



*Empowered lives.  
Resilient nations.*

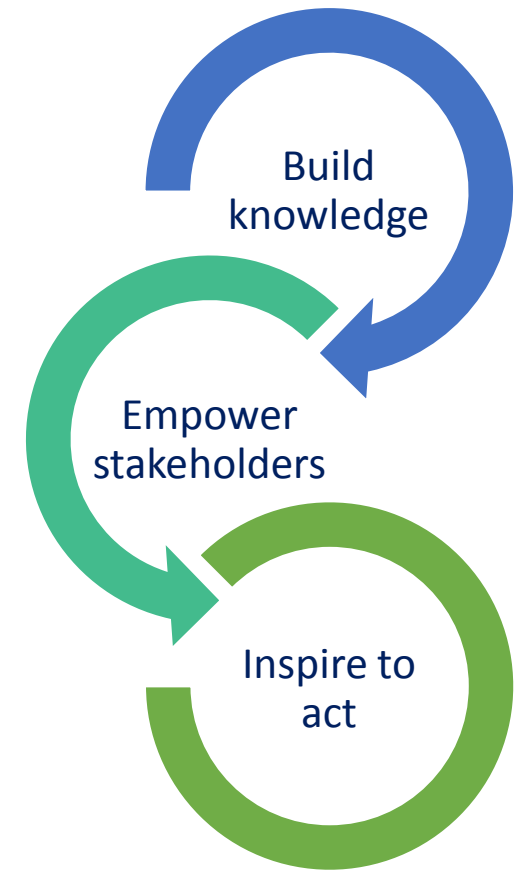
# Tourism and the Sustainable Development Goals Journey to 2030

## UNWTO/UNDP

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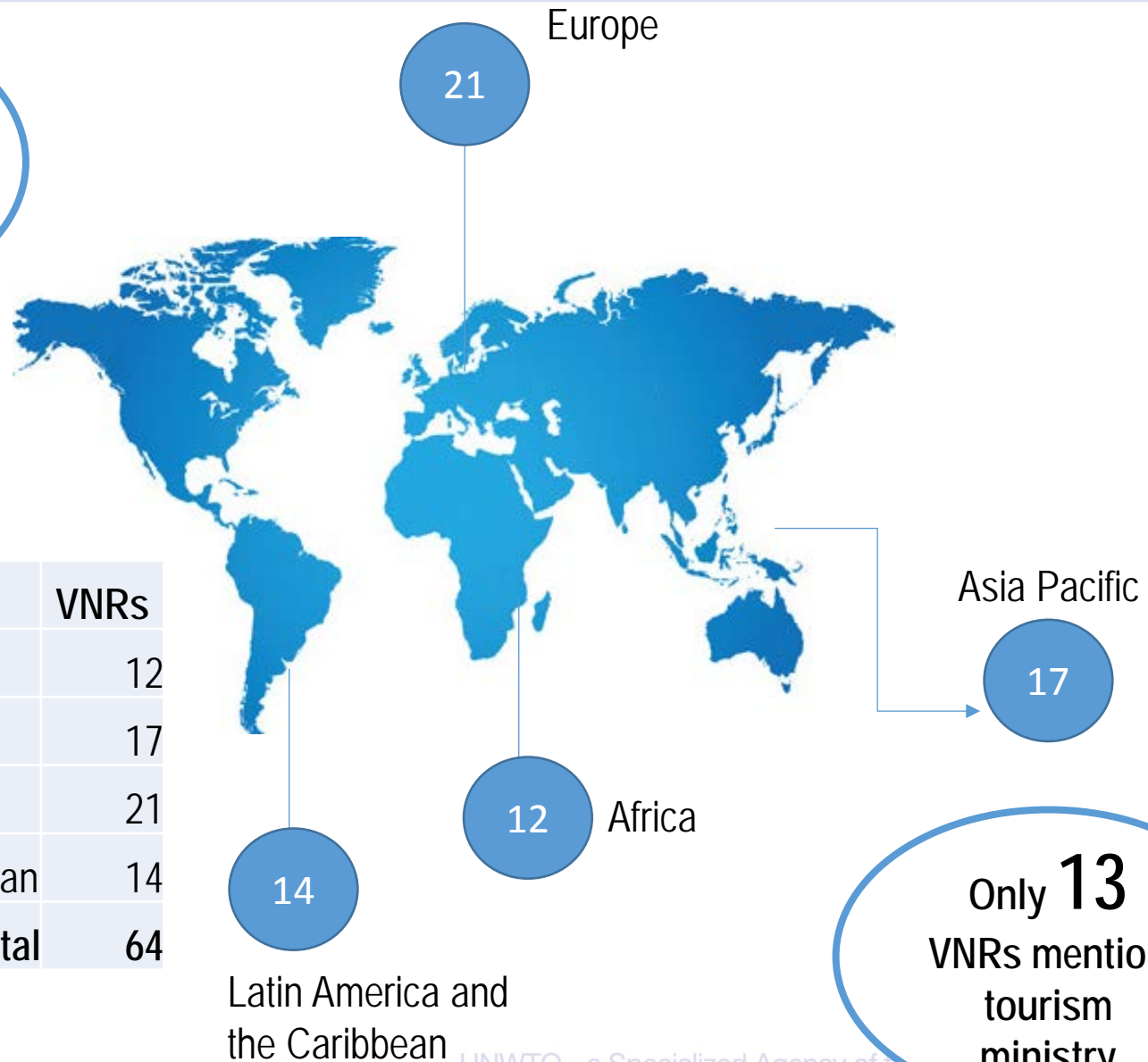
# How can Tourism contribute to the 2030 Agenda ?



