

# 2030 Agenda and Tourism: Potentials and challenges for sustainable development

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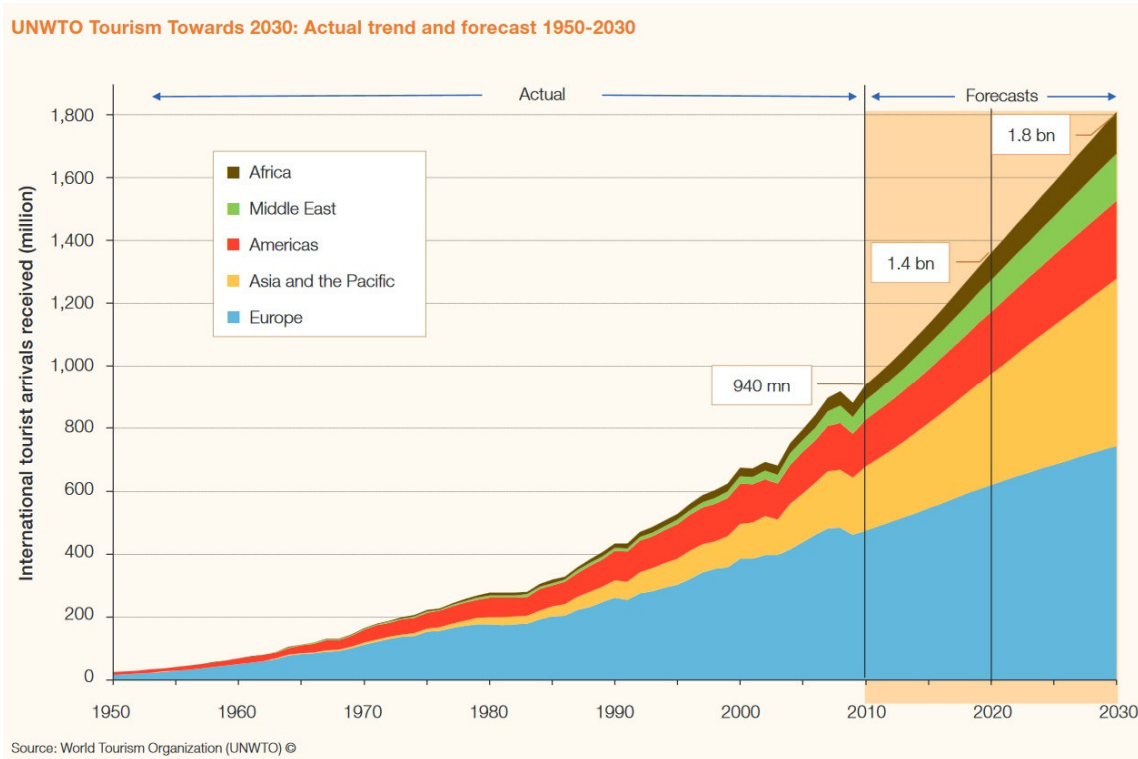
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## arbeitskreis tourismus & entwicklung

- akte - the Swiss competence centre for tourism & development is concerned with the social, cultural, economic and ecological impacts of tourism on development. It aims to raise public awareness, advocates sustainability and fair trade in tourism in a critical dialogue with the travel industry, and encourages travellers to be informed consumers.
- Main activities:
  - Information and campaigning on [www.fairunterwegs.org](http://www.fairunterwegs.org)
  - Vocational training for Swiss tourism students
- akte is a membership association, funded in 1977, working with the support of development organisations, SDC, foundations and the Swiss Federation of Travel as well as tour operators.





## Why tourism matters for global sustainable development?



- Important sector representing 10% of world GDP
- Generating 1 in 10 jobs globally and US\$ 1,4 trillion in exports annually
- Stronger growth rates than world economy on an average - 6% in the first half of 2017
- Strong growth supported by increasing demand, but also subsidies, investment incentives, tax exemptions and increasing funds from ODA and TFA

**FAIR**  
UNTERWEGS

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## Why tourism for global sustainable development matters in Switzerland?



