ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS THROUGH TOURISM

Toolkit of Indicators for Projects (TIPs)

UNWTO
World Tourism Organization

JICA

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TABLE OF CONTENTS

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FOREWORD

MR. TAKAO SHIMOKAWA
DIRECTOR GENERAL OF ECONOMIC DEVELOPMENT DEPARTMENT
JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)

Tourism has become an indispensable part of our lives. Over the last two decades, the number of international tourist arrivals has more than doubled, which resulted in a significant share of tourism in each country's trade and economy. Creating 1 out of 10 jobs globally, tourism provides opportunities to reduce economic and social disparities, conserve natural and cultural resources, and foster civic pride and social cohesion.

JICA recognizes tourism as a strong driver for sustainable development. Since the 1970s, JICA has supported tourism development across countries, collaborating with government counterparts, the private sector, academics, civil societies and international development partners. UNWTO has been an essential partner for JICA, and the cooperation between the two organizations was further enhanced in 2017 with the signature of a Memorandum of Cooperation. In 2018, in collaboration with UNWTO, JICA carried out the study Achieving the SDGs through Sustainable Tourism Development: The Impact of donor-supported Tourism Projects, which analysed the contribution of tourism projects to the achievement of the SDGs. The research confirmed the relevance of tourism in all SDGs. Still, it also identified the considerable need to develop a method to measure the impact of tourism projects systematically and objectively.

This Toolkit presents a set of indicators that can be applied to tourism projects in international development settings and the tourism business, destination management, community development, academic research, public administration, etc. The Covid-19 pandemic has highlighted the importance of sustainable tourism; and its relevance to addressing the needs of visitors, the tourism industry, the environment and host communities is more than ever.

Many of the targets of the SDGs are set to be achieved by 2030, but the importance of sustainable tourism and responsible actions by all tourism stakeholders remains significant beyond 2030. The indicators presented in this toolkit will disseminate the value of tourism in creating better places for people to live in and visit. This toolkit will help you to make transformative and collective actions for accelerating sustainable development across countries.

FOREWORD

ZORITSA UROSEVIC
EXECUTIVE DIRECTOR
WORLD TOURISM ORGANIZATION (UNWTO)

The World Tourism Organization (UNWTO) and Japan International Cooperation Agency (JICA) have always been at the forefront of placing tourism as key sector for sustainable development, recognizing the critical role it plays in advancing the 2030 Agenda.

The 17 universal Sustainable Development Goals provide a roadmap for incorporating the economy into the development agenda. Tourism, as a services trade, was the third largest export earnings category after fuels and chemicals in 2019. However, official development assistance (ODA) flows remain a long way off reaching sufficient level of support for the sector.

The complexity of the tourism ecosystem and its broad value chain requires the adoption of a comprehensive set of indicators for development partners, to demonstrate the positive impact of the sector for our societies, economies and our environment.

Therefore, it is with great pleasure that we present *Achieving the Sustainable Development Goals through tourism – Toolkit of Indicators for Projects (TIPs)*, a result of UNWTO and JICA's ongoing collaboration.

In a period marked by a three-dimensional crisis – on food, energy and finance – and within the framework of growing effects of climate change and the recovery from a pandemic, responsible, sustainable and inclusive actions in the tourism sector are more crucial than ever. We created TIPs to assist in the alignment of tourism initiatives with the SDGs and monitoring their progress.

The indicators presented in this toolkit can be applied to various tourism activities and serve as a requirement for development partners. At the same time, they offer evidence-based guidelines to prioritize sustainable practices and ensure the long-term well-being of people and planet. The set of indicators also serve as a powerful tool to highlight the value of tourism in creating better places for people to live and visit, enabling transformative and collective actions that accelerate sustainable development across countries.

This Toolkit broadens and compliments UNWTO's ongoing work to promote knowledge and design better tourism policies. It aims to enhance awareness of the SDGs at the local, national and international level. By understanding the different goals and targets of the SDGs through the lens of tourism, we can catalyze transformative actions and create a more inclusive, sustainable, and resilient sector.

We invite you to embrace the Toolkit of Indicators for Projects to measure and assess the impact of tourism projects on the progress of the SDGs, and to thereby contribute to the achievement of the 2030 Agenda for Sustainable Development.

Together, let us forge a path towards a more prosperous, resilient, and sustainable future through tourism.

EXECUTIVE SUMMARY

Tourism has become an important sector of the global economy, and its contribution to job creation, economic growth and poverty reduction is increasingly recognized. Despite the severe impact of the COVID-19 pandemic, the tourism sector has showcased remarkable resilience and adaptability in the face of unprecedented challenges.

UNLOCKING THE POTENTIAL OF TOURISM THROUGH THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)

When properly managed, tourism has been widely acknowledged as a crucial driver in achieving the SDGs, particularly due to its role in promoting inclusive growth, environmental protection, and the development of peaceful and resilient societies. The potential of tourism extends beyond the three SDG targets in which the sector is featured: Target 8.9, which aims to "by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products"; target 12.b, which aims to "develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes culture and products"; and target 14.7 which by 2030 aims to "increase the economic benefits to Small Island Developing States and least developed countries".

To effectively harness this potential, there is a pressing need for a systematic approach to measure the impact of tourism projects in a harmonized and objective manner, as well as fostering a common understanding on how the sector can most effectively contribute to the SDGs. *Achieving the SDGs through Tourism – Toolkit of Indicators for Projects (TIPs)* addresses these needs by providing guidance to users including project managers on how to better align tourism development with the SDGs.

The Toolkit serves to be a practical resource for users interested in developing tourism projects that are in line with the SDGs. However, it does not intend to provide an exhaustive and exclusive set of tourism project-based indicators. Moreover, it serves as a valuable learning and training material.

USING THE TOOLKIT

The Toolkit is composed of two parts: *Part I: Introducing the Toolkit – a user guide;* and *Part II: Tourism-related SDGs targets and potential indicators.*

Part I of the Toolkit explores the rationale for having indicators and provides a brief explanation of what the toolkit contains and how tourism related SDGs targets were selected. It gives an overview of how the present work positions among the several existing systems and frameworks catering for tourism and sustainable development. It describes why project-based indicators are necessary and explains how they can help tourism project managers better track progress towards the achievement of the SDGs. The Toolkit also provides guidance on how to use the project-based indicators effectively within the project cycle.

Part II of the Toolkit is structured into 17 chapters, each dedicated to a specific SDG. Each chapter explains the link between the specific SDG and tourism. It then provides an overview of the selected SDG targets, their relevance to tourism and presents potential indicators which are categorized under different themes and sub-themes. The potential indicators are designed to be adaptable to suit the reality of each project, enabling users to effectively work towards achieving the identified SDG targets.

MAPPING OUR PATH TO 2030: A SHARED ROADMAP FOR SUSTAINABLE DEVELOPMENT

By embracing and clearly understanding the different targets of the SDGs through the lens of tourism, this Toolkit aims to enhance awareness of the SDGs at the local, national and international levels. It encourages the widespread utilization and adaptation of the indicators to tourism projects to strengthen the position of sustainable tourism in public policies, financing frameworks and business operations. This will further enhance the positive impact of tourism on realizing the 2030 Agenda and beyond, ensuring that tourism continues to play a central role in promoting a more sustainable and inclusive future for all.

PART I
INTRODUCING THE TOOLKIT – A USER GUIDE

01
BACKGROUND

1.1
WHAT ARE THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)?

In September 2015, the 2030 Agenda for Sustainable Development was adopted by 193 member states of the United Nations. The 2030 Agenda sets a global development plan by outlining a universal, integrated and transformative vision for a better world until 2030. At the heart of the 2030 Agenda are the Sustainable Development Goals.

The SDGs are a set of goals, targets and indicators that focus on sustainable development. There are

17 interrelated and mutually supporting goals, which in turn comprise 169 targets. Progress on each of the 169 targets is measured using 231 global indicators.[1] The SDGs entail that the three pillars of sustainable development[2] – economic, social and environmental – are managed in an integrated and balanced manner.

The three pillars of sustainable development suggest a set of societal objectives or goals that the world should aspire to, and this is translated into the SDGs. The SDGs provide a blueprint for a global partnership that will guide the future course of economic and social development and environmental protection and safeguard the well-being of people around the world. At its core, the goals are interconnected – often the success of one goal will involve tackling issues also commonly associated with another.

17
GOALS

169
TARGETS

231
GLOBAL INDICATORS

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1   Resolution adopted by the UN General Assembly on Work of the Statistical Commission pertaining to the 2030 Agenda for Sustainable Development (A/RES/71/313), Annex.

Please note that the total number of indicators listed in the global indicator framework of SDG indicators is 248. However, 13 indicators repeat under two or three different targets. As of November 2022, there are 231 unique indicators. According to the UN Resolution (A/RES/71/313), the indicator framework will be refined annually and reviewed comprehensively by the Statistical Commission at its fifty-first session in March 2020 and its fifty-sixth session to be held in 2025.

Source: United Nations Department of Economic and Social Council (n.d.), *SDG Indicators,* United Nations, New York, (online), available at: https://unstats.un.org/sdgs/indicators/indicators-list/ [31-03-2023].

2   United Nations Department of Economic and Social Council (n.d.), *Sustainable Development, United Nations,* New York, (online), available at: https://www.un.org/ecosoc/en/sustainable-development [31-03-2023].

Figure 1.1: SDGs Wedding Cake
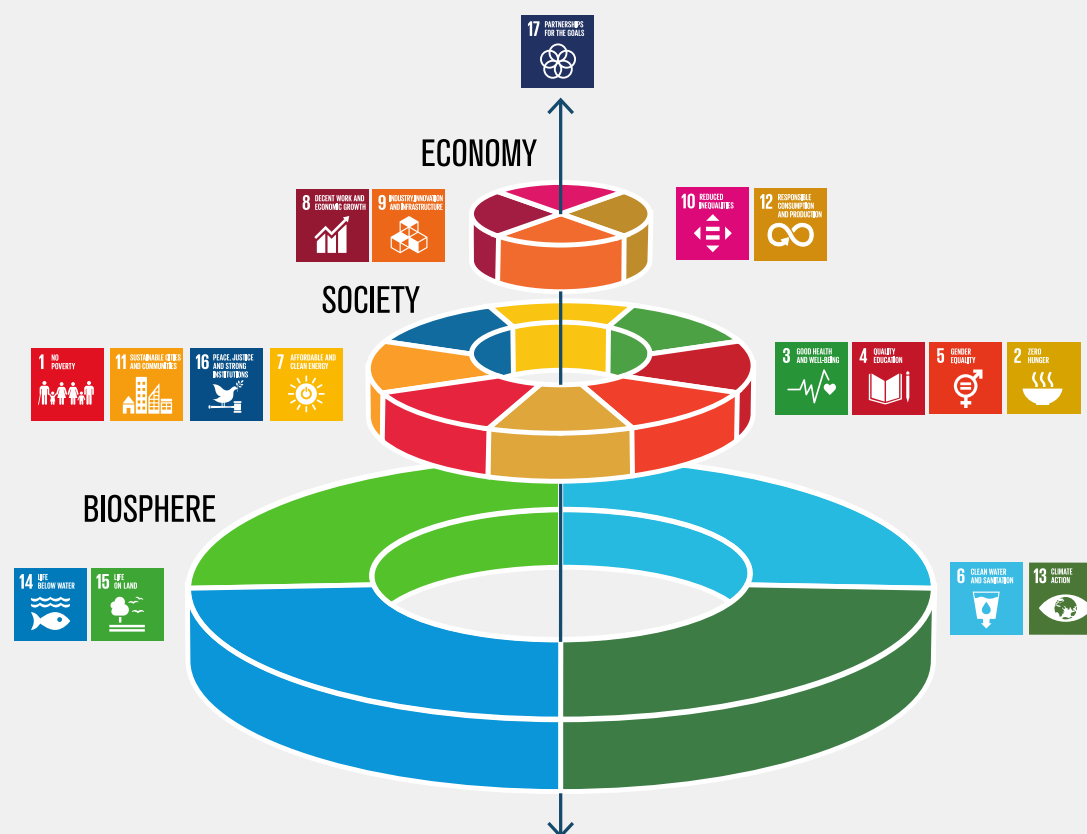
Source: Stockholm Resilience Centre (2016), *The SDGs Wedding Cake,* Stockholm Resilience Centre, Stockholm University, Stockholm, (online), available at: https://www.stockholmresilience.org/.

Credit: Azote for Stockholm Resilience Centre, Stockholm University, CC BY-ND 3.0.

The interdependence of the SDGs can be illustrated by the *SDGs Wedding Cake*[3] developed by the Stockholm Resilience Centre (SRC). The illustration, as showcased in figure 1.1, highlights how the three pillars of sustainable development are aligned with the 17 SDGs. The base of the cake is related to **the environment** (biosphere) **goals** – SDGs 6, 13, 14 and 15 – which forms the foundation of the development model. These goals focus on biosphere protection by combating climate change and protecting oceans and terrestrial ecosystems, which form the basis of a thriving and sustainable **society** as represented by SDGs 1, 2, 3, 4, 5, 7, 11 and 16 (second layer). Achieving these goals will lead to a prosperous **economy,** as depicted by the remaining SDGs 8, 9, 10 and 12. The *SDGs Wedding Cake* illustrates the interdependence and multidisciplinary nature of each SDG, thus highlighting a comprehensive need to understand all facets of development.

Partnerships and pragmatism, as defined in SDG 17, are at the core of the SDGs. They require the collaboration of civil society and of all socioeconomic stakeholders, both public and private, to ultimately ensure that all facets of development are included, recognized and safeguarded for future generations. It is therefore important to approach the SDGs in an integrated manner, acknowledging the interdependence of the goals and the need for a holistic approach to sustainable development.

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3 Stockholm Resilience Centre (2016), *The SDGs Wedding Cake,* Stockholm Resilience Centre, Stockholm University, Stockholm, (online), available at: https://www.stockholmresilience.org/.
   Credit: Azote for Stockholm Resilience Centre, Stockholm University, CC BY-ND 3.0.

All member states are expected to integrate the SDGs and related targets within their development policies, programmes and projects, so as to support and ensure a global development approach. As background reference it should be noted that 21 SDGs targets[4] were meant to be achieved in 2020; their ongoing relevance, however, means that despite retaining 2020 as their reference year, they will be carried over to 2030, thus ultimately raising the ambition of the 2030 Agenda as a whole.

BOX 1.1   SDGS PROGRESS AND REVIEW

How do we know if we are on track?

1. **Annual SDGs progress report**
   Progress on each of the 169 targets is measured using 231 global indicators. Every year, the UN Secretary-General presents an annual report on the *Progress towards the Sustainable Development Goals,* which is developed in cooperation with the UN System and based on the global indicator framework and data produced by national statistical systems and information collected at the regional level.[a]

2. **High Level Political Forum (HLPF)**
   The HLPF is the main United Nations platform on sustainable development. It has a central role in following up and reviewing the 2030 Agenda for Sustainable Development and the SDGs at a global level. Regular reviews by the HLPF are to be voluntary, state-led, undertaken by both developed and developing countries, and involve multiple stakeholders.[b]

3. **Voluntary National Reviews (VNRs)**
   The VNRs aim to facilitate the sharing of experiences, including successes, challenges and lessons learned, with a view to accelerating the implementation of the 2030 Agenda. The VNRs also seek to strengthen policies and institutions of governments and to mobilize multi-stakeholder support and partnerships for the implementation of the Sustainable Development Goals.[c]

4. **Voluntary Local Reviews (VLRs)**
   The VLRs hold no official status. However, local and regional governments are increasingly engaging in such subnational reviews of SDGs implementation. These subnational reviews can help to reinforce vertical coherence and complement and contribute to the national Voluntary National Reviews of SDGs implementation.[d]

Notes: For more information, please consult:
a)   United Nations Department of Economic and Social Affairs (n.d.), *Sustainable Development Goal Indicators – Reports,* United Nations, New York, (online), available at: https://unstats.un.org/sdgs [31-03-2023].
b)   United Nations Department of Economic and Social Affairs (n.d.), *High Level Political Forum,* United Nations, New York, (online), available at: https://hlpf.un.org/ [31-03-2023].
c)   United Nations Department of Economic and Social Affairs (n.d.), *Voluntary National Reviews,* United Nations, New York, (online), available at: https://hlpf.un.org/ [31-03-2023].
d)   United Nations Department of Economic and Social Affairs (n.d.), *Voluntary Local Reviews,* United Nations, New York, (online), available at: https://sdgs.un.orgs [31-03-2023].

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4   The following 21 SDGs targets were meant to be achieved in 2020:
     2.5 | 3.6 | 4.b | 6.6 | 8.6 | 8.b | 9.c | 11.b | 12.4 | 13.a | 14.2 | 14.4 | 14.5 | 14.6 | 15.1 | 15.2 | 15.5 | 15.8 | 15.9 | 17.11 and 17.18.

1.2
TOURISM AND THE SDGS

Out of the 169 targets of the 17 SDGs, tourism is explicitly mentioned in Targets 8.9, 12.b and 14.7. The sector's contribution has been recognized in:

- Inclusive and sustainable economic growth through Target 8.9: "by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products".

- Sustainable consumption and production with Target 12.b: "develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products"; and

- The sustainable use of oceans and marine resources as per Target 14.7: "by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture, and tourism".

However, **tourism's reach expands further beyond these featured targets.** Tourism brings immense opportunities to contribute, directly or indirectly, to the overall achievement of the 2030 Sustainable Development Agenda. The cross-cutting nature of tourism spans from empowering women, particularly through the provision of direct jobs and income from all types of tourism businesses (SDG 5 – gender equality), to highlighting tourism's role to accelerate climate action (SDG 13), and the list continues, as can be seen in figure 1.2, page 22.[5]

1.2.1 SUSTAINABLE TOURISM

Tourism's potential, if harnessed properly, can directly or indirectly contribute to all 17 goals of the SDGs. This provides tourism policymakers and all stakeholders along the tourism value chain (see section 1.2.2) with the opportunity to play a key role in placing tourism high on the national agenda. As highlighted in box 1.2, it is important to understand that all types of tourism, if responsibly managed, have the potential to contribute to the SDGs.

BOX 1.2   WHAT IS SUSTAINABLE TOURISM?

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and sociocultural aspects of tourism development – and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity;

2. Respect the sociocultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance; and

3. Ensure viable, long-term economic operations, providing socioeconomic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience for tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Source: United Nations Environment Programme and World Tourism Organization (2005), *Making Tourism More Sustainable – A Guide for Policy Makers,* UNWTO, Madrid/UNEP, Nairobi, URI: https://wedocs.unep.org/20.500.11822/8741.

Figure 1.2: Connection between tourism and the Sustainable Development Goals (SDGs)

Tourism and SDG 1 – No Poverty

Tourism can contribute to poverty reduction both in a direct manner – by generating jobs in tourism businesses or creating opportunities to supply goods and services to tourists and tourism businesses or to establish/run micro-, small and community-based tourism businesses – and, in an indirect manner, by using income generated tourism-related taxes and fees for initiatives addressing poverty reduction or investments in infrastructure stimulated by tourism development from which people living in poverty in a destination may also benefit.

Tourism and SDG 2 – No Hunger

Tourism can spur sustainable agriculture, and its full integration in the tourism value chain, by promoting the sustainable production and supplies of food and beverages to tourism businesses and tourists. Agritourism can generate additional income, while enhancing the value of the tourism experience and local farmers' capacity. The infrastructure needed for the development of tourism would also contribute to a stable supply of goods and services in the region, including food.

Tourism and SDG 3 – Good Health and Well-Being

The link between tourism, health and well-being has been highlighted during the COVID-19 pandemic as the sector depends on contact-intensive services. A destination with clean and hygienic tourism businesses and facilities, prevention plans and guidelines, to name only a few, is in a better position to restore consumer confidence – key for the economic recovery of the tourism sector during and after any health crisis. At the same time, taxes generated from tourism activities can be reinvested in improving health care and services of the local community.

Tourism and SDG 4 – Quality Education

Tourism requires a large workforce. Thus, it has the potential to promote sustainable and inclusive socioeconomic development; and skillful workers are key for a sustainable tourism sector to prosper. Education programmes tailored to tourism businesses and their workers can increase opportunities for career growth, development and provide the knowledge and the skills necessary to succeed in the field. Furthermore, tourism stakeholders may play a significant role in sensitizing clients and local communities on their contribution to the SDGs.

Tourism and SDG 5 – Gender Equality

Tourism is one of the sectors with the highest share of women who are employed or entrepreneurs, although women working in tourism are often concentrated in low-skilled or informal work. The sector can be a tool for women to unlock their potential, helping them become fully engaged and leading in every aspect of society. It can empower women in multiple ways, particularly through the provision of jobs and through income-generating opportunities in small- and larger-scale tourism and hospitality-related enterprises.

Tourism and SDG 6 – Clean Water and Sanitation

Tourism investment for utilities can play a critical role in achieving water access and security, as well as hygiene and sanitation for all in tourism destinations and their surroundings. The efficient use of water in tourism, coupled with appropriate safety measures, wastewater management, pollution control and technology efficiency can be key to safeguarding our most precious resource.

Tourism and SDG 7 – Affordable and Clean Energy

Tourism is an energy-intensive sector; however, it can champion and accelerate the shift towards increased renewable energy shares in the global energy mix and prioritize energy efficiency across operations. The sector can be at the origin of the implementation of renewable energies in a local community. By promoting investments in clean energy sources, as well as advancing innovative solutions, tourism can help to reduce greenhouse gas (GHG) emissions, mitigate climate change and contribute to access to energy for all.

Tourism and SDG 8 – Decent Work and Economic Growth

Tourism is one of the driving forces of global economic growth and is considered an effective sector for achieving decent work[1] and economic growth in developing countries, especially so for the least developed countries (LDC) and landlocked developing countries (LLDCs) – a recognition reflected explicitly in Target 8.9.
Responsible and sustainable management of tourism will unlock tourism's potential to stimulate job creation, particularly for vulnerable groups, contribute to rural development, favour economic diversification through the tourism value chain, promote cultural awareness and inclusiveness, and help preserve local cultural traditions, among others.

Tourism and SDG 9 – Industry, Innovation and Infrastructure

Sustained investment in infrastructure and innovation is a crucial driver of economic growth and development. Tourism development relies on good public and private infrastructure. The sector can influence public policy for infrastructure upgrade and retrofit to be more sustainable, innovative, and resource-efficient, and moving towards low carbon growth, thus attracting tourists and other sources of foreign investment.

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1   The International Labour Organization (ILO) defines *decent work* as work that is productive and delivers a fair income, security in the workplace and social protection for all, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men.
International Labour Organization (n.d.), *'Decent Work'*, ILO, Geneva, (online), available at: https://www.ilo.org/ [31-03-2023].

Tourism and SDG 10 – Reduced Inequalities

Tourism can be a powerful tool for reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism serves as an effective means for economic integration and diversification, and poverty reduction. It can impact on earned income and people's livelihoods, development of local and rural economies, as well as on the natural and cultural environment. Furthermore, it can contribute to urban renewal and rural development by giving people the opportunity to prosper in their place of origin.

Tourism and SDG 11 – Sustainable Cities and Communities

A city that is not good for its citizens is not good for tourists. Tourism can help advance urban infrastructure and accessibility, promote regeneration, and preserve cultural and natural heritage – assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities, not only for residents but also for tourists.

Tourism and SDG 12 – Responsible Consumption and Production

The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. It is imperative to identify key points of intervention within the tourism value chain to optimize the use of natural resources and reduce environmental impacts caused by production and consumption. Tools to monitor sustainable development impacts of tourism (as explicitly mentioned in Target 12.b) – including for energy, water, waste, biodiversity and job creation – will result in enhanced economic, social and environmental outcomes.

Tourism and SDG 13 – Climate Action

Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change, both by implementing adaption and mitigation measures. By reducing its carbon footprint, primarily in the transport and accommodation industries, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time.

Tourism and SDG 14 – Life Below Water

Coastal and maritime tourism rely on healthy marine ecosystems. Thus, tourism development should be an integral part of the management of these environments, in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, contributing to the sustainable use of marine resources. In some destinations, marine resources are the main source of income, therefore their protection is crucial. The economic benefits of tourism in relation to life below water have been further solidified by the explicit mention of tourism in Target 14.7.

Tourism and SDG 15 – Life on Land

Rich biodiversity and natural heritage are often the main reasons why tourists visit a destination. The sector is in a strategic position to foster an appreciation of local knowledge of biodiversity, establish clear links between biodiversity conservation and community health and welfare, and provide active actions that can be taken by tourism stakeholders to protect and restore life on land. Tourism can play a major role if sustainably managed in fragile zones, not only in conserving and preserving biodiversity, but also in generating revenue as an alternative livelihood to local communities.

Tourism and SDG 16 – Peace, Justice and Strong Institutions

As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster multicultural and interfaith tolerance and understanding, laying the foundation for more peaceful societies. Tourism can promote human rights and access to justice by supporting local communities and businesses that operate in an ethical and sustainable manner, creating a culture of respect for the rule of law and human rights. Well-planned and coordinated efforts are key to limit the negative impact that tourism activities may have on the public security of a destination.

Tourism and SDG 17 – Partnerships

Due to its cross-sectoral nature, tourism can strengthen public-private-community partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core of achieving the 2030 Agenda. Tourism development contributes to all goals, not just for those involved in tourism, as the development of the sector can mandate a wider range of effects through diverse partnerships.

1.2.2   THE TOURISM VALUE CHAIN

The complexity of the tourism sector can be seen in the tourism value chain as defined in box 1.3 and represented in figure 1.3. It shows a broad range of activities from the place of origin to the tourist's destination. The potential for development of tourism is boosted when the linkages on the tourism value chain are optimized and leakages minimized.

BOX 1.3
UNWTO DEFINITION OF *TOURISM VALUE CHAIN*

UNWTO defines the *tourism value chain* as "the sequence of primary and support activities which are strategically fundamental for the performance of the tourism sector. Linked processes such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services are the key primary activities of the tourism value chain. Support activities involve transport and infrastructure, human resources development, technology and systems development and other complementary goods and services which may not be related to core tourism businesses but have a high impact on the value of tourism".

Source: World Tourism Organization (2019), *UNWTO Tourism Definitions,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284420858.

If managed properly, with the full engagement of communities, workers and tourists, the tourism value chain offers opportunities for multi-faceted growth that can contribute to poverty reduction, as well as the creation of job opportunities. For example, the wide range and breadth of the tourism value chain as defined in box 1.3 allows for sustainable tourism to be used as a versatile instrument for sustainable development in international development cooperation.

Figure 1.3 provides a simplified illustration of the tourism value chain and its relationships with the different SDGs:[6]

- The first layer represents the tourism journey, from a place of origin to a destination, embedded in the tourism assets (third layer, described below) and highly dependent on social and economic linkages with key primary and support activities (second layer below). Consumption activities by tourists, like eating or shopping, etc. require other sectors to produce goods and services like food industries, handicrafts, cultural goods, sport activities, etc. The related SDGs are those on which tourism activities can have a direct economic impact, enhancing prosperity and reducing poverty, while adopting responsible patterns of consumption and production.

- The second layer includes key primary activities and support activities, as defined in box 1.3 above. The related SDGs are mainly those concerning partnerships in human societies and political governance supported by different national and local institutions, as well as water and energy, social activities like health and education and the different sectors that support tourism such as agriculture, infrastructure and others.

- The third and final layer consists of tourism assets, such as climate or natural and cultural resources – which often define the type and attraction of a destination. The related SDGs are those linked to the planet and life on the planet.

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6   For a more complete illustration of the tourism value chain, please consult: World Tourism Organization (2013), *Sustainable Tourism for Development Guidebook – Enhancing capacities for Sustainable Tourism for development in developing countries,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284415496.

Figure 1.3: Tourism Value Chain and SDGs

Tourism value chain and SDGs

FROM ORIGIN TO DESTINATION

Planning and booking from place of origin

Tour operators, travel agencies, online booking, etc.

TRAVEL

Airlines, car rental, train, bus and ferry companies, taxis, informal transportation, etc.

ACCOMMODATION

Hotels, guest houses, apartments, shared rental, campings, etc.

FOOD AND BEVERAGE

Restaurants, itinerant food trucks, kiosks, bars, night clubs, etc.

LEISURE ACTIVITIES

Guides, tours, shows, shopping, sport and adventure, wellness, etc.

Support activities:

- Water and energy supply

- Education, banking, insurance, legal services, health, human resource development, wellness, sport, etc.

- Transport sector, infrastructure, including construction material, technology and systems development, textile, furniture, handicrafts, consumables, agriculture, fisheries, food industries, creative industries, etc.

Key primary activities:

- Product development and packaging, communications, promotion, branding and marketing, quality control, distribution and sales and destination operations and services
- Governance, policy making and planning: support institutions at national and local levels, including DMOs

Natural assets: oceans, land and climate, natural and cultural heritage

To ensure the contribution of the tourism sector to the achievement of the SDGs, it is crucial to have a holistic and integrated policy framework and an effective and accountable system of governance that enables and encourages multi-stakeholder collaboration in tourism planning, development and management. A systematic assessment of the tourism value chain can be used to analyse opportunities to increase values through collaborative actions of tourism stakeholders, and can be a useful tool to trace income flow in the tourism sector.

For example:

- The growing popularity of gastronomy tourism offers travellers valuable opportunities to experience culture through local cuisine, which can lead to cultural appreciation and economic benefits across the value chain, such as improving the availability and accessibility of supplies from local farmers and producers.[7]

- In hotels, a wide range of local job opportunities extends beyond housekeeping and restaurant staff. Various specialized vendors play a crucial role in supporting the local hotel industry. For instance, electrical engineers oversee the management of lighting, air conditioning and other essential facilities. Boiler engineers ensure the proper functioning of hot water boilers in bathrooms and kitchens. Linen supply and uniform cleaning businesses also provide their services. Moreover, amenities like shampoo are manufactured and delivered, while there are individuals responsible for maintaining the hotel garden landscapes.[8]

- For sports events, besides athletes and organizers, there are many other specialists that support the game. For example, venue security guards must be provided with uniforms, catering, radio equipment etc.; the smooth running of the events requires signage production and set-up companies together with audio and visual specialists – all of which have different providers. These specialists and vendors will need to procure materials or outsource to another businesses, thus extending the tourism value chain widely.[9]

In recognition of the importance of aligning tourism development with the SDGs, the formulation of project-based indicators can be a useful tool for ensuring that tourism projects contribute to the achievement of the SDGs. By defining indicators that are specific to the project, project managers would better track progress towards the achievement of the SDGs, which will be the focus of the next chapter.

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7   For more information on the value chain of gastronomy tourism, please consult: World Tourism Organization and Basque Culinary Center (2019), *Guidelines for the Development of Gastronomy Tourism,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284420957.

8   Information from: Tokyo Convention & Visitors Bureau (2023), *Visualization of the width of the Tourism Industry in Tokyo, Tourism Value Chain,* TCVB, Tokyo, (online), available at: https://www.tcvb.or.jp/jp/project/research/theme/ [31-03-2023] (only in Japanese).