# Public policy: Voluntary National Reviews (VNRs)

**41** out of 64  
VNRs  
mention  
tourism

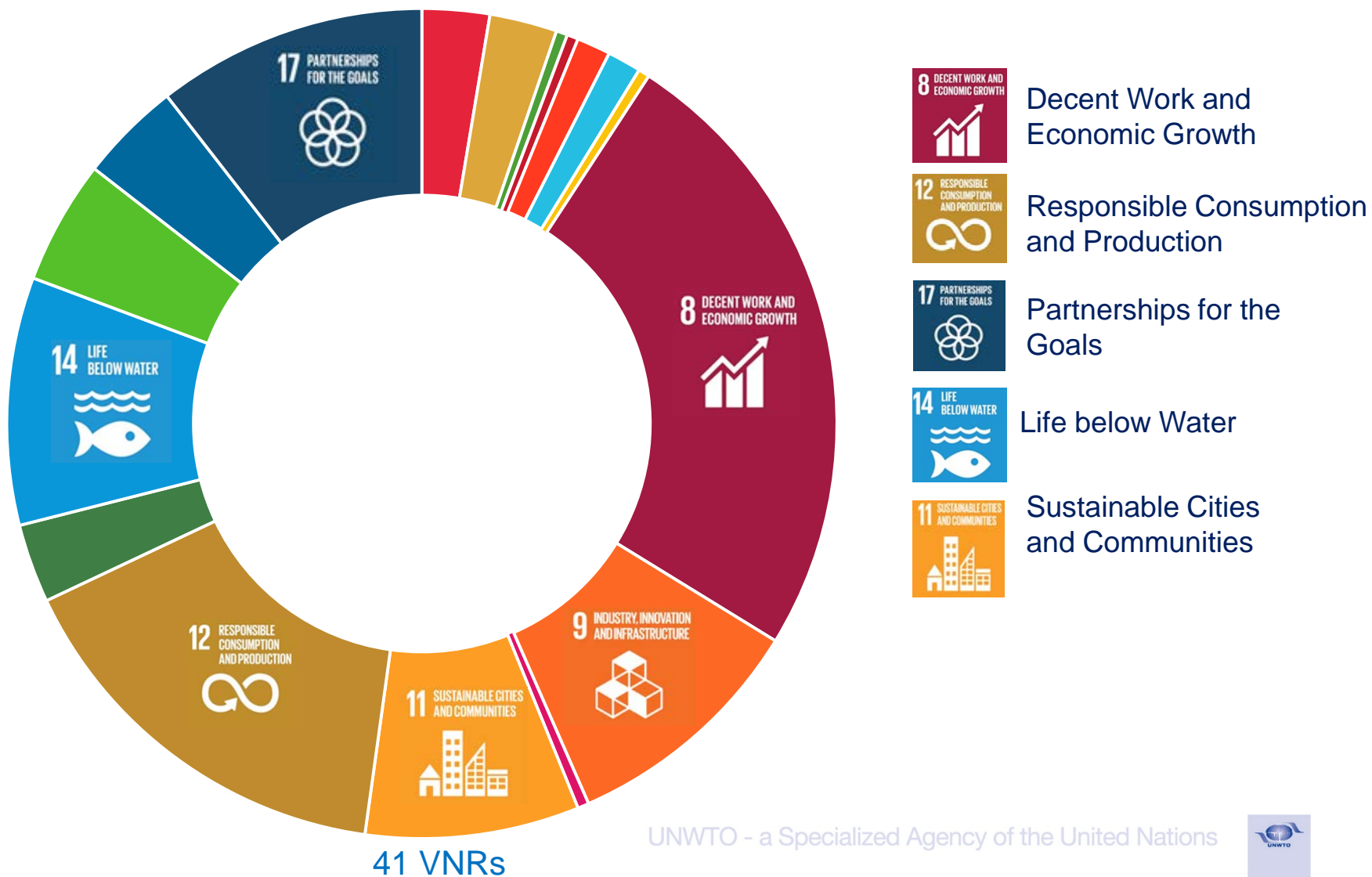
Regions	VNRs
Africa	12
Asia Pacific	17
Europe	21
Latin America and Caribbean	14
<b>Total</b>	<b>64</b>



