



# The Role of Tourism in pursuit of SDGs

## Twenty-fourth Inter-American Congress of Ministers and High-level Authorities of Tourism

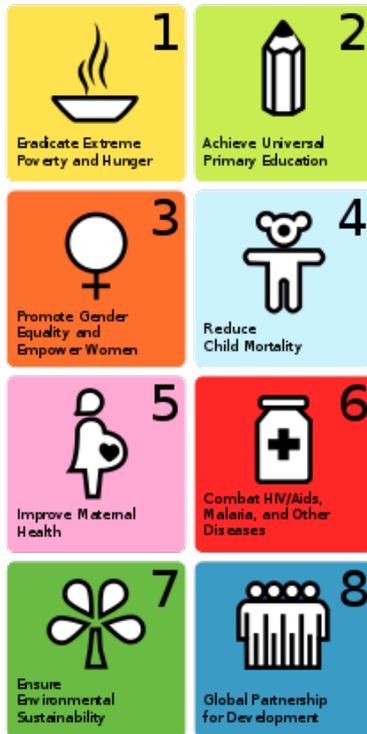
March 21 and 22, 2018,  
Georgetown, Guyana

**Alejandro Varela**  
*Deputy Director for the Americas*  
UNWTO



# The Millennium Development Goals

- September 2000 - leaders of 189 countries gathered at the UN HQ and signed the historic Millennium Declaration, in which they committed to achieving a set of 8 measurable goals



Goal 1	Eradicate extreme poverty and hunger
Goal 2	Achieve universal primary education
Goal 3	Promote gender equality and empower women
Goal 4	Reduce child mortality
Goal 5	Improve maternal health
Goal 6	Combating HIV/AIDs, malaria, and other diseases
Goal 7	Ensure environmental sustainability
Goal 8	Develop a global partnership for development

# MDGs, Rio+20 and SDGs

## MDGs



### MDG 1: ERADICATE EXTREME POVERTY & HUNGER

Local recruitment, local enterprise investment, local supply purchase, fair-trade, poverty awareness campaigns, in-kind funds, staff participation in humanitarian projects (i.e. orphanage funding, free flights for NGOs, aid dispatch, etc.)



### MDG 3: PROMOTE GENDER EQUALITY & EMPOWER WOMEN

Scholarship programmes for managerial coaching, professional mobility workshops, family support structures for working mothers (i.e. in-company childcare programme, flexible hours), technical training & craft learning for women in local communities, etc.



### MDG 7: ENSURE ENVIRONMENTAL SUSTAINABILITY

Compliance to advanced norms & standards (i.e. ISO 14001, Green Globe certification, etc.), resource efficiency, renewable energies, recycling & eco-materials, wildlife & ecosystem preservation actions (i.e. impact monitoring, clean-ups, offsetting, etc.)



### MDG 8: DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

Collaboration between UN bodies, public and private sectors, independent associations & civil society participants to provide resources and assistance to governments and host communities, through tourism development & growth.

## Sustainable Tourism

## Rio+20



RIO+20

## SDGs (post-2015)

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



SUSTAINABLE DEVELOPMENT GOALS



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# The 2030 Agenda for Sustainable Development

2015 → Milestone for global development

70th Session  
UN GA  
Governments  
adopted



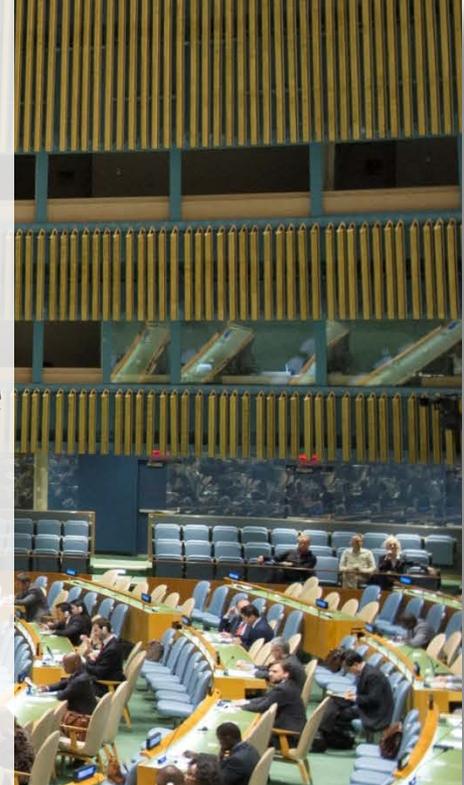
The agenda sets a global framework to:

- end extreme poverty
- fight inequality and injustice
- fix climate change by 2030