9   Ibid.
    For further information on Mega events, please consult: World Tourism Organization (2017), *Maximizing the Benefits of Mega Events for Tourism Development – Cases from the Olympics,* FIFA World Cup and Expo, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284418923.

02
WHY THIS TOOLKIT IS NEEDED

2.1
OBJECTIVES AND EXPECTED RESULTS OF THE TOOLKIT

Tourism development projects have great potential to contribute to the 2030 Agenda for Sustainable Development through their implementation and impacts. However, due to the lack of systematic measurement of tourism project impacts, outputs and inputs against the SDGs, it has been challenging to assess the contribution of each project to the achievement of the goals in an objective and harmonized manner.

As a result, there is an insufficient understanding of the importance of the role of tourism development[10] and there are difficulties in building on lessons learned from existing projects. In addition, the indicators that are currently often used to measure the impact of a tourism project tend to lean towards a specific aspect of tourism, such as the number of travellers or tourism expenditures, which does not capture the multifaceted impacts of tourism.

For the purposes of this Toolkit, the term *project* is not intended to be used in the strictest sense. A project may not just be a planned activity or interrelated activities designed to achieve certain specific objectives within a given budget, organizational structure and specified time period. It can also be made in reference to an initiative, an intervention, a pilot experiment, an activity through the production of a research publication, organization of a conference, a social media campaign, revision of a legal framework, a capacity building activity or others.

BOX 2.1   WHAT IS A *PROJECT?*

Simply put, a project is a series of tasks that need to be completed to reach a specific outcome; a group of inputs and outputs required to achieve a particular goal. Depending on the size and scope of the project, these tasks may be simple or elaborate, but all projects can be broken down into objectives and what needs to be done to achieve them. A project creates something that did not previously exist, with a clear start and end date, together with defined resources.

Projects are often confused with processes and programmes. For definitions of key project management terms, see box 3.1 (pp. 42-43).

The **overall purpose** of this Toolkit is to present a set of project-based tourism indicators to assess the impact of tourism projects on the achievement of the SDGs. This set of common and integrated indicators is essential to better monitor and measure the outputs, outcomes and impacts of tourism projects – in all stages of the project cycle.

10 The importance of the tourism sector for sustainable development, of both developing and developed nations, has been widely acknowledged. See: United Nations (2020), *Policy Brief: COVID-19 and Transforming Tourism,* UN, New York, (online), available at: https://digitallibrary.un.org/ [31-03-2023].

The Toolkit will create a shared understanding of how the tourism sector can most effectively contribute to the SDGs and the implications of the SDGs for the tourism sector, by:

- Enhancing awareness of the SDGs from the perspective of tourism at local, national or international levels;

- Recognizing the potential of tourism in the achievement of the SDGs;

- Setting appropriate indicators for tourism projects in line with the SDGs;

- Monitoring the progress of a tourism project by collecting data on the set of indicators;

- Grasping the gap between the initial project plan and the actual result, and analysing the reasons for it;

- Raising the profile of sustainable tourism in public policies, financing frameworks and business operations that target achievement(s) of the SDGs;

- Improving partnerships between different sustainable development and tourism stakeholders, in SDGs awareness, engagement and implementation; and

- Catalyzing increased official development assistance (ODA) and Aid-for-Trade flows from international and national development partners (donors).

Furthermore, the Toolkit will provide elements to measure the transformative power of tourism at all levels, and the spill-over effects of investments and interventions in the sector, while aligning tourism projects with the SDGs.

2.2
WHY A SET OF PROJECT-BASED TOURISM INDICATORS?

Currently, there are no common, objective evaluation systems or specific sets of indicators for measuring the impact of tourism development projects for the achievement of the SDGs. In order to address this problem, this Toolkit presents indicators that measure the impact of tourism development on the achievement of the SDGs, at project level. Using indicators to verify contributions is expected to demonstrate the importance of development aid and promote the effective use of tourism development assistance. Indicators can help measure progress and assess the impact of tourism development projects, providing evidence of their effectiveness in achieving their intended goals.

By tracking progress against SDGs targets, stakeholders can identify areas for improvement and make necessary adjustments to project objectives. This approach ensures that tourism development is aligned with a comprehensive framework for sustainable development, and that projects are contributing to the achievement of the SDGs. The use of indicators can help promote a more evidence-based approach to tourism development, leading to more effective use of resources and greater impact on local and regional development.

The proposed project-based indicators provide a valuable tool for assessing the contribution of tourism at different levels, with an approach tailored to the scale of a project and its stakeholders. The Toolkit recognizes the importance of all actions, including those that may be small in scale, but have a significant impact on the ground, towards the achievement of the SDGs. This approach helps to engage and involve different tourism stakeholders in the process, making them feel part of the effort to achieve the SDGs.

> **BOX 2.2 WHAT ARE *INDICATORS?***
>
> An *indicator* is a quantifiable measure that can be used to determine how well goals are being met. Indicators are a simple and easy-to-use instrument to measure performance, impact of processes and activities and can hint to future results. They are essential to translate a strategic plan into manageable, operational actions, based on the data collected and monitored and to understand the progress of an activity, and provide reliable, real-time information for effective decision-making.
>
> Note: For a more thorough definition of indicators and other key project management terms, see box 3.1 (pp. 42-43).

The set of tourism project-based indicators presented in this Toolkit is not intended to be exhaustive, as each project may have unique objectives and approaches to address a specific issue. Instead, it provides a framework for developing indicators that can be adapted and customized based on the specific context and goals of each project. Thus, it can create a tremendous number of combinations and solutions that require even more specific indicators.

Nonetheless, the indicators identified in this Toolkit already provide a good base for understanding the contribution of tourism for the achievement of the SDGs, beyond the three official SDG targets that explicitly mention tourism. The interconnectedness of the SDGs, coupled with the cross-cutting nature of tourism, implies that some project indicators are repeated under the same SDGs or targets, as shall be seen in part II of this Toolkit.

2.3
IS THIS ANOTHER SET OF INDICATORS?

The indicators presented in this Toolkit cater to the needs of project managers and project teams who plan, implement and monitor tourism projects. It also supports the work of policymakers and tourism stakeholders at large and aligns with and complements existing frameworks and systems.

2.3.1   UNITED NATIONS GLOBAL INDICATOR FRAMEWORK AND THE TOOLKIT

On 6 July 2017, the United Nations General Assembly (UN GA) adopted the Global Indicator Framework[11] to measure and track the progress of implementation of the SDGs, contained in the Resolution adopted by the General Assembly on Work of the Statistical Commission pertaining to the 2030 Agenda for Sustainable Development (A/RES/71/313).[12] This Global Indicator Framework will be refined annually and reviewed comprehensively.

While the Global Indicator Framework is measured at global/national level, the set of indicators in this Toolkit is project-based and focusses on a different audience. Each project-based tourism indicator identified in the Toolkit is specifically tailored with a tourism angle and matched with different related SDG targets.

More importantly, **the set of project-based tourism indicators presented in this Toolkit will not replace** the official Global Indicators of SDGs. It will provide tourism-related indicators on project level that present the connection of tourism with all SDGs and its relevant targets (going beyond the three SDGs where tourism is explicitly mentioned), and concurrently, showing the interlinkages of all goals.

2.3.2   SUSTAINABLE TOURISM MEASUREMENT SYSTEMS AND THE TOOLKIT

There are several sustainable tourism measurement systems[13] available (see box 2.3) – and more will probably be developed in the future. Existing systems are valid and valuable to the measurement of the sustainability of tourism, as well as the contribution of the sector to the socioeconomic development of societies.

Most were shaped to respond to the need of measuring the impact of tourism in a specific area or pillar of sustainability in a determined level of governance, or to assess the contribution of specific types of stakeholders.

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11   United Nations, several documents: Global Indicator Framework adopted by the General Assembly in A/RES/71/313 (Annex), annual refinements contained in E/CN.3/2018/2 (Annex II), E/CN.3/2019/2 (Annex II), 2020 Comprehensive Review changes (Annex II) and annual refinements (Annex III) contained in E/CN.3/2020/2 annual refinements contained in E/CN.3/2021/2 (Annex). E/CN.3/2022/2 (Annex I), and Decision (53/101) by the 53rd United Nations Statistical Commission (E/2022/24-E/CN.3/2022/41).

12   United Nations (2017), *Resolution adopted by the General Assembly on 6 July 2017 – Work of the Statistical Commission pertaining to the 2030 Agenda for Sustainable Development.* A/RES/71/313, UN, New York, (online), available at: https://undocs.org/A/RES/71/313 [31.03.2023].

13   Sustainable tourism measurement systems are an organized structure to measure the contribution of the economic, environmental and social dimensions of sustainability from a tourism activity.

These systems, most of the time, do not provide indicators but present criteria or areas that need to be measured and monitored (unless certification is one of the services provided). Due to the nature and purpose of these systems, the relation with and correspondence to the SDGs, where it exists, is mainly analysed at the Goal, but not at a target level.

In recognition of the above, **the set of project-based tourism indicators in this Toolkit does not aim to replace** **nor compete** with these systems that measure sustainable tourism; it rather complements the systems. This Toolkit presents project-level indicators per relevant SDG targets and indicates how these can be achieved through planning or implementing tourism projects.

Tourism stakeholders are encouraged to utilize available tourism measurement systems as and when appropriate. Box 2.3 below lists some examples of sustainable tourism measurement systems.

BOX 2.3 EXAMPLES OF SYSTEMS THAT PROMOTE THE MEASUREMENT OF SUSTAINABLE TOURISM AND OF SUSTAINABLE TOURISM CERTIFICATION SCHEMES

1. **Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)**[a]
   UNWTO is working on the development of the **SF-MST,** an organizing structure for integrating statistics on the economic, environmental and social dimensions of sustainable tourism.

2. **UNWTO International Network of Sustainable Tourism Observatories (INSTO)**[b]
   UNWTO INSTO monitors the economic, environmental and social impact of tourism at the destination level. The initiative builds on UNWTO's long-standing commitment to the sustainable and resilient growth of the sector through measurement and monitoring, and supporting evidence-based management of tourism. INSTO supports and connects destinations committed to regular monitoring and participatory approaches and transparency. All elements are considered essential for building sustainable tourism.

3. **Global Sustainable Tourism Council (GSTC)**[c]
   The **GSTC** Criteria are an effort to come to a common understanding of sustainable tourism. The Criteria are part of a global standard for sustainability in travel and tourism and used for education and awareness-raising, policymaking for businesses, government agencies and other organization types, as well as measurement and evaluation. The GSTC accredits certifying bodies that will then certify operators or destinations.

4. **Japan Sustainable Tourism Standard for Destinations (JSTS-D)**[d]
   The **JSTS-D,** based on and recognized by the GSTC Criteria for Destinations, was developed and published in 2020 by the Japan Tourism Agency (JTA), Ministry of Land, Infrastructure, Transport and Tourism. JSTS-D consists of 47 criteria with added Japan-specific features, to promote effective and sustainable tourist destination management by local authorities and destination management organizations (DMOs).

5. **European Tourism Indicator System (ETIS)**[e]
   The **ETIS** is a management, information and monitoring tool specifically intended for tourism destinations. It is designed as a locally-owned and -led process for collecting and analysing data with the overall objective to assess the impact of tourism on a destination.

6. Global Reporting Initiative (GRI) Standards[f]

The **GRI Standards** help organizations being transparent and taking responsibility for their impacts by publicly reporting the impacts of their activities in a structured way that is transparent to stakeholders and other interested parties.

7. Total Official Support for Sustainable Development (TOSSD)[g] **and Official Development Assistance (ODA)**

TOSSD and ODA systems that track the resources in support of the SDGs, including in tourism. Developed by the International TOSSD Task Force[h], it is a new international standard for measuring the full array of resources in support of the 2030 Agenda that requires a reporting of SDG-relevant public investments against SDG Targets.

Notes: For more information, please consult:

a) World Tourism Organization (n.d.), 'Statistical Framework for Measuring the Sustainability of Tourism', UNWTO, Madrid, (online), available at: www.unwto.org [31-03-2023].

b) World Tourism Organization (n.d.), 'UNWTO International Network of Sustainable Tourism Observatories', UNWTO, Madrid, (online), available at: http://insto.unwto.org/ [31-03-2023].

c) Global Sustainable Tourism Council (n.d.), 'GSTC Criteria Overview', (online), available at: https://www.gstcouncil.org/gstc-criteria/ [31-03-2023].

d) Japan Tourism Agency (2020), J*apan Sustainable Tourism Standard for Designations (JSTS-D),* in Japanease, JTA, (online), available at: https://www.mlit.go.jp/kankocho/content/001350848.pdf [31-03-2023].

e) European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (2017), *The European Tourism Indicator System: ETIS toolkit for sustainable destination management,* Publications Office, Luxembourg, DOI: https://data.europa.eu/doi/10.2873/983087.

f) Global Reporting Initiative (n.d.), *The Global Standards for Sustainability Impact,* GRI, Amsterdam, (online), available at: https://www.globalreporting.org/standards/ [31-03-2023].

g) Organisation for Economic Co-operation and Development (n.d.), 'What is TOSSD?', OECD, Paris, (online), available at: https://www.tossd.org [31-03-2023].

h) Organisation for Economic Co-operation and Development (n.d.), 'International Task Force', OECD, Paris, (online), available at: https://www.tossd.org/task-force/ [31-03-2023].

2.4
HOW THE INDICATORS WERE SELECTED – A METHODOLOGICAL NOTE

The project-based tourism indicators in this Toolkit were developed on the analysis of the 169 SDG targets, which provide a more consistent and reliable foundation. As the official Global Indicators are subject to annual revisions,[14] additionally, this methodological decision aligns the Toolkit with the OECD-DAC TOSSD (see box 2.3) that also uses the SDGs targets as a connector to the SDGs in their annual reporting. This will make tourism projects, that use this Toolkit to identify their project indicators, easier to report to the OECD-DAC by the respective donors.

Targets which tourism has the potential to contribute to were identified and corresponding project-based tourism indicators were developed by analysing:

1. The goals, targets and global indicators (including the official indicators metadata)[15];
2. Existing sources, primarily work produced by UNWTO, JICA and their partners, UN entities, SDG Compass[16] and UN Global Compact[17] (for activities related to the private sector); and
3. Projects and initiatives implemented by different entities including JICA and UNWTO.

2.4.1   NATURE OF INDICATORS

When creating the non-exhaustive set of indicators, it was essential that the project-based tourism indicators would be simple and straightforward in nature and could be used in any kind of tourism project, by all types of tourism stakeholders and interested parties.

All the project-based tourism indicators are meant to:

- Be simple, realistic, measurable, verifiable (source of data)[18] and referable within the scope and framework of a project;

- Use simple measurement units such as a number, percentage (%), currency or 'Yes/No' replies;[19]

- Be adequate to monitor and measure the outputs, outcomes and impact of a project and its connections with the SDGs across time. However, a few indicators are more appropriate for impact measurement only. These particular cases are highlighted in

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14   Resolution adopted by the General Assembly on Work of the Statistical Commission pertaining to the 2030 Agenda for Sustainable Development (A/RES/71/313), Annex. According to the Resolution, the indicator framework will be refined annually and reviewed comprehensively by the Statistical Commission at its fifty-first session in March 2020 and its fifty-sixth session, to be held in 2025.

United Nations (2017), *Resolution adopted by the General Assembly on 6 July 2017 – Work of the Statistical Commission pertaining to the 2030 Agenda for Sustainable Development.* A/RES/71/313,UN, (online), available at: https://undocs.org/A/RES/71/313 [31.03.2023].

15   The Indicators Metadata Repository reflects the latest reference metadata information provided by the UN System and other international organizations on data and statistics for the Tier I and II indicators in the global indicator framework.

16   The SDG Compass provides guidance for companies on how they can align their strategies as well as measure and manage their contribution to the realization of the SDGs. For more information, please consult: SDG Compass (n.d.), *Inventory of Business Indicators,* SDG Compass, (online), available at: https://sdgcompass.org [31.03.2023].

17   The UN Global Compact provides a universal language for corporate responsibility and provides a framework to guide all businesses regardless of size, complexity or location. For more information, please consult: United Nations Global Compact (n.d.), *Making Global Goals Local Business,* UN Global Compact, New York, (online), available at: https://unglobalcompact.org/ [31.03.2023].

18   Data sources may include official statistics from both national institutions, at different territorial scale, and international organizations. Ground-breaking, innovative tourism projects adventuring in areas not yet studied or measured, might face challenges due to lack of data; thus, the project itself might have to cover the need to create data. This shortfall will be identified when a project is being designed or at an inception phase.

19   In 'Yes/No' replies, it is possible to further breakdown the replies in order to get more detailed, valuable information. For example, "Does the destination have a crisis management strategy? If yes, are there training activities for all types of tourism workers? If yes, please detail further [...]".

the explanations of the indicators (in part II of the Toolkit);

- Be adaptable to a specific circumstance. The indicators proposed in this Toolkit may be adapted, modified and/or combined as appropriate and according to the characteristics unique to each project;[20] and

- Have a baseline and target. The performance of the result of a project is measured with a set of collected values (or measurements) for each indicator identified at a specific point in time (date):

  ▪ Baseline – used as a reference point value at the beginning of a project;

  ▪ Current value – a progress measurement value to date (periodicity of reporting is set in the project); and

  ▪ Target – prediction of expected end/intermediate value for future dates (during or at the end), determined in the project.

Each project has its own specific objectives, as well as different solutions to address a problem; thus, it may create a wide variety of combinations of indicators or might require more specific, tailored indicators.

2.4.2 WHY ARE SOME TARGETS NOT SELECTED?

Although tourism can contribute to many SDGs targets, its direct contribution cannot be fully demonstrated or measured for all targets yet. This may be for various reasons, but mainly due to the impossibility to demonstrate or measure a direct contribution of the sector to a target.

In certain cases, the influence of the sector in determined areas is so insignificant that it was difficult to agree on whether to select a target or not. It was therefore decided to include one last section in each chapter of the goals that refers to the non-selected targets and further explains the reasoning for the exclusion.

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20 Depending on the scope of a project, it may be required to adapt some indicators to include more qualitative aspects, for example, a project that includes indicators that acknowledge the existence of or simply count the number of existing policies, measures, action plans, etc. may be further enhanced by also looking into the type and quality of these policies, measures, action plans, etc.

03
HOW TO USE THE TOOLKIT

The Toolkit does not intend to be a manual on project management. However, it is important to understand who, when and how to use the indicators of the Toolkit vis-à-vis the project cycle.

There are many general project management methodologies, following common, basic principles. The most widely known and commonly used are PRINCE2®[21], PMI's PMBOK® Guide[22] or, in the case of sustainable tourism projects, PM4SD®[23]. Some entities have developed their own methodologies or guidelines that should be taken into consideration when these institutions are calling for a service/project, for example, the European Union[24] and others.

This section outlines a simplified project cycle consisting of the main phases of a project: Identification/planning, Design/preparation, Implementation/monitoring and Evaluation. It also describes the key actors and their roles in a language that is easy to understand for everyone, regardless the level of project management proficiency.

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21 PRINCE2® is a process-based method for effective project management and will give you the fundamental skills you need to become a successful project manager. It stands for Projects In Controlled Environments and is used and recognized all over the world.

PRINCE2 (n.d.), *What is PRINCE2?*, PRINCE2 (online), available at: https://www.prince2.com.

22 Project Management Institute (n.d.), *PMBOK® Guide?*, PMI, (online), available at: https://www.pmi.org.

23 PM4SD® (Project Management for Sustainable Development) is as a methodology for governments, organizations and individuals operating in the tourism and cultural sectors. Source: APMG International, (n.d.), *Project Management for Sustainable Development*, (online), available at: https://apmg-international.com/.

24 The European Commission has produced various guides to enhance staff capacity to analyse an intervention's context and engage in meaningful relations with stakeholders, including the Intervention Cycle Methodology Guide (ICM Guide).

For details, please consult European Commission (n.d.), *Intervention Cycle Methodology Guide*, EC, [online] available at: https://wikis.ec.europa.eu/display/ExactExternalWiki.

3.1
WHO SHOULD USE THE TOOLKIT – ROLES IN PROJECT MANAGEMENT

The main users of this Toolkit may be tourism project planners, project managers, project coordinators, project teams, project evaluators, project auditors or researchers, as the indicators may be used in each project phase: identification/planning, design/preparation, implementation, monitoring and evaluation.[25]

This Toolkit hopes to sensitize project managers and teams, among others, on the potential of tourism for contributing to sustainable development and achieving the SDGs. Project managers and teams are in a unique position to effectively plan tourism projects that align with the SDGs. The Toolkit provides indicators and guidance for analysing the contribution of a tourism project to related SDGs and their targets. By using these indicators, project teams can design and implement tourism projects that have a positive impact on the local community and environment and contribute to the achievement of the SDGs.

In a project, there are three major groups of actors, with specific roles in project management:

1. **Donor:**[26] The actor that requests the project and/or is funding it. This group may include an investor, a funding partner or similar.

2. **Project team:** including the project manager: The group of actors that will develop and implement a project.

3. **Beneficiary:** Those who benefit in whatever way from the results of the project.[27]

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25 Evaluators and auditors must base their work on the project document, which includes checking whether the project was/is being implemented and has achieved/is achieving the objectives as originally planned within the allocated resources. However, during a mid-term evaluation, the project stakeholders could agree to revise existing indicators (in full or just the disaggregation) or add new ones. In such situations, the project stakeholders could also consult this Toolkit to identify the appropriate indicators.

26 The donor is usually referred to as the client or customer of a project.

27 There are two categories: the *direct beneficiaries,* or target group(s), which represent the group or entity that will be mostly affected by the project; and the *indirect beneficiaries* that will also benefit from the project in the long term at the level of society or a sector at large.

TOURISM PROJECT STAKEHOLDERS
– SPECIFIC NOTE

Any individuals, groups of people, institutions or businesses that may have a relationship with a project and that may – directly or indirectly, positively or negatively – affect or be affected by this project, are usually known as *stakeholders.*

The actors involved in project management can be any type of stakeholders including the public sector at all levels of governance, the private sector (regardless of its size or type of business), academia, civil society organizations (CSOs), local communities and associations.

This also applies to tourism projects, where all tourism stakeholders can have a role in project management – from a more global level, such as an international organization, to a smaller level such as tourism destinations, local communities in a tourism destination, a municipality or villages. The possible combinations are endless, depending on the scope of a project, eligibility criteria, the donors' requirements, or conditions for project calls.

Therefore, it is essential for project teams to identify and engage with all relevant stakeholders to ensure that their concerns are considered and their support secured. This can help to ensure that the project is designed and implemented in a way that maximizes its positive impact on the achievement of the SDGs.

The following two examples can help illustrate the variety of tourism stakeholders within a project:

1. A municipality may launch a call for innovative project proposals to address a specific issue in a tourism destination. A university or a private company could apply and be awarded the funding to develop and implement the project, with the destination management organization (DMO), the tourism ecosystem of the DMO, local communities, tourists, etc. being the beneficiaries of the project.

2. A central government allocating funds to create or revise a disaster management strategy and plan for the tourism sector with a group of DMOs, a municipality or a university – working separately or in partnership – designing and implementing the project. The beneficiaries of the project results, besides the central government that requested the project, would be all the DMOs of a certain country, local populations in those areas more exposed to disasters, tourism industries in those same areas, and local and regional governments.

This Toolkit can also serve as a valuable consultation material for various entities. For instance, national SDG units and policymakers preparing and discussing VNRs could refer to the Toolkit to better understand the direct influence of tourism on achieving the SDGs. This may encourage them to consider integrating tourism in their national strategies, thereby maximizing the contribution of the tourism sector to sustainable development.

BOX 3.1   DEFINITIONS OF KEY PROJECT MANAGEMENT TERMS[a]

Activity: Actions taken or work performed through which inputs, such as funds, technical assistance and other types of resources, are mobilized to produce specific outputs.

Impact: A long-term effect to which the *intervention will contribute at national, regional or sectoral level.* An impact can be a positive or negative, primary or secondary, long-term effect produced by a development intervention, whether direct or indirect, intended or unintended.

Impact implies changes in people's lives. This might include changes in knowledge, skill, behaviour, health or living conditions for children, adults, families or communities. Such changes are positive or negative long-term effects on identifiable population groups produced by a development intervention, directly or indirectly, intended or unintended. These effects can be economic, sociocultural, institutional, environmental, technological or of other types.

Indicator: A measure, preferably numerical, of a variable that provides a reasonably simple and reliable basis for assessing achievement, change or performance. A unit of information measured over time that can help show changes in a specific condition. It can be used to determine how well goals are being met. Generally input-oriented, an indicator hints at future results. *Indicators* are a simple and easy-to-use instrument to measure performance, impact of processes and activities. They are essential to translate a strategic plan into manageable, operational actions, based on the data collected and monitored and to understand the progress of an activity, and provide reliable, real-time information for effective decision-making.

Input: Personnel, finance, equipment, knowledge, information and other resources necessary for producing the planned outputs (sometimes the term means is used similarly).

Key performance indicator(s) (KPIs): A quantitative or qualitative variable that allows the verification of changes produced by an intervention relative to what was planned. KPI demonstrates how effectively an entity is achieving key objectives. In the case of a project, indicators are set for monitoring or evaluating its progress and success at reaching targets; therefore, indicators naturally have an aspect of KPI.

Outcome: An *outcome* (or specific *objective*) is a medium-term direct effect in the behaviour of target groups, under control of the benefitting partner. The *outcome* is the likely or achieved short-term and medium-term effect of an intervention's outputs. *Outcomes* represent changes in the institutional and behavioural capacities for development conditions that occur between the completion of outputs and the achievement of goals.

Outputs: Goods or services directly provided under control of the project, sometimes called *deliverables.* These *outputs* are products, capital goods and services that result from a development intervention and may include changes resulting from the intervention that are relevant to the achievement of outcomes.

Outputs represent changes in skills or abilities and capacities of individuals or institutions, or the availability of new products and services that result from the completion of activities within a development intervention within the control of the organization. They are achieved with the resources provided and within the time period specified.

Process: A series of routine, predefined steps to perform a particular function, such as expense reimbursement approvals. It is not a one-off activity. It determines how a specific function is performed every single time.

Project: A *project* is a series of tasks that need to be completed to reach a specific outcome; a group of inputs and outputs required to achieve a particular goal. Depending on the size and scope of the project, these tasks may be simple or elaborate, but all projects can be broken down into objectives and what needs to be done to achieve them. A project creates something that did not previously exist, within a clear start and end date and defined resources. Depending on the size and scope of the project, these tasks may be simple or elaborate, but all projects can be broken down into objectives and what needs to be done to achieve them.

According to the Project Management Institute (PMI), the term *project* refers to "any temporary endeavour with a definite beginning and end".[b] PRINCE2 defines a *project* as "a temporary organisation that is created for the purpose of delivering one or more business products according to a specified business case".[c] *Projects* have an end and are not designed to last very long. The project manager ensures the project delivers the intended goal within a defined timeframe and budget.

Project cycle management: A tool for understanding the tasks and management functions to be performed in the course of a project or programme's lifetime. This commonly includes the stages of identification, formulation, implementation, monitoring and evaluation.

Programme: Defined as "a group of related projects managed in a coordinated way to obtain benefits and control not available from managing them individually". *Programmes* are usually long term, sometimes spanning years, and do not have a fixed deadline. A *programme* is a framework of related projects aligned in a specific sequence. They have predictable and repeatable elements to minimize or even eliminate risks.[d]

Sources:
a) Texts adapted from:
United Nations Sustainable Development Group (2011), *Results-Based Management Handbook – Harmonizing RBM concepts and approaches for improved development results at country level,* United Nations, New York, (online), available at: https://unsdg.un.org/resources/unsdg-results-based-management-handbook [19-05-2023].
United Nation (n.d.), 'Glossary', UMOJA eLearning, Bangkok, (online), available at: https://ilearn.umoja.un.org/about/glossary [31-03-2023].
Office of Internal Oversight Services (2013), *List of Key Oversight Terms,* United Nations, (online), available at: https://oios.un.org/resources [22-05-2023].
b) Project Management Institute (n.d.), 'What is Project Management?', PMI (online), available at: https://www.pmi.org/about/learn-about-pmi/what-is-project-management [31-03-2023].
c) PRINCE2 (2019), 'The Difference between a Project and a Programme', PRINCE 2 (online), available at: https://www.prince2.com/eur/blog/project-vs-programme [31-03-2023].
d) Ibid.

3.2
WHEN TO USE THE TOOLKIT
IN A PROJECT CYCLE

This Toolkit can be used at any point in time, but especially when developing and implementing projects, as project teams should use relevant indicators to monitor and measure the progress of a project and its contribution to the SDGs and their targets. Figure 3.1 illustrates the different uses of the Toolkit for different phases in the project cycle.

When selecting an indicator from the list in part II of the Toolkit or creating a new one which might be more precise and relevant for a specific project, users are advised to always have in mind the measurability of the indicator (including means of verification) within the scope of the project and whether it can realistically demonstrate the direct contribution of tourism to a certain target or goal.

Users are encouraged to make use of all the sections of this Toolkit in formulating the indicators most suitable to their needs.

Figure 3.1:   Use of the toolkit in different phases of project cycle

HOW TO USE THE TOOLKIT

WHEN TO USE THE TOOLKIT IN THE PROJECT CYCLE

IDENTIFICATION AND PLANNING	DESIGN AND PREPARATION	IMPLEMENTATION AND MONITORING	EVALUATION
Identify project goal, needs and beneficiaries	*Research into needs of beneficiary(ies)*	*Implement activities, monitor progress, assess exogenous changes*	*During or after project completion*
Needs assessment (overview of problem(s)) Capacity assessment (identify which problem the project should address)	Risk assessment Definition of indicators (measure project's performance)	Revise/adjust the project plans	Assess the long-term impact and sustainability

WHO SHOULD USE THE TOOLKIT ROLES IN PROJECT MANAGEMENT

	IDENTIFICATION AND PLANNING	IMPLEMENTATION AND MONITORING	EVALUATION
Project team	Select indicators to measure the contribution of the project to the SDGs/targets	Collect data to measure the progress of the project	Measure indicators against target value
Donor	Identify what should be measured by project – identify corresponding SDG/target	Approve progress and adjustments (where applicable)	Assess and evaluate the success of the project; measure direct and indirect impact of activities; replicate best practices; address errors
Beneficiary	Validate selected SDGs/targets and indicators	Participate in the validation of progress	Validate project results; take ownership; use project outcomes for future actions

For more details, please see subsection
3.3. How to select the indicators for a project

PROJECT INDICATORS SELECTION AND MONITORING

IDENTIFICATION AND PLANNING	IMPLEMENTATION AND MONITORING	EVALUATION
▪ Select indicators to measure outputs, outcome and impact ▪ Identify the source of data (for verification) ▪ Definition of the baseline – if non-existent, create necessary information/data as part of the project (inception phase) ▪ Define target value of each indicator	▪ Monitor indicators – mainly outputs and outcome ▪ Measurement of indicators value to date ▪ Assess progress of each indicator towards target value ▪ Revise/adjust where relevant	▪ Measure indicators value to date: outputs and outcome at end of project ▪ Assess progress of each indicator against target value ▪ Evaluate impact of project – impact indicators ▪ Analyze deviations ▪ Report to donors

3.3
HOW TO SELECT THE INDICATORS FOR A PROJECT

3.3.1 PER SDG OR TARGET

In part II of this Toolkit, users will be presented with the project-based tourism indicators by SDG target, selected by its relevance to tourism. The indicators in this Toolkit are presented per chapter according to the SDGs and in sequence. **Should the user already be familiar with the SDGs or be looking for project-based tourism indicators for a specific goal, he/she should refer directly to the goals, per chapter.**

Each chapter in part II of the Toolkit is dedicated to just one SDG and it contains an explanation of the dedicated goal in connection to tourism and identified project-based tourism indicators that are divided by targets and then by themes and the explanation for the indicators.