Only **13**  
VNRs mention  
tourism  
ministry

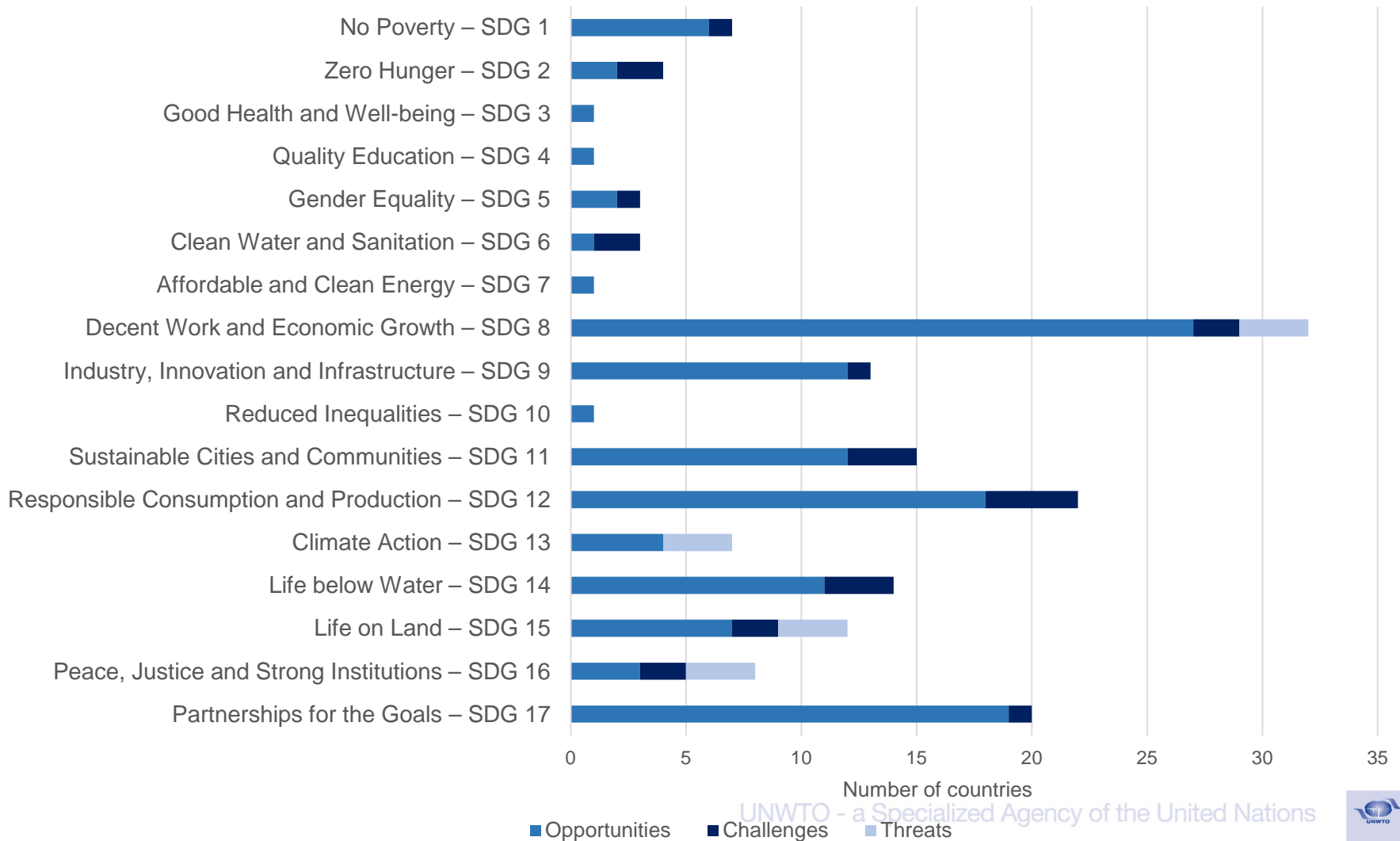
# Tourism and the SDGs in the VNRs

41 countries recognize the value of tourism