

SUSTAINABLE DEVELOPMENT GOALS



Jobs and income through sustainable tourism: an MSD perspective

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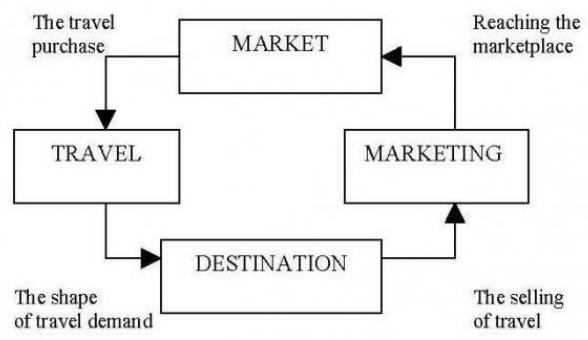
Senior Advisor MSD, HELVETAS





System

(It's complicated...)



Performance

Growth and investment of tourism businesses

Increase in number of tourists (what type and how many?)

Improved access to relevant Services (e.g. VSD)



Our goal(s)

Economic opportunities (jobs and income)

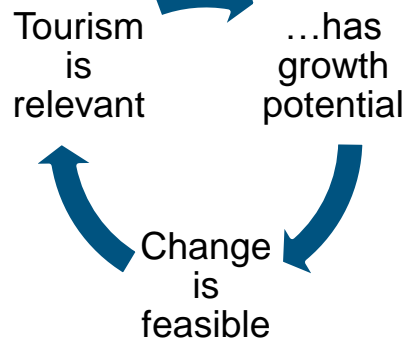
Gender equity and social inclusiveness

Sustainability (environment, cultural heritage etc.)

Labour market



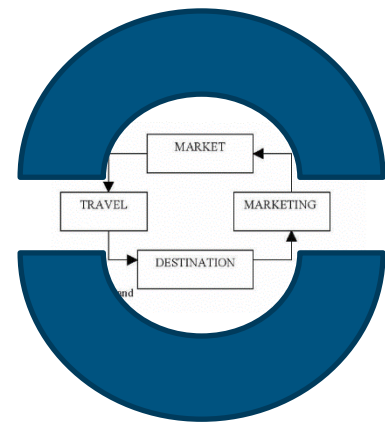
Symptoms



Tourism



Tourism sector

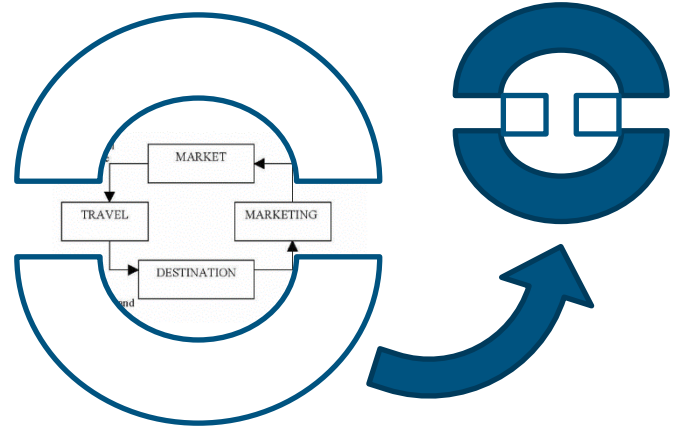


Product development is an issue

System(s)



Causes



Information and innovation

Systemic entry points





RISI TURISTIKE
 Award



Functions	Who does?	Who pays?
Competition	PS/AIDA	MOTTE/AIDA
Promotion	Association	Association
Organisation	AIDA	AIDA
Start-up support	Consultancies	AIDA
Monitoring	Ass/AIDA	Ass./AIDA
Communication	Ass/AIDA	Ass./AIDA