For instance, if a project aims at the empowerment of women in rural areas through tourism, it would be advisable to start by looking at SDGs 5 (Gender equality), 1 (No poverty), 8 (Decent work and economic growth) and 10 (Reduced inequalities) and their targets; and then further fine tune according to other characteristics of the project, requirements of donors, needs of the target groups and populations, or similar.

3.3.2 PER THEME AND SUB-THEME

The themes and sub-themes listed in table 3.1 were chosen in reference to the SDG key topics created by the United Nations Department of Economic and Social Affairs[28] and by grouping and analysing indicators per SDG targets created in part II of the Toolkit.

For users who would prefer to locate the indicators by theme, please refer to table 3.1. The table is devised in such a way that users can search for project indicators by themes, then sub-themes. When the themes and sub-themes are selected, users will be able to find targets which they can consequently refer to in part II, under the targets' parent SDG chapter.

Structurally, the table is divided by main themes, sub-themes and the corresponding targets. The themes and sub-themes are presented in alphabetical order and users should locate their desired targets and corresponding indicators in sequence.

Using the same example as before (3.3.1), if a project aims at the empowerment of women in rural areas through tourism, it would be advisable to start by looking into: the themes: Women's empowerment, Inclusion and or Local economic development and its related sub-themes and corresponding SDGs Targets; and then further fine-tune according to other characteristics of the project, requirements of donors, needs of the target groups and populations.

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28 United Nations Department of Economic and Social Affairs (n.d.), *SDGs Topics,* United Nations, New York, (online), available at:
    https://sdgs.un.org/topics [31-03-2023].

Table 3.1: Table of themes, sub-themes and corresponding SDGs targets

THEMES	SUB-THEMES	SDG TARGETS
Business development	Entrepreneurship promotion	1.2 | 8.3
	Innovation	8.2 | 9.5
	MSMEs	2.3 | 8.3 | 9.3 | 9.5 | 10.b
	Research and development	9.5
Climate action	Climate change	13.2
	Disaster risk reduction	13.1
	Glasgow Declaration on Climate Action in Tourism	12.1 | 13.2
Crisis management	Crisis communications[29] strategy	1.5 | 13.1
	Crisis strategies and plans	1.5 | 11.b | 3.d
	Disaster risk reduction	1.5 | 11.b | 3.d
	Risk management policies	1.5
Developing countries	Least developed countries (LDCs)	1.a | 2.a | 4.b | 4.c | 7.b | 9.c | 10.b | 13.b | 14.7 | 17.5 | 17.11 | 17.18
	Landlocked developing countries (LLDCs)	7.b | 10.b
	African countries	4.b | 10.b
	Small Island Developing States (SIDS)	4.b | 4.c | 7.b | 10.b | 14.7
Ecosystem	Desertification	15.3
	Environment standards and certifications	15.8
	Forest	15.2
	Marine and coastal area	14.2 | 14.5
	Mountain	15.4
	National action plan for invasive alien species	15.8
	Natural and cultural heritage	2.1 | 11.4
	Protected areas	14.5 | 15.1 | 15.2 | 15.5
Education and training	Awareness raising	2.1 | 5.2 | 6.2 | 7.3 | 8.7 | 10.2 | 12.8 | 13.3 | 14.1 | 15.7 | 15.9 | 16.4 | 17.9 | 15.c | 16.b
	Capacity building	1.2 | 1.5 | 2.1 | 2.3 | 2.4 | 2.a | 3.3 | 3.6 | 3.d | 4.3 | 4.4 | 4.5 | 4.7 | 4.c | 5.a | 5.c | 6.3 | 7.2 | 7.b | 8.2 | 8.5 | 8.6 | 8.7 | 9.3 | 12.8 | 13.1 | 13.b | 14.1 | 15.4 | 15.7 | 15.9 | 16.2 | 16.3 | 16.5 | 16.a | 16.b | 17.18 | 17.9
	ICT training	5.b | 9.c
	Tourism education support programmes	4.b

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29 Crisis communications is a crucial element of a good crisis management system. It helps limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner. Against this background, UNWTO has developed for the national tourism organizations (NTOs), destination management organizations (DMOs) and private sector organizations involved in travel and tourism the *Toolbox on Crisis Communications in Tourism.*

   See: World Tourism Organization (2011), *Toolbox for Crisis Communications in Tourism,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284413652.

THEMES	SUB-THEMES	SDG TARGETS
Employment	Decent work[30]	5.1 | 8.5 | 8.8 | 10.4
	Informal employment	8.3
	Job creation	8.5 | 11.1
	Recruitment of persons from vulnerable groups	1.2 | 10.1
	Youth employment	8.6
Financing	Access to finance	2.3 | 8.3 | 9.3 | 10.2 | 17.9 | 2.a | 7.b
	Market access	17.11
	Remittances	17.3
Food safety and security	Food access	2.1
Health	Access to medicines and vaccines	3.3 | 3.8 | 3.d
	Health guidelines	3.3
	Health protection	3.8 | 3.d
	Occupational safety and health	8.8
	Sanitation and hygiene protocols/ guidelines	3.3 | 6.2
Inclusion	Equality and inclusivity	10.1 | 10.2 | 10.4 | 11.1 | 16.7 | 16.b
	Migration policies	10.7
	Social protection systems (SPS)	1.3 | 10.4
Information and communications technology (ICT)	Digital transformation	17.6 | 9.c
	Internet connectivity	17.6 | 9.c
Infrastructure	Energy efficient installations	7.2 | 7.3
	Sanitation facilities	6.2
	Tourism facilities – inclusivity	10.2 | 11.2 | 4.a
	Traffic and mobility plan	3.6
	Transport	3.6 | 9.1 | 10.1 | 11.2 | 11.3
	Urbanization	11.1 | 11.3 | 11.6 | 13.1
	Waste infrastructure	12.5
Investment	Financial investment	17.5 | 1.a | 1.b | 15.a
	Foreign direct investment (FDI)	17.3 | 17.5
	Investment promotion	10.b | 11.a

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30 The International Labour Organization (ILO) defines *decent work* as work that is productive, and delivers a fair income, security in the workplace and social protection for all, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives, and equality of opportunity and treatment for all women and men.

See: International Labour Organization (n.d.), 'Decent Work', ILO, Geneva, (online), available at: https://www.ilo.org/ [31-03-2023].

THEMES	SUB-THEMES	SDG TARGETS
Legal frameworks, policies and rule of law	Access to justice	16.3
	Accountability, compliance and transparency	16.3 | 16.5 | 16.6 | 17.14
	Child protection[31]	8.7 | 16.2
	Human trafficking	5.2 | 8.7
	Sustainability reports[32]	14.1 | 16.6 | 17.14
	Tourism destination security	8.7 | 16.1 | 16.a
	Tourism human resources policy	4.3 | 4.4 | 4.5 | 4.7 | 13.3
	Tourism policies and strategies	3.6 | 3.9 | 4.3 | 5.1 | 6.3 | 7.2 | 8.9 | 11.2 | 14.1 | 14.2 | 14.7 | 15.4 | 15.9 | 16.2 | 17.14 | 1.b | 11.a | 15.a | 16.a | 5.c
Local community[33]	Local community participation	8.5 | 10.2 | 11.4 | 12.8 | 6.b | 7.b
	Local culture	14.b
Local economic development	Destination management[34]	11.1 | 17.14 | 11.a
	Local artisanal fishers	14.b
	Local community revenue	10.1
	Local people employment	8.9 | 15.7 | 15.c
	Local products	2.4 | 8.9 | 10.1 | 10.2 | 14.7 | 15.7
Natural resource management	Environment management system/plan	6.3 | 7.3 | 14.2 | 7.b
	Renewable energy	7.2 | 8.4 | 11.6 | 13.2
	Water	6.3 | 6.4 | 6.5 | 6.6 | 8.4

31 UNICEF uses the term *child protection* to refer to prevention and response to violence, exploitation and abuse of children in all contexts. This includes reaching children who are especially vulnerable to these threats, such as those living without family care, on the streets or in situations of conflict or natural disasters.

See: United Nations International Children's Emergency Fund (2022), 'Child Protection Overview', UNICEF Data, June 2022, (online), available at: www.unicef.org [29-03-2023].

From 1997 until 2017, UNWTO coordinated the activities of the World Tourism Network on Child Protection, as an open-ended platform aimed at curbing sexual exploitation, trafficking and labour exploitation of children and youth in travel and tourism.

For more information, please consult World Tourism Organization (2014), *15 Years of the UNWTO World Tourism Network on Child Protection: A Compilation of Good Practices,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284415588.

32 Sustainability reporting is a form of non-financial reporting that enables companies to convey their progress towards goals on a variety of sustainability parameters, including environmental, social and governance metrics, as well as risks and impacts they may face, at the moment or in the future. The primary objective of sustainability reporting is to drive concrete actions towards efforts. Sustainability reporting helps companies communicate both positive and negative impacts of their actions on the environment, society as well as the economy, and accordingly set priorities.

See: United Nation Environment Programme (n.d.), *Sustainability Reporting,* UN Environment, Nairobi, (online), available at: https://www.unep.org [29-03-2023].

33 In the case of local communities which are indigenous peoples (there are over 476 million indigenous people living in 90 countries) who need to be included in the labour market or develop entrepreneurial activities, national legislation and national regulatory instruments cannot be the only protocols to follow. If development agencies or governments do not combine it with indigenous customary laws, which govern the lives of many indigenous communities, given their autonomy status/indigenous governance models in place, these projects often fail on the long run. For more information, please consult:

World Tourism Organization (2019), *Recommendations on Sustainable Development of Indigenous Tourism,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284421299; and

World Tourism Organization (2021), *UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 4: Indigenous Communities,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422852.

34 Destination management consists of the coordinated management of all the elements that make up a tourism destination. Destination management takes a strategic approach to link up these sometimes very separate elements for the better management of the destination. Joined-up management can help to avoid overlapping functions and duplication of effort with regards to promotion, visitor services, training and business support, and identify any management gaps that are not being addressed.

See: World Tourism Organization (2007), *A Practical Guide to Tourism Destination Management,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284412433.

THEMES	SUB-THEMES	SDG TARGETS
Partnerships	Collaborative dialogues	11.1 | 17.6 | 1.a | 15.a
	Consultation process[35]	11.3
	Guidelines and programmes for donors	17.9
	Official development assistance (ODA)	17.3
	Public-private partnerships (PPP)	2.1 | 2.a | 17.17
	Partnership for sustainable development	17.16
Sustainable consumption and production patterns	Global Tourism Plastics Initiative (GTPI)	12.1 | 12.5 | 14.1 | 15.4
	One Planet Sustainable Tourism Programme (One Planet STP)	8.4 | 12.1
	Sustainable operation	3.9 | 8.4 | 9.4 | 12.1
Tourism value chain	Marketing and branding	10.1 | 10.7
	Monitoring and reporting	12.6 | 12.b | 13.2 | 17.18 | 13.b
	Standards and certifications	4.4 | 12.6
	Supplier code of conduct	5.1 | 5.2 | 5.5 | 8.3 | 8.5 | 8.7 | 8.8 | 10.4 | 5.a
	Sustainable procurement	2.3 | 6.3 | 10.4 | 12.6
	Tourism operations	2.3 | 9.4 | 16.4 | 1.a
	Tourism products	2.1 | 8.9 | 15.7
	Tourism Satellite Account (TSA)	17.18
Violence and harassment	Violent crimes	16.1
	Harassment	5.2 | 16.1
Waste	Food waste	12.3
	Waste management	8.4 | 12.3 | 12.5 | 15.4
Wildlife	Illegal trafficking and poaching	15.7
	Protection	15.5
Women's empowerment	Gender-responsive policies	1.b | 5.a
	Pro-women legislation and support programmes	5.1
	Women in directive positions	5.5 | 8.5

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35 Consultative processes could involve meetings or workshops with several different agencies or non-governmental bodies, both local and in regional or national administrative centres, who may have published or unpublished material relevant to the site, plans relating to the destination or to particular assets, or new regulations, policies etc., which will lead to promotional efforts including awareness raising, providing subsidies and incentives to switch to more environmentally friendly transportation.

3.3.3 DISAGGREGATING INDICATORS

The disaggregation of indicators is crucial to provide information to project managers, decision-makers, investors and others on the situation of sustainable practices in tourism, as well as the gaps that need to be addressed. The breakdown of information allows for more detailed observation to be made.

Indicator measurements can be disaggregated (where applicable) by sex, age, urban/rural population, and/or income quintiles,[36] among others. Disaggregation may be mandatory or optional. Configuring these parameters in the indicators ensure that the data collected for the formulation and/or implementation will be adapted and foreseen when considering the criteria.

Table 3.2 presents the most common dimensions of disaggregation – but are by no means intended to be exhaustive or limited. The level and typology of the disaggregation, as well as the units to be used, should be adequate to the scope and framework of the project, making sure it reflects what needs to be measured. If a project is gender-sensitive, it is possible to add this factor to further disaggregate the indicator, e.g., women-owned tourism micro-, small and medium-sized enterprises (MSMEs)/startups.

BOX 3.2 THE OVERARCHING PRINCIPLE OF DATA DISAGGREGATION

Disaggregation is "the breakdown of observations, usually within a common branch of a hierarchy, to a more detailed level to that at which detailed observations are taken. With standard hierarchical classifications, statistics for related categories can be grouped or collated (aggregated) to provide a broader picture, or categories can be split (disaggregated) when finer details are required and made possible by the codes given to the primary observations."[a]

The global SDG indicator framework has an overarching principle of data disaggregation: "Sustainable Development Goal indicators should be disaggregated, where relevant, by income, sex, age, race, ethnicity, migratory status, disability and geographic location, or other characteristics, in accordance with the Fundamental Principles of Official Statistics (General Assembly resolution 68/261)."[b]

Sources:
a) United Nations Glossary of Classification Terms, prepared by the Expert Group on International Economic and Social Classifications, unpublished on paper (online), available at: http://unstats.un.org/unsd/class/family/glossary_short.htm.
b) United Nations (2017), *Revised List of Global Sustainable Development Goal Indicators (Annex III),* Report of Inter-Agency and Expert Group on Sustainable Development Goal Indicators (E/CN.3/2017/2), United Nations.

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36 A quintile is a fifth (20 per cent) portion of the whole. In social statistics, income quintile groups are computed on the basis of the total equivalized disposable income attributed to each member of the household. The data (of each person) are ordered according to the value of the total equivalized disposable income. Four cut-point values (the so-called quintile cut-off points) of income are identified, dividing the survey population into five groups equally represented by 20 per cent of individuals, etc.

Table 3.2:   Possible disaggregation

DIMENSION	EXAMPLES OF CATEGORIES
Age	Age groups, age years
Country of origin	Developing country, LDCs, LLDCs, SIDS, African countries
Employee category	Sales, finance, operation, maintenance service…
Framework	Policy, strategy, action plan
Frequency	Annual, quarterly, monthly
Sex	Male, female, not disclosing
Geographic scale	Global, supra-national,[37] national, subnational,[38] intraregional, regional, municipal, local[39]
Investment	Amount, source
Educational institutions	Junior, middle and higher schools
Level of governance	Central, regional, municipal, local, destination, transnational
Skills certification	Highly skilled, certified/uncertified
On-the-job support training programmes	Internships, work-study programmes, traineeships, scholarships
Partnership	Public-private, public-public, private-private, public-private-community, public-community
Seasonality	Quarter, month, week, day, hour
Spatial areas	Specific region, rural, urban, coastal, mountain
Status in employment[40]	Employees, employers, self employed, members of producers' cooperatives, contributing family workers
Tourism industry	Accommodation, food and beverage, travel agencies, transport
Training provided	Skills training, soft skills training, professional training, managerial training, occupational safety training
Type of employment	Full-time, part-time, seasonal
Type of measures	Adoption of environment-friendly practices, retrofitting of buildings and technologies, implementation of energy management system
Type of occupation	By International Classification of Occupations (ISC[41]O) major groups: Professionals, managers, elementary occupations, skilled workers…
Type of ownership	Women-owned, community-owned, private, public
Type or size of business	Corporation, MSMEs, number of employees
Typology of participant in training activities	Students (secondary, tertiary education) employees, employers and industry associations, local communities (residents, representatives of communities)
Vulnerable groups[42]	Women, youth, persons with disabilities, indigenous peoples, migrants, refugees, minorities

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37   A grouping of countries (e.g., Caribbean, European Union).

38   *Subnational* is used to refer to the three spatial scales below the national level (i.e., regional, municipal, local).

39   Contiguous areas or zones within a given municipality or across multiple municipalities.

40   International Labour Organization (n.d.), *International Classifications of Status in Employment and Status at Work (ICSE and ICSAW),* ILO, Geneva, (online), available at: https://ilostat.ilo.org/resources/concepts-and-definitions/classification-status-at-work/ [31.03.2023].

41   International Labour Organization (n.d.), *International Standard Classification of Occupations (ISCO),* ILO, Geneva, (online), available at: https://ilostat.ilo.org/resources/concepts-and-definitions/classification-occupation/ [31.03.2023].

42   For more information, please consult United Nations, (n.d.), 'Vulnerable Groups', UN, New York, (online), available at: https://www.un.org/en/fight-racism/vulnerable-groups [31.03.2023].

3.4
INTRODUCTION TO PART II

Part II of this Toolkit will be an elaboration and presentation of the tourism project-based indicators. The second part is structured per SDG, with each SDG having its own dedicated chapter.

The indicators are grouped per target and presented in table format. Each indicator is accompanied by a rationale supporting the selection and an explanation of its connection to the target, as well as a table indicating the reasoning for a target not being selected.

Figure 3.2 presents a screenshot on how to read the chapters in part II, using SDG 8 as an example.

Figure 3.2: Guide to read Part II Tourism Project-based indicators (SDG 8 as example)

Title of SDG and description of SDG	**SDG 8** **PROMOTE SUSTAINED, INCLUSIVE, AND SUSTAINABLE ECONOMIC GROWTH, FULL AND .....** Goal 8 Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all recognises the importance of sustained economic growth and high levels of economic productivity for the creation of well-paid quality jobs, as well as resource efficiency in consumption and production. It calls for opportunities for full employment and decent work for all, alongside the eradication of

Visual and highlighting interlinkages of targets with other goals and with themes selected

LINES CONNECTION:

————	Selected SDG 8 targets	**Target 8.5** Full employment and decent work with equal pay
———	To themes	THEMES
··········	From themes to sub-themes	SUB-THEMES
————	With other SDGs ∞ and targets	

Target 16.2
Protect children from abuse, exploitation, trafficking and violence

Title of short narrative of a visual aid

TOURISM AND SDG 8. DECENT WORK AND ECONOMIC GROWTH

Decent work opportunities in tourism, particularly for youth and women, migrants and displaced persons, and policies that favour better diversification through tourism value chains can enhance tourism positive socio-economic impacts. Tourism is one of the driving forces of global economic growth and is considered an effective sector to achieving decent work and economic growth in developing countries, especially so for the LDCs, LLDCs – a recognition reflected explicitly in Target 8.9 ...

A list of selected tourism related SDG targets which will be explained in table below

> **BOX XX   SELECTED TOURISM RELATED SDG 8 TARGETS**
>
> Eight targets within SDG 8, with a stronger and direct link for tourism to promote sustained, inclusive....
>
> **8.2**   Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high value added and labour-intensive sectors.
>
> **8.3**   Promote development-oriented policies that …

Theme, list of potential indicators and explanation

TARGET 8.2

Achieve higher levels of economic productivity through diversification, ...

Target 8.2 recognises the need to diversify, innovate and upgrade for economic productivity. In this regard, tourism, as one of the driving forces of economic growth, can contribute to this target as it has the potential to innovate and upgrade itself, as a sector and to be one of the driving forces of global economic growth.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of training and education programmes supporting skilling, upskilling and reskilling of tourism workers. ▪ Number of hours of skilling/upskilling and reskilling of tourism workers programmes.	These indicators measure how tourism can encourage the updating of skills of everyone within the promotion and workings of tourism activity, including in innovation, new skills on digital technologies, etc. Education/Training institutions together with public ....

Targets not selected

TARGETS NOT INCLUDED - TECHNICAL NOTES – SDG 8

8.1   Sustain per capita economic growth in accordance with national circumstances and,...

   ▪ The tourism sector, through different measures and policies – some mentioned above and...

8.10   Strengthen the capacity of domestic financial institutions to encourage and ....

   ▪ This target focuses on domestic financial institutions and the need to strengthen their capacity....

> **Users are able to locate indicators by using the Table of Themes, sub- themes and corresponding SDGs targets in Table 3.1**

PART II

TOURISM-RELATED SDG TARGETS AND POTENTIAL INDICATORS

INTRODUCTION

The following pages introduce selected tourism-related targets of Sustainable Development Goals (SDGs) along with potential indicators for tourism projects that can contribute to achieving these goals. The 17 SDGs are presented in separate chapters, with each chapter following a similar structure, as described below:

- **Introduction of the goal:** Each chapter starts with a brief overview of the SDG under consideration.

- **Explanation of the goal from the tourism perspective:** This section provides a more detailed explanation of the goal from a tourism perspective.

- **Visual aid:** To help readers understand how the selected SDG/target relates to other SDGs/targets, a visual representation is included. This shows the links between the selected goal and other SDGs/targets, using themes and sub-themes as connectors.

- **Selected tourism-related targets:** This section outlines the specific targets including rationale to support the selection and the potential of tourism contributing to the target.

- **Set of potential indicators per selected target:** For each selected target, a set of potential indicators is presented. The indicators are grouped by theme and sub-themes and include explanations for the indicators. They are designed to measure progress towards achieving the target and their relevance to the tourism sector.

- **List of targets not selected:** This section lists the targets within the SDGs that were not selected as tourism-related targets, accompanied by respective technical notes explaining this decision.

SDG 1
END POVERTY IN ALL ITS FORMS EVERYWHERE

Goal 1 calls for an end to poverty in all its manifestations by 2030. It also aims to ensure social protection for the poor and vulnerable, increase access to basic services and support people harmed by climate-related extreme events and other economic, social and environmental shocks and disasters. The impact of the COVID-19 pandemic reversed the steady progress of poverty reduction over the past 25 years. This unprecedented reversal is being further exacerbated by rising inflation and the impacts of the war in Ukraine. It was estimated that these combined crises would lead to an additional 75 million to 95 million people living in extreme poverty in 2022 compared with pre-pandemic projections.[43] Almost all countries have introduced new short-term social protection measures in response to the COVID-19 pandemic to protect people's health, jobs and income. If these measures continue, they will provide the assistance needed for the poor and help them move out of poverty.

For more information on SDG 1, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal1 &
https://www.un.org/sustainabledevelopment/poverty/.

TOURISM AND SDG 1: NO POVERTY

The tourism sector can contribute to poverty reduction both in a *direct* manner (employment in tourism enterprises; supplying goods and services to tourists and tourism enterprises; establishing/running micro, small and community-based tourism enterprises by people living in poverty), and in an *indirect* manner (using income generated tourism-related taxes and fees for poverty reduction purposes; voluntary giving by tourists and tourism enterprises to initiatives addressing poverty reduction; investments in infrastructure stimulated by tourism development from which people living in poverty in a destination also benefit).

The achievement of SDG 1 through the lenses of tourism requires commitment from governments and the private sector at a national and local destination level, with relevant policies and tools; and interventions can best be adopted to support poor and vulnerable communities, with special attention to women, minorities, disabled people, and the elderly and young people – all of whom can engage effectively in the tourism sector.[44]

Please see box 4.1, Article 5 of the UNWTO *Global Code of Ethics for Tourism*, which relates to tourism as a beneficial activity for host countries and communities.

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43 United Nations Department of Economic and Social Affairs, (n.d.), *Sustainable Development Goal SDG 1,* UN, New York, (online), available at: https://sdgs.un.org/goals/goal1 [31.03.2023].

44 World Tourism Organization (2013), *Sustainable Tourism for Development Guidebook – Enhancing capacities for Sustainable Tourism for development in developing countries,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284415496.

BOX 4.1   UNWTO *GLOBAL CODE OF ETHICS FOR TOURISM*

Article 5 **| Tourism, a beneficial activity for host countries and communities**

1.   Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them;

2.   Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, to the extent possible, in the local economic and social fabric; where skills are equal, priority should be given to local manpower;

3.   Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities; [...]

Source: World Tourism Organization (1999), *Global Code of Ethics for Tourism,* UNWTO, Madrid, (online), available at: https://www.unwto.org/global-code-of-ethics-for-tourism [31-03-2023].

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 1 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 4.1) illustrates the different connections between selected SDG 1 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how the goal of ending poverty in all its forms connects everywhere, through its different targets, with other goals or targets, as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 1.a, which relates mainly to mobilizing resources to implement policies to end poverty, is connected to SDG 17 on Partnerships for the Goals, specifically Target 17.16 on enhancing the global partnership for sustainable development. Similarly, Target 1.3 on implementing social protection systems echoes the Toolkit theme on Inclusion, etc.

Figure 4.1: Visual aid – Connections between selected SDG 1 targets with themes/sub-themes and other SDGs/targets

Target 1.3
Implement social protection systems

Target 1.2
Reduce poverty by at least 50%

Target 1.5
Build resilience to environmental, economic and social disasters

1 NO POVERTY

Target 1.a
Mobilize resources to implement policies to end poverty

Target 1.b
Create pro-poor and gender-sensitive policy frameworks

Inclusion — Social Protection System (SPS)

Employment — Recruitment of persons from vulnerable groups

Business development — Entrepreneurship promotion

Education and training — Capacity building

Crisis management — Risk management policies / Disaster risk reduction / Crisis communications strategy / Crisis strategies and plans

Tourism value chain — Tourism operations

Partnerships — Collaborative dialogues

Investment — Financial investment

Legal frameworks, policies and rule of law — Tourism policies and strategies

Women's empowerment — Gender-responsive policies

Target 10.4
Adopt fiscal and social policies that promotes equality

4 QUALITY EDUCATION

8 DECENT WORK AND ECONOMIC GROWTH

Target 13.3
Build knowledge and capacity to meet climate change

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

Target 11.b
Implement policies for inclusion, resource efficiency and disaster risk reduction

Target 13.1
Strengthen resilience and adaptive capacity to climate related disasters

Target 1.2
Reduce poverty by at least 50%

Target 17.16
Enhance global partnership for sustainable development

Target 10.1
Reduce income inequalities

5 GENDER EQUALITY

Target 5.a
Accept and strengthen policies and enforceable legislation for gender equality

LINES CONNECTION:

— Selected SDG 1 targets

— To themes

········ From themes to sub-themes

— With other SDGs and targets

Target 1.2
Reduce poverty by at least 50%

THEMES

SUB-THEMES

Target 10.4
Adopt fiscal and social policies that promotes equality

15 LIFE ON LAND

BOX 4.2   SELECTED TOURISM-RELATED SDG 1 TARGETS

Five targets within SDG 1 that are deemed to have a stronger and direct link with tourism to achieve the goal of ending poverty in all its forms everywhere, have been selected to base the potential project indicators.

1.2   By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

1.3   Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

1.5   By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters

1.a   Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions

1.b   Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication action

SELECTED TOURISM-RELATED SDG 1 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 1.2
By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

Target 1.2 aims to reduce poverty by half. Poverty has many dimensions, including lack of income and productive resources sufficient to ensure sustainable livelihoods.[45] It is often related to hunger and malnutrition, poor health, limited or lack of access to education, homelessness and many more. The most often used definition of poverty relates to the level of income. In this regard, tourism is able to contribute through fostering economic growth via job creation and opportunities to establish businesses at local and community levels. Tourism is a labour-intensive and diverse sector, and it can be linked with national poverty reduction strategies and entrepreneurship. It is, thus, well-positioned to tackle poverty at all levels. The low skills requirement and local jobs offered by the tourism sector are more accessible by and benefit more the poor and vulnerable, particularly youth and women.

POTENTIAL INDICATORS	EXPLANATION
Theme: Employment / *Sub-theme: Recruitment of persons from vulnerable groups*	
▪ Number of tourism policies created to facilitate the recruitment for decent jobs of vulnerable groups ▪ Number of incentives or volume of incentives (in form of currency) created to facilitate the recruitment of vulnerable groups ▪ Number of tourism jobs created by the project for people living in poverty ▪ Whether there is a creation/revision of labour laws that facilitate the recruitment of vulnerable groups by the tourism sector (Yes/No)	These indicators assess the impact of a project in job creation and/ or on the levels of income of tourism workers who are likely to be in poverty. These indicators are created on the basis that job creation and employment opportunities have welfare impacts on the poor beyond increased revenues, such as educational, health and social improvements, including for women. It should be noted that employment created through a tourism project should be aligned with national labour laws.
Theme: Business development / *Sub-theme: Entrepreneurship promotion*	
▪ Number of entrepreneurship promotion initiatives for vulnerable groups	This indicator aims to promote entrepreneurship among local vulnerable groups and ensure that all people, regardless of their personal characteristics and background, have an opportunity to start and run their own businesses, especially in the tourism sector.
Theme: Education and training / *Sub-theme: Capacity building*	*Connected to SDG 4 and SDG 8, and Target 13.3*
▪ Number of international organizations, governments, private sector and civil society networks to provide education and entrepreneurial skills training ▪ Number of participants in education and entrepreneurial skills training sessions	This indicator measures the enhancement of human capabilities of the target population through tailored training, coaching and mentoring, and microfinance, as well as indirect measures that seek to influence social attitudes about entrepreneurship and the framework conditions for business creation and self-employment. Thus, increasing the opportunities to gain decent work and income.

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45   For more details, please consult: United Nations (n.d.), *Ending Poverty,* UN, New York, (online), available at: https://www.un.org/en/global-issues/ending-poverty [31.03.2023].