to achieve all 17 SDGs



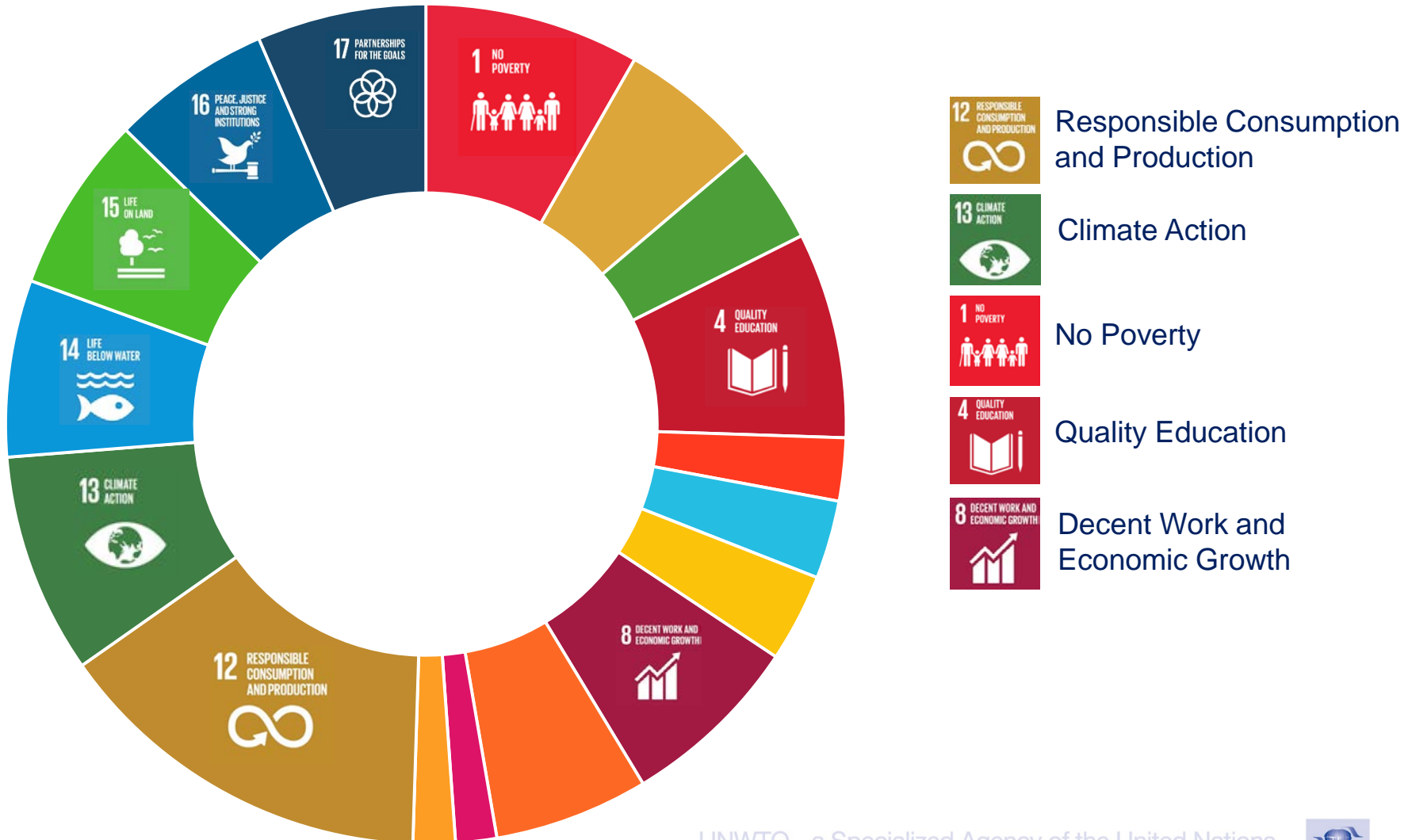
# Opportunities, challenges and threats

## Tourism opportunities, challenges and threats in relation