Sustainability

ADAPT



RESPOND



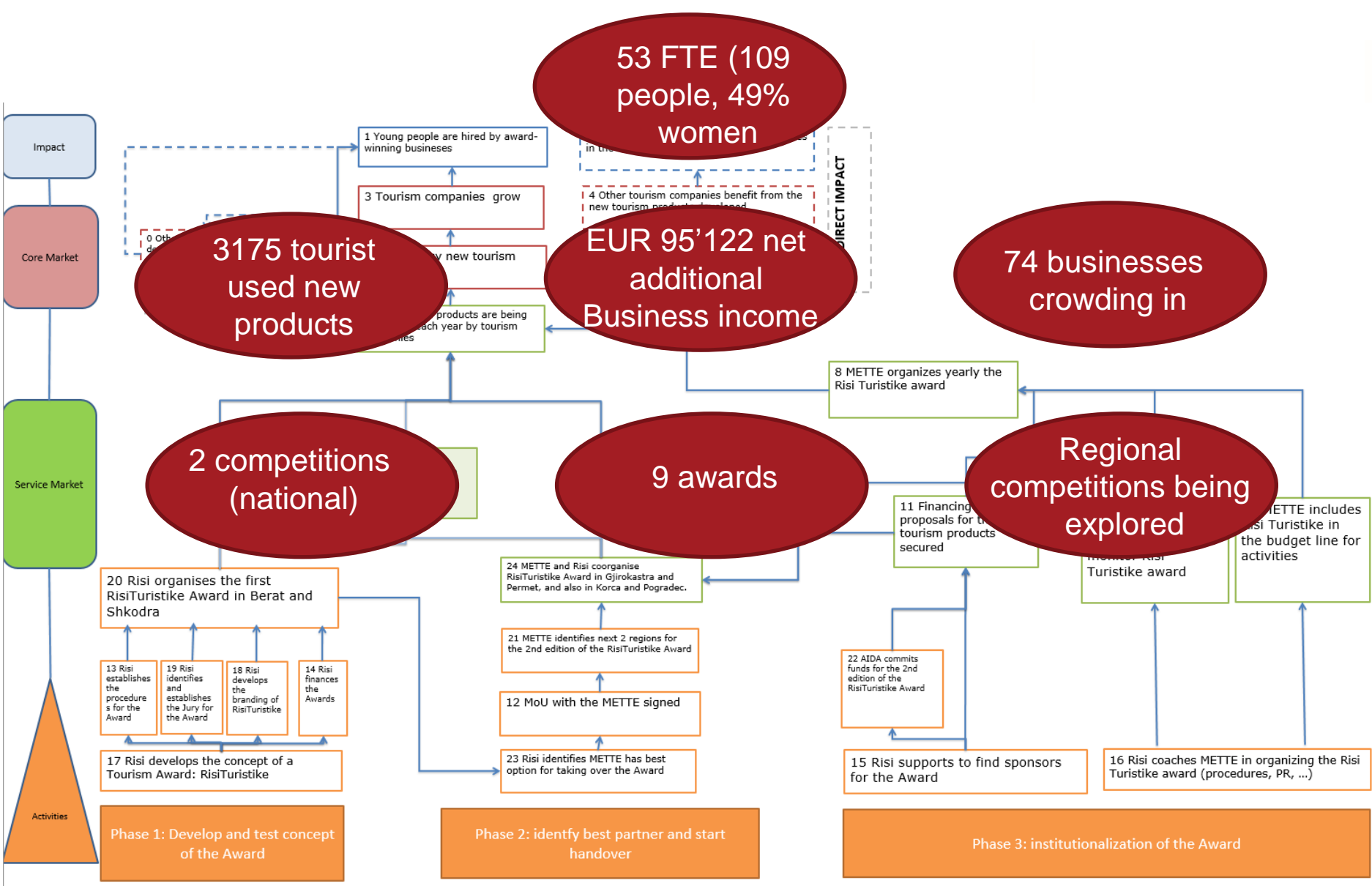
ADOPT



EXPAND



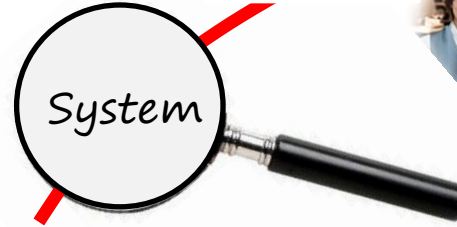
Scale



Sustainability? Scale?



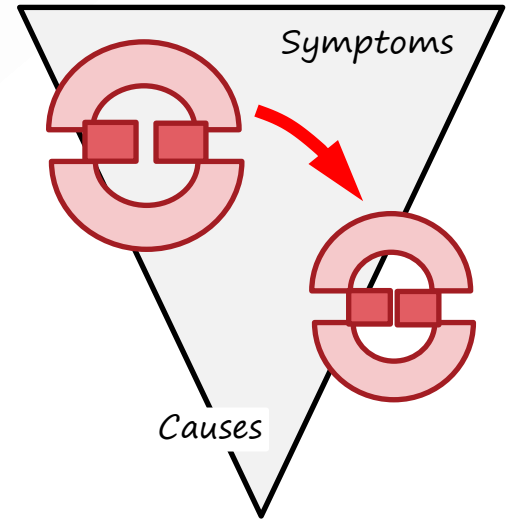
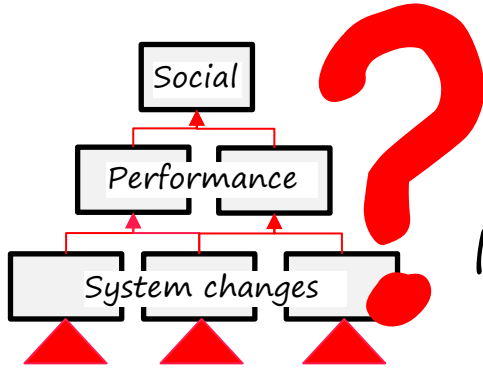
Ongoing intervention...



Performance



Social & environmental impact



Ownership



Pilot

Scale



Who does?
Who will
do?

Who pays?
Who will
pay?