TARGET 1.3

Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage for the poor and the vulnerable

Target 1.3 recognizes the need to implement appropriate social protection systems (SPS) for all and sees it as key to improve living conditions. The COVID-19 pandemic has reinforced the need to build universal social protection systems to provide income security and health protection and the crisis has not only revealed large gaps in coverage, adequacy and comprehensiveness of social protection systems, it also yields the growing urgency and commitment on part of countries to build universal social protection systems. In this regard, the myriad of tourism workers who are mostly classified as working in the informal sector, part of MSMEs or belonging to vulnerable groups such as immigrants, should benefit from the available systems.[46] Tourism's contribution to this target is through its role as duly enforcing application of SPS for the benefit of those working in the sector.

POTENTIAL INDICATORS	EXPLANATION
Theme: Inclusion / *Sub-theme: Social protection system (SPS)*	*Connected to Target 10.4*
- Percentage of tourism workers covered by revised/created national social protection systems - Whether there is a revised and broadened SPS for tourism workers (Yes/No) - Whether there is mandatory national regulation for tourism businesses to include their employees in a SPS (Yes/No) - Number/percentage of tourism workers included in SPS - Average increase of tourism workers covered by SPS - Whether there is an increase of financial support for tourism workers from the SPS (Yes/No) - Whether there are new resources to financially support SPS with effect on tourism workers (Yes/No) - Whether there are any identified/developed measures stemming from financial tourism flows (linkages) to support the SPS (Yes/No) - Number of tourism businesses having social protection policies	These indicators measure the current landscape of national policies or strategies for SPS such as unemployment insurance or health insurance, in particular for workers from vulnerable groups, for better preparation of projects to be in line with current policies, or to enhance/supplement as well as to provide incentives to improve a safe, affordable, accessible and sustainable tourism system.

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46   International Labour Office (2011), *Toolkit on Poverty Reduction through Tourism,* ILO, Geneva.

TARGET 1.5

By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social, and environmental shocks and disasters

Tourism can be an engine to build resilience, reduce exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters. Tourism can promote and integrate disaster risk management approaches throughout the industry, given the often heavy reliance on tourism as a key economic driver.[47] Thus, contributing to Target 1.5, which calls for building resilience to environmental, economic and social disasters. The resilience of the sector needs to be harnessed especially in periods of recovery after natural disasters caused by climate change, for example, earthquakes and tsunamis. Although most measures adopted for this target will benefit the entire population, particular attention should be paid to vulnerable groups and populations in poverty, as these are more likely to be marginalized or lack access to the prevention or management instruments. Therefore, all indicators proposed below should be read as targeting in particular the poor and/or vulnerable.

POTENTIAL INDICATORS	EXPLANATION
Theme: Crisis management / *Sub-theme: Crisis strategies and plans*	*Connected to Targets 11.b and 13.1*
▪ Whether there is inclusion of the tourism sector in policies for crisis management/disaster management/risk management (Yes/No) ▪ Whether the tourism sector is included in the crisis management strategy of the destination (Yes/No)	These indicators measure the success of a project in including tourism and/or specific sections for tourism in existing frameworks for crisis and disaster management strategy. It also highlights the role tourism destinations play in applying crisis and risk management tools at local level.
Theme: Crisis management / *Sub-theme: Risk management policies*	*Connected to SDG 13, SDG 14 and SDG 15*
▪ Whether there is a creation/improvement of a tourism crisis management policy (Yes/No) ▪ Whether there is a creation/improvement of a tourism disaster risk management strategy/plan (Yes/No) ▪ Whether there is a creation/improvement of a post-implementation evaluation process to measure the effectiveness of the risk management policies (Yes/No) ▪ Whether there is a creation/improvement of a Climate change adaptation and mitigation plan for the tourism sector (Yes/No)	These indicators measure the impact of a project in creating or improving existing frameworks in the tourism sector in the action area of the project.[48] It is advisable that future tourism projects (as well as interventions, actions, initiatives) should include climate change/risk assessment indicators, beyond climate change adaptation and mitigation plans for the tourism sector, that address other potential risks and crises, such as political instability, criminal/terrorist attacks, accidents, and pandemics and health scares.

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47 Article 30 q of the United Nations Office for Disaster Risk Reduction (2015), *Sendai Framework for Disaster Risk Reduction 2015–2030,* UN, New York, (online), available at: https://www.undrr.org/publication/sendai-framework-disaster-risk-reduction-2015-2030 [31.03.2023].

48 For issues related to the protection of tourists in emergency situations and other consumer rights, please consult UNWTO's International Code for the Protection of Tourists (ICPT). The ICPT provides a comprehensive set of principles and recommendations for the protection of tourists in emergency situations and consumer rights of tourists aiming at harmonizing minimum international standards and providing sufficient guarantees to international tourists. The ICPT intends to provide practical guidance for all those, in the public and private sector, who have obligations, responsibilities, duties and rights regarding the matters dealt with in the Code.

World Tourism Organization (2022), *International Code for the Protection of Tourists,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284423361.

POTENTIAL INDICATORS	EXPLANATION
Theme: Crisis management / *Sub-theme: Disaster risk reduction* *Connected to SDGs 13, SDG 14 and SDG 15*	
▪ Percentage of tourism destinations having disaster risk management approaches including vulnerable people in poverty ▪ Number of tourism destinations having contingency planning measures targeting vulnerable people in poverty ▪ Number of tourism destinations having a disaster/emergency management plan targeting vulnerable people in poverty ▪ Number of tourism destinations having a recovery/restoration plan targeting vulnerable people in poverty ▪ Number of tourism businesses actively implementing risk management systems or participating in local/regional/national risk management planning	These indicators recognize the role tourism businesses play in the application of crisis and risk management tools, particularly in countries where tourism is a main sector. By having measures to reduce the risk of a disaster would mean to practically apply existing frameworks, by having adapted plans, training for staff and know how to communicate during times of crisis.
Theme: Crisis management / *Sub-theme: Crisis communications strategy* *Connected to SDGs 13, SDG 14 and SDG 15*	
▪ Number of tourism destinations having a crisis communications strategy ▪ Number of tourism businesses implementing the protocols set out to combat the impact of the crisis/disaster	These indicators highlight that crisis communications are a crucial element of a good crisis management system as it can help to limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner. Tourism destinations should be capable to practically apply existing frameworks, by having adapted plans, training for staff, coordination with local tourism stakeholders and know how to communicate.
Theme: Education and training / *Sub-theme: Capacity building* *Connected to Target 13.3*	
▪ Number of tourism workers trained/educated on disaster risk reduction targeting people in poverty and who are vulnerable ▪ Number of tourism destinations having disaster/emergency management training programmes targeting vulnerable people in poverty	These indicators aim to measure and develop regular capacity building activities for tourism workers in destinations to have proper information/training on how to react in the face of crisis and actively participate in disaster risk reduction initiatives, both as citizens and as interfaces with tourists.

TARGET 1.a
Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions

Target 1.a aims to mobilize resources to implement policies to end poverty. Tourism can be a resource for the implementation of programmes and policies to end poverty or build resilience for vulnerable communities. Many Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs) and Small Island Developing States (SIDS) are dependent on tourism and hold on to the importance of aid and cooperation in tourism development. This can take many forms such as initiatives supporting the creation of social inclusion and poverty reduction programmes, tourism-related social businesses, tourism income (e.g., taxes) allocated to poverty reduction or social inclusion programmes, ensure tourism income remains in the destinations and benefit the local communities. It should be noted that the measurement of tourism development to this target depends on the country's governance structure or the monitoring instruments available.

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Tourism operations*	*Connected to Target 1.2*
▪ Number of voluntary contributions and corporate social responsibility (CSR) activities by tourists to initiatives addressing poverty reduction ▪ Number of voluntary contributions and corporate social responsibility (CSR) activities by tourism enterprises on initiatives addressing poverty reduction	These indicators aim to show how tourists and tourism enterprises alike can be a source of extra resources to combat the level of poverty in a destination through its CSR operations. However, tourism not only provides material benefits for the poor but a sense of ownership and reduced vulnerability through diversification of income sources. Note on Indicators ▪ In addition to measuring the number of voluntary contributions and CSR activities, the project could also measure the amount of funds mobilized.
Theme: Partnerships / *Sub-theme: Collaborative dialogues*	*Connected to Target 17.16*
▪ Number of collaborative dialogues with multiple tourism stakeholders including public and private sectors on ways to mobilize resources for poverty reduction ▪ Number of joint initiatives on poverty reduction that resulted from collaborative dialogues	These indicators highlight how partnerships with international organizations, governments and private sector and civil society networks can influence a project by creating or improving conducive frameworks to support the creation of new tourism businesses or the thriving of existing businesses, in particular MSMEs.
Theme: Investment / *Sub-theme: Financial investment*	
Total amount of funds and investments in infrastructures allocated to tourism projects to implement programmes and policies to end poverty in all its dimensions	This indicator would help measure investments in infrastructures which could provide job opportunities for the poor and help elevate them out of poverty through the income generation from new jobs created. Conducive policy frameworks are crucial in order to attract investment, promote a sustainable business ecosystem, and guarantee equal distribution of income.

TARGET 1.b

Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions

Target 1.b sets out to create pro-poor policy frameworks targeting and focusing on those living in poverty and gender sensitive policy frameworks which monitor changes in women's empowerment and in gender equality. Tourism's contribution to this target is twofold – by mainstreaming pro-poor and gender-sensitive issues in tourism development strategies and through investments, and regular consultations with national governments to place tourism as a driver for national legislations on pro-poor and gender development strategies. As a sector, tourism has the potential to place pro-poor and gender sensitive policy legislation at the forefront.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies* *Connected to Target 10.1*	
▪ Number of tourism policy frameworks fostering pro-poor concerns ▪ Number of times pro-poor concerns are mentioned in a tourism policy framework ▪ Number of pro-poor policy frameworks mentioning tourism ▪ Number of times tourism is mentioned in a pro-poor policy framework ▪ Number of tourism laws/acts revised to include pro-poor issues ▪ Number of proposals/revisions/assessments provided through the tourism project on current frameworks ▪ Type of references to tourism included in created/revised pro-poor policy frameworks (qualitative analysis)	These indicators help measure whether a tourism framework supports pro-poor concerns and to see whether tourism is included in a pro-poor policy framework. Tourism can influence poverty eradication by fostering these issues in policy frameworks, at the national, regional and international levels.
Theme: Women's empowerment / *Sub-theme: Gender-responsive policies* *Connected to SDG 5 and Target 5.c*	
▪ Number of tourism policy frameworks fostering gender-sensitive concerns ▪ Number of tourism laws/acts revised to include gender-sensitive issues ▪ Number of gender-sensitive policy framework mentioning tourism ▪ Number of gender-sensitive policy frameworks revised to include references to tourism ▪ Number of references to tourism included in created/revised gender-sensitive policy frameworks ▪ Type of references to tourism included in created/revised gender-sensitive policy frameworks (qualitative analysis)	These indicators highlight that tourism can influence gender equality by fostering gender-sensitive issues in policy frameworks at the national, regional and international levels. This is particularly pertinent in countries where tourism is a major economic sector and employment provider. By identifying the status and roles of men and women, tourism development would be able to analyse the development/programme outcomes and to see whether it is contributing to gender equality. Note on Indicators ▪ If a project is gender-sensitive, it is possible to add gender as a factor to further disaggregate the indicator.
Theme: Investment / *Sub-theme: Financial investment*	
▪ Number of Tourism investments supporting poverty eradication ▪ Number of tourism investments supporting gender equality ▪ Number of tourism policy frameworks revised/created to foster the conditions to attract investment ▪ Number of investments in infrastructure stimulated by tourism development from which people living in poverty in a destination also benefit ▪ Number of tourism-related investments which negatively affects people living in poverty	These indicators measure investments in tourism which accelerates the implementation of poverty eradication and gender quality efforts. It further highlights the conditions for the tourism investment to positively benefit local communities, including women and those living in poverty.

TARGETS NOT INCLUDED - TECHNICAL NOTES

1.1 **By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than USD 1.25 a day**

- The indicators in Target 1.2 could be taken into consideration to address this target and Target 8.9 also covers similar objectives and where the connection with tourism is clearer and better monitored and measured.

1.4 **By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance**

- Although tourism can contribute to poverty eradication, the promotion of equal rights to economic resources, access to basic services, natural resources, new technology and financial services, poses an indirect impact with tourism and thus the connection of tourism to this target is difficult to measure. Furthermore, Targets 1.2 and 8.9 cover similar objectives in more detail and where the connection with tourism is clearer and better monitored and measured.

SDG 2
END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

Goal 2 End hunger, achieve food security and improved nutrition and promote sustainable agriculture seeks sustainable solutions to end hunger in all its forms by 2030 and to achieve food security. The aim is to ensure that everyone everywhere has enough good-quality food to lead a healthy life.

Achieving this Goal will require better access to food and the widespread promotion of sustainable agriculture. This entails improving the productivity and incomes of small-scale farmers by promoting equal access to land, technology and markets, sustainable food production systems and resilient agricultural practices. It also requires increased investment through international cooperation to bolster the productive capacity of agriculture in developing countries.[49]

For more information on SDG 2, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal2 &
https://www.un.org/sustainabledevelopment/hunger/.

TOURISM AND SDG 2: NO HUNGER

Tourism can spur sustainable agriculture, and its full integration in the tourism value chain, by promoting the sustainable production and supplies of food and beverages to accommodation establishments, sales of local products to tourists, and many more. Agritourism can generate additional income while enhancing the value of the tourism experience and the mechanism whereby tourists' consumption improves local farmers capacity and promotes it. The infrastructure needed for the development of tourism would also contribute to a stable food supply in the region.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 2 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 5.1) illustrates the different connections between selected SDG 2 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how the goal of creating a world free of hunger by 2030 connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 2.1., which relates mainly to access to safe and nutritious food, is connected to SDG 8 on promoting decent work and economic growth, specifically Target 8.9 on promoting beneficial and sustainable tourism.

Similarly, Target 2.a on investing in rural infrastructure, agricultural research and technology, echoes the Toolkit themes on Financing and on Partnerships etc.

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49 United Nations Department of Economic and Social Affairs, (n.d.), *Sustainable Development Goal SDG 2,* UN, New York, (online), available at:
https://unstats.un.org/sdgs/report/2016/goal-02/ [31.03.2023].

Figure 5.1: Visual aid – Connections between selected SDG 2 targets with themes/sub-themes and other SDGs/targets
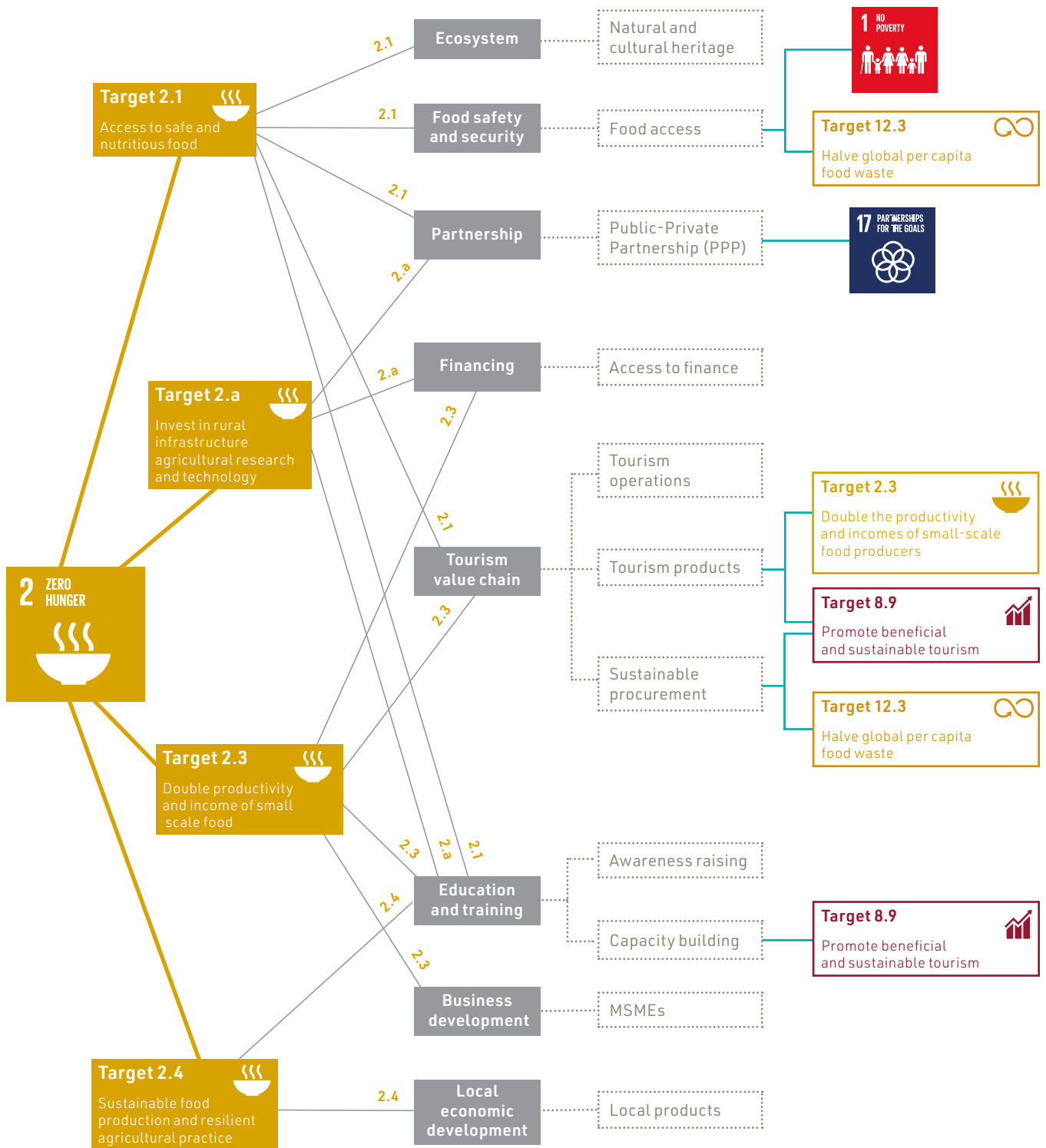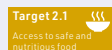
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BOX 5.1   SELECTED TOURISM-RELATED SDG 2 TARGETS

Four targets within SDG 2 that are deemed to have a stronger and direct link to tourism in order to achieve the goal of ending hunger and achieving food security and improved nutrition and promote sustainable agriculture have been selected to base the potential project indicators.

2.1   By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round

2.3   By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment

2.4   By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality

2.a   Increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development and plant and livestock gene banks in order to enhance agricultural productive capacity in developing countries, in particular least developed countries

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SELECTED TOURISM-RELATED SDG 2 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 2.1
By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round

Tourism is well positioned to improve access to food for the population. Tourism facilitates the need for more agricultural production to supply local eating establishments and visitors. It can create and diversify demand and provide support for food production, job creation and intersectoral economic growth, which in turn, would contribute to improved access to safe, nutritious and sufficient food for all (see SDGs 1 and 8 and Target 2.3 below). Agritourism can be seen to educate travellers and generate additional income for agricultural production communities. Tourism may also indirectly improve access to food for the poor and people in vulnerable groups, for example through zero waste initiatives and support for distribution to soup kitchens, food banks or similar, which welcome those in need or at risk of social exclusion.

POTENTIAL INDICATORS	EXPLANATION
Theme: Food safety and security / *Sub-theme: Food access*	*Connected to SDG 1 and Target 12.3*
▪ Number of people achieving food access throughout the cycle of the tourism development project ▪ Number of meals or food coupons given out to the local community, with the support of the tourism sector ▪ Number of local producers supplying tourism businesses	These indicators would measure the impact of the tourism project in creating reliable access to a sufficient quantity of affordable, nutritious food for the local community and for tourists alike. Tourism development can provide the demand and support required for food production and the income generated from the jobs created through the tourism project would provide the means and supplement access to food. The tourism sector could, for example, help by providing food coupons or free meals to local communities who are in need by working together with CSOs, NGOs, etc.
▪ Number of initiatives promoting food waste reduction	This indicator recognizes that food waste prevention can contribute to food security through better food storage, redistribution and circulation.
▪ Number of tourism community-led farms/agricultural projects which will create food supplies for the local community	This indicator could be adapted to measure the number of tourists who are actively participating in the project.
Theme: Tourism value chain / *Sub-theme: Tourism products*	*Connected to Targets 8.9 and 2.3*
▪ Whether there is a tourism framework/strategy/action plan including gastronomy tourism[50] experience, in a destination that is based on local and sustainable food sources (Yes/No) ▪ Whether a tourism strategy for gastronomy tourism experience is developed or improved based on local and sustainable food sources (Yes/No)	These indicators highlight that food is an integrated part of the tourism experience. Tourism can stimulate sustainable agriculture by making food production more profitable. By the use and sale of local raw materials in tourism destinations, local farmers can be integrated into the tourism value chain. Food production can supply hotels and tour operators, and local products can be sold to tourists and locals. More revenue for locals will also provide more efficient solutions and better technology, which in turn can provide better production.

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50 The Committee on Tourism and Competitiveness (CTC) of UNWTO defines Gastronomy Tourism as a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.

POTENTIAL INDICATORS	EXPLANATION
Theme: Ecosystem / *Sub-theme: Natural and cultural heritage*	
▪ Number of initiatives promoting the recognition of local gastronomy as an intangible cultural heritage ▪ Number of participants in initiatives promoting recognition of local gastronomy as an intangible cultural heritage ▪ Number of local companies engaging with initiatives promoting recognition of local gastronomy as an intangible cultural heritage	These indicators highlight that the use of local food can act as a distinctive marker of a destination. In some cases, this can be linked to natural ingredients in ethnic cuisine, cultural festivals or customs which could strengthen culinary identity, local products and the gastronomy experience of the destination
Theme: Partnerships / *Sub-theme: Public-private partnership (PPP)*	
▪ Number of collaborative initiatives by the tourism sector and the agriculture/fisheries sector, in a destination ▪ Number of revived agricultural farms whose production is integrated in a sustainable and local food production supply cycle and where there is a partnership with tourism sector	These indicators will help measure how public-private collaboration can link tourism and the primary sectors involving different entities and companies. This indicator can be narrowed down to a certain focus such as minimizing food waste, diversification of food production, etc. This is an approach in which all the agents that participate win: from the hotelier, because it produces less waste, the farmers, because they regenerate the soil and favour the supply of a healthy gastronomy and a zero-kilometre approach, and even the tourist, who will participate/benefit from these agrotourism practices and related experiences.
Theme: Education and training / *Sub-theme: Awareness raising*	
▪ Number of initiatives that promote the recognition of local gastronomy as a cultural heritage[51]	This indicator measures the awareness of local gastronomy as a cultural heritage and the importance of nutritious and healthy food for tourists and locals, especially through tourism employees.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of training or printed materials that promote awareness of nutrition and healthy food for tourists and locals ▪ Number of trainings that promote zero-waste and sustainable utilization of food resources	Tourism business employees should be kept informed through trainings and availability of printed materials of the benefits of sourcing locally and directing tourists to local gastronomy, as it contributes to the local production of food and can contribute to minimizing the leakages of the tourism value chain.

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51   Cultural heritage may strengthen culinary identity, local products and the gastronomy of the destination.

TARGET 2.3

By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment

Target 2.3 recognizes the potential of millions of different small-scale food producers around the world to lift their communities out of poverty while protecting the ecosystem that surrounds them. This target supports their empowerment and the improvement of their livelihoods. Tourism development can contribute to this target by providing an enabling and supportive environment to provide knowledge, productive resources, opportunities, etc. for all small food producers to grow/produce nutritious food by adapting responsible agricultural practices. This allows them to provide income for their family by selling produce to different buyers, including tourism enterprises, giving opportunities for local agriculture to meet the needs of tourist's food consumption. Additionally, this may reduce food loss as what could be surplus of raw materials can be used for new processed products and using local produce would also shorten the supply chains and lower carbon footprint.

All small-scale food producers have the opportunity to increase income through the tourism value chain by taking advantage of the growth of local tourism. They will be able to integrate their production and add value in line with current market needs. Food production also has great potential to create employment in non-agricultural jobs such as manufacturing, construction, transport, etc.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	*Connected to Target 8.9*
▪ Number of small-scale food producers receiving food production or food security training through tourism development projects ▪ Number of training and capacity-building initiatives aimed at transferring technologies for food production and food security at local level	These indicators measure whether small-scale food producers are actively receiving training on food production and security. Advertently placing the tourism development in a position to facilitate and provide a supportive environment for small scale food producers by providing knowledge, resources and capacity budling for value addition and increasing their income.
Theme: Financing / *Sub-theme: Access to finance*	
▪ Whether local authorities or banks have financial programmes for small-food producers (Yes/No)	This indicator helps tourism development identify whether small food producers have access to finance through localized programmes, upon which tourism development stakeholders may plan their project accordingly.
Theme: Business development / *Sub-theme: MSMEs*	
▪ Number of local agricultural/fisheries/forestry/pastoral/food production enterprises MSMEs related to the tourism sector ▪ Number of local agricultural/fisheries/forestry/pastoral/food production MSMEs which have integrated tourism activities in their business model, fitting in agrotourism	These indicators allow to assess the current situation of tourism-related MSMEs in the area, with local food producers that can be involved at several stages of the tourism value chain. This may include MSMEs in farm produce tasting, guest house accommodation, fishing, hiking, guiding activities, etc.

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Sustainable procurement*	*Connected to Targets 8.9 and 12.3*
- Value or percentage of local production used in the tourism value chain in a tourism destination - Number of tourism establishments locally sourcing raw materials for food and other organic products - Percentage of increase in local producers contracted by tourism-related establishments for produce/supply (year-on-year comparison)	These indicators will help identify and retain revenue generated by tourism within a local economy. It is important to note that policies are needed to build the capacity of local suppliers, who may not be able to reliably supply the volume required by tourism operators. An analysis of the tourism value chain might be required prior to the adoption of this indicator. Tourism can contribute to improving agricultural productivity sustainably by matching the timing and quality of market demands, restaurants and hotels, to supply in order to avoid food waste. Market demands may include organic food and other cultivation standards, etc.
Theme: Tourism value chain / *Sub-theme: Tourism operations*	
- Number of policies for protecting marine resources for fisheries[52] - Creation/improvement of a tourism policy/strategy at a destination and individual tourism businesses supporting local supply chains, including agricultural and fishery products	These indicators will help map the tourism value chain and retain revenue generated by tourism within a local economy. It is important to note that policies are needed to build the capacity of local suppliers, who may not be able to reliably supply the volume required by tourism operators. In order to ensure this, there should be a supportive local business environment to ensure that tourism can build economic bridges with local food producers.

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52 For example, 'no-take zones' (NTZs), strictly protected areas within or outside Marine Protected Areas (MPA) where ecosystems are left entirely undisturbed – do not allow any fishing, mining, drilling or other extractive activities.

For more information, please consult: World Wildlife Fund Mediterranean Marine Initiative (2022), *No-take zone: an idea whose time has come,* WWF, (online), available at: https://www.wwfmmi.org/notake_zones_an_idea_whose_time_has_come/ [31-03-2023].

TARGET 2.4

By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality

This target stresses the seriousness of the impacts of climate change on agriculture and rural communities, where adaptation to climate change has become inevitable, especially for farmers in the food production system. Tourism development can influence farmers to have a more forward-thinking strategy, incorporating technology in order to ensure crop availability through planned crop planning, which may lead to securing contracts from tourism businesses like hotels and restaurants by securing long-season supply.[53] Furthermore, agritourism can be a way for farmers to diversify their income as well as reducing risks.

POTENTIAL INDICATORS	EXPLANATION
Theme: Local economic development / *Sub-theme: Local products*	
▪ Percentage of certified organic food produced and sold in the tourism destination ▪ Number of agricultural technologies or management practices under research, field testing or made available for transfer as a result of an increase in agricultural product demand by tourism development project ▪ Percentage of increase in agricultural production due to tourism development ▪ Number of farmers who have applied improved technologies or management practices	These indicators would be useful to guide tourism projects/development to promote the shift to improved agricultural technologies, management practices and products, including diversification in order to strengthen capacity for adaptation to climate change, maintain ecosystems and improve land and soil quality. Note on Indicator ▪ This indicator can become an 'impact indicator' (i.e. an indicator which measures an impact of a project) by making the relation of the number of farmers having adopted new technologies or management practices with the outcomes of tourism development project and/or increased demand of agricultural products, for example, by adding to the formulation of the indicator – 'due to a tourism development project and/or as a result of increase in agricultural product demands by said project's.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of training and capacity-building initiatives facilitated aimed at transferring technologies for food production and food security at the local level ▪ Number of trainings for farmers in bulking and grading produce, marketing of the produce, management production and conservation ▪ Number of product research and development initiatives/programmes in local MSMEs involved in tourism value chains ▪ Number of incubator programmes provided for local farmers/fisheries/agri-businesses to develop products for tourism establishments and/or tourists	These indicators are useful to ensure awareness of local gastronomy as a cultural heritage and the importance of nutritious and healthy food for tourists and locals, especially through tourism employees. Tourism business employees should be kept informed through trainings and availability of printed materials of the benefits of sourcing locally and directing tourists to local gastronomy as it contributes to the local production of food and can contribute to minimizing the leakages of the tourism value chain.

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53   For further reading, please consult: International Trade Centre (2010), *Inclusive Tourism: Linking Agriculture to Tourism Markets,* ITC, Geneva.

TARGET 2.a

Increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development and plant and livestock gene banks in order to enhance agricultural productive capacity in developing countries, in particular least developed countries

A number of developing countries, in particular least developed countries, lack the productive capacity to sustain the tourism sector because of the incapacity of local agriculture to meet the increasing diversified demand for quality produce and provide consistent supply of produce which is required for working tourism businesses. Target 2.a calls for increased investment, including through international cooperation to enhance agricultural productive capacity in developing countries particularly LDCs. In this regard, tourism acts as a vehicle for economic diversification and a major employment engine with a multiplier effect on other sectors that contribute to rural development.

Tourism development, for example, in rural tourism,[54] can foster close coordination between tourism stakeholders in the value chain, including restaurants, logistics, food manufacturers, caterers and local governments including Destination Management Organisations (DMO[55]) to enhance agricultural productive capacity by bringing in new technologies and infrastructure to the value chain which would increase sustainable production while meeting the demand of the tourism sector and at the same time improve the nutrition of local residents and diversifying domestic agriculture through development of rural infrastructure. Stakeholders' cooperation is important to understand tourists needs in order to maintain the diversity of agriculture in the region. Notably, the protection of local flora and fauna ecosystems may require limiting tourism demand. In this regard, local Governments and DMOs should take a proactive role to adjust legal frameworks accordingly.