# 70<sup>th</sup> Session of UN General Assembly 2015

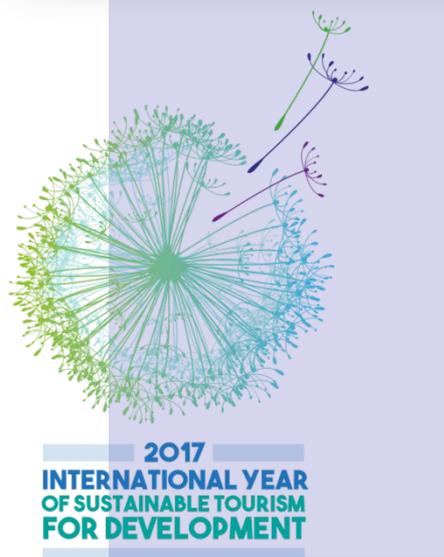
## “Decides to proclaim 2017 the International Year of Sustainable Tourism for Development”



UNWTO- the leading agency to coordinate all IY2017 related activities on a global basis...

**1967:** International Tourist Year: Tourism – Passport to Peace

**2002:** International Year of Ecotourism





# STEERING COMMITTEE

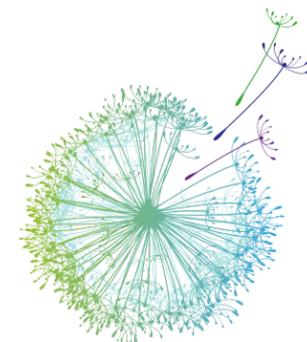
Provides guidance and support to UNWTO in the implementation of the IY2017

- ❖ Member States
- ❖ Affiliate Members
- ❖ Academia
- ❖ Global Tourism Associations

- ❖ NGOs



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2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT

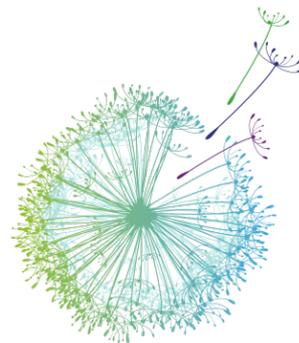


# OBJECTIVES

- ① Raise awareness on the contribution of sustainable tourism to development
- ② Mobilize all stakeholders in making the sector a catalyst for positive change
- ③ Foster change in policies, business practices and consumer behavior in tourism



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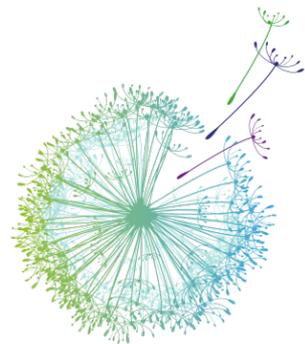


2017  
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FOR DEVELOPMENT



# LINES OF ACTION

- ① Advocacy and awareness-raising
- ② Knowledge creation and dissemination
- ③ Policymaking
- ④ Capacity-building and education



2017  
INTERNATIONAL YEAR  
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FOR DEVELOPMENT





# KEY AREAS

## **Inclusive and sustainable economic growth**

- 4% or more annual increase in international tourist arrivals since 2009
- 7% of total world exports and 30% of world services exports
- US\$ 1.5 trillion in exports from international tourism in 2015
- 10% of world GDP

## **Social inclusiveness, employment and poverty reduction**

- One in every eleven jobs globally
- Largest export category in many developing countries
- 57% of international tourist arrivals in 2030 will be in emerging economies
- Accessibility



## **Resource efficiency, environmental protection and climate change**

- Committed to reducing 5% of world CO2 emissions
- Raises financing for conservation of heritage, wildlife and the environment
- Can be a vehicle for protecting and restoring biodiversity
- Must sustainably manage an expected 1.8 billion international tourists in 2030

## **Cultural values, diversity and heritage**

- Revives traditional activities and customs
- Empowers communities and nurtures pride within them
- Promotes cultural diversity
- Raises awareness of the value of heritage

## **Mutual understanding, peace and security**

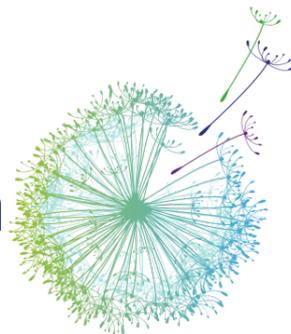
- Breaks down barriers and builds bridges between visitors and hosts
- Provides opportunities for cross-cultural encounters that can build peace
- A resilient sector that recovers quickly from security threats





