Resolution 70/1](#) of 25 September 2015 on Transforming our World: the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals,

[United Nations Youth 2030 Strategy: Working with and For Young People](#) of 24 September 2018, the first-ever UN system-wide strategy on youth,

[UNWTO Global Code of Ethics for Tourism](#), adopted by Resolution A/RES/406(XIII) at the thirteenth UNWTO General Assembly in 1999 and acknowledged by the United Nations General Assembly in 2001,

UNWTO Recommendations “[Supporting Jobs and Economies through Travel and Tourism – A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery](#)”, a set of recommendations calling for urgent and strong support to help the global tourism sector recover from the unprecedented challenge of COVID-19,

[UNWTO Priorities for Global Tourism Recovery](#) and the [UNWTO Global Guidelines to Restart Tourism](#), prepared by the Global Tourism Crisis Committee to guide the response of the tourism sector to the COVID-19 crisis and to build the foundations for future resilience and sustainable development,

[One Planet Vision for a Responsible Recovery of the Tourism Sector](#), which provides guidance on key lines of actions for responsible tourism recovery for people, planet and prosperity,

[United Nation’s Policy Brief “COVID-19 and Transforming Tourism”](#), launched by the UN Secretary-General on the impact of the COVID-19 pandemic on tourism, which provides recommendations to policymakers for socio-economic recovery measures to integrate decisive and innovative responses for the broad and complex tourism ecosystem,

UNWTO set of Recommendations calling for an “[Inclusive Response for Vulnerable Groups](#)” amidst the COVID-19 tourism recovery, with a special focus on women, indigenous peoples and persons with disabilities,

[Tbilisi Declaration: Actions for a Sustainable Recovery of Tourism](#) of 16 September 2020,

[Recommendations for the Transition to a Green Travel and Tourism Economy](#), developed by UNWTO and the G20 tourism working group on the occasion of Italy’s presidency of the G20 in 2021,

[Berlin Declaration on Education for Sustainable Development](#) of 19 May 2021,

[Barcelona Call to Action: Towards a New Agenda for Tourism: for People, Planet and Prosperity](#), of 27 October 2021,

## **ACKNOWLEDGING THAT:**

Tourism is and will be a key driver of socio-economic development immensely contributing to prosperity of nations and to well-being of people around the world,

For young people, travel is a form of learning, a way to meet other people and explore other cultures. It is a means of self-development and an essential part of everyday life,

The planet has the youngest population to date, youth representing the largest community, with over 1.8 billion young between 10 and 24,

Youth tourism creates a diverse social and cultural understanding and fosters daily interaction between young people and adults.

Tourism fosters peace through a better understanding of different cultures, religions and customs,

It is essential to directly involve young people in the discussions and actions related to sustainable development and the future of tourism industry, especially considering the rapid growth of youth tourism over the last decade, as well as its social, cultural, economic, and environmental impact,

Youth is recognized as a major force for development and social change, and has the potential to drive sustainable development of the tourism sector.

The COVID-19 pandemic together with political and economic challenges has demonstrated the need to strengthen the resilience and inclusiveness of the tourism sector through solidarity, unity, and collaboration,

Now tourism possesses a great opportunity to contribute to climate change mitigation, as well as to alleviate poverty across the globe,

Tourism can provide promising prospects for the youth by generating new jobs, fostering education and improving skills,

Travel and leisure industries promote intercultural exchange, thus, contributing to international understanding, peace, prosperity, and respect for universal values,

Call on actors in both the public and private sectors to leverage the beneficial and transformative impact of tourism for the benefit of People, the Planet, and Prosperity, namely:

## **FOR PEOPLE, BY:**

Promoting peace, tolerance, and dialogue among nations,

Enhancing inclusion and mutual understanding as prerequisites to secure equal opportunities for all,

Providing youth with more participative opportunities and empowering them to contribute to forward-looking and inclusive sustainable tourism policies,

Advocating for a balanced approach to stimulate the youth employability demand in tourism,

Developing and implementing initiatives that facilitate school-to-work transition,

Elaborating vocational and professional training programmes for young people in close collaboration with academia to match the increasing demand for employment in the travel and leisure industries,

Raising awareness of young people of the importance of responsible travel mindful of environment, driving sustainable development through tourism,

Safeguarding human rights, in particular those inherent to young people, persons with disabilities and other vulnerable groups, through adequate tourism strategies and policies,

Diversifying services and investing in infrastructure to improve accessibility of tourism and travel for everyone, regardless of their personal circumstances,

Conducting timely research and surveys to understand the needs of youth in order to anticipate their expectations and wishes, disseminating the results and facilitating the elaboration of youth-oriented policies,

Investing in the promotion of inclusion in tourism, enhancing accessibility of sustainable tourism options for all people, regardless of their economic background,

## **FOR THE PLANET, BY:**

Developing specific youth-oriented activities helping young travellers to understand their mobility-related environmental footprint, highlighting the need to travel responsibly,

Furthering and investing in environment-friendly means of transport, including wider use of public transport, cycling and walking,

Devising new and innovative approaches to accelerate sustainable consumption and production to address the challenges of pollution, biodiversity loss and climate change,

Committing to and acting upon preserving natural heritage and biodiversity for current and future generations,

Prioritizing the advancement of eco-friendly travelling and responsible consumption to contribute to green and circular economy,

Enhancing efforts to minimize food waste in travel and leisure industries,

Taking immediate necessary actions to cease the use of single-use plastic while travelling,

Ensuring necessary means to enhance recycling during travel and to drive changes in travellers' behaviour,

Reporting quantitatively and annually on progress on above points,

## **FOR PROSPERITY, BY:**

Conducting new business models, that take into account opportunities and risks, to secure a fairer distribution of economic benefits,

Uniting efforts to reduce poverty, especially in less developed destinations,

Supporting small and medium enterprises, in particular youth entrepreneurship, acknowledging their crucial contribution to the well-being of communities,

Taking actions and implementing policies elaborated to make job placement in tourism more competitive and attractive for young people,

Providing incentives to civil society initiatives to multiply their contribution to community engagement,

Using new technologies and advancing digital transformation to drive tourism development, with a special focus on rural areas, to better manage tourism flows, tackle overtourism and reduce tourism seasonality,

Investing in promotion of alternative and less-known destinations, especially in rural areas, to re-direct tourism flows.

## **WAY FORWARD**

We request from UNWTO, as the leading United Nations agency for tourism, to support the effective implementation of this “Call to Action” in cooperation with its Member States, to mobilize its networks, including stakeholders of the global private sector and ensuring regular reviews of implementation progress.

We call on UNWTO to launch national and regional Global Youth Tourism Summits to assist children and youth to develop, share and discuss their innovative ideas, vision and proposals for the future of sustainable tourism.

We commit to bringing this “Call to Action” forward through relevant global, regional, national and local processes.

We call upon the youth of the world to join and support us in our endeavours and contribute to the advancement of sustainable and responsible tourism across the globe and nations.

We call upon governments to adapt the proposed solutions and measures to the reality of their own countries.

We call upon the Second Committee of the UN General Assembly to establish a special touristic fund for the least developed countries to promote their destinations and thereby further the implementation of the Sustainable Development Goals.

For 57 countries present here, we must impose policies that enhance the respect of all human rights and make sure that the necessary conditions are created to implement the measures discussed throughout the document in order to accelerate the development of sustainable tourism.