POTENTIAL INDICATORS	EXPLANATION
Theme: Partnerships / *Sub-theme: Public-private partnership (PPP)*	*Connected to SDG 17*
▪ Number of dialogues influenced by the tourism project organized exchanging ideas/business making among small food producers and tourism industry for promoting local food/ food production/agriculture products to develop the tourism value chain ▪ Number of collaborative initiatives and dialogues regarding the required standards on food for the tourism sector	These indicators will help measure how public-private collaboration can link tourism and the primary sectors involving different entities and companies through different dialogues, which can include meetings or platforms, etc. on discussions like food standards, cuts of meat, preferred sizing of fruit, etc.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of locals participating in capacity-building programmes in enhancing agricultural productive capacity	This indicator highlights the importance of encouraging local producers to develop skills and competencies in order to meet the evolving demands of tourists.
Theme: Financing / *Sub-theme: Access to finance*	
▪ Number of investments in infrastructure related to food production or storage ▪ Number of micro-finance and micro-lending institutions focused on agricultural production systems	These indicators would be useful to understand the investment ecosystem of food production in relation to tourism in order to create the conditions for improvement of agricultural productive capacity such as refrigeration, packaging and transportation.

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54 For further reading, please consult:
World Tourism Organization (2020), *UNWTO Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422173.

55 Destination Management Organisations is a coalition of many organizations and interests working towards a common goal and becoming a strategic leader in destination development. For further reading, please consult:
World Tourism Organization (2007), *A Practical Guide to Tourism Destination Management,* UNWTO, Madrid.

TARGETS NOT INCLUDED - TECHNICAL NOTES

2.2 **By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under five years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons**

- Ending hunger and malnutrition is an essential prerequisite for sustainable development. This target specifically looks at children under five years of age, adolescent girls, pregnant women, new mothers and older persons.

- Although tourism can influence the health initiatives for a community, including improving nutrition, this contribution can be indirect, and approaches in Targets 2.1 and 2.3 can be an alternative to support this target.

2.5 **By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly-managed and diversified seed and plant banks at the national, regional and international levels, and promote access to fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge, as internationally agreed**

- Tourism does not directly protect the genetic diversity of seeds or wild species. However, as wildlife can contribute to visitors' unique experiences, tourism development may be an incentive for protection.

- This target is also connected to SDG 15.

2.b **Correct and prevent trade restrictions and distortions in world agricultural markets, including through the parallel elimination of all forms of agricultural export subsidies and all export measures with equivalent effect, in accordance with the mandate of the Doha Development Round**

- The mandate of the Doha Development Round Table is to achieve major reform of the international trading system through the introduction of lower trade barriers and revised trade rules. Tourism's value chain is far and wide reaching, and as services in trade, a tourism project may be able to influence new export opportunities for developing countries – but the indirectness of the connection with food trading makes it difficult for this target to be measured against a tourism project.

2.c **Adopt measures to ensure the proper functioning of food commodity markets and their derivatives and facilitate timely access to market information, including on food reserves, in order to help limit extreme food price volatility**

- Food commodity supplies for hotels, tourism and hospitality facilities is core to the tourism sector. A transparent and competitive bidding for food commodity by tourism actors is essential to ensure the achievement of this target. The initiatives in this target can also be addressed using the same approach in Targets 2.1 and 2.3.

SDG 3
ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

Goal 3 seeks to ensure health and well-being for all, at every stage of life, by achieving universal health coverage (UHC), providing access to safe, affordable and effective medicines and vaccines for all, improving reproductive, maternal and child health, reducing non-communicable and environmental diseases, and pledging to end the epidemics of AIDS, tuberculosis, malaria and other communicable diseases by 2030. The COVID-19 pandemic has derailed many global public health achievements. The fragility and unpreparedness of health systems in many countries during COVID-19 demonstrated the fundamental role of UHC in achieving health development in all countries. This Toolkit is linked with pandemic-driven work and intends to be a complementary guide to place the progress of the SDGs back on track, not only for tourism stakeholders but for all, as a meaningful intersectoral collaboration is important in order to prepare for any other health emergencies in the future.

For more information on SDG 3, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal3 &
https://www.un.org/sustainabledevelopment/health/.

TOURISM AND SDG 3: GOOD HEALTH AND WELL-BEING

The COVID-19 pandemic has deeply impacted the tourism sector with a spill-over effect of unexpected socioeconomic consequences to many other sectors. The link between tourism and the importance of health and well-being has been highlighted even more during the pandemic as the sector depends on contact-intensive services – and restoring consumer confidence has been key to economic recovery of the tourism sector during the whole crisis. Consequently, a destination with clean and hygienic hotels, restaurants and other tourism facilities was in a better position to enhance its attractiveness. At the same time, tax generated from tourism activities as well as visitors' fees collected in destinations can be reinvested in health care and services, improving maternal health, reducing child mortality and preventing diseases.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 3 TARGETS WITH THEMES/ SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 6.1) illustrates the different connections between selected SDG 3 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how the goal of ensuring healthy lives and promoting well-being for all at all ages connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 3.6 which relates mainly to reducing road injuries and deaths is connected to SDG 9 on Industry, Innovation and Infrastructure, specifically Target 9.1 on developing sustainable, resilient, and inclusive infrastructures. Similarly, Target 3.d on improving early warning systems for global health risks echoes the Toolkit theme on Crisis management, Health and Education and training, etc.

Figure 6.1: Visual aid – Connections between selected SDG 3 targets with themes/sub-themes and other SDGs/targets
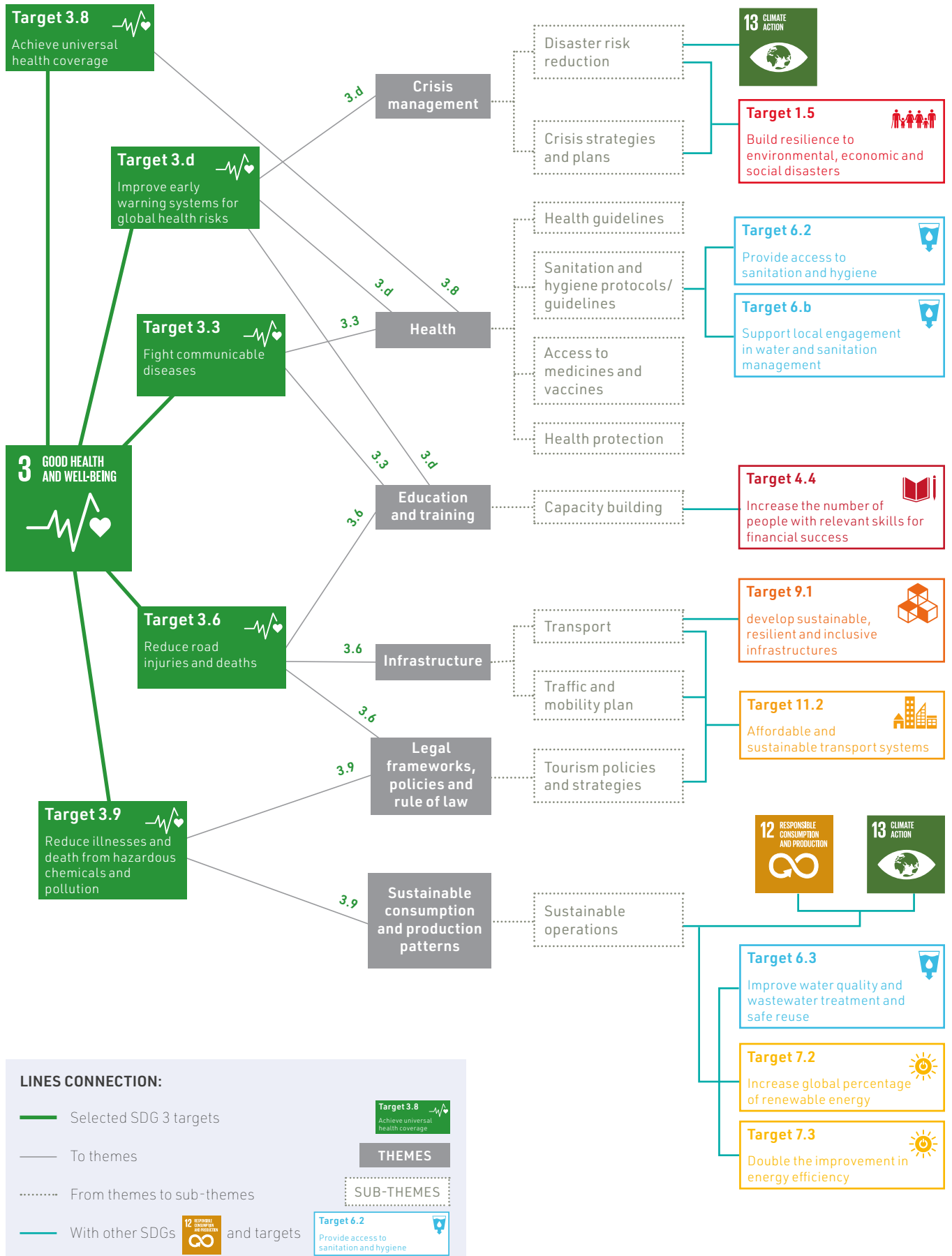
BOX 6.1   SELECTED TOURISM-RELATED SDG 3 TARGETS

Five targets within SDG 3, that are deemed to have a stronger and direct link to tourism in order to achieve the goal to ensure healthy lives and promote well-being for all at all ages, have been selected to base the potential project indicators.

3.3   By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases

3.6   By 2020, halve the number of global deaths and injuries from road traffic accidents

3.8   Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all

3.9   By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination

3.d   Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks

SELECTED TOURISM-RELATED SDG 3 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 3.3

By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases

Target 3.3 aims to fight communicable diseases. According to World Health Organization (WHO) communicable diseases are caused by microorganisms such as bacteria, viruses, parasites and fungi that can be spread, directly or indirectly, from one person to another. Some are transmitted through bites from insects, while others are caused by ingesting contaminated food or water.[56] This target stresses upon the implementation of appropriate health and safety plans including putting in place health and hygiene protocols. In this regard, tourism employers and workers should be aware of key hygiene and sanitation guidelines which are essential to prevent or halt the spread of communicable diseases and which also contribute to the coordination of a safe destination.

POTENTIAL INDICATORS	EXPLANATION
Theme: Health / _Sub-theme: Sanitation and hygiene protocols/guidelines_	_Connected to Targets 6.2 and 6.b_
▪ Whether there is a creation of guidelines or protocols for hygiene and cleanliness standards in tourism destinations and facilities[57] (Yes/No) ▪ Whether tourism businesses or public institutions have protocols for hygiene and cleanliness standards (Yes/No) ▪ Percentage of tourists preferring tourism businesses with clear protocols and standards for hygiene ▪ Whether there is a mechanism in place to measure the level of visitors' satisfaction with the hygiene and cleanliness of a tourism destination or facility (Yes/No) ▪ Whether there are clear guidelines on food safety and handling (Yes/No) ▪ Whether there is certification programs or recognition schemes that assess and certify tourism establishments for their compliance with hygiene and cleanliness standards (Yes/No)	These indicators assess whether the appropriate guidelines or protocols are in place in a destination which addresses the curbing of communicable diseases. Safe destinations are key to increase the confidence of tourists and support recovery efforts after a health crisis. The indicators would help measure whether tourism businesses with clear hygiene and cleanliness protocols would be more attractive for tourists. This can be measured qualitatively through the level of visitors' satisfaction with the hygiene and cleanliness of a tourism destination or facility, or quantitatively, for example, when booking platforms provide the option to filter establishments by the availability of health and sanitation protocols.
Theme: Health / _Sub-theme: Health guidelines_	
▪ Whether there is a creation of guidelines or protocols for good health and well-being standards in tourism destinations and facilities (Yes/No)	This indicator is closely connected with the indicators above. Since this target touches upon a wide range of communicable diseases, it is important to allocate an indicator which addresses the need for health guidelines in tourism destinations to decrease the risk of transmission of such diseases.

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56   World Health Organization (n.d.), _Communicable Diseases,_ WHO, Geneva (online), available at: https://www.afro.who.int/health-topics/communicable-diseases [31-03-2023].

57   For more information, please refer to ISO/PAS 5643_, Tourism and related services Requirements and guidelines to reduce the spread of Covid-19 in the tourism industry,_ as a benchmark for COVID-19 and other infectious diseases standards, (online), available at: https://www.iso.org/standard/81500.html [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Health / *Sub-theme: Access to medicines and vaccines*	
▪ Whether there are measures facilitating the preferential access of tourism workers to vaccines and medicines for communicable and non-communicable diseases[58] (Yes/No)	This indicator highlights the highly contact-intensive sector the tourism sector is. Providers of tourism services are vulnerable to communicable diseases, and it is important that adequate health measures, including vaccines and medicines, are accessible to tourism employees to enable them to protect themselves and tourists alike.
Theme: Education and training / *Sub-theme: Capacity building* *Connected to Target 4.4*	
▪ Number of tourism businesses and employees trained in hygiene and safety protocols and cleanliness standards in tourist destinations ▪ Number of tourism businesses and employees trained in communicable diseases	This indicator assesses whether the appropriate protocols and standards (hygiene, cleanliness and communicable diseases including AIDS, tuberculosis, malaria, etc.) are understood and implemented by tourism businesses and public institutions, by way of capacity building actions.

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58 Such measures depend on the prerogatives of the governments and should not neglect the "core" groups such as health-care workers, who rightly have priority.

TARGET 3.6

By 2020, halve the number of global deaths and injuries from road traffic accidents

Target 3.6 recognizes the need to reduce road injuries and deaths. The tourism sector relies heavily on good road and safety infrastructure for connectivity and, at the same time, it influences road infrastructure through intensive construction and modernization of the road network and means of transport. Target 3.6 calls for good road safety to guarantee the safety of local residents and at the same time improve their mobility. In tourism destinations,

as tourists are fellow road users, the reduction in road accidents requires awareness of the importance of road safety by everyone, including residents and tourists. Tourism stakeholders, together with public and private entities, should work together to ensure the applicability of road safety policies, maintenance of the road network and awareness raising actions and preventive measures.

POTENTIAL INDICATORS	EXPLANATION
ThemTheme: Infrastructure / *Sub-theme: Transport* *Connected to Targets 9.1 and 11.2*	
▪ Number of tourism site road signs with safety messages ▪ Amount of budget invested in improvement of road network to and in tourist destinations and sites ▪ Whether there is a traffic planning and management system to control the inflow of traffic in tourist areas, adequate to the characteristics and needs of the destination (Yes/No) ▪ Number of improvements to road network due to tourism development	These indicators assess the importance of the quality of the road network (main roads as well as connection routes), within tourism-related infrastructure. Road network influences the rate and severity of traffic accidents and improves the connectivity of rural, peripheral and remote areas, supporting a seamless and safe road connectivity. Note on Indicator ▪ This indicator can be disaggregated by the type and extent of improvements conducted in the road network for example kilometres of renovated roads, etc.
Theme: Infrastructure / *Sub-theme: Traffic and mobility plan* *Connected to Target 11.2*	
▪ Whether there is a creation/revision of a mobility plan in the tourism destination (Yes/No) ▪ Whether there is participation of host communities in planning and management in the creation/revision of a mobility plan in the tourism destination. (Yes/No) ▪ Whether the creation/revision of a mobility plan in the tourism destination is aligned with the strategies/plans of management and protection of heritage (Yes/No) ▪ Whether there is a creation/revision of legislation regulating short-term rentals for electric modes of transport (Yes/No)	These indicators recognize the importance of the safe, accessible and optimal management of a tourism-related mobility plan, which includes affordable modes of public transport that protect pedestrian and cyclist safety, with a focus on vulnerable road users, including older persons and persons with disabilities. Electric modes of transport may include e-bicycles, e-scooters, e-motorcycles, e-cars, etc. The participation of tourism authorities and businesses in the preparation of these plans and measures is crucial for successful implementation, as these stakeholders have a direct link with tourists and can provide them with relevant information.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies* *Connected to Target 11.2*	
▪ Whether there is legislation regulating the conditions for car rentals and/or coach tourism vehicle fleets in the country/destination (Yes/No) ▪ Number of car rental and/or coach tourism companies complying with the legislation regulating the conditions for car rentals and/or coach tourism vehicle fleets ▪ Number of controls carried out to check if the car rental and/or coach tourism companies comply with the legislation. ▪ Number of mechanisms to monitor and enforce compliance with the legal framework for tourist buses ▪ Number of controls carried out to check if tourist buses respect the working conditions of the legal framework for tourist buses ▪ Number of tourism operators covering safe operation of coaches and licensing of drivers	These indicators recognize the legislations, including national ones, depending on country governance, surrounding the regulations and conditions of car rentals and/or coach tourism vehicle fleets in the destination, as well as measures to enforce the application of these rules, such as inspections, business licensing conditionalities, certification of businesses, and will create the conditions to have better and safer vehicles. Tourism stakeholders can actively support the good maintenance or modernization of fleets in all modes, compliance with legislation by partnering with responsible public authorities, support car rental and coach tourism companies to be compliant with the legislation, or only working with tourism businesses that comply with the legislation. The legislation or legal framework should also include mechanisms to monitor and enforce compliance with such frameworks, such as annual controls of vehicles, health check of drivers and workers, ad hoc checks, etc.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	*Connected to Target 4.4*
- Number of sensitizing actions and materials addressing road safety issues created for tourists[59] - Number of capacity building activities related to safety road matters for tourism workers - Number of tourism workers participating in capacity building activities related to safety road matters - Number of traffic regulations trainings for tourist bus drivers	These indicators highlight the importance of awareness of basic driving and road safety tips to tourists and tourism workers who are road users. As driving and pedestrian rules may vary from country to country (e.g., driving side of the road, local speed limits, local customs), road users should be made aware of the traffic laws beforehand. The tourism sector can be a valuable and active partner by disseminating relevant information to visitors, and sensitizing tourism workers with up-to-date information on driving rules, state of roads, advise on use of alternative solutions like public transportation.

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59   An example of road safety sensitizing actions: Tiaki New Zealand (n.d.), *Drive Carefully,* (online), available at: https://www.tiakinewzealand.com/ [31-03-2023].

TARGET 3.8
Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all

Target 3.8 relates to the achievement of universal health coverage. Tourism's contribution to this target can be seen in various ways, including investing in health-care activities such as health insurance for employees, thus making sure that a part of the population has access to essential health care. In destinations where tourism is one of the main sources of employment, the impact is more visible. In tourism destinations where tourism tax revenues are specifically assigned, to advocate for such tax from tourism, fees and charges from visitors to be reinvested into health care, services and disease prevention. This is particularly relevant in destinations that are highly dependent on tourism and where appropriate medical facilities will help to attract more tourists.

POTENTIAL INDICATORS	EXPLANATION
Theme: Health / *Sub-theme: Health protection*	
▪ Number of measures, policies, guidelines, protocols that guarantee employees' health and safety, including access to health-care schemes, vaccines and medicines ▪ Percentage of tourists covered by travel insurance designed to cover overseas medical and hospital expenses ▪ Total expenditure on tourism employees' health and safety, including access to health-care schemes, vaccines, medicines for all[60] ▪ Number of health programmes that benefit tourism employees, guests and the local community supported by the tourism sector ▪ Whether a tourism business supports health programmes that benefit tourism employees, guests and the local community (Yes/No) ▪ Number of businesses that support health programmes that benefit tourism employees, guests and the local community	These indicators assess whether measures/policies/guidelines/ protocols are in place thus allowing all tourism workers, including immigrants and vulnerable groups, access to health-care schemes (public or private), vaccines and medicines (for communicable and non-communicable diseases). As part of social corporate responsibility policies/strategies, tourism businesses can support health programmes that benefit the local community where the businesses are located, thus contributing to an increase in the number of people gaining access to basic health-care services.
Theme: Health / *Sub-theme: Access to medicines and vaccines*	
▪ Whether there are measures facilitating the priority access of tourism business workers to vaccines and medicines for communicable and non-communicable diseases in tourist destination (Yes/No)	This indicator is similar to Target 3.3 and it has been purposefully repeated here under Target 3.8. Since tourism employees are in direct contact with tourists when providing services, it is important that these are duly protected against diseases, in particular communicable diseases where a possible solution is priority access to vaccines and medicines.

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60 The indicator would measure the investment tourism businesses are making in the health and safety of all their employees. It can measure the percentage of expenditure of a business with staff, and the percentage of total fixed costs of a business or amount in currency (e.g., USD).

TARGET 3.9

By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination

Target 3.9 looks at reducing illnesses and death from hazardous chemicals and pollution. By decreasing the environmental impact of the tourism sector and introducing sustainable practices, it can contribute to a reduction in deaths and illnesses. As Target 3.9 is closely related to Goals 6, 7 and 13, further information and more specific indicators, related to air quality, food security, water quality and waste reduction will be presented under these goals.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether there are sustainability policies/strategies/measures aiming to reduce the environmental impact of tourism operations, being created/revised/implemented in the tourism destination (Yes/No)	This indicator measures the current landscape of national policies or strategies for better preparation of projects to be in line with current policies, or to enhance/supplement as well as to provide incentives to improve safe, and sustainable tourism systems and reduce the number of deaths and illnesses from hazardous chemicals, air, water pollution and contamination.
Theme: Sustainable consumption and production patterns / *Sub-theme: Sustainable operations* *Connected to SDG 12 and SDG 13, and Targets 6.3 | 7.2 and 7.3*	
▪ Whether tourism businesses are implementing sustainability policies/measures aiming to reduce the environmental impact of tourism operations (Yes/No) ▪ Number of tourism businesses implementing sustainability policies/measures aiming to reduce the environmental impact of tourism operations	These indicators aim to assess how tourism businesses are addressing challenges to reduce the environmental impact of their operations, including on energy and water consumption, and how these are reflected in their sustainability policies. Specific measures on transport, regarding installation of filters against microparticles, or similar measures reducing plastic contaminants in food recipients (in planes notably), should be part of the CSR policies or EMS, and which will have an impact on the health of tourists, tourism workers and the population of the destination(s) where the tourism businesses operate.

TARGET 3.d

Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks

Target 3.d has been further highlighted due to the COVID-19 pandemic as it calls for a strong early warning system, and management of national and global health risks. The pandemic has underscored the crucial importance of better management of global health risks, especially in developing countries, and in this regard, tourism can contribute to Target 3.d. Tourism can promote and integrate disaster risk management approaches throughout the sector, given the often-heavy reliance on tourism as a key economic driver in developing countries. Both public and private sectors should have/build the capacity to prevent, manage, adjust and adapt to different shocks, disasters and health risks.

POTENTIAL INDICATORS	EXPLANATION
Theme: Crisis management / *Sub-theme: Disaster risk reduction*	*Connected to SDG 13 and Target 1.5*
▪ Whether there is a creation/improvement of risk management plans, including early warning and preventive measures, for possible global and national health risks (Yes/No) ▪ Whether there is a creation/implementation/improvement of cross-border risk management measures consistent with the requirement of International Health Regulations (Yes/No)	These indicators measure the impact of a project in creating or improving existing risk management frameworks in the tourism sector, in particular when addressing global and national health risks.[61] The COVID-19 crisis has highlighted the need for harmonized cross-border risk management measures that promote safe tourism and the safe reopening of borders. This indicator addresses the importance of an inclusive and mutually-recognized approach should there be future global and national health risks. The setting up of Public Health Corridors,[62] vaccine certificates or passports, quarantine, testing requirements for travellers, or other means of verification of the health situation of a traveller upon arrival at a destination which will help early detection of potentially infectious travellers, thus support the control of propagation of health risks and restore tourists' confidence in travelling.
Theme: Crisis management / *Sub-theme: Crisis strategies and plan*	*Connected to Target 1.5*
▪ Whether there is creation/improvement of prevention and control guidelines and systems for health risks for tourism businesses (Yes/No) ▪ Number of tourism businesses actively participating in the local/regional/national risk management planning ▪ Number of tourism businesses successfully implementing the protocols set out to prevent a health crisis ▪ Number of tourism stakeholders involved in the risk management planning processes of the destination	These indicators highlight that tourism businesses are key stakeholders in the application of crisis and risk management tools, in countries where tourism is a main sector.

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61 For issues related to the protection of tourists in emergency situations and other consumer rights, please consult UNWTO's International Code for the Protection of Tourists (ICPT). The ICPT provides a comprehensive set of principles and recommendations for the protection of tourists in emergency situations and consumer rights of tourists aiming at harmonizing minimum international standards and providing sufficient guarantees to international tourists. The ICPT intends to provide practical guidance for all those, in the public and private sector, who have obligations, responsibilities, duties and rights regarding the matters dealt with in the Code.

World Tourism Organization (2022), *International Code for the Protection of Tourists,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284423361.

62 A Public Health Corridor is formed when two or more States agree to mutually recognize the implemented public health mitigation measures on one or more routes between their states.

International Civil Aviation Organization (2020), *Public Health Corridor (PHC) Implementation,* ICAO, Canada (online), available at: https://www.icao.int [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of tourism employees trained in hygiene and safety protocols and cleanliness standards in tourist destinations ▪ Number of trainings for tourism employees on how to address national and global health risks	These indicators recognize the importance of training for capacity building to ensure tourism employees are well equipped to address for early warning, risk reduction and management of national and global health risks. Tourism businesses should apply existing frameworks, by having adapted plans, training for staff and communications strategies as part of disaster and risk management tools.
Theme: Health / *Sub-theme: Health protection*	
▪ Number of measures/policies/guidelines/protocols in place in the destination or implemented by tourism businesses, guaranteeing employees' health and safety, including access to health-care schemes, vaccines and medicines	This indicator is repeated from Targets 3.3 and 3.8 above and it is important to place it under 3.d as it would allow to assess whether measures/policies/guidelines/protocols are in place, thus allowing all tourism workers, including immigrants and vulnerable groups, access to health-care schemes (public or private), thus ensuring that these groups are protected, as employee health and safety is essential for running operations and to increase the confidence of travellers.
Theme: Health / *Sub-theme: Access to medicines and vaccines*	
▪ Number of measures facilitating the priority access of tourism workers to vaccines and medicines for communicable and non-communicable diseases to accelerate recovery of the tourism sector from a crisis	This indicator is similar to Targets 3.3 and 3.8 it has been purposefully repeated here under Target 3.d. Since tourism employees are in direct contact with tourists when providing services, it is important that they are duly protected against diseases, in particular communicable diseases, where a possible solution is priority access to vaccines and medicines.

TARGETS NOT INCLUDED - TECHNICAL NOTES

Explanation

▪ Although tourism can contribute to promote healthy lives and well-being[63] for all at all ages, it is difficult to measure the (direct) impact of tourism to Targets 3.1, 3.4, 3.7, 3.a, 3.b. and 3.c, at the project level and some of these targets are usually addressed at national level and the contribution of tourism to these targets is indirect. The chapter on SDG 16 addresses many of the issues relating to the sector's compliance with national legislations.

▪ As an economic sector, one of the main contributions to SDG 3 is the income, fees, charges and revenue that tourism generates.

▪ To attract more visitors, a destination needs to have an appropriate medical infrastructure, which should benefit tourism workers and guests as well as the local communities. However, how revenue is reinvested into the destination is a matter of national or local political priority.

▪ Depending on the weight of tourism in the countries or destination's balance of payments, the sector could lobby for the prioritization of certain policies as investing in human capital helps strengthen health and life expectancy, reducing poverty and the risk of hunger, creating jobs, triggers economic growth and reinforces gender equality.

3.1 By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births

3.2 By 2030, end preventable deaths of new-borns and children under five years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births

3.4 By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

▪ Tourism can make a significant contribution to mental health and well-being. Programmes/initiatives that try to offer affordable forms of tourism/social tourism to groups with relatively low purchasing power could make a meaningful contribution to Target 3.4.

▪ However, it is difficult to measure the direct contribution of tourism to the change of mental health and well-being of a person, in particular if supported by medical methods simultaneously.

3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol

▪ Drug abuse and harmful use of alcohol can reach alarming levels in certain tourist destinations. Initiatives to control/manage this could make a meaningful contribution to Target 3.5.

▪ Accommodations and transportation businesses can be active partners of campaigns against drugs.

▪ Although this is a sensitive topic since alcohol consumption is often judged to be a free choice, there are some destinations (inbound and outbound) which have conducted awareness campaigns on this issue, such as the British Government with the Foreign Office and ABTA – The Travel Association campaign to prevent cases of "balconing".[64]

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63 For further information, please consult:
Aruba Happiness Index. Source: Croes, Robertico R.; Rivera, Manuel A.; and Semrad, Kelly J. (2017), *2016 Happiness Survey: Aruba Happiness & Tourism,* Dick Pope Sr. Institute Publications p. 40, (online), available at: https://stars.library.ucf.edu/dickpope-pubs/40 [31-03-2023].

64 For more information, please consult:
Foreign and Commonwealth Office (2012), *Taking Action to help prevent balcony incidents abroad,* Gov.uk (online), available at:
https://www.gov.uk/government/news/taking-action-to-help-prevent-balcony-incidents-abroad [31-03-2023].

- Therefore, it may be relevant for some destinations to evaluate how they are tackling issues related to drug consumption and excessive alcohol consumption by tourists. This could be assessed by the following indicators:

  - Implementation/creation of measures to prevent the consumption of drugs and the excessive consumption of alcohol in destinations (e.g., awareness campaigns).

  - Training of tourism staff (principally those working in establishments where alcohol consumption is allowed such as bars, restaurants, hotels, etc.) in the safety protocol to follow in case of a dangerous situation for the consumer and/or staff deriving from the excessive consumption of alcohol or drug substances.

3.7 By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes

3.a Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate

3.b Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries, provide access to affordable essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and, in particular, provide access to medicines for all

3.c Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and Small Island Developing States

SDG 4
ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

SDG 4. *Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all* aims to ensure that all people have access to quality education and lifelong learning opportunities. The Goal focuses on the acquisition of foundational and higher-order skills at all stages of education and development; greater and more equitable access to quality education at all levels as well as technical and vocational education and training (TVET); and on the knowledge, skills and values needed to function well and contribute to society.[65] The UN's Common Agenda[66] emphasizes the importance of transforming education, skills and lifelong learning. The COVID-19 crisis has had a devastating impact on education worldwide. However, it also provides an opportunity to elevate education in the global political agenda and to mobilize action and solutions to recover pandemic-related learning losses through digital transformation[67] and better accessibility, availability and affordability of education.

For more information on SDG 4, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal4 &
https://www.un.org/sustainabledevelopment/education/.

TOURISM AND SDG 4: QUALITY EDUCATION

Education is fundamental to achieve sustainable development. To positively impact all layers of societies, educational programmes should be adapted to all human environments and groups, as well as to the different sectors of the economy, including tourism. Education is key for tourism businesses and its workers as it can increase opportunities for career growth and development and provide the knowledge and skills necessary to succeed in the field. The tourism sector provides opportunities for direct and indirect jobs for vulnerable groups, in particular youth and women, who should benefit through educational means. Furthermore, tourism businesses play a significant role in educating customers and local communities on their contribution to the SDGs, including through training programmes, support of schools for local children, and partnerships with education institutions, all of which can promote inclusiveness and benefit companies and society.

Please see in box 7.1 related Articles of the UNWTO *Global Code of Ethics for Tourism,* which relates to the topic of education.