# UNWTO ACTIVITIES

- ❖ Official IY2017 Events
- ❖ Content
- ❖ Special Ambassadors
- ❖ Website
- ❖ “Travel. Enjoy. Respect.” campaign
- ❖ Others



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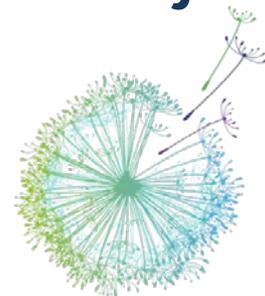
# CONTENT

- I. Discussion Paper on  
“Sustainable Tourism for Development”
- II. “Journey to 2030: Tourism and the  
Sustainable Development Goals” Project



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# Discussion Paper– Sustainable Tourism for Development

## Purpose

- **To define the scope** of the current and potential contribution of tourism towards development, establishing a more solid knowledge base through evidence and facts
- **To stimulate discussion** on the factors affecting the ability of tourism to make this contribution
- **To identify priorities** for advancement and future actions at all levels

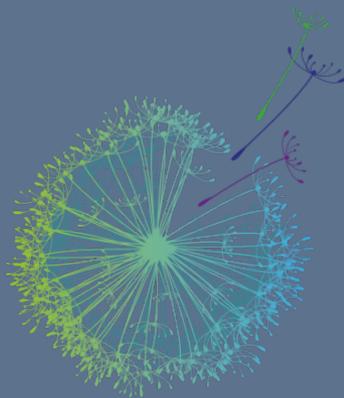
## Stages

### Phase I: Discussion Paper for global consultation

- In line with 5 key areas of the IY2017
- Recommendations for necessary changes in policies, behaviour and business practices

### Phase II: Discussion Paper becomes the Flagship Report “Tourism for Development”

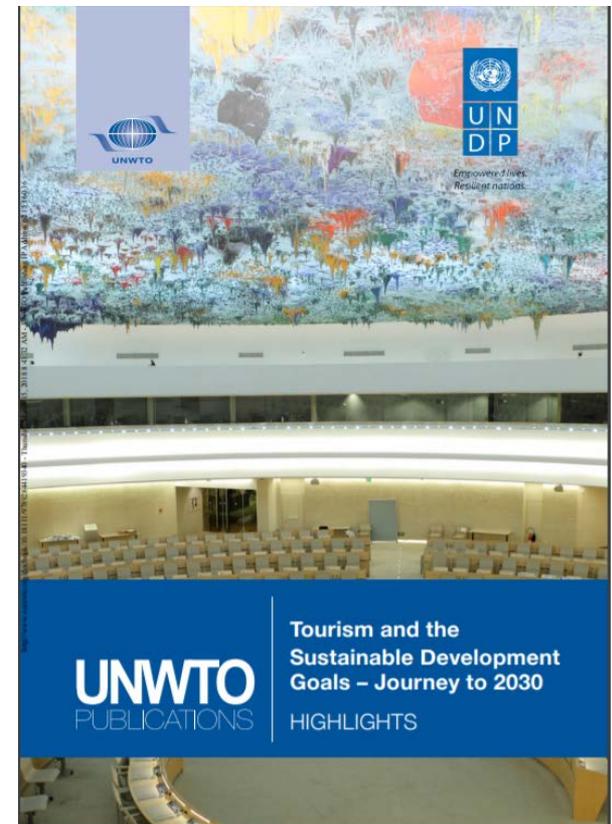
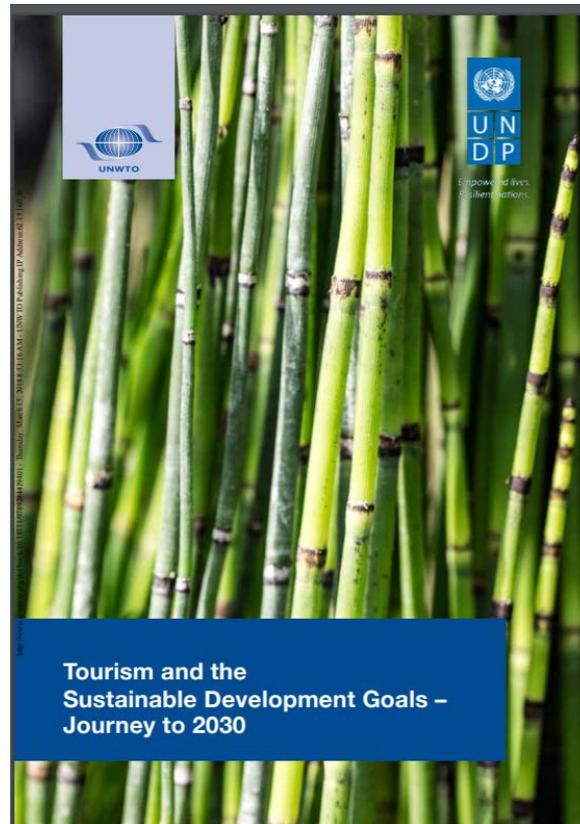
- Input from UN Member States (comments, current practices, case studies, etc.)
- Thematic Discussions at Regional Commission Meetings
- Presentation during UNWTO GA in Chengdu, China and IY2017 closing ceremony in Geneva (December 2017)



