The Role of Tourism in pursuit of SDGs

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**The Millenium Development 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

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.
MDGs, Rio+20 and SDGs

**MDGs**

1. **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 human trafficking projects (i.e., orphanage funding, free flights for NGOs, aid dispatch, etc.)

2. **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 programmes, flexible hours), technical training & craft learning for women in local communities, etc.

3. **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.)

4. **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.

**Rio+20**

**SDGs (post-2015)**

**Sustainable Tourism**
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
70th 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
STEEERING COMMITTEE

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

- Member States
- Affiliate Members
- Academia
- Global Tourism Associations
- NGOs
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
LINES OF ACTION

① Advocacy and awareness-raising

② Knowledge creation and dissemination

③ Policymaking

④ Capacity-building and education
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
I. Discussion Paper on “Sustainable Tourism for Development”

II. “Journey to 2030: Tourism and the Sustainable Development Goals” Project
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.
IY2017 Key Areas

- Inclusive and sustainable economic growth
- Social inclusiveness, employment and poverty reduction
- Resource efficiency, environmental protection and climate change
- Cultural values, diversity and heritage
- Mutual understanding, peace and security
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:
Tourism and the SDGs

10% GDP (Direct, indirect and induced)

1/10 Jobs (Direct, indirect and induced)

US$ 1.4 Trillion in Exports

7% of World’s Exports

30% of Services Exports

Why Tourism Matters

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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.
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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