



TOURISM AND THE MILLENNIUM DEVELOPMENT GOALS

As the 2015 deadline for the UN Millennium Development Goals approaches, the World Tourism Organization (UNWTO) invites the private sector to help address these global challenges. Poverty, hunger, gender inequality and environmental degradation can be alleviated through the sustainable development of tourism and UNWTO is working with the industry to maximise the positive impacts of tourism worldwide.

In 2011, 980 million tourists crossed international borders and worldwide international tourism receipts of 2010 amounted to US\$ 927 billion. Tourism represents 30% of the world's exports of services (US\$ 1 trillion a year) and 45% of the total services exports in developing countries.

Tourism generates wealth and can play a significant role in the achievement of the MDGs, in particular MDG 1 - eradication of poverty, MDG 3 - gender equality, MDG 7- environmental sustainability and MDG 8 - global partnerships for development.

As the United Nations specialised agency for tourism, UNWTO is committed to demonstrating the value of the sector while promoting tourism development that is responsible, sustainable and universally accessible, paying particular attention to the interests of developing countries.

Besides its impact on economic growth and sustainable development, tourism is one of the sectors better positioned to deliver on jobs, perhaps the single most common issue of concern at this time. Tourism creates opportunities for entrepreneurship and provides millions of direct jobs worldwide, as well as

countless more through its multiplier effects on related sectors such as trade, agriculture, manufacturing, or construction.

It is already one of the largest employment sectors in many countries and a fast entry vehicle into the workforce for young people and women in both urban and rural communities.

UNWTO is working with UN sister agencies, governments, the private sector and civil society to catalyse action and advance the tourism sector's contribution to the achievement of the MDGs. In line with its **Global Code of Ethics for Tourism**, UNWTO offers a framework for Tourism Partnerships for Development to public, private and civil sector participants interested advancing Corporate Social Responsibility (CSR) through tourism.

Join the World Tourism Organization in working towards a more sustainable, competitive and responsible tourism sector. Learn how by visiting our website www.UNWTO.org and downloading the free 2010 edition of our publication *Tourism and the Millennium Development Goals*.

HOW YOUR COMPANY CAN CONTRIBUTE TO ACHIEVING THE MILLENNIUM DEVELOPMENT GOALS



UNWTO research shows that many companies are contributing to the achievement of the MDGs by integrating CSR into their business. Here are a few examples of CSR activities currently being implemented by leading tourism companies that relate directly to the 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 2: ACHIEVE UNIVERSAL PRIMARY EDUCATION

Funding for schools, offering teachers-grants, delivering school supplies & computers, in-company technical & language training, scholarships & mentorships programmes for staff & local community, information programmes for costumers, suppliers, 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 4: REDUCE CHILD MORTALITY

Social investment in health facilities, free medical check-ups in-company & community, nutrition advice & education programmes for women during pregnancy, educational youth programmes, free dispatch of medical equipment & staff, free transfer of children in medical need, medical personnel & equipment, etc.



MDG 5: IMPROVE MATERNAL HEALTH

Free screening & medical care, free supply of maternity-related complements, education programmes, investment research & development, funding of health facilities, childcare facilities in-company, etc.



MDG 6: COMBAT HIV/AIDS, MALARIA & OTHER DISEASES

In-company prevention training & awareness raising activities, host community education workshops (i.e. use of mosquito nets), free medical check-ups, social inclusion programmes & policies, flights for medical staff & equipment, investment in R&D, 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.

Download the Tourism and Millennium Development Goals e-zine (<http://www.unwto.org/tourism&mdgsmagazine>) and read more about how your business can enhance its corporate social responsibility profile, including:

- Opportunities for private sector engagement in UNWTO activities
- Findings from the latest UNWTO research on CSR and tourism
- Success stories and more on UNWTO engagement

For more information and to find out how to get involved contact us at

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