# UNWTO Publications on SDG's

## Tourism and the Sustainable Development Goals – Journey to 2030

- The report aims to:
  - ✓ generate knowledge,
  - ✓ empower stakeholders,
  - ✓ inspire action for the tourism sector to fully embrace sustainable development.





# SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



## IY2017 Key Areas

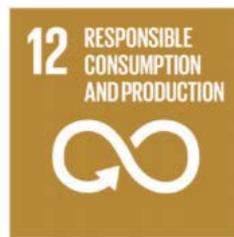
- SDGs 1, 2, 8, 9, 10, 17 → Inclusive and sustainable economic growth
- SDGs 1, 3, 4, 5, 8 → Social inclusiveness, employment and poverty reduction
- SDGs 6, 7, 11, 12, 13, 14, 15 → Resource efficiency, environmental protection and climate change
- SDGs 8, 11, 12 → Cultural values, diversity and heritage
- SDGs 4, 16 → Mutual understanding, peace and security



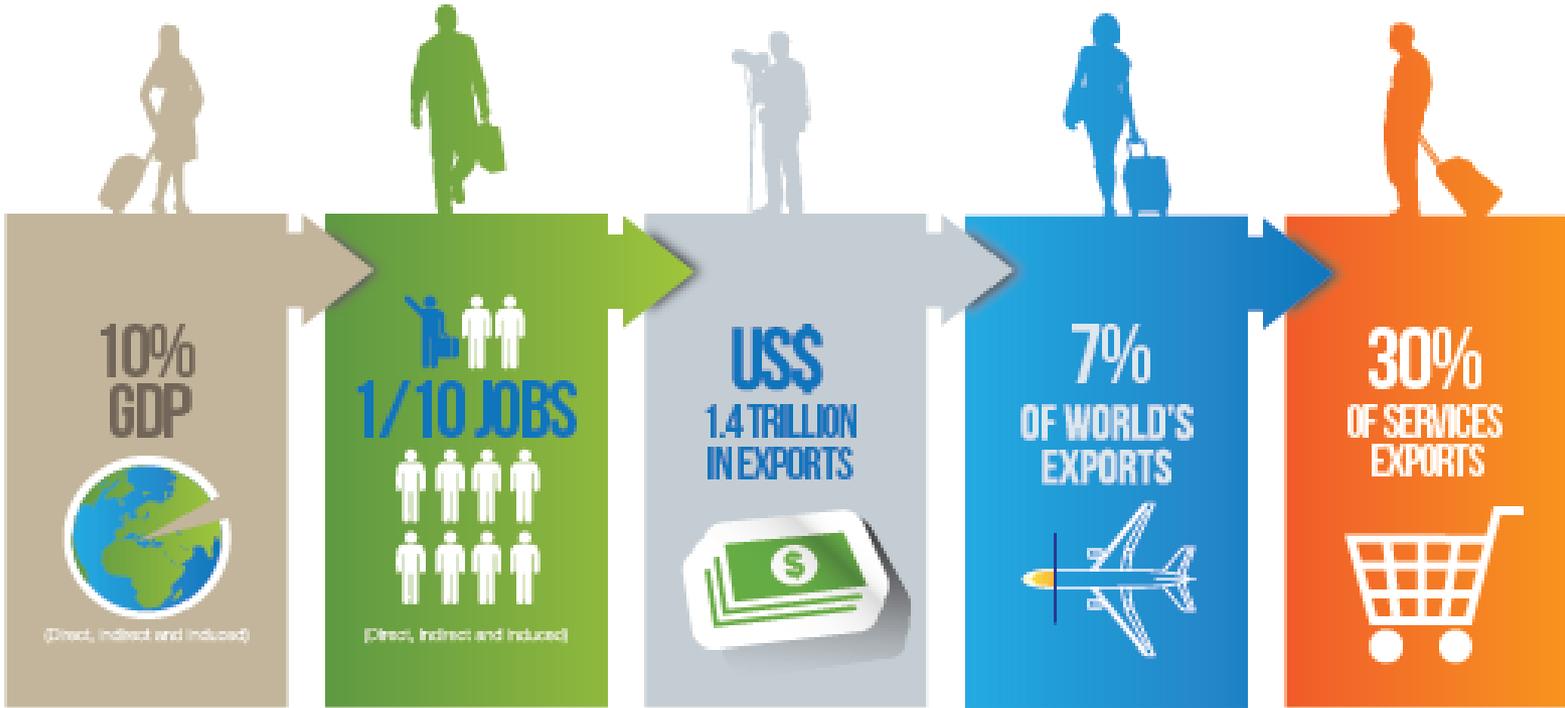
# Tourism and the SDGs

- Tourism has the potential to contribute, directly or indirectly, to all of the goals
- UNWTO is placing its efforts in contributing with its technical assistance and capacity-building to the achievement of these global goals.
- UNWTO is working with:
  - ✓ governments
  - ✓ public and private partners
  - ✓ development banks
  - ✓ international and regional finance institutions
  - ✓ UN agencies
  - ✓ international organizations
- Emphasis on Goals 8,12 and 14, in which tourism is featured:

## SUSTAINABLE DEVELOPMENT GOALS



# Tourism and the SDGs



## WHY TOURISM MATTERS



# Tourism and the SDGs

- End poverty in all its forms everywhere:
  - ✓ As one of the largest and fastest growing economic sectors in the world, tourism is well-positioned to foster economic growth and development at all levels and provide income through job creation
- End hunger, achieve food security and improved nutrition and promote sustainable agriculture. :
  - ✓ Tourism can spur agricultural productivity by promoting the production, use and sale of local produce in tourist destinations and its full integration in the tourism value chain
- Ensure healthy lives and promote well-being for all at all ages
  - ✓ Foreign earnings and tax income from tourism can be reinvested in health care and services



# Tourism and the SDGs

- Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all:
  - ✓ A well-trained and skillful workforce is crucial for tourism to prosper
- Achieve gender equality and empower all women and girls :
  - ✓ Tourism can empower women in multiple ways, particularly through the provision of jobs and through income-generating opportunities in small and larger-scale tourism and hospitality related enterprises.
- Ensure availability and sustainable management of water and sanitation for all:
  - ✓ Tourism can play a critical role in achieving water access and security, as well as hygiene and sanitation for all.

# Tourism and the SDGs

- Ensure access to affordable, reliable, sustainable and modern energy for all.
  - ✓ As a sector that requires substantial energy input, tourism can accelerate the shift toward renewable energy and increase its share in the global energy mix.
- Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all:
  - ✓ Tourism is one of the driving forces of global economic growth and currently provides for 1 in 10 jobs worldwide.
- Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation:
  - ✓ Tourism development relies on good public and privately supplied infrastructure and an innovative environment.

# Tourism and the SDGs

- Reduce inequality within and among countries
  - ✓ Tourism can be a powerful tool for community development and reducing inequalities if it engages local populations and all key stakeholders in its development.
- Make cities and human settlements inclusive, safe, resilient and sustainable
  - ✓ Sustainable tourism has the potential to advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage, assets on which tourism depends.
- Ensure sustainable consumption and production patterns:
  - ✓ A tourism sector that adopts sustainable consumption and production (SCP) practices can play a significant role in accelerating the global shift towards sustainability.

# Tourism and the SDGs

- Take urgent action to combat climate change and its impacts
  - ✓ Tourism contributes to and is affected by climate change. It is, therefore, in the sector's own interest to play a leading role in the global response to climate change.
- Conserve and sustainably use the oceans, seas and marine resources for sustainable development
  - ✓ Coastal and maritime tourism, tourism's biggest segments, particularly for Small Island Developing States' (SIDS), rely on healthy marine ecosystems.
- Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
  - ✓ Majestic landscapes, pristine forests, rich biodiversity, and natural heritage sites are often main reasons why tourists visit a destination.

# Tourism and the SDGs

- Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
  - ✓ As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster multicultural and inter-faith tolerance and understanding, laying the foundation for more peaceful societies.
- Strengthen the means of implementation and revitalize the global partnership for sustainable development
  - ✓ Due to its cross-sectorial nature tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals.

# Conclusion: Tourism for SDGs

- Tourism is a broad sector interlinked with numerous other sectors of the economy, society and the environment.
- Well-managed and sustainable tourism is equally important for all countries whether developed or developing. It thus has universal benefits in advancing sustainable development.
- A key driver for the achievement of the SDGs on poverty eradication, employment, empowerment of women, youth, energy, water, transport, bio-diversity, the environment and cultural heritage.
- Sustainable tourism should be an indispensable component of the framework of the SDGs.





# Thank you!

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(UNWTO)**

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