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65   United Nations Statistics Division (n.d.), *SDG 4: Ensure inclusive and equitable quality education and promote lifelong opportunities for all,* UNDESA, (online), available at: https://unstats.un.org/sdgs/report/2016/goal-04/.

66   United Nations (n.d.), *Our Common Agenda,* UN, New York, (online), available at: https://www.un.org/en/common-agenda [31.03.2023].

67   United Nations (n.d.), *The Transforming Education Summit,* UN, New York, (online), available at: https://www.un.org/en/transforming-education-summit [31.03.2023].

BOX 7.1   UNWTO *GLOBAL CODE OF ETHICS FOR TOURISM*

Article 1 **| Tourism's contribution to mutual understanding and respect between peoples and societies**

3.   The host communities, on the one hand, and local professionals, on the other, should acquaint themselves with and respect the tourists who visit them and find out about their lifestyles, tastes and expectations; the education and training imparted to professionals contribute to a hospitable welcome.

Article 2 **| Tourism as a vehicle for individual and collective fulfilment**

5.   The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged.

Article 9 **| Rights of the workers and entrepreneurs in the tourism industry**

2.   Salaried and self-employed workers in the tourism industry and related activities have the right and the duty to acquire appropriate initial and continuous training; they should be given adequate social protection; job insecurity should be limited so far as possible; and a specific status, with particular regard to their social welfare, should be offered to seasonal workers in the sector.

Source: World Tourism Organization (1999), *Global Code of Ethics for Tourism,* UNWTO, Madrid, (online), available at: https://www.unwto.org/global-code-of-ethics-for-tourism [31-03-2023].

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 4 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 7.1) illustrates the different connections between selected SDG 4 targets and other SDGs/targets. This figure is intended to show how the goal for achieving quality education connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1 – Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 4.3, which relates mainly to equal access to quality technical, vocational and tertiary education, is connected to SDG 8 on Decent work and economic growth, specifically Target 8.9 which relates to the implementation of policies to promote sustainable tourism that creates jobs and promotes local culture and products. Similarly, Target 4.a on inclusive and safe schools echoes the Toolkit theme on Infrastructure, etc.

Figure 7.1: Visual aid – Connections between selected SDG 4 targets with themes/sub-themes and other SDGs/targets
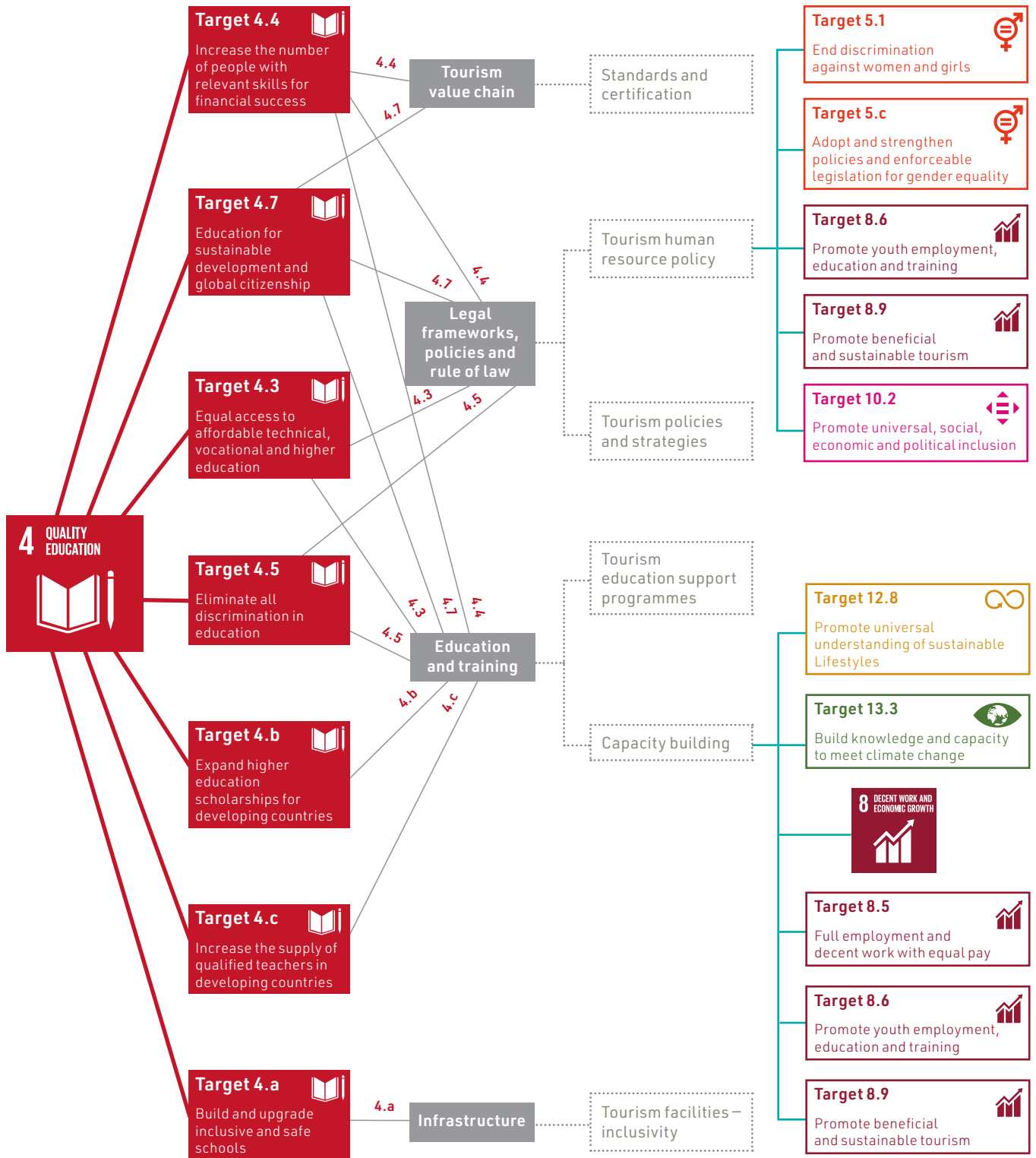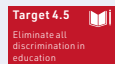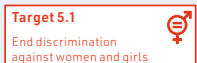
BOX 7.2   SELECTED TOURISM-RELATED SDG 4 TARGETS

Seven targets within SDG 4 that are deemed to have a stronger and direct link to tourism in order to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all, have been selected to base the potential project indicators.

4.3   By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

4.4   By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

4.5   By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations

4.7   By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

4.a   Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, nonviolent, inclusive and effective learning environments for all

4.b   By 2020, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, Small Island Developing States and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries

4.c   By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and Small Island Developing States

SELECTED TOURISM-RELATED SDG 4 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 4.3
By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

Target 4.3 addresses the importance of equal access to affordable technical, vocational and higher education. It is imperative to reduce barriers to skills development and technical vocational training and to provide opportunities to everyone including youth and women. The provision of technical, vocational and tertiary education should be made progressively available and accessible. Tourism's contribution to this target will help reduce barriers to skills development. Furthermore, having a well-trained and skilful workforce is essential for successful tourism businesses for tourism to prosper.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism human resources policy* *Connected to Targets 8.6 and 8.9*	
▪ Whether there is a creation/revision of a national tourism human resources policy/strategy and action plan that addresses the needs of the tourism sector in the destination in terms of education and training (Yes/No) ▪ Number of new/improved education and training programmes aligned with the national tourism human resources policy/ strategy as well as action plan	These indicators recognize that the tourism sector requires intensive human resources that correspond to the needs of the sector. A good human resources policy is thus required to produce a workforce that is useful to address the current needs of the sector, through new training and updating of current skills. Whenever possible, this should be developed in partnership with the education institutions and tourism operators to guarantee that the policy framework corresponds to the situation of the country/ destination and to ensure that everyone interested would have the same opportunities for training and tourism education. Note on Indicator ▪ Users are advised to disaggregate the indicator by gender and vulnerable groups. For other specific disaggregation (such as by level, type of education, etc.) please see the dedicated section in part I Section 3.3.3.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Number of new/improved education and training activities related to tourism education as set out in the tourism action plan ▪ Percentage of the activities in the action plan of the tourism strategy related to addressing the sector's educational needs	These indicators highlight the importance of having a solid action plan that would ensure that the current need of the sector is monitored, thus creating related educational and training which would achieve the objectives set out in the tourism action plan/strategy. Whenever possible, the action plans should be developed in partnership with tourism education institutions and private sector stakeholders. Note on Indicators ▪ Users might consider looking into the type, scope and relevance of the activities in the action plan of a tourism strategy addressing tourism's educational needs (qualitative analysis). ▪ Users are also advised to disaggregate the indicators by gender and vulnerable groups.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	*Connected to Targets 8.5 and 8.6*

▪ Number of new/improved education and training programmes according to tourism sector needs ▪ Number of tourism training programmes for the unemployed based on the skills gaps of the sector in the destination/country ▪ Number of tourism workers participating in upskilling programmes ▪ Number of people employed after participating in the training programme ▪ Number of vocational training programmes for tourism staff to enhance their skills and promotion opportunities ▪ Number of tourism education curricula in tertiary education ▪ Number of tourism education online programmes ▪ Number of people participating in tourism tertiary education ▪ Number of universities with a specialized tourism department ▪ Whether there is quality standards measurement conducted on tourism education (Yes/No) ▪ Number of free education schemes provided for vulnerable groups by tertiary education institutions focusing on sustainable tourism development	These indicators measure how tourism can encourage the participation of everyone in the promotion and workings of tourism activity, including hospitality training in the destination. Education institutions together with the public and private sector should revise the existing education/training programmes and make sure that they correspond to the sector's skills needs. Note on Indicators ▪ Users are advised to disaggregate the indicators by gender and vulnerable groups. ▪ The indicators should highlight the need to integrate youth in the labour market and reintegrate the 50+ age group, women and other vulnerable populations. ▪ Post-training evaluation (after 6 months' time) focused on sentiments and scaling of improved Human Capital of the participants, should be done at the end of these trainings.

TARGET 4.4

By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

This target aims to increase the number of people with relevant skills for employment, jobs and entrepreneurship. For this, equitable access to technical and vocational skills training needs to be expanded. Emphasis must also be placed on acquiring beyond-work specific skills, such as problem solving, teamwork and communication skills, which can be used across a wide range of occupational fields. In this regard, tourism's contribution to the target can be seen through its multi-dimensional role as the sector has a wide-ranging value chain. The challenge for training providers and industry associations is to develop a system that ensures the training content is aligned to address the tourism sector's shortage of skills, future skills and future employment and career progression.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism human resources policy* *Connected to Targets 8.6 and 8.9*	
▪ Whether there is a creation/revision of a tourism HR policy/strategy that addresses the needs of the tourism sector in the destination in terms of education and training (Yes/No)	This indicator is repeated from Target 4.3 since human resources policies are important to increase the number of people with relevant skills for employment. These indicators recognize that the tourism sector requires intensive human resources which corresponds to the needs of the sector, thus a good human resources policy is required to produce a workforce that is well skilled, through new training and updating of current skills. Note on Indicator ▪ Users are advised to disaggregate the indicator by age, gender and vulnerable groups. For other specific disaggregation (such as by level, type of education, etc.) please see the dedicated section in part I Section 3.3.3.
Theme: Education and training / *Sub-theme: Capacity building* *Connected to Targets 8.5, 8.6 and 8.9*	
▪ Number of tourism training programmes for the unemployed created, based on the skills gaps of the sector in the destination/country ▪ Number of employees receiving training from the tourism project ▪ Number of individuals receiving training from the tourism project ▪ Number of executed hours for tourism training programmes ▪ Average number of hours of training per employee ▪ Total estimated amount invested in training provided, per individual or as a percentage of project budget ▪ Number of trainings for updating development and career promotion ▪ Number of vocational training programmes provided by tourism development projects and other organizations ▪ Number of vocational training programmes supported by tourism development projects and other organizations ▪ Number of people trained by tourism development projects ▪ Whether participants are satisfied with the vocational training programmes (Yes/No) ▪ Number of participants in specific tourism training ▪ Rate of successful completion of trainings per total participants ▪ Number of tourism business suppliers receiving training from the tourism project	These indicators aim to measure the landscape of employee training and education and, for the tourism project, to assess and subsequently ensure the availability of a skilled workforce. It will provide an overview of how the tourism development can create new opportunities through providing different skills training and creating conditions in order to respond to a specific skill requirement or upskilling determined by the needs of the sector. It also gives opportunities for workers to increase their chances of career development. Note on Indicators ▪ Users are advised to disaggregate the indicators by age, gender and vulnerable groups. Other possible disaggregation could be by type of education training e.g., entrepreneurship, tourism guide training of local tourism attractions such as cultural heritage, foreign language training required in the local tourism industry, ICT, etc.). Please see the dedicated section in part I Section 3.3.3. Regarding satisfaction levels, these can be measured using a scale created for the purpose.

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Standards and certification*	
▪ Number of tourism educational institutions certified by a standards and certification board	This indicator highlights the importance of developing tourism curricula and joint training presented by providers (technical colleges and universities) and industry experts. Certification mechanisms such as UNWTO.TedQual[68] can support institutions to align the curricula to the sector's needs, improve the learning environment, motivate learners to continue an educational path and thus enhance the human capital of tourism sector and of a country.

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68 UNWTO.TedQual Certification System, which is composed of a series of evaluation criteria – universally applicable to any tourism education, training and research programme – which makes it possible to measure the effectiveness of the pedagogical system as well as to which extent are covered the needs of the tourism sector, civil society and the students in such programmes.

World Tourism Organization (n.d.), *UNWTO.TedQUAL,* UNWTO, Madrid, (online), available at: https://www.unwto.org/UNWTO-ted-qual [31-03-2023].

TARGET 4.5

By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations

Target 4.5 calls for the elimination of all discrimination in education and to ensure everyone, including persons with disabilities, irrespective of age, sex, race, colour, ethnicity, has access to inclusive, equitable and quality education and skills development opportunities. On this note, the opportunities the tourism sector provides for direct and indirect jobs for youth, women, and vulnerable groups, including the provision of infrastructure and training skills needed for the sector contributes to the essence of Target 4.5.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism human resources policy*	*Connected to Targets 5.1, 5.c, 8.6 and 10.2*
▪ Whether there is a creation/revision of a tourism HR policy/strategy according to the needs of the tourism sector in a destination aiming at vulnerable groups (Yes/No) ▪ Whether there is a creation/revision of a tourism HR policy/strategy according to the needs of the tourism sector in a destination aiming at gender equality and women's empowerment (Yes/No)	These indicators recognize that the tourism sector requires intensive human resources which correspond to the needs of the sector. A good human resources policy is thus required to produce a workforce that is well skilled, through new training and updating of current skills, which will decrease the gap between gender, age and social situation in access to tourism. Note on Indicators ▪ Users are advised to disaggregate the indicators by age, gender and vulnerable groups. For other specific disaggregation (such as by level, type of education, etc.) please see the dedicated section in part I Section 3.3.3.
Theme: Education and training / *Sub-theme: Capacity building*	*Connected to Targets 8.8 and 12.8*
▪ Number of tourism training/education activities for all tourism employees ▪ Number of tourism employees benefiting from tourism training/education activities ▪ Number of actors participating in the tourism value chain receiving training provided by tourism businesses as a result of the project ▪ Total estimated amount invested in training provided, per individual ▪ Percentage of participants recording positive or very positive improvement post-training on understanding of a particular skill, use of a particular skill, prospects in job hunting, prospects of career development	Indicators in Target 4.4 can be used for this indicator. However, in Target 4.5, special attention should be given to disaggregate the indicators to focus on vulnerable groups and eliminating the differences in access to education and training. The information received from the adoption of these indicators would be useful to map out where tourism stakeholders such as Destination Management Organizations (DMO) can provide more support and linking it to local training needs. This indicator can be measured, for example, by surveys/questionnaires for the training participants, conducted pre-training to understand the prior skills and another post-training to evaluate participants' skills/improvement post-training.

TARGET 4.7

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

Target 4.7 stresses the importance of education for sustainable development and global citizenship. It is important to strengthen education's contribution to sustainable development as well as the fulfilment of human rights, peace, gender equality, health, etc. Tourism education in this regard would need to be responsive and better aligned to industry's needs to contribute to this target. Education providers need to develop a more comprehensive curriculum taking into account the tourism sector findings on skills development including work-ready and future-ready skills (e.g., digital capability), knowledge of international tourism standards and practices, language and cultural training. It is important to include Global Citizenship Education (GCED)[69], and Education for Sustainable Development (ESD)[70]. By incorporation of GCED and ESD, future tourism workers would be able to have adequate information on sustainable development in harmony with nature.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism human resources policy*	
▪ Whether there is a creation/revision of a tourism HR policy/strategy that addresses sustainable development education according to the needs of the tourism sector (Yes/No) ▪ Percentage of the activities in the tourism action plan of the tourism strategy addressing the sector needs	These indicators recognize that the tourism sector requires intensive human resources which correspond to the needs of the sector. A good human resources policy is thus required to produce a workforce that is well skilled, through new training and updating of current skills. **Note on Indicators** ▪ Users are advised to disaggregate the indicators by gender and vulnerable groups. For other specific disaggregation (such as by level, type of education, etc.) please see the dedicated section in part I Section 3.3.3.
Theme: Education and training / *Sub-theme: Capacity building* *Connected to SDG 8, Targets 12.8 and 13.3*	
▪ Number of tourism educational institutions including principles of GCED, ESD or equivalent in their curricula ▪ Number of tourism curricula incorporating GCED/ESD principles	These indicators stress the importance of including the GCED and ESD in the tourism education system, to ensure future tourism workers have adequate information on sustainable development and lifestyles in harmony with nature. GCED and ESD are mainstreamed in (a) national education policies; (b) curricula; (c) teacher education; and (d) student assessment.

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69 Global Citizenship Education (GCED) empowers learners of all ages to assume active roles, both locally and globally in building more peaceful, tolerant, inclusive and secure societies through cognitive, socioemotional and behavioural learning Source:

United Nations Educational, Scientific and Cultural Organization (n.d.), *Global Citizenship Education,* UNESCO, Paris, (online), available at: https://en.unesco.org/themes/gced [31-03-2023].

70 Education for Sustainable Development (ESD) which gives learners of all ages the knowledge, skills, values and agency to address global challenges including climate change, loss of biodiversity, unsustainable use of resources and inequality in the tourism education system Source:

United Nations Educational, Scientific and Cultural Organization (n.d.), *Education for Sustainable development,* UNESCO, Paris, (online), available at: https://www.unesco.org [31-03-2023].

TARGET 4.a
Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all

Target 4.a addresses the need to build and upgrade inclusive and safe schools. It touches upon the requirement for infrastructure that is physically safe, inclusive and provides an environment which is conducive for learning for everyone. Tourism can contribute to this target by ensuring appropriately built asafe tourism education facilities are available, providing inclusive environments that nurture learning for all, regardless of background or disability status.

POTENTIAL INDICATORS	EXPLANATION
Theme: Infrastructure / *Sub-theme: Tourism facilities – inclusivity*	
▪ Number of tourism training institutions refurbished to give access to key basic services and facilities ▪ Whether there are guidelines/policies to ensure that any new construction of tourism training institutions apply universal design to ensure accessibility (Yes/No)	These indicators assess whether there are appropriate infrastructures which would facilitate access to inclusive tourism education. Key basic facilities/services may include electricity; computers and internet for pedagogical purposes; adapted/accessible infrastructures and materials; accessible learning materials (e.g., creation of audio materials for blind people); basic drinking water; sanitation facilities, especially for women, basic handwashing facilities, etc. Tourism training institutions may apply for certification of their buildings (new or refurbished) such as in energy efficiency, sustainability, rating and labelling schemes. Key basic services and facilities necessary to ensure a safe and effective learning environment for all students, as developed by the IAEG-SDGs and agreed by the United Nations Statistical Commission (UNSC)[71] are: (a) Electricity; (b) The Internet for pedagogical purposes; (c) Computers for pedagogical purposes; (d) Adapted infrastructure and materials for students with disabilities; (e) Basic drinking water; (f) Single-sex basic sanitation facilities; and (g) Basic handwashing facilities (as per the WASH indicator definitions).

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71 United Nations Educational, Scientific and Cultural Organization Institute for Statistics (2017), *Metadata for the Global and Thematic Indicators for the Follow-up and Review of SDG 4 and Education 2030,* UNESCO, Quebec, p. 102, (online), available at:
https://www.gcedclearinghouse.org/resources/metadata-global-and-thematic-indicators-follow-and-review-sdg-4-and-education-2030 [31-03-2023].

TARGET 4.b

By 2020, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, Small Island Developing States and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries

Target 4.b touches upon the value of expanding higher education scholarships for developing countries. Scholarship programmes are important in providing opportunities for young people and adults who would not have been able to continue to further their education otherwise. To this end, tourism stakeholders such as the donor community, international organizations and tourism businesses can support the creation of programmes (including scholarships, traineeships, internships, work-study programmes) which can be structured to build the capability of the developing country. This could give students earlier access to the corporate environment and in turn demonstrate employment opportunities in tourism and for tourism businesses.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Tourism education support programmes*	
▪ Number of support programmes for tourism education offered through the project for developing countries, including LDCs, SIDS and African countries ▪ Number of students benefiting from support programmes for tourism education for developing countries, including LDCs, SIDS and African countries	These indicators recognize the importance of support programmes for tourism education e.g., internships, work-study programmes, traineeships, scholarships including scholarships for young people and adults who would not have the opportunities to afford to continue their education. The importance of scholarships is recognized and tourism stakeholders including the donor community, international organizations and tourism businesses are encouraged to increase other forms of support for education, be it in tourism or otherwise, in order to enable students from disadvantaged backgrounds to reach their truest potential.

TARGET 4.c

By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and Small Island Developing States

Target 4.c relates to increasing the supply of qualified teachers in developing countries. Good teachers are key to achieving quality education and thus fundamental in achieving all SDG 4 targets. The equity gap in education is exacerbated by the shortage and uneven distribution of professionally trained teachers especially in disadvantaged areas such as in Least Developed Countries (LDCs) and Small Island Developing States (SIDS). In this regard, tourism stakeholders, including the donor community, international organizations and tourism businesses can support the creation of programmes (e.g., internships, work study programmes, traineeships, scholarships) that provide training and access to educators/trainers and to the corporate environment at the same time, providing distinct benefits for tourism businesses, as well as demonstrating employment opportunities in tourism.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Whether there is a creation/revision of programmes for teachers/trainers to broaden their internal and external qualifications in destination, including LDCs and SIDS (Yes/No) ▪ Number of train-the-trainer programmes for tourism trainers/lecturers in destination, including LDCs and SIDS ▪ Number of participants in a train-the-trainers programme in tourism ▪ Number of trainers who completed a training course in destination, including LDCs and SIDS ▪ Number of train-the-trainers programmes conducted in destination, including LDCs and SIDS ▪ Number of trained trainers that adopted a new skill set to their own training programmes and curriculums offered to students/employees/job seekers in destination, including LDCs and SIDS ▪ Number of upskilling courses for in-house trainers in destination, including LDCs and SIDS ▪ Satisfaction rate of the train-the-trainers programme in destination, including LDCs and SIDS	These indicators highlight the importance of the trainer/teacher's role in guaranteeing quality education, especially in terms of tourism education. Teachers and trainers should be empowered, adequately recruited, professionally qualified and supported with the expansion of their knowledge development of new skills and updating of current skills – all of which are key for an effective and efficient education system for the creation of next capable generation of workforce, be it in tourism or otherwise.

TARGETS NOT INCLUDED - TECHNICAL NOTES

4.1 By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes

4.2 By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education

4.6 By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy

Explanation

- Tourism's contribution to Targets 4.1, 4.2 and 4.6 is difficult to measure due to the universality of the targets.

SDG 5
ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

SDG 5 aims to achieve gender equality and empower women and girls to reach their full potential. This means eliminating all forms of discrimination and violence against them, including violence by intimate partners, sexual violence and harmful practices such as child marriage and female genital mutilation (FGM). Ensuring that women have better access to paid employment, sexual and reproductive health and reproductive rights, and real decision-making power in public and private spheres will further ensure that development is equitable and sustainable.[72]

For more information on SDG 5, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal5 &
https://www.un.org/sustainabledevelopment/gender-equality/.

TOURISM AND SDG 5: GENDER EQUALITY

Tourism can empower women in multiple ways, particularly through the provision of jobs and through income-generating opportunities in small and larger-scale tourism and hospitality related enterprises. As one of the sectors with the highest share of women employed and entrepreneurs, tourism can be a tool for women to unlock their potential, helping them to become fully engaged and lead in every aspect of society. Globally, women have felt the economic shock to the tourism sector caused by COVID-19 more acutely and quicker than their male counterparts. Women working in tourism are often concentrated in low-skilled or informal work, which affords them less access to social protection and puts them in a disadvantaged position during a global pandemic.

Please see box 8.1 on Article 2 of UNWTO *Global Code of Ethics for Tourism,* on tourism as a vehicle for individual and collective fulfilment, which would be useful to understand tourism's connection with SDG 5.

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72 The four key ILO gender equality Conventions are:

   1.   International Labour Organization (1951), *Equal Remuneration Convention (No.100),* ILO, Geneva (online), available at: https://www.ilo.org [31.03.2023].

   2.   International Labour Organization (1958), *Discrimination (Employment and Occupation) Convention (No. 111),* ILO, Geneva, (online), available at: https://www.ilo.org [31.03.2023].

   3.   International Labour Organization (1981), *Workers with Family Responsibilities Convention (No. 156),* ILO, Geneva, (online), available at: https://www.ilo.org [31.03.2023].

   4.   *International Labour Organization (2000), Maternity Protection Convention (No. 183),* ILO, Geneva (online), available at: https://www.ilo.org [31.03.2023].

BOX 8.1   UNWTO *GLOBAL CODE OF ETHICS FOR TOURISM*

Article 2 **| Tourism as a vehicle for individual and collective fulfilment**

2.   Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples.

3.   The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combatted with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad.

Source: World Tourism Organization (1999), *Global Code of Ethics for Tourism,* UNWTO, (online), available at: https://www.unwto.org/global-code-of-ethics-for-tourism [31-03-2023].

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 5 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 8.1) illustrates the different connections between selected SDG 5 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how the goal of achieving gender equality and empowering all women and girls connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 5.2, which relates mainly to ending all violence against and exploitation of women and girls, is connected to SDG 8 on decent work and economic growth, specifically Target 8.7 on ending modern slavery, human trafficking and child labour. Similarly, Target 5.b on promoting empowerment of women through technology echoes the Toolkit themes on Information and Communications Technology (ICT) and Business development, etc.

Figure 8.1: Visual aid – Connections between selected SDG 5 targets with themes/sub-themes and other SDGs/targets
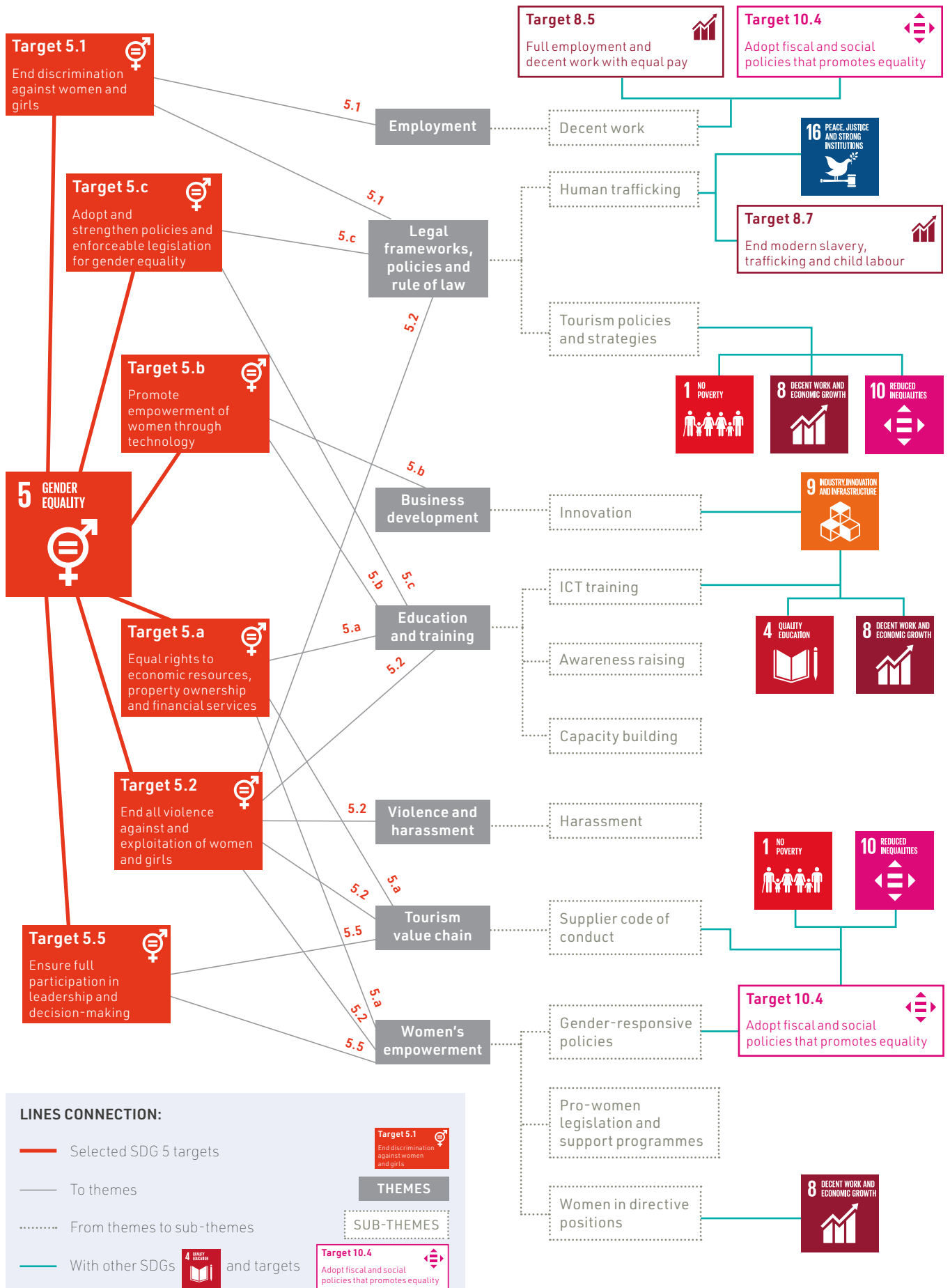
BOX 8.2 SELECTED TOURISM-RELATED SDG 5 TARGETS

Six targets within SDG 5 that are deemed to have a stronger and direct link to tourism in order to achieve gender equality and empower all women and girls have been selected to base the potential project indicators.