to the SDGs



# Private sector CSR in relation to the SDGs

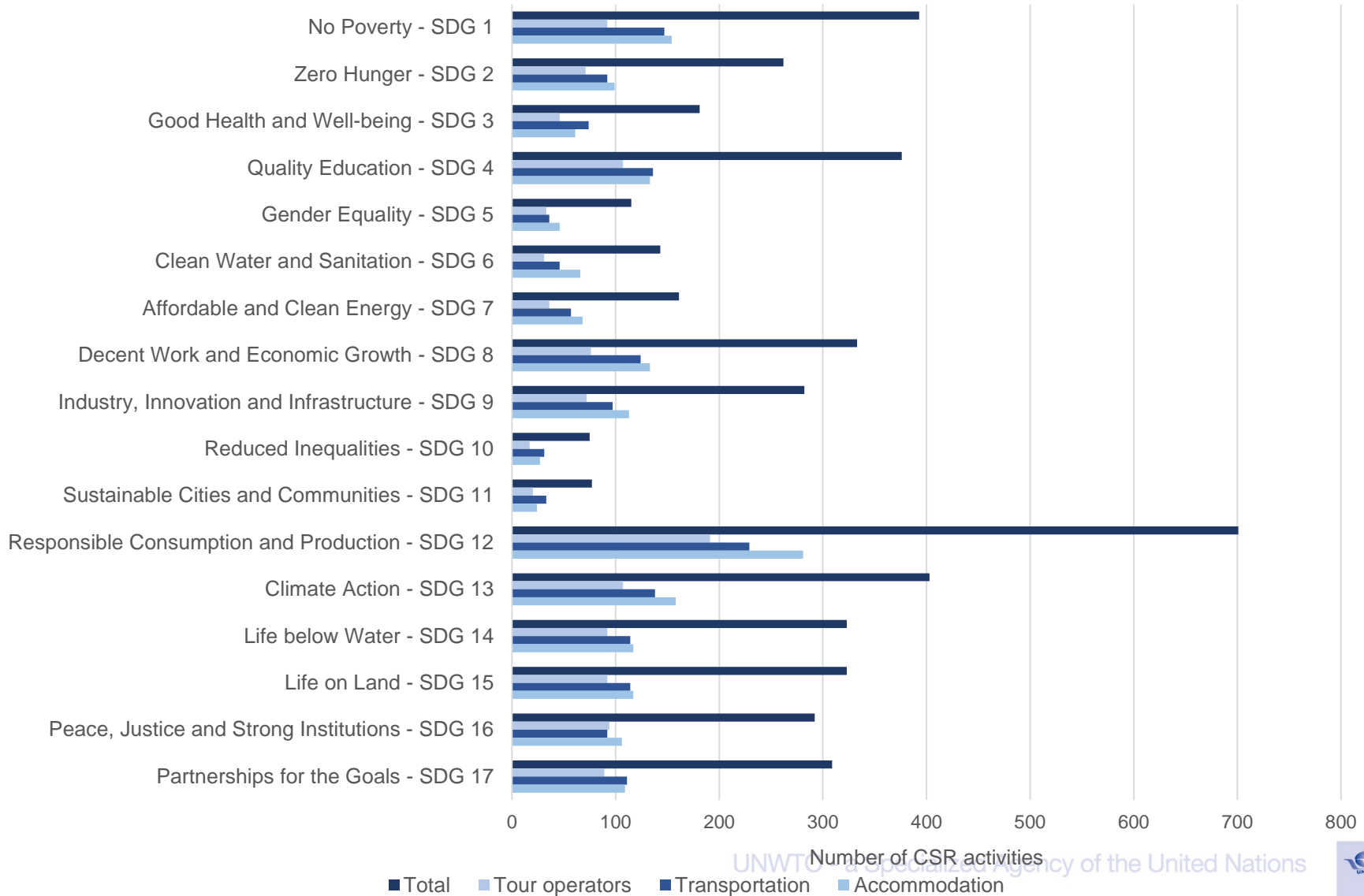
Tourism industries play a vital role in achieving all 17 SDGs