- The Swiss residents are world champions in tourism: 88.4% undertake at least one touristic journey per year, on the average 3 journeys per year (2015)
- In 2015 a total of 22.8 millions of journeys - 66% were international, 7.6% respectively 1.6 millions long distance journeys
- 39% of the journeys are by plane contributing to 16% of the Swiss CO<sub>2</sub> emissions
- Globally important multinational tourism enterprises are operating in and from Switzerland
- Switzerland is actively promoting its domestic and inbound tourism and increasingly also tourism development in the frame of international cooperation

## Tourism in the 2030 Agenda

- SDG8: "Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work"

*Target 8.9: "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products"*

- SDG12: "Ensure sustainable consumption and productions patterns"  
*Target 12.b: "Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products"*
- SDG14: "Conserve and sustainably use the oceans, seas and marine resources for sustainable development"  
*Target 14.7: "By 2030, increase the economic benefits to small island developing states and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism"*

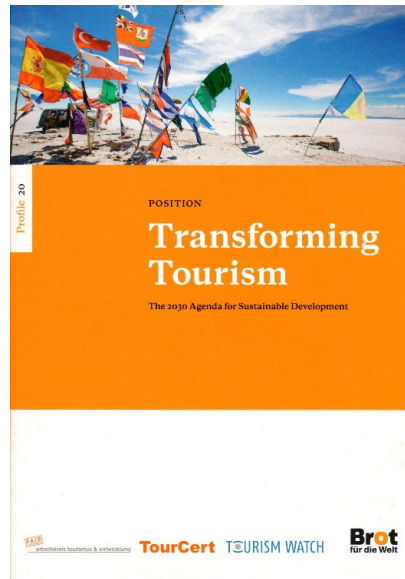
The specific inclusion of tourism in the 2030 Agenda is an acknowledgement of the global significance of the sector, but at the same time also implies that the booming sector needs to be put onto a sustainable path.







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|| The 2030 Agenda and Tourism > Berlin Declaration on "Transforming Tourism"

### Berlin Declaration on "Transforming Tourism"



Transforming our world is not possible without transforming tourism. With this declaration we want not only to encourage further reflection and debate, but demand concrete activities and imperative actions.

The declaration is open for further endorsement. If you would like to endorse this declaration as an individual, please click [click here](#). If you would like to endorse this declaration as an organisation, please write an email to [tourism-watch@brot-fuer-die-welt.de](mailto:tourism-watch@brot-fuer-die-welt.de).

Download the Berlin Declaration on "Transforming Tourism"

English

Spanish

Portuguese

German

#### About

- » About the Project "Transforming Tourism"
- » Berlin Meeting on "Transforming Tourism"
- » Berlin Declaration on "Transforming Tourism"
- » International Year on Sustainable Tourism for Development

#### Compendium on Tourism in the Agenda 2030

- » Towards the Transformation of Tourism
- » Goal 1: No Poverty
- » Goal 2: Zero Hunger
- » Goal 3: Good Health and Well-Being
- » Goal 4: Quality Education
- » Goal 5: Gender Equality
- » Goal 6: Clean Water and Sanitation
- » Goal 7: Affordable and Clean Energy
- » Goal 8: Decent Work and Economic Growth
- » Goal 9: Industry, Innovation and Infrastructure
- » Goal 10: Reduced Inequalities
- » Goal 11: Sustainable Cities and Communities
- » Goal 12: Responsible Consumption and Production
- » Goal 13: Climate Action
- » Goal 14: Life Below Water
- » Goal 15: Life on Land

- Tourism is featured in 3 of the UN Sustainable Development Goals (SDGs), but all 17 goals can be advanced through sustainable development of tourism
- The goals of the 2030 Agenda cannot be achieved without a fundamental transformation of tourism development