5.1 End all forms of discrimination against all women and girls everywhere

5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life

5.a Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance, and natural resources, in accordance with national laws

5.b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

5.c Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

SELECTED TOURISM-RELATED SDG 5 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 5.1
End all forms of discrimination against all women and girls everywhere

Target 5.1 calls for an end to discrimination against women and girls. Equality and non-discrimination based on sex are core principles under the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)[73]. This framework sets out the commitments of States to eliminate discrimination against women and promote gender equality, including in the area of legal frameworks. The tourism sector is largely labour intensive and provides jobs for many people, including those who have difficulties in finding jobs elsewhere such as newcomers to the labour market, young people, migrants and women with family responsibilities who can only work part-time and workers with little or no qualifications in general.[74] Therefore, the tourism sector, especially private businesses, needs to be more actively committed to issues such as gender equality and women's economic rights and take concrete steps to ensure that tourism provides decent work for women, respecting the rights of women workers and providing equal opportunities for entrepreneurship, training and career progression.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism human resources policy*	
▪ Whether tourism is mentioned in policies and strategies (where applicable) that set up a minimum wage and equal pay/regulating discrimination in the workplace/regulating parental leave (Yes/No)	This indicator measures government efforts to put in place legal frameworks that promote, enforce, and monitor gender equality, non-discrimination, minimum wage, equal remuneration for women and men, policy on maternity, paternity and family leave as well as the prevention of harassment and other forms of gender-based violence.
Theme: Women's empowerment / *Sub-theme: Pro-women legislation and support programmes*	
▪ Number of gender equality and women's support programmes targeting the tourism sector ▪ Number of participants of gender equality and women's support programmes targeting the tourism sector	These indicators highlight the importance of promoting gender equality measures including support programmes for women as a way of investing in women and improving their lives, the lives of those they care for and the community at large. Investing in women will also lead to improved business outcomes, socioeconomic security and fairer societies.

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73 United Nations (1979), *Convention on the Elimination of All Forms of Discrimination Against Women* (CEDAW), Treaty Series, vol. 1249, UN, New York, p. 13, (online), available at: https://www.ohchr.org/en/instruments-mechanisms/instruments/convention-elimination-all-forms-discrimination-against-women [31-03-2023].

74 For more information on the UNWTO and ILO joint project on decent work, please consult: World Tourism Organization (n.d.), *Employment and Decent Work in Tourism – ILO UNWTO joint project,* UNWTO, Madrid, (online), available at: https://www.unwto.org/project/employment-and-decent-work-tourism-ilo-unwto-joint-project [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Employment / *Sub-theme: Decent work*	*Connected to Targets 10.4 and 8.5*
- Number of businesses in the tourism industry which have gender equality policies and targets - Average wage of a women versus men salary in the tourism sector - Percentage of employees receiving regular performance and career development reviews, by gender and by employee category - Number and rate of employee turnover by age group, gender, and region - Ratio (percentage) of basic salary and remuneration of women to men - Ratio (percentage) of standard entry level wage by gender compared to local minimum wage - Number of employees that were entitled to parental leave, by gender - Number of employees that took parental leave, by gender. - Return to work and retention rates after parental leave, by gender	These indicators are similar to those in Target 10.4 and are purposely repeated here due to the importance of measuring decent jobs in tourism and how this would be able to address the issue of discrimination against women and girls and promote the values of gender equality. In adopting the ILO's decent work[75] definition, tourism businesses must be compliant with national labour legislation, including equal pay, periodic equal pay reviews, parental leave, non-discrimination rules and the prevention of gender-based violence. These indicators would also inspire research into women working in tourism and accurate sex-disaggregated data would help to identify the positions held by women and their salaries to better measure the gender pay gap allowing for better targeted gender equality interventions. **Note on disaggregation** Gender is a cross-cutting concern and should not be treated in isolation. Wherever possible, indicators should be reported separately for men and women in addition to the total.
Theme: Tourism value chain / *Sub-theme: Supplier code of conduct*	*Connected to Target 10.4*
- Whether tourism businesses' supplier policies and practices are used to promote economic inclusion when selecting suppliers (Yes/No) - Number/percentage of products and/or services provided/owned by women - Whether there is gender sensitive assistance to women-owned businesses when selecting suppliers for tourism (Yes/No)	These indicators highlight that tourism businesses can support an increase in more gender balanced inclusion by having supplier policies and practices used to promote women economic inclusion when selecting suppliers. By implementing policies to provide gender-sensitive assistance to women in the tourism value chain, a tourism business can promote economic inclusion when selecting suppliers. Gender sensitive assistance to women-owned businesses when selecting suppliers involves taking into account the unique challenges and barriers that women face when trying to secure suppliers. This can include providing targeted training, offering preferential treatment or incentives for women-owned businesses, and actively seeking out and promoting suppliers that are owned and operated by women.

75 The International Labour Organization (ILO) defines decent work as "productive work for women and men in conditions of freedom, equity, security and human dignity".

TARGET 5.2

Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

Target 5.2 seeks to end all violence against, and exploitation of, women and girls. Modern slavery happens in all countries and in many industries around the world. Several factors make the tourism sector especially vulnerable to sexual harassment, human trafficking and modern slavery compared to other sectors, such as the frequent changeover of clients in hotels and airports, increasing automation of operations, the common practice of using subcontractors for different tasks, such as construction, maintenance, security or cleaning.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Human trafficking* *Connected to SDG 16 and Target 8.7*	
- Whether there are anti-human trafficking policies in the tourism sector (Yes/No) - Number of tourism businesses that have undergone a risk assessment for human trafficking annually - Number of suspected human trafficking cases reported in the tourism sector - Whether there is a legal framework criminalizing sexual exploitation (Yes/No) - Whether there is a framework regulating sex tourism (Yes/No)	These indicators intend to take stock of existing major national, regional and international initiatives in the tourism sector aimed at developing indicators on violence against women. Tourism stakeholders are encouraged to undertake a pledge on delivering safe, honourable, and sustainable tourism, including anti-human trafficking practices and criminalizing sexual exploitations. Tourism stakeholders can develop specific anti-trafficking policies (applicable to the supply chain) for the sector.[76] Indirectly, the action taken against sexual exploitation through these policies within the tourism sector would have a positive impact on communicable diseases including sexual communicable diseases such as AIDS, etc.
Theme: Education and training / *Sub-theme: Awareness raising*	
- Number of awareness campaigns on human trafficking for tourism workers/stakeholders and/or tourists - Number of anti-human trafficking training activities/events/programmes specific for tourism workers - Number of materials to promote anti-violence in tourism workplaces - Number of businesses that actively distribute and promote materials on anti-violence - Whether there is a creation and delivery of training events on anti- trafficking specific for tourism workers (Yes/No)	These indicators highlight that with proper awareness and sensitization campaigns for tourists and workers and training for workers, tourism professionals can play a key role on the front lines of identifying potential trafficking victims.
Theme: Violence and harassment / *Sub-theme: Harassment*	
- Whether the tourism businesses have an explicit, well-publicized policy of zero tolerance towards gender-based violence and harassment (Yes/No) - Number of zero tolerance policies towards gender-based violence and harassment in the destination - Whether the tourism business has a sexual harassment policy in place (Yes/No)	These indicators recognize that tourism companies can develop policies and procedures to address workplace violence and harassment either as a separate policy or integrated into wider company policies. Employers have a duty to their staff to prevent sexual harassment at work. By having a sexual harassment policy, employers can send a clear message to employees that sexual harassment will not be tolerated.[77] This can also be promoted to make others aware that their business offers a safe and inclusive work environment.

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76   Developing anti-trafficking policies in line with the Palermo Protocol to Prevent, Suppress and Punish Trafficking in Persons especially Women and Children. United Nations (2000), *Protocol to Prevent, Suppress and Punish Trafficking in Persons Especially Women and Children, Supplementing the United Nations Convention against Transnational Organized Crime,* UN, New York, (online), available at:
https://www.ohchr.org/en/instruments-mechanisms/instruments/protocol-prevent-suppress-and-punish-trafficking-persons [31-03-2023].

77   ILO Violence and Harassment Convention C190 and an accompanying Recommendation 206 were adopted on 21 June 2019 at the 108th Session of the ILO International Labour Conference (ILC). It is the first ever international instrument on the very important issue of eliminating violence and harassment in the world of work.

International Labour Organization (2019), ILO Convention No. 190, *Violence and Harassment,* ILO International Labour Standards, (online), available at:
https://www.ilo.org/global/standards [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Supplier code of conduct*	*Connected to SDG 1 and SDG 10*
▪ Number of suppliers assessed for social impacts ▪ Number of suppliers with complaints made on potential negative social impacts	These indicators highlight that tourism businesses can support measures to eradicate workplace violence and harassment, forced labour, modern slavery and human trafficking by having a supplier code that requires suppliers not to exploit human beings in any way. **Supplier code**[78] typically outlines a company's expectations for ethical, legal and socially responsible behaviour from its suppliers and are used to ensure that suppliers align with the company's values and mission. A supplier's social impact refers to actual and potential negative or positive effects that a supplier's operations and business practices have on society and the environment. This can include labour practices and workers' rights, ethical business practices, and environmental sustainability, community engagement and human rights.[79]
▪ Percentage of new suppliers that were screened using labour practices criteria by tourism businesses	Labour practices criteria refer to the standards and guidelines that a company expects its suppliers to follow with regards to the treatment of workers. These criteria are often developed to ensure that suppliers are providing safe, fair and humane working conditions for their employees and are in compliance with local and international labour[80] laws and regulations.

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78 These codes are almost always based on international labour standards. A wide variety of industry and multi-stakeholder initiatives arose to harmonize approaches and help to coordinate efforts across the supply chain.
International Labour Organization (2019), *Labour Standards in Global Supply Chains,* ILO, Geneva.

79 For more information, please consult:
UN Global Compact (n.d.), *The Decent Work Toolkit for Sustainable Procurement,* UN Global compact, New York, (online), available at:
https://sustainableprocurement.unglobalcompact.org/ [31-03-2023].

80 International Labour Organization (n.d.), *International Labour standards and human rights,* ILO, Geneva, (online), available at:
https://www.ilo.org/global/standards/WCMS_839267/lang--en/index.htm [31.03.2023].

TARGET 5.5
Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life

Target 5.5 recognizes that women could play a critical role in driving economic development throughout the world. Achieving gender equality and providing equal opportunities to women at all levels in the tourism sector would result in more benefits for all. The tourism sector can contribute to this target by facilitating a gender-sensitive economic environment to support women's tourism businesses so that women's effective participation and equal opportunities for leadership could lead to women's economic empowerment.

POTENTIAL INDICATORS	EXPLANATION
Theme: Women's empowerment / *Sub-theme: Women in directive positions* *Connected to SDG 8*	
▪ Percentage of women in a leadership position in the sector ▪ Number of women entrepreneurs in the tourism sector (as company owners) ▪ Total workforce, with breakdown by employee category, employment type, contract and gender ▪ Number of female board members ▪ Female share of employment in senior and middle management ▪ Number of firms with female participation in ownership ▪ Percentage of women representatives in leadership roles in trade unions, workers' committee and/or association	These indicators recognize the importance of women's access to leadership positions. Composition of governance bodies and breakdown of employees per employee category – according to gender, age group, minority group membership, and other indicators of diversity – are good indicators to assess the opportunities for women's access to leadership positions. The sector should support women's representation and leadership in trade unions. Women's representation in trade unions is a way for women to organize and voice their needs and concerns regarding their employment conditions in the sector. By measuring women's access to leadership positions, skill developments could be organized to offer leadership development programmes to women to build their skills, knowledge and confidence to participate in positions of leadership and decision-making and increase the diversity and representation of women on boards.
Theme: Tourism value chain / *Sub-theme: Supplier code of conduct*	
▪ Whether there is a creation/revision of tourism businesses' supplier policy/code that address effective participation of women and equal opportunities for leadership along the value chain (Yes/No) ▪ Number of businesses/agencies that have a visible career development for women	These indicators promote the increase in procurement from women-owned businesses and gender-responsive enterprises, generating market exposure of women targeting tourists at multiple stages, including through articles in travel magazines and online, through information in hotels and industry locations, and through the active use of artisanal products within tourism businesses. Businesses then promote the commitments they have made towards supporting women's entrepreneurship. Tourism businesses' relationships with, for example, local producer cooperatives or associations require an inclusive tourism value chain, by guaranteeing women's participation, among others.

TARGET 5.a
Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance, and natural resources, in accordance with national laws

Target 5.a recognizes the equal rights to economic resources, property ownership and financial services. Women's equal rights are intrinsically linked to sustainable development and key to economic growth and security. In this regard, the tourism sector offers job opportunities for women, and women make up the majority of the tourism workforce (54%)[81] and are often concentrated in low-skilled or informal work, which affords them less access to social protection and puts them in a precarious position.[82] Empowering women economically can lift entire families and communities out of poverty. Decent jobs in tourism/ tourism businesses must be compliant with national labour legislation, including on equal pay, periodic equal pay reviews, parental leave and non-discrimination rules. Information on the earnings that employees receive in exchange for their work is crucial to provide an indication of their purchasing power and living standards; it also offers an insight into the quality of employment and employees' working conditions.

POTENTIAL INDICATORS	EXPLANATION
Theme: Women's empowerment / *Sub-theme: Gender-responsive policies*	*Connected to Target 10.4*
▪ Number of women working in the tourism sector under the appropriate terms of the labour laws ▪ Ratio of proportion of women working in tourism who are do not receive the same level of protection under the same labour laws as men ▪ Number of formalized women's tourism businesses	These indicators recognize that women's tourism businesses can be formalized to contribute to women's social and financial inclusion and security. This also includes, alongside the appropriate labour laws, a requirement for women's financial inclusion, which requires a more gender-inclusive financial system that addresses the specific demand and supply side barriers women face.
Theme: Tourism value chain / *Sub-theme: Supplier code of conduct*	
▪ Whether there is a creation/revision of policies and practices for a supplier/service provider to make it more inclusive, non-discriminatory and gender sensitive (Yes/No) ▪ Number/percentage of products and/or services provided/ owned by women	These indicators measure the procurement from women-owned businesses and gender responsive enterprises. Businesses can implement a supply chain-wide policy to provide gender-sensitive assistance to women in the tourism value chain, which in turns promotes economic inclusion when selecting suppliers. The supplier code requires suppliers to have non-discrimination and equal opportunities policies.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Percentage of women who obtained qualifications through training or programmes in tourism development projects ▪ Percentage of women who received job offers as a result of training or programmes in tourism development projects	These indicators would help measure the value of women's access to quality tourism education and training that would advance women's empowerment and promote gender equality training across the tourism sector. It seeks to strengthen their capacity in topics such as small business management, marketing, health and self-care, as well as understanding their rights and building resilience for a future crisis.

81 World Tourism Organization (2019), *Global Report on Women in Tourism – Second Edition,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284420384.

82 World Tourism Organization (2021), *UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 3: Women in tourism,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422616.

TARGET 5.b
Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

Target 5.b seeks to promote empowerment of women through technology. Information and communication technologies (ICT) offer tools that can be applied to raise entrepreneurship and improve access to financing and real-time market information. ICT is one of the key drivers that can facilitate the efforts of women's empowerment. With the advancement of new technology, and the widespread use of mobile phones and social network services both in developed and developing countries, ICT is an important enabler to help women overcome their barriers and become creative and innovative in their life. Digital access to ICT and getting information through it is a major challenge for many tourism business owners who cannot properly use the advantage to link to the market and tourists to sell their product.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: ICT training* *Connected to SDG 4, SDG 8 and SDG 9*	
▪ Number of training/education programmes supporting upgrading or reskilling of women tourism workers in the use of enabling technologies ▪ Number of mobile phone owners who are women working in the tourism sector ▪ Number of women participating in/having completed tourism-related ICT training programmes ▪ Number of women participating in programmes to enhance the use of enabling technologies ▪ Total investment dedicated to training and education in ICT for women entrepreneurs	These indicators highlight the type and scope of support programmes and assistance provided to upgrade employee skills, and transition assistance programmes provided to facilitate continued employability in terms of technology. ICT offers women a cost-effective way to build and maintain communication with families and friends, as well as with business customers and suppliers. Furthermore, being ICT savvy would enable effective access to information and knowledge resources that can address the specific needs of women and access to public services.
Theme: Business development / *Sub-theme: Innovation* *Connected to SDG 9*	
▪ Number of new tourism products by women MSMEs	These indicators highlight that by enhancing the use of enabling technology, there can be an opportunity to be innovative and diversify tourism products. There is a need to improve product development and market outlets to encourage innovation. ICT training would ensure that women businesses would have access to digital technologies and the tools to increase competitiveness for MSMEs and start-ups in the tourism sector.

TARGET 5.c

Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

Target 5.c focuses on adopting and strengthening policies and enforceable legislation for gender equality. In line with this target is tourism's potential for advancing women's empowerment by developing and implementing adequate tourism policies and strategies to advance the training and leadership of women in the sector and to break the barriers for women in gaining access and contributing to the sector. National and local administrations should promote and guarantee gender equality and the empowerment of all women and girls, in all economic sectors, including tourism, through investing in further gender analysis to ensure a gender perspective is integrated into all phases of the tourism policy and programme cycle.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	*Connected to SDG 1, SDG 8 and SDG 10*
- Whether there is labour legislation with specific mention of tourism (where applicable), setting up a minimum wage and equal pay/regulating discrimination in the workplace/ regulating parental leave (Yes/No) - Number of gender equality and women's support programmes targeting the tourism sector - Number of participants in gender equality and women's support programmes targeting the tourism sector	This indicator highlights the importance of mainstreaming gender equality considerations in national policies. A specific mention to the tourism sector might be appropriate, in particular where tourism is a major socioeconomic sector and/or owned by multi-national businesses. The implementation of gender equality plans needs to be fully institutionalized and implemented. The UNWTO Gender Mainstreaming Guidelines for the Public Sector in Tourism[83] is a tool that can be used to help governments apply an approach to tourism planning, programming and implementation that integrates gender equality and women's economic empowerment.
Theme: Education and Training / *Sub-theme: Capacity building*	
Number of gender equality trainings in tourism sector	This indicator encourages the provision of gender equality training to male and female tourism policymakers, managers and employees. The UNWTO Gender Equality in Tourism Training course[84] is a short, paced awareness course for public and private actors.

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83 World Tourism Organization (2022), *Gender Mainstreaming Guidelines for the Public Sector in Tourism,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284423248.

84 The course, which is available through atingi.org, is part of the pioneering "Centre Stage" project that is putting women's empowerment at the heart of tourism development. For more information, please consult:

World Tourism Organization (2023), *UNWTO Launches Gender Equality Training Course,* news release, published 11 January 2023, UNWTO, Madrid, (online), available at: www.unwto.org [31-03-2023].

TARGETS NOT INCLUDED - TECHNICAL NOTES

5.3 Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

5.4 Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate

5.6 Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences

Explanation

- These targets were excluded as, in general, it is difficult to showcase or measure the direct impact of the tourism sector in the achievement of the declared objectives.

- However, the tourism sector may influence the adoption of appropriate policies and support health programmes, including reproductive health, for tourism workers or communities where it operates sensitization campaigns.

SDG 6
ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

SDG 6. Ensuring availability and sustainable management of water and sanitation for all goes beyond drinking water, sanitation and hygiene to also address the quality and sustainability of water resources, critical to the survival of people and the planet. The 2030 Agenda recognizes the centrality of water resources to sustainable development and the vital role that improved drinking water, sanitation and hygiene play in progress in other areas, including health, education and poverty reduction. It also aims to improve water use efficiency and to encourage sustainable abstractions and supply of freshwater.

For more information on SDG 6, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal6 &
https://www.un.org/sustainabledevelopment/water-and-sanitation/.

TOURISM AND SDG 6: CLEAN WATER AND SANITATION

Tourism investment for utilities can play a critical role in achieving water access and security, as well as hygiene and sanitation for all in tourism destinations and their surroundings. The efficient use of water in tourism, coupled with appropriate safety measures, wastewater management, pollution control and technology efficiency can be key to safeguarding our most precious resource.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 6 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 9.1) illustrates the different connections between selected SDG 6 targets with related themes/sub-themes and other SDGs/targets. This figure intends to show how the goal of ensuring access to water and sanitation for all connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 6.2, which relates mainly to access to adequate and equitable sanitation and hygiene for all, is connected to SDG 3 on ensuring healthy lives and promoting well-being for all at all ages, specifically Target 3.d on improving early warning systems for global health risks.

Similarly, Target 6.b. on supporting local engagement in water and sanitation management echoes the Toolkit theme on Local community.

Figure 9.1: Visual aid – Connections between selected SDG 6 targets with themes/sub-themes and other SDGs/targets
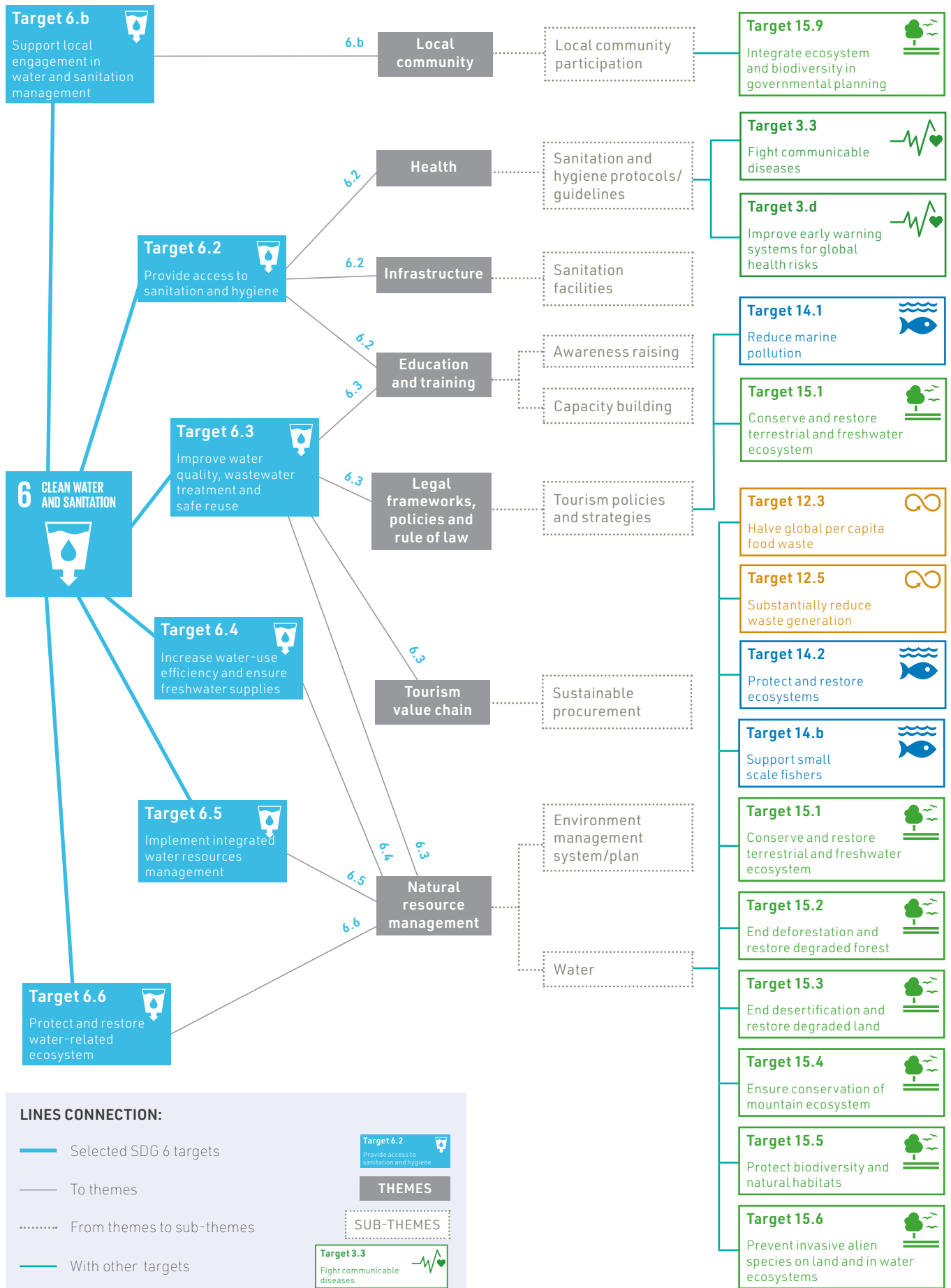
BOX 9.1   SELECTED TOURISM-RELATED SDG 6 TARGETS

Six targets within SDG 6 that are deemed to have a stronger and direct link with tourism to ensure availability and sustainable management of water and sanitation have been selected to base the potential project indicators.

6.2   By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations

6.3   By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally

6.4   By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

6.5   By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate

6.6   By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes

6.b   Support and strengthen the participation of local communities in improving water and sanitation management

SELECTED TOURISM-RELATED SDG 6 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 6.2
By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations

Target 6.2 seeks to achieve universal access to safely managed sanitation services. Good sanitation is very important for tourism as the sector is highly susceptible to perceptions or images of a destination, hence if tourists are dissatisfied with sanitation facilities in a country, they may not be likely to revisit and this would in turn discourage other potential tourists as well. Poor sanitation and hygiene and inadequate quantities and quality of clean water are responsible for water, sanitation and hygiene (WASH) related diseases. The target pays special attention to the needs of women and girls, as well as people in vulnerable situations, and specified disaggregation and data collection are needed. Consultations with vulnerable groups may be required. Tourism development projects can contribute to this target through safely managed sanitation services including providing hygienic toilet facilities, safe management, treatment and disposal of waste produced. Division of hygiene facilities for female tourism workers is also an important consideration given the negative impacts on dignity, privacy and personal safety for women and girls.

POTENTIAL INDICATORS	EXPLANATION
Theme: Health / *Sub-theme: Sanitation and hygiene protocols/guidelines*	*Connected to Targets 3.3 and 3.d*
▪ Whether there is a creation/implementation of guidelines or protocols for hygiene and cleanliness standards in tourism destinations and facilities through the tourism project (Yes/No) ▪ Number of tourism businesses applying hygiene and safety protocols and cleanliness standards in tourist destinations	These indicators measure the impact of a project in creating new guidelines or protocols for hygiene and cleanliness standards in the destinations or improving those existing in tourism sector and in the geographic area of action of the project. Health and hygiene protocols, including guidance for tourism employers and workers on hygiene and sanitation, are essential to halt the spread of communicable diseases and contribute to a safe destination.
▪ Percentage of gender-focused hygiene protocols	Gender-focused hygiene protocol could include having a separate toilet facility for women, etc. This indicator can be further adapted to measure the percentage of protocols for female employees or tourists.
Theme: Infrastructure / *Sub-theme: Sanitation facilities*	
▪ Percentage of tourism employees having access to improved sanitation facilities such as modern toilets and hand washing facilities in tourism destinations ▪ Whether there is a business accreditation process with a specific criterion on hygiene and sanitation (Yes/No)	These indicators highlight the importance of increased access to sanitation facilities in order to reduce the strain on nature and improve hygiene and may reduce trash at and around tourist destinations. This also includes access for tourism employees. As Target 6.2 pays special attention to the needs of women and girls, as well as people in vulnerable situations, specified data collection is needed. Consultations with these target groups, including women, transgender persons, etc. may be required.
▪ Percentage of tourism development which include sanitation and hygiene infrastructure development to benefit the local community	This indicator highlights the role tourism development can actively play in providing infrastructure which can benefit the local community including provision of potable water, sewage and waste disposal, level of investment, etc. Tourism development should be carefully managed to improve local conditions rather than exacerbating existing water problems. Tourism enterprises should be given incentives to adopt water management and not be prioritized over local communities.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Awareness raising*	
▪ Number of educational/training programmes focusing on hygiene, health and/or natural resource management ▪ Number of tourism employees trained in hygiene and cleanliness standards	These indicators highlight the need for capacity-building for tourism actors, including tourism officials, the local community, travellers, etc., for the application of hygiene, health and cleanliness standards, as well as necessary crisis and risk management tools. In countries where tourism is a main sector, tourism employees should be equipped to practically apply existing frameworks or by having adapted plans and training for staff for specific communication skills during a crisis.

TARGET 6.3

By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally

The tourism industry has a responsibility to conserve natural resources, particularly water, as water supply is now a pressing issue in many parts of the world, particularly for Small Island Developing States (SIDS). Furthermore, water quality and access to clean and safe water is an important determinant in the location of tourism facilities development or ensuring the viability of existing operations. Tourism can place a great strain on freshwater resources in areas where water scarcity exists, and the need to deal with wastewater in a sustainable manner is now seen as essential for the ongoing potential of a tourism destination.

The management of waste and wastewater is a key concern for tourism. The tourism industry has frequently been harmed by contamination of its key assets, pollution both from resorts themselves and from local communities and industries can degrade the destination and may also cause diseases and damage to wildlife and natural resources.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies* *Connected to Targets 14.1 and 15.1*	
▪ Whether there is the creation/improvement of a national tourism policy/strategy addressing water pollution (Yes/No) ▪ Number of local legislation/policies supporting zero waste or circular use/production strategies	These indicators measure water quality management efforts by implementing policies which would offer best practices to achieve water quality and reduce the social costs of water pollution. These indicators highlight the importance of policies to prevent water pollution, including those created from plastics and food waste, which are important to ensure safe use of water.
Theme: Natural resource management / *Sub-theme: Water*	
▪ Number of tourism businesses participating in water conservation programmes and techniques in recycling treated wastewater ▪ Number of tourism destinations with community-based programmes for water and wastewater management ▪ Number and/or volume of tourism investments with community-based water conservation programmes and wastewater management plans ▪ Percentage of irrigation which is done through recycled grey water ▪ Percentage of reused water such as greywater for toilets in tourism establishments	These indicators address the worrying issue of water pollution and wastewater which tourism activities inevitably cause. Lack of management, strategy and scientific planning of tourism facilities might present extensive environmental damage to tourist attractions and pro-active actions such as zero waste initiatives and circular use/production strategies. Furthermore, water can be reused for irrigation purposes, for example, hotels using water saving shower heads, flush systems, etc. Similarly, guests can be informed about water saving, water issues, reusing of towels, etc.
Theme: Natural resource management / *Sub-theme: Environment management system/plan*	
▪ Number of tourism businesses that have Environmental Management Systems in place ▪ Number of environmental impact assessments conducted periodically (yearly, biennial, etc.) in tourism destinations	These indicators are similar to Target 7.3, and it is purposefully so, because an Environmental Management System (EMS) provides tourism stakeholders, especially organizations and businesses, with a framework for managing their environmental responsibilities efficiently, with respect to reporting and performance improvement. As a majority of tourism businesses are not directly regulated by environmental authorities and any decision to adopt an environmental management policy is voluntary, this indicator would demonstrate environmental commitment and identify opportunities to improve operational efficiency, especially in water consumption in this case.