60 global tourism companies

# Tourism companies: Global Goals – Local Focus

CSR activities per SDG, in total and by tourism industry



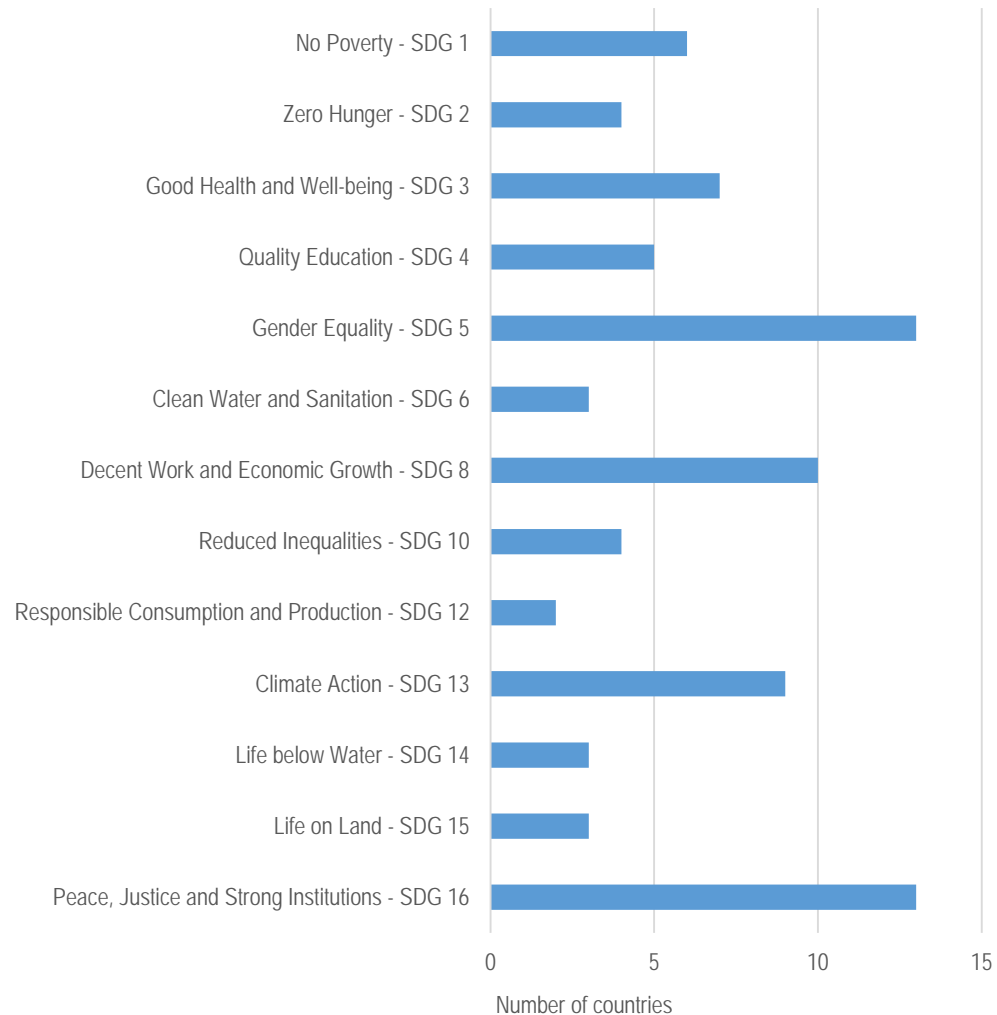
# Financing sustainable tourism

- Development cooperation in tourism remains low but the growing recognition of tourism's contribution to the SDGs offers **new opportunities** for increased ODA disbursements to the sector.
- 19 of 64 VNRs were from ODA donor countries and indicated thematic priorities in development cooperation:

**Tourism decision-makers should align tourism initiatives with donor countries' priorities**

**SDGs 16, 5, 8, 13, 1**

SDG priorities of 19 ODA donor countries





# Tourism and SDGs, key findings

## Public policy

- Become more active in national SDG processes
- Build more coherent dialogue among all stakeholders as tourism is a cross-cutting sector
- Encourage and support the tourism private sector

## Private sector

- Competitiveness is the key driver of sustainability
- Create awareness of the economic benefits of sustainability, and measure impacts
- SMEs can and should engage to realize the SDGs