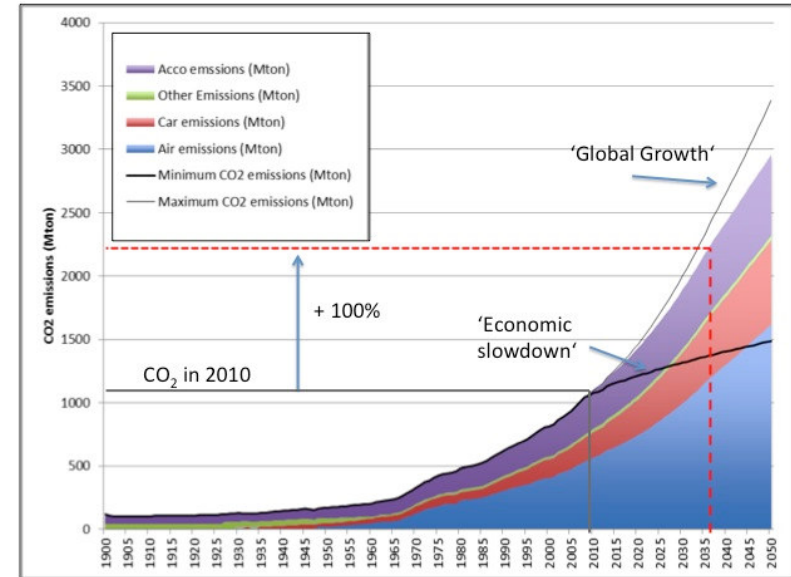
# Growth paradigm - challenges



- Climate change

Today tourism is linked to 5% of man-made CO<sub>2</sub> emissions, three quarters of it caused by transport; its contribution will increase to 22% by 2050 (BAU scenario)

- Resource depletion



Aspect	Global total 2010	Global total 2050, BAU scenario	Growth factor 2010-2050	Corresponding to (in 2010)
Energy	16,697 PJ	44,110 PJ	2.64	Japan and Russia
Emissions	1,119 Mt CO <sub>2</sub>	2,957 Mt CO <sub>2</sub>	2.64	Canada and Mexico
Fresh water	138 km <sup>3</sup>	265 km <sup>3</sup>	1.92	Argentina, Bangladesh, Belgium, Netherlands, Poland, and Spain
Land use	61,826 km <sup>2</sup>	178,731 km <sup>2</sup>	2.89	Sri Lanka
Food use	39.4 Mt	82.0 Mt	2.08	-

Source: [Stefan Gössling, Paul Peeters, 2015: Assessing tourism's global environmental impact 1900-2050](#)



## Growth paradigm - challenges

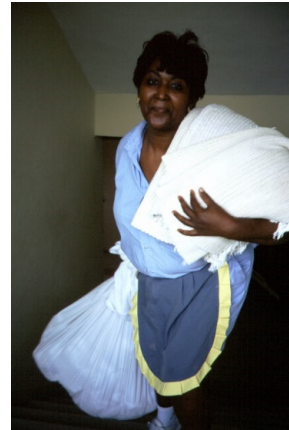


- Overtourism
  - Exceeding the carrying capacities of destinations
  - Locking out residents and host communities
  - Contributing to conflicts over access to resources and habitat
  - Rising costs of living
- Participation
  - Lack of participation of residents and communities in decision making about tourism development
  - Lack of fair distribution of tourism income
  - Increasing social inequalities





## Decent work - challenges



- 292 Million direct and indirect jobs in global tourism, characterized by precarious working conditions according to ILO (seasonality, subcontracting, migrant workers, poor respect of labour legislation and the right to organise)
- Over 60% of the total workforce are women, earning 10-15% less than men
- An estimated 10-15% of the workforce are children and young people under 18 years who need particular protection against exploitation

## The way forward: Improving labour conditions and skills development

- Enhancing the political framework of labour legislation and law enforcement
- Encouraging tourism business partners and employers to improve working conditions - e.g. through the "Sustaining Competitive and Responsible Enterprises" [SCORE](#)-programme of ILO particularly for SMEs or through voluntary certification according to the standards of Global Sustainable Tourism Council ([GSTC](#)) including human rights due diligence, e.g. [Fair Trade Tourism](#)
- Investing in people - raising the quality of vocational training and skills development for sustainability in tourism
- Including comprehensive information about workers rights in all training programmes
- Developing special programmes for empowering women in tourism
- Protecting children from exploitation at work and sexual abuse - e.g. cooperating with the international programm ["The Code"](#) and local child protection programmes

