



*Empowered lives  
Resilient nations*

# Tourism and the Sustainable Development Goals – Journey to 2030





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

# Contents

<b>Acknowledgments.....</b>	<b>5</b>
<b>Foreword by Taleb Rifai .....</b>	<b>6</b>
<b>Foreword by Achim Steiner .....</b>	<b>8</b>
<b>Executive summary .....</b>	<b>10</b>
<b>Introduction .....</b>	<b>14</b>
<b>Chapter 1: The SDGs in public policy – making tourism governance ‘fit for purpose’ .....</b>	<b>20</b>
1.1 Voluntary National Reviews: 64 countries commit to the SDGs.....	22
1.2 41 countries recognize the value of tourism to achieve the SDGs .....	23
1.2.1 Opportunities, challenges and threats for tourism and the SDGs.....	25
1.2.2 Opportunities .....	25
1.2.3 Challenges and threats.....	29
1.2.4 Tourism impacts on people, planet, prosperity, peace and partnerships .....	30
1.2.5 SDG implementation needs more active involvement of tourism policymakers.....	30
1.3 Mapping the role of tourism in SDG implementation: the MAPS approach.....	33
1.3.1 Armenia Roadmap for SDG implementation .....	33
1.3.2 Comoros Roadmap for SDG implementation .....	34
1.3.3 Jamaica Roadmap for SDG implementation.....	34
1.4 Implementing the SDGs through the 10YFP Sustainable Tourism Programme.....	34
1.5 Conclusion: tourism governance for the SDGs needs enhanced collaboration among all stakeholders...	38





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<b>Chapter 2: The SDGs and the tourism private sector – the business case for achieving the SDGs.....</b>	<b>40</b>
2.1 Building competitiveness – key to sustainability for tourism industries.....	42
2.1.1 Accommodation – acting globally, impacting locally.....	45
2.1.2 Transport – getting on track for safer and greener travel .....	46
2.1.3 Tour operators and intermediaries – influencing consumer and business behaviour.....	48
2.2 Tourism industries play a vital role in achieving all 17 SDGs .....	49
2.2.1 Catalyzing private sector action through enabling tourism policies .....	55
2.3 Conclusion: competitiveness remains a major business driver of sustainability .....	56
<b>Chapter 3: New ways of financing sustainable tourism for SDG success .....</b>	<b>58</b>
3.1 ODA and Aid for Trade: international assistance to tourism remains modest.....	59
3.2 Leveraging resources for tourism to drive the SDGs .....	61
3.2.1 Matching development cooperation with the needs of developing countries .....	62
3.2.2 Innovative financing mechanisms for tourism and the SDGs.....	65
3.3 Conclusion: financing of sustainable tourism should go beyond development cooperation.....	68
<b>Conclusions .....</b>	<b>70</b>
Shaping the journey towards 2030 – key recommendations .....	71
<b>Annexes .....</b>	<b>75</b>
Annex 1: List of 64 Voluntary National Reviews (VNRs) of 2016 and 2017 .....	76
Annex 2: List of 60 tourism companies .....	89





Annex 3: Declaration on Tourism and the Sustainable Development Goals.....	92
Annex 4: Overview of national lead coordinators for SDGs, as reported in 64 Voluntary National Reviews (VNRs).....	96
Annex 5: List of relevant Sustainable Development Goals, targets and indicators for tourism .....	97
<b>Acronyms .....</b>	<b>104</b>
<b>References and bibliography.....</b>	<b>105</b>





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## Foreword by Taleb Rifai

Just two years ago we – the people, the governments and private businesses of the world – came together under the United Nations with a common vision to embark on a journey that heralds an historic turning point. We committed to end extreme poverty, fight inequality and injustice, and fix climate change, laying the foundation for the betterment of people, the planet, prosperity and peace through partnerships by 2030. Yet, what we do at this early stage, together, to lay the groundwork, to assess, gear-up and build momentum will largely determine how far we go and how successful we are in this history-making trip. Creating the future we want requires all hands on deck given the sheer magnitude and speed of the required changes. We must all work in tandem to chart our course together, based on a clear-sighted understanding of the current state-of-play and the challenges ahead. The 2030

With currently 1.2 billion tourists crossing borders each year, tourism has a profound and wide-ranging impact on societies, the environment and the economy. Representing 10% of world GDP, 1 in 10 jobs and 7% of global exports, tourism has a decisive role to play in the achievement of the 2030 Agenda. The sector is mentioned in, and must deliver on, three of the 17 SDGs, namely SDG 8 on 'Decent Work and Economic Growth', SDG 12 on 'Responsible Consumption and Production' and SDG 14 on 'Life below Water'. Yet, given the multitude of links it has with other sectors and industries along its vast value chain, it can in fact accelerate progress towards all 17 SDGs. It can help build a new culture of sustainability and peace.

Policymakers, business leaders, scholars, civil society and

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