## Financing tourism

- Increase aid to maximize tourism's contribution to the SDGs
- Aid should relate to countries' strategy and sector needs
- Financing of tourism should go beyond development cooperation, including innovative financing

# The way forward...

## Public policy

- Be involved in national SDG strategies/Voluntary National Reviews
- Shape more inclusive and integrated tourism policies
- Assess and monitor tourism's contribution and to the SDGs
- Build capacity and create incentives for private sector Research & Development, including for SMEs

## Private sector

- Share experiences, good practices and engage in the STP 10YFP
- Increase value chains uptake through local purchasing of goods and services
- Continue investing in people, the planet, ICT and other technologies
- Measure and monitor the impact

## Financing tourism

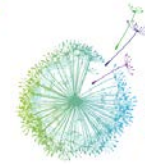
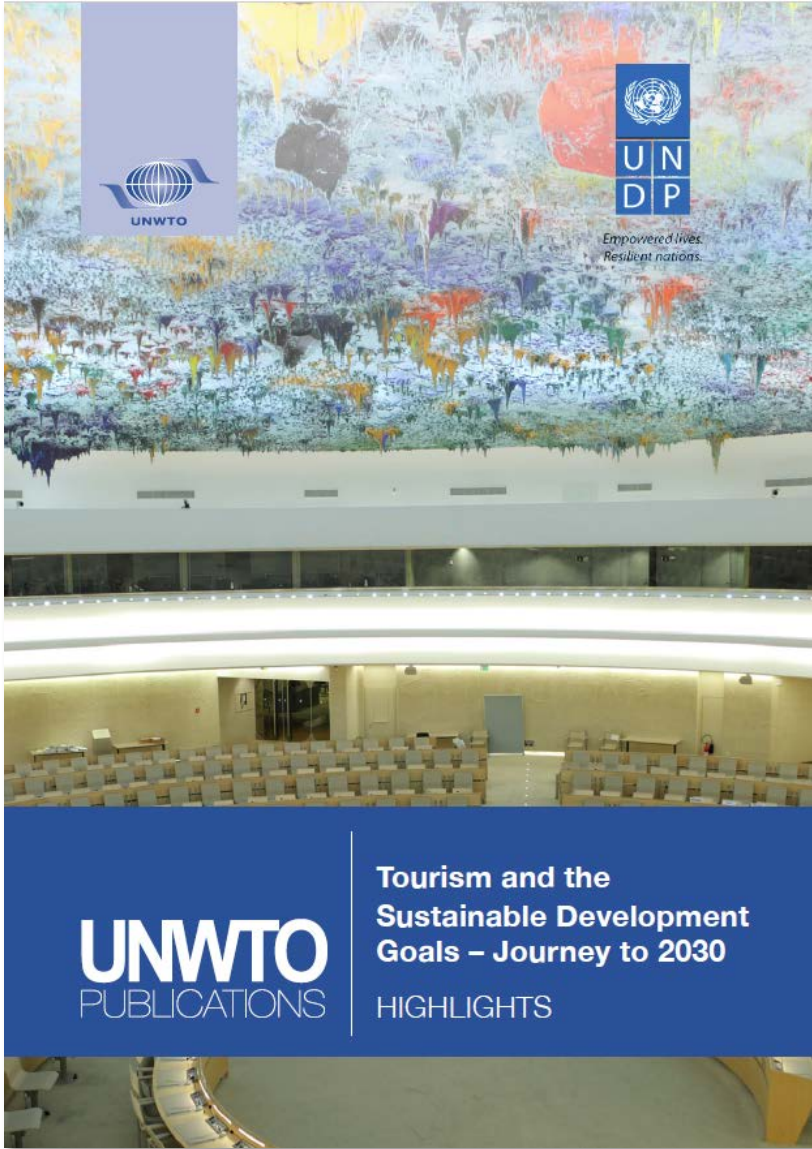
- Invest in tourism as a priority sector for achieving the SDGs
- Align development cooperation with the countries priorities, including tourism
- Embrace innovative financing mechanisms and partnerships
- Design and implement incentives, smart subsidies for tourism enterprises

# The 2030 Agenda...2018 and beyond

## HLPF TIMELINE



Source: United Nations Department of Economic and Social Affairs (2017a), *High-level Political Forum – Sustainable Development Knowledge Platform* (online), available at: <https://sustainabledevelopment.un.org/hlpf> (03-12-2017).



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs FDEA  
State Secretariat for Economic Affairs SECO