## The way forward: Strengthen local value chain and community involvement



- Investing in economic diversity qualifying traditional sectors such as agriculture, fisheries, construction, local transports and crafts to enable them to supply tourism businesses and to cooperate with the business
- Paying special attention to the informal workers and how to integrate them in the tourism sector - e.g. Improving Access for the Informal Sector to Tourism in [The Gambia](#)
- Consulting with communities and civil society representatives about their expectations and opportunities to ensure that tourism initiatives and investments contribute to local development strategies and the respect of their rights - e.g. [Mothakkara Declaration](#)



## Tourism planning and impact assessments - challenges

Tourism planning and impact assessment are characterized by:

- *"A narrow focus on specific projects, rather than considerations of tourism as a whole"*
- *Limited attention given to tourism impacts*
- *A focus on economic factors with occasional limited acknowledgement of environmental issues*
- *A failure to consider how tourism would interact with, and effect other activities at a destination*
- *The naïve adoption of business strategic planning as the dominant framework for tourism planning, and, as a consequence*
- *The placement of market or tourist needs and expectations as the core drivers of tourism planning, giving destination residents a very limited role, if any"*

Source: [There Is No Such Thing as Sustainable Tourism: Re-Conceptualizing Tourism as a Tool for Sustainability by Gianna Moscardo and Laurie Murphy, 2013](#)

