UNWTO – Oxford Partnership

ESG Framework for Tourism Businesses
The Context

- Environmental, Social, and Governance (ESG) considerations have become some of the most important issues facing corporations across the world today.

- Given the interaction between tourism operators, the environment, and communities, the importance of ESG/sustainability in tourism cannot be overstated.

- ESG measurement and reporting is not yet standardised across tourism businesses, seriously limiting its comparability and scalability.

There is a lack and need for a global ESG Framework for Tourism Businesses.
The Project

**AIM** – Develop the first global ESG Framework for Tourism Businesses

**APPROACH** – Mixed-methods research with pilot testing

**PARTNERSHIP** – UNWTO, University of Oxford, easyJet holidays
The Research

1. Literature review of best practices of ESG in tourism
2. Pilot testing with leading tourism businesses
The Pilot Testing

- **Field research** carried out by a small group of Oxford researchers
- World-leading **expertise** of UNWTO and IDEEA Group
- Gather insights on your company’s **best practices in sustainability**

- Learning from your current ESG/sustainability approaches
- Discussing the relevance and feasibility of a core set of ESG indicators
- Identifying priority items for future action, data collection, and reporting
- Undertaking consultations and meetings with key internal stakeholders
Practical Information

**Research Dates**
The research team will travel between **19 June-14 July** to multiple locations around Europe and the Middle East.

In Turkey between **3-9 July**

**Time commitment**
The team will visit pilot companies in their respective locations. Each visit will require a time commitment of **1-2 hours** from key internal stakeholders (subject to their availability).

**In-kind support**
Voluntary contributions for supporting the **accommodation** of the research team would be highly appreciated.
Opportunity for Leading Tourism Businesses

- **Technical knowledge** about tourism sustainability and ESG

- Global recognition as a **key contributor** to the first global ESG Framework for Tourism Businesses

- **Promotion and visibility** in UNWTO’s and the University of Oxford’s social media and reports

Influence a much-awaited international framework and lead the tourism sector towards a more sustainable future
Thank you!