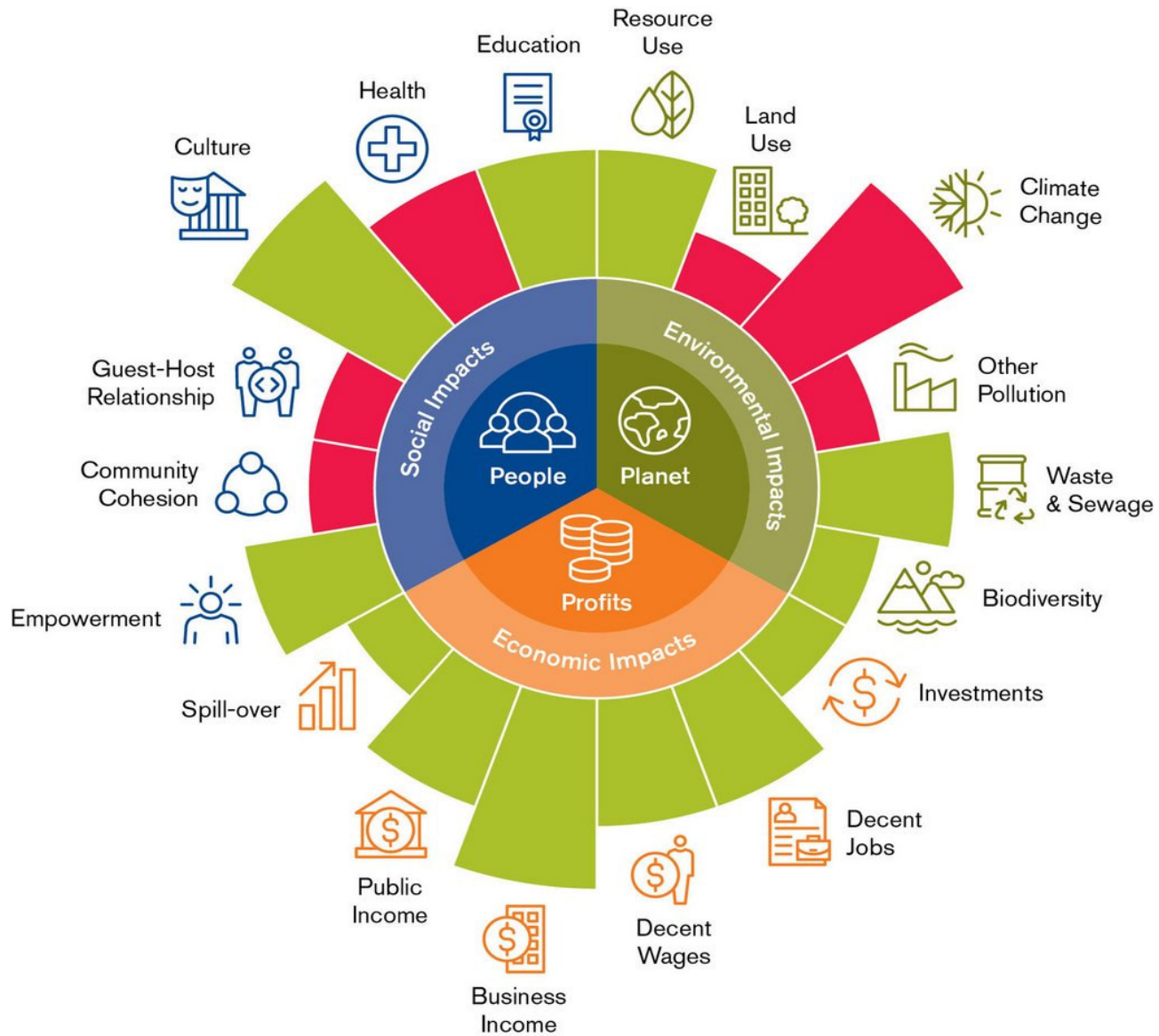


## The way forward for tourism planning and impact assessments

For tourism to contribute to sustainable development:

- Tourism must be designed for and measured against resource conservation and the well-being and quality of life of the hosts who should ultimately benefit from tourism development
- Tourism performance in terms of growth and contribution to GDP can no longer be the only key indicators
- Tourism development can no longer be conceived as an end goal assuming that the profitable sector will automatically lead to sustainable development
- A new framework - focussing on quality instead of quantity - is needed for clearly positioning tourism as a tool and vehicle for sustainable development - with clear criteria for planning, impact assessments and also marketing





The way forward:

Get inspired by the Impact Wheel of [Swisscontact 2017](#)



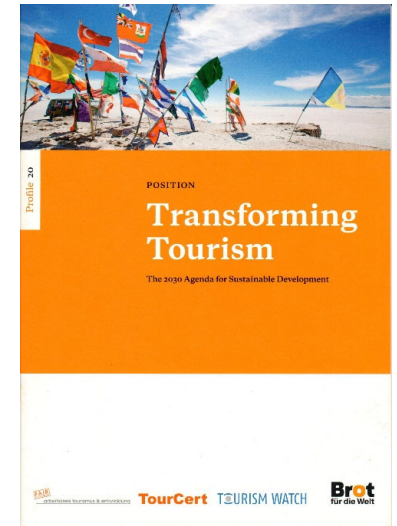
Tourism as a complex sector demands a holistic approach for effectively contributing to the SDGs

The way forward:

Programmes and activities at different levels

- Transforming policies to respect human rights in tourism, to protect natural resources globally and locally and to enhance the benefits for destinations with the fair participation of the hosts for a sustainable development perspective
- Transforming businesses to adopt sustainable management practices including human rights due diligence
- Transforming consumption encouraging consumers to become responsible travellers

Building new alliances and multistakeholder platforms



## akte Sources:

- [www.fairunterwegs.org](http://www.fairunterwegs.org): Background and comments on the [UN-Year 2017](#) , [Tourism in the Agenda 2030](#)
- [www.transforming-tourism.org/towards-the-transformation-of-tourism.html](http://www.transforming-tourism.org/towards-the-transformation-of-tourism.html): [Transforming Tourism - Tourism in the Agenda 2030](#) and [The Berlin Declaration 2017](#)
- [www.menschenrechte-im-tourismus.net/en/home.html](http://www.menschenrechte-im-tourismus.net/en/home.html): [Roundtable Human Rights in Tourism](#)

## Further References:

- [Germany's agency for international cooperation GIZ](#):  
2016: [giz-s-playbook-for-tourism-development](#)  
2014: [giz2014-en-tourism-handbook.pdf](#)  
2014: [Destination Mutual Benefit - A guide to Inclusive Business in Tourism](#)
- [SECO Economic Cooperation and Development](#):  
2017: [SECO Policy Paper on Tourism. Economic Cooperation for Sustainable Tourism Development](#)
- [World Tourism Organization UNWTO](#):  
2017: [Tourism for Sustainable Development in Least Developed Countries. Leveraging Resources for Sustainable Tourism with the Enhanced Integrated Framework](#)  
2016: [Tourism in The 2030 Agenda](#)  
2013: [Guidebook Sustainable Tourism for Development](#)