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Sustainable procurement*	
▪ Number of tourism businesses including "green purchasing" or Environmental Preferable Purchase (EPP) as a requirement in their procurement processes ▪ Number of tourism businesses switching to environmentally friendly amenities and products – "green purchasing"	Green purchasing is increasingly seen as an important approach to waste management. This indicator addresses the problems of persistent toxic substances in the environment, conserves natural resources, reduces the quantity of solid waste generation and saves energy and resources in dealing with waste.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of employee training sessions and involvement actions in the waste management plan and handling hazardous chemicals	This indicator places importance to the value of education and training to tourism employees in order to better understand the waste management plan and in the proper handling of hazardous chemicals to avoid improper disposal and causing water pollution.

TARGET 6.4

By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

This target calls for a reduction in water use, and an increase in water recycling, preventing water shortages in the vicinity. This target relates to tourism as it has, as an economic activity, increasingly added to local and seasonal pressures on water supply systems in tourism destinations around the world.

Depending on geographical location and environmental and/or climate conditions, the main water-consuming facilities are irrigated gardens, swimming pools, spa and wellness services, as well as golf courses, followed by cooling towers (where used), guest rooms and kitchens.

However, while direct water use is more relevant for water management in the destination, indirect water use has a greater impact on overall water use. In particular, food and fuel production have been shown to have comparably large water footprints: transport to the destination alone can more than double indirect water use. The tourism sector needs to effectively utilize and reuse water in a destination. It is necessary to establish a plan to ensure that the residents, farmers, and other industries do not suffer from water scarcity due to the extensive usage of water in the tourism industry.

POTENTIAL INDICATORS	EXPLANATION
Theme: Natural resource management / *Sub-theme: Water*	
- Number of tourism businesses that have put in place strategies or plans to reduce water use (conservation/efficiency) - Number of tourism destinations which have freshwater management or water-use efficiency plans. - Number of tourism businesses which have an initiative for increasing water-use efficiency - Percentage of variation of water consumption over time in a tourism destination - Percentage of use of freshwater by tourism sector in a destination	These indicators are important to gauge the level of water-use efficiency across the tourism development facilities. Conservation is an important opportunity to relieve pressures on water supply and water systems and an opportunity for the tourism sector to show leadership. Efficiency can be calculated in comparing water consumption in similar tourism seasons and climate/weather conditions. These indicators will help track and measure the level of water stress in a destination i.e., how much freshwater that is being withdrawn by all economic activities, compared to the total renewable freshwater resources available. **Note on Indicators** A decrease in water consumption could be a sign of water-use efficiency over time in a tourism destination.

TARGET 6.5

By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate

Integrated water resources management (IWRM)[85] is a process which promotes the coordinated development and management of water, land and related resources to maximize the resultant economic and social welfare in an equitable and sustainable manner. Reporting on the status of water resources management supports its implementation at national and global levels. At the national level, multi-stakeholder processes bring actors from different sectors together, reaching agreement on the status of implementation and identifying gaps in progress.

Tourism stakeholders at all levels can support this target by working together with government bodies, community groups and other tourism companies to improve local water governance and to address identified challenges in water-related tourism projects.

POTENTIAL INDICATORS	EXPLANATION
Theme: Natural resource management / *Sub-theme: Water*	
- Whether there is a development/improvement of water management guidelines/manual in tourism facilities (Yes/No) - Whether tourism is considered in the Integrated Water Resource Management (IWRM) plans or policies (Yes/No) - Percentage of existing integrated water resource management policies and strategies and level of implementation	These indicators assess whether the appropriate guidelines or protocols and water resource management guidelines (including guidance for tourism employers and workers on water management safety) are in place in a destination. This can be at national or regional level.

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85 IWRM is a cross-sectoral policy approach designed to replace the traditional, fragmented sectoral approach to water resources and management that has led to poor services and unsustainable resource use. Integrated Water Resources Management is based on the understanding that water resources are an integral component of the ecosystem, a natural resource, and a social and economic good.

For more information, please consult:
UN Environment Programme (n.d.), *What is Integrated Water Resources Management?*, UNEP, (online), available at:
https://www.unep.org/explore-topics/disasters-conflicts/where-we-work/sudan/what-integrated-water-resources-management [31-03-2023].

TARGET 6.6

By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes

Mountains, forests wetlands, rivers, aquifers and lakes offer significant opportunities for tourism, which can in turn deliver economic benefits for local communities. Furthermore, water-related ecosystems provide essential services such as supply of water, food and energy. Thus, the impact on biodiversity and ecosystems must be controlled and sustainably managed. By contributing to this target, the resilience of tourism could also be strengthened through the development of crisis management systems in national and regional tourism destinations covered by Article 4 of the UNFCCC in 1992[86].

POTENTIAL INDICATORS	EXPLANATION
Theme: Natural resource Management / *Sub-theme: Water*	*Connected to Targets 12.3	12.5	14.2	14.b	15.1	15.2	15.3	15.4	15.5 and 15.8*
- Whether there is a development/revision of guideline/manual addressing tourism management in water-related ecosystems (Yes/No) - Number of water-related ecosystems that are protected - Number of sustainability policies/strategies/measures to reduce the environmental impact of tourism operations, being created/revised/implemented in the tourism destination - Number and type of measures put in place to manage tourist visits to water-related ecosystems in a sustainable manner - Number of tourism businesses that have conducted an environmental impact assessment prior to development and during operations - Percentage of tourism revenue used for the protection of water-related ecosystems	These indicators measure whether sound ecosystem management is developed through tourism development projects, such as conducting preliminary evaluations for environmental impact or introducing waste management practices to protect water-related ecosystems. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. Regulatory measures help reduce negative impacts; for instance, controls on the number of tourist activities and movement of visitors within the water-related ecosystem areas can limit impacts on the ecosystem and help maintain the integrity and vitality of the site. Such limits can also reduce the negative impacts on resources. A post-implementation evaluation process should also measure the effectiveness of the environmental protection measures.

86   UN General Assembly, *United Nations Framework Convention on Climate Change: resolution adopted by the General Assembly,* 20 January 1994, A/RES/48/189, (online), available at: https://unfccc.int/resource/docs/convkp/conveng.pdf [31-03-2023].

TARGET 6.b

Support and strengthen the participation of local communities in improving water and sanitation management

The participation of local communities is vital to ensure the needs of all members of the community are met, including for the most vulnerable, and encourages ownership of schemes, which, in turn, contributes to their sustainability. Tourism development projects can encourage individuals and local communities to meaningfully contribute to decisions and directions about water and sanitation management to ensure the sustainability of water and sanitation management options over time, for example., the choice of appropriate solutions for a given social and economic context, and the full understanding of the impacts of a certain development decision.

POTENTIAL INDICATORS	EXPLANATION
Theme: Local community / *Sub-theme: Local community participation*	*Connected to Target 15.9*
- Number of discussions or consultations held on sanitation and water management matters including to improve and develop better sanitation and water measures with local community and tourism stakeholders in the destination - Number of initiatives carried out on sanitation and water management based on discussions/consultations with local community and tourism stakeholders in the destination - Number of cooperation mechanisms/initiatives for the management of water resources, across water-related users, level of government from local to national - Number of national, regional, local or tourism business tourism plans/strategy including planning of discussions or consultations on sanitation and water management matters with local community and tourism stakeholders - Number of community-based or community-led solutions supported, legislated or institutionalized in tourism destinations - Number of programmes organized by local community stakeholders that become local or national policies/legislation	These indicators are based on the importance of having a common understanding of water management and sanitation among local communities and the tourism sector in a destination. Notably, the promotion of inclusive stakeholder participation to ensure the fairness and sustainability of water management. Meaningful stakeholder engagement in, at least, the policy formulation and planning processes produces better results. This approach will allow for consideration of vulnerable groups and gender mainstreaming.

TARGETS NOT INCLUDED - TECHNICAL NOTES

6.1   By 2030, achieve universal and equitable access to safe and affordable drinking water for all

- Tourism may contribute to promote universal and equitable access to safe and affordable drinking water through improved access to water sources as a result of a tourism initiative. However, due to the universality of this target, it is difficult to establish the direct impact of tourism.

6.a   By 2030, expand international cooperation and capacity-building support to developing countries in water- and sanitation-related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies

- Target 6.a seeks to expand international cooperation and capacity-building support to developing countries. International cooperation refers to external aid in the form of grants or loans, including Official Development Assistance (ODA). Tourism does not directly contribute to capacity building support to developing countries in water- and sanitation-related activities. Tourism, however, can influence and create an enabling environment for developing water- and sanitation-related activities.

- Connected to Targets 7.a | 13.b and 15.9; and SDG 17 on implementation.

SDG 7
ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL

Access to affordable, reliable and sustainable energy is crucial to achieving many of the SDGs, from poverty eradication via advancements in health, education, water supply and industrialization to mitigating climate change.

Goal 7 calls for ensuring universal access to modern energy services, improving energy efficiency and increasing the share of renewable energy. To accelerate the transition to an affordable, reliable and sustainable energy system that fulfils these demands, countries need to facilitate access to clean energy research and technology and to promote investment in resource- and energy efficient solutions and low-carbon energy infrastructure.

For more information on SDG 7, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal7 &
https://www.un.org/sustainabledevelopment/energy/.

TOURISM AND SDG 7: AFFORDABLE AND CLEAN ENERGY

Tourism is energy-intensive and as a sector can also be a source of environmental damage, especially when reliant on scarce resources like fossil fuels. Tourism stakeholders should endeavour to maximize tourism's contribution to sustainable development, while minimizing its negative impacts, particularly by accelerating the shift towards increased renewable energy shares in the global energy mix.

By promoting investment in clean energy sources, tourism can help to reduce greenhouse gas emissions, mitigate climate change and contribute to access to energy for all. The implementation of renewables in a local community can start in the tourism sector, for example, ocean energy in Small Island Developing States (SIDS). Paying particular attention to the potential growth of developing countries, tourism stakeholders should prioritize energy efficiency across operations and whenever possible aim to source operational electricity needs from renewable sources.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 7 TARGETS WITH THEMES/ SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 10.1) illustrates the different connections between selected SDG 7 targets with themes/sub-themes and other SDGs/targets. This figure is intended to show how ensuring access to affordable, reliable, sustainable modern energy for all connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 7.3, which relates mainly to the improvement in energy efficiency, is connected to SDG 9 on Industry, Innovation and Infrastructure, specifically Target 9.4 on the upgrade of all industries and infrastructures for sustainability. Similarly, Target 7.b on expansion and upgrade energy services for developing countries echoes the Toolkit themes on Local community and Natural resources management, etc.

Figure 10.1: Visual aid – Connections between selected SDG 7 targets with themes/sub-themes and other SDGs/targets
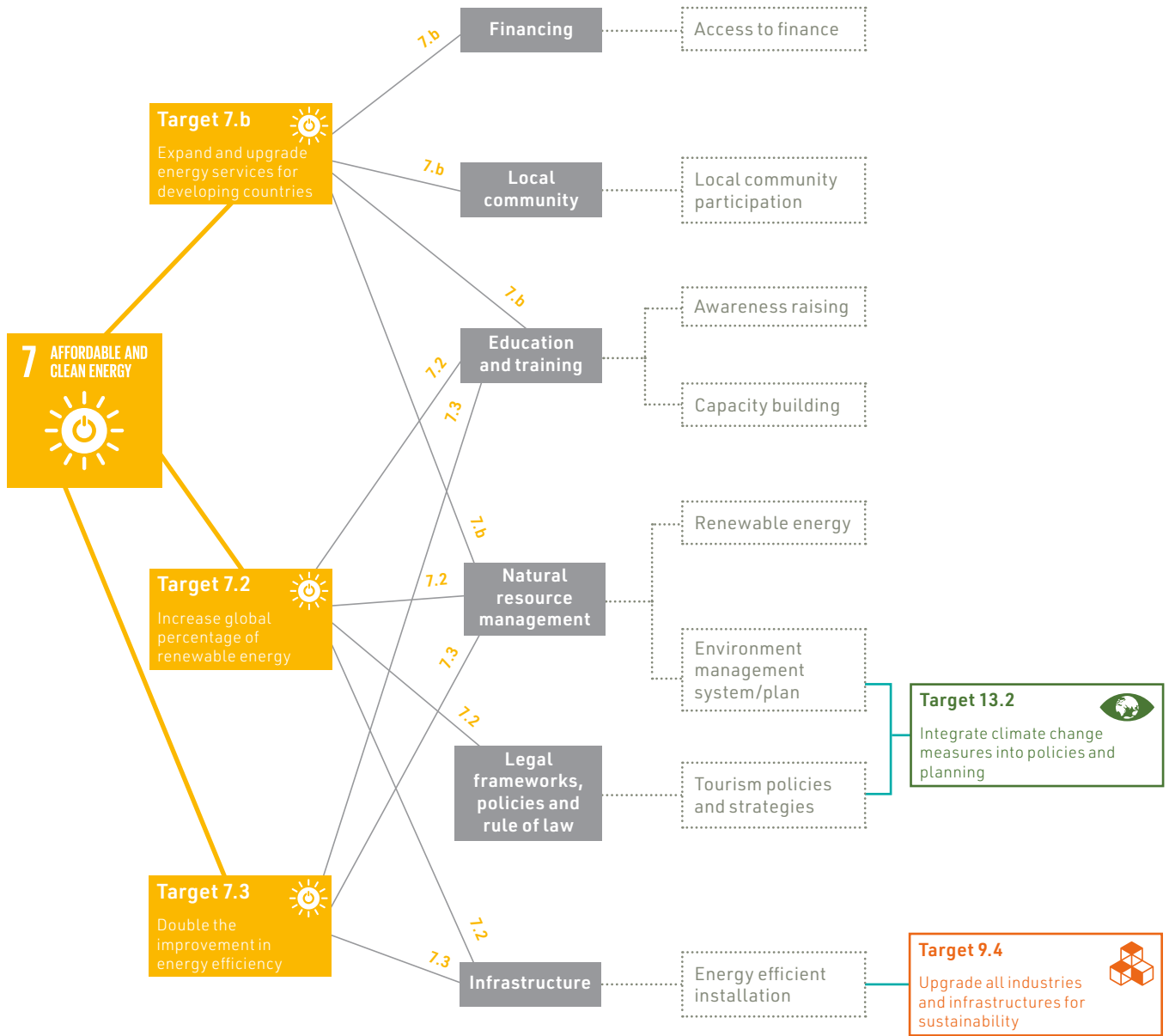
BOX 10.1   SELECTED TOURISM-RELATED SDG 7 TARGETS

Three targets within SDG 7 that are deemed to have a stronger and direct link to tourism in order to achieve the goal of ensuring access to affordable, reliable, sustainable and modern energy for all, have been selected to base the potential project indicators.

7.2   By 2030, increase substantially the share of renewable energy in the global energy mix

7.3   By 2030, double the global rate of improvement in energy efficiency

7.b   By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, in particular least developed countries, Small Island Developing States, and land-locked developing countries, in accordance with their respective programmes of support

SELECTED TOURISM-RELATED SDG 7 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 7.2
By 2030, increase substantially the share of renewable energy in the global energy mix

Using renewable energy sources can significantly decrease the environmental footprint of tourism and production of energy will help businesses cope with the fluctuation of fuel supply and protect them from price inflation or shortage of fuels, making renewable energy a case for economic sustainability. Commitment to the use of renewable energy sources within the destination and the tourism sector, including self-production of energy, procurement of green energy, passive designs[87] in construction, as well as proactive regulatory frameworks and incentives can accelerate the shift towards renewable energy, helping to achieve this target. Various parts of the tourism sector can have different approaches to change their energy sources. For example, the use of electric vehicles instead of conventional transportation, the use of air conditioning and boilers powered by solar and other renewable energy sources.

POTENTIAL INDICATORS	EXPLANATION
Theme: Natural resource management / *Sub-theme: Renewable energy*	
- Whether there is use of certified renewable energy credits. (Yes/No) - Number of tourism development plans with specific renewable energy requirements for investing enterprises and/or inclusive renewable energy source identification for the tourism zone	These indicators would be useful to guide tourism projects/development to promote the shift to renewable energy by, and not limited to policies to strengthen local capacity that can improve the private sector investment environment. Achieving the energy transition requires holistic policies that consider factors beyond the energy sector itself, and measures are needed to support the integration of variable renewable energy. By making use of renewable energy, the tourism sector can strengthen its sustainable development and marketing strategies, reduce its operating costs and lower its footprint through the reduced import of fossil fuels. In addition to the economic benefits derived from reduced energy costs, a transition to renewable energy can reinforce sustainable tourism marketing strategies which can increase tourist arrivals. The use of renewable energy requires greater policy, regulation and attention including dedicated targets, technology, financial incentives, generation-based incentives (credits) and requires integrated policies to decarbonize energy carriers and fuels.
- Percentage of energy consumption of tourism-related businesses or destination from renewable resources - Percentage of final energy use met by renewable energy generated on site - Percentage of renewable energy in total final consumption - Percentage uptake of renewable energy systems	These indicators are to be adopted to minimize the overall energy consumption and encourage greater use from renewable energy sources. If an entire destination has installed renewable energy such as solar power, the share in the energy mix can be an alternative indicator. To evaluate the result, a comparison with other destinations and on the national level can be made. Renewable energy consumption includes consumption of energy derived from: hydro, wind, solar, solid biofuels, liquid biofuels, biogas, geothermal, marine and renewable waste. Total final energy consumption is calculated from balances as total final consumption minus non-energy.[88]

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87 "Passive design uses layout, fabric and form to reduce or remove mechanical cooling, heating, ventilation and lighting demand. Examples of passive design include optimising spatial planning and orientation to control solar gains and maximise daylighting, manipulating the building form and fabric to facilitate natural ventilation strategies and making effective use of thermal mass to help reduce peak internal temperatures."

Home Quality Mark One (2018), *Technical Manual SD239*, England, Scotland and Wales, BRE Group, (online), available at: http://www.homequalitymark.com/standard [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Infrastructure / *Sub-theme: Energy efficient installations*	
▪ Percentage of energy consumption decreased due to passive installations at tourism destinations and businesses	This indicator is to measure how tourism businesses and destinations could potentially avoid high use of energy. Passive constructions avoid energy consumption at minimum rates. Combined with the use of renewable sources, it can lead to zero consumption of fossil fuels.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*　　　*Connected to Target 13.2*	
▪ Number of laws, policies, regulations, or standards regarding the tourism sector addressing renewable energy formally proposed, adopted, or implemented as a result of the tourism development project	Achieving energy transition requires holistic policies that consider factors beyond the energy sector itself, and measures are needed to support the integration of variable renewable energy. This indicator measures the number of laws, policies, regulations or standards in the tourism sector, which are essential for promoting sustainability, attracting investment, enhancing competitiveness and contributing to the global effort to mitigate climate change.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of tourism employees trained in renewable energy or energy conservation programmes ▪ Number of education or training programmes conducted on renewable energy or energy conservation ▪ Number of programmes in place to encourage tourism businesses to include renewable energy in their agenda	These indicators are useful to ensure awareness and the importance of using renewable energy for a sustainable business, especially through tourism employees. Tourism business employees should be kept informed and made aware of the benefits of energy conservation and recognition/awards should be given to those who contribute to its success, thereby incentivizing employees to incorporate energy conservation in their daily work routine.

TARGET 7.3

By 2030, double the global rate of improvement in energy efficiency

Significant levels of energy are consumed by the tourism sector both through fixed assets (buildings, etc.) and mobile assets (motor vehicles, trains, ferries, etc.). A reduction in energy consumed will have a positive impact on the operational costs of enterprises (and can reduce pressure on utilities) and have major environmental benefits, primarily through reducing consumption of natural resources and lowering associated greenhouse gas emissions and thus contributing to Target 7.3.

The availability of certifications and the use of ecolabels can help private sector actors, including tourism stakeholders, integrate a systematic management towards resource efficiency and overtly display their actions (e.g., Lead in Energy and Environmental Design (LEED) and Green Key). Green Key[89] suggests that certified establishments undergo independent and external energy audits every five years (criterion 7.19). Green Key also offers a free calculation tool on its website to help tourism establishments measure their carbon footprint.[90] Various tools exist to assist accommodation managers with energy benchmarking, most notably the free Hotel Energy Solutions (HES) "e-toolkit"[91] or Nearly Zero Energy Hotels (neZEH)[92].

POTENTIAL INDICATORS	EXPLANATION
Theme: Natural resource management / *Sub-theme: Environment management system/plan*	*Connected to Target 13.2*
▪ Whether there is a tourism development plan which includes energy management, guidelines or manual for tourism stakeholders (Yes/No) ▪ Number of tourism development plans or revision of plan with energy management plans, guidelines or manual for tourism enterprises	These indicators would provide structure and a clear action plan which could guide tourism stakeholders to successfully manage energy use. A management plan dealing with energy efficiency and clean energy technology should be developed. It can take the form of a simple chart or series of actions agreed to by management and staff. A tourism facility's energy consumption is affected by how people use electric devices and hot water and how they adjust indoor air temperatures. Using more efficient devices and equipment goes a long way towards reducing energy consumption, but without good practices in place to encourage energy efficient behaviour, these benefits can be lost. **Note on indicators** Other key issues that could be measured: litter reduction, notably plastic, water treatment, recycling motor oil, adoption of biodegradable recipients, etc.
▪ Percentage of tourism businesses having an Environmental Management Plan in place ▪ Whether there are any energy reduction measures in place in terms of practice or standards (Yes/No) ▪ Percentage of tourism businesses having Certification Schemes ▪ Level of public and private finance spent in environmental management systems	These indicators are similar to Target 6.3 and it is purposefully so because an Environmental Management System (EMS) provides tourism stakeholders, especially organizations and businesses, with a framework for managing their environmental responsibilities efficiently, with respect to reporting and performance improvement. As a majority of tourism businesses are not directly regulated by environmental authorities and any decision to adopt an environmental management policy is voluntary, this indicator would demonstrate environment commitment and identify opportunities to improve operational efficiency (reduce energy, water consumption, minimize waste).

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89 Green Key is an international eco-label awarded to accommodations and other hospitality facilities that commit to sustainable business practices, Source: Green Key (n.d.), *Our Programme,* (online), available at: https://www.greenkey.global [31-03-2023].

90 Green Key (n.d.), *Carbon Measurement Initiative (HCMI) tool developed by the Sustainable Hospitality Alliance (SHA) in partnership with the World Travel and Tourism Council*, Green Key: (online), available at: https://www.greenkey.global/online-hcmi-1 [31-03-2023].

91 Hotel Energy Solutions (HES) "e-toolkit" developed by the UNWTO, UNEP and others, (online), available at: http://hotelenergysolutions.net/en/node/33251.

92 Nearly Zero Energy Hotels (neZEH), developed by Technical University of Crete (TUC), UNWTO and other partners, (online), available at: http://www.nezeh.eu/home/index.html [31-03-2023] Additional information please consult:

Arup, Gleeds, IHG and Schneider Electric (2022), *Transforming Existing Hotels to Net Zero Carbon*, Arup, (online), available at: https://www.arup.com/ [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
▪ Number of zero emission tours in a destination	For the Zero Emission tours Indicator: users would need to compare measurements of the carbon footprint of energy-saving style tours versus conventional tours. This can be disaggregated by geographic location and type of tourism industry.

Theme: Infrastructure / *Sub-theme: Energy efficient installations*   *Connected to Target 9.4*

▪ Percentage of investment /budget allocated for new energy efficiency technology and infrastructure ▪ Percentage of passive installations at destinations/tourism businesses	These indicators can guide stakeholders in the early stage of their project cycle to better preparation of their project investment/budget in a more calculated way. Energy efficiency should be a primary design objective for all new developments and, in particular, for tourism facilities that are on off-grid[93] locations. Improving energy efficiency allows a facility to reduce energy consumption without altering the level of service or amenities provided. Integrating energy efficiency in a project can significantly reduce the initial cost and maintenance requirements of the facility's structures, appliances and other end-use equipment. Purchasing energy-efficient equipment and appliances can be highly cost-effective, especially when electricity costs are high.

Theme: Education and training / *Sub-theme: Awareness raising*

▪ Number of promotional programmes or activities highlighting energy conservation measures ▪ Number of evaluations/audits of education and training programmes on energy conservation ▪ Number of information, education or communication programmes on renewable energy or energy conservation provided for tourists	These indicators give importance to the value of education and training to tourism employees, visitors and all tourism stakeholders alike to understand the value of renewable energy for a sustainable business, especially through tourism employees, and often also the visitors. For facilities with a sustainability theme, such as eco-lodges, nature-oriented hotels, visitor education programmes about the facility's sustainable energy practices can be a positive addition to the overall visitor experience. Where appropriate, visitor education materials can explain the environmental benefits of the facility's energy practices and ways to minimize energy use during the visit or stay. Educating guests on energy conservation initiatives to show sustainability of the operation, through informational materials promoted on websites, email booking requests/confirmation and front desk reception. Tours highlighting the facility's renewable energy equipment and explanations of its energy conservation measures. By providing insight on sustainability and what it takes to run an off-grid facility, well-crafted tours can be a valuable addition to the guests' experience.

93 Renewable power generation to bring reliable electricity off the main electricity grid. Source:
International Renewable Energy Agency (2018), *Off-grid Renewable Energy Solutions: Global and regional status and trends,* IRENA, Abu Dhabi.

TARGET 7.b

By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, in particular least developed countries, Small Island Developing States and landlocked developing countries, in accordance with their respective programmes of support

Affordable and sustainable energy is essential for a thriving tourism sector especially in countries[94] whose energy costs are often elevated due to dependency on imported or expensive fossil fuels, which also makes them vulnerable to disruptions. Energy access is a major development constraint in many developing countries and, while starting from a relatively low base, energy demand is expected to grow very rapidly in many of these countries in the future. Small Island Developing States (SIDS) and also other developing countries including least developed countries (LDCs) and landlocked developing countries (LLDCs) are highly dependent on fossil fuels. This target calls for suitable programmes of support for developing countries, in particular LDCs, SIDS and LLDCs to access appropriate technologies and expertise to meet their future energy needs.

Accelerating the use of renewable energy by the tourism sector in these countries requires concerted actions and efforts to support the business case for such changes. The promotion of sustainable energy solutions can attract future investment and encourage tourists, for example, to stay in hotels that provide such solutions, demonstrating the business case worldwide.

Many indicators presented under Targets 7.2 and 7.3 can be adapted to the present target, which would demonstrate environment commitment and identify opportunities to improve operational efficiency (reduce energy, water consumption, minimize waste) as majority of tourism businesses are not directly regulated by environmental authorities and any decision to adopt an environmental management is voluntary.

POTENTIAL INDICATORS	EXPLANATION
Theme: Local community / *Sub-theme: Local community participation*	
- Number of discussions or consultations held on energy management matters with local community and tourism stakeholders in the destination, LDCs, SIDS and LLDCs - Number of initiatives carried out on energy management based on discussions/consultations with local community and tourism stakeholders in the destination, LDCs, SIDS and LLDCs - Number of energy-led initiatives developed based on consultations with local community stakeholders in the destination, LDCs, SIDS and LLDCs - Number of discussions or consultations held on energy saving, expanding and upgrading plans with local community and tourism stakeholders in the destination, LDCs, SIDS and LLDCs - Number of initiatives carried out on energy saving, expanding and upgrading plans based on discussions/consultations with local community and tourism stakeholders in the destination, LDCs, SIDS and LLDCs	These indicators highlight that the local community plays an important role in ensuring that energy infrastructure and technology upgrades on Renewable Energy are tailored to meet the specific needs of the community, and the benefits of sustainable energy are widely shared. By being involved with discussions or consultations on energy management matters, the local community would be better informed about the benefits of sustainable energy and how they can take advantage of new technologies and programmes.

94 For further reading, please consult:
United Nations Department of Economic and Social Affairs (2019), *Advancing SDG 7 in Least Developed Countries,* Policy Briefs in Support of the High-Level Political Forum 2020, UN, New York.

POTENTIAL INDICATORS	EXPLANATION
Theme: Financing / *Sub-theme: Access to finance*	
▪ Number of initiatives/support programmes providing access to finance for adoption/installation of renewable energy technologies and services in the destination, LDCs, SIDS and LLDCs	This indicator measures the access to finance for renewable technologies which can help reduce the financial barriers to implement/upgrade these technologies. Renewable energy technologies can be scaled to suit the needs of different communities, providing energy access to remote areas. Facilitating access to financing for renewable energy technologies could help accelerate the use of clean, sustainable energy sources and support the transition to a low-carbon economy.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of trainings on new technologies for renewable energy, and their use, for tourism workers/businesses as a result of the tourism project	This indicator highlights the importance of training on how to adopt and effectively use new technologies for renewable energy for tourism operations. Such training can help tourism businesses reduce their operational costs (such as energy, maintenance, etc.), improve energy security and resilience and reduce their environmental impact.
Theme: Natural resources management / *Sub-theme: Environment management system/plan* *Connected to Target 13.2*	
▪ Number of developments/revisions of energy management plans, guidelines or manuals for tourism facilities in LDCs, SIDS and LLDCs ▪ Number of sustainable and renewable energy policies/level of implementation ▪ Number of public and private investments in renewable energy either cross-sectoral or for the tourism sector ▪ Percentage rate of clean cooking access[95] in LDCs, SIDS and LLDCs	These indicators are adapted from those found in Targets 7.2 and 7.3 for a SIDS and LDCs focus. A management plan dealing with energy efficiency and clean energy technology should be developed. It can take the form of a simple chart or series of actions agreed to by management group and staff members. A tourism facility's energy consumption is affected by how people use electric devices and hot water, and how they adjust indoor air temperatures. Using more efficient devices and equipment goes a long way towards reducing energy consumption, but without good practices in place to encourage energy efficient behaviour, these benefits can be lost.

95 For further reading, please consult:

Clean Cooking Alliance (n.d.), *Clean Cooking Energy Compact,* CCA, (online), available at: https://cleancooking.org/clean-cooking-energy-compact/ [31-03-2023]; and

The World Bank (2020), *Accelerating Access to Clean Cooking: The Efficient, Clean Cooking and Heating Program and the Clean Cooking Fund, Results Briefs,* World Bank, (online), available at: https://www.worldbank.org/en/results/2020/11/10/accelerating-access-to-clean-cooking-the-efficient-clean-cooking-and-heating-program-and-the-clean-cooking-fund [31-03-2023].

TARGETS NOT INCLUDED - TECHNICAL NOTES

7.1   By 2030, ensure universal access to affordable, reliable and modern energy services

- Tourism may influence local energy supply infrastructure to increase accessible energy services, which can include on- and off-grid development, which would indirectly mean more access to a reliable and affordable source of energy for tourism workers and local communities. However, due to the universality of this target, it is difficult to establish the direct impact of tourism.

- Indicators in Target 7.2 would indirectly contribute to this target as tourism businesses would be able to introduce new clean technologies in the functioning of their operations and use efficient fuels and technology combinations to ensure that universal energy and clean cooking access is possible and that it could be fuelled by renewable energy sources.

7.a   By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil- fuel technology, and promote investment in energy infrastructure and clean energy technology

- Tourism stakeholders can be in a position to implement new technologies that could contribute to accelerate the transition to affordable, reliable and sustainable energy systems by investing in renewable energy resources, prioritizing energy efficient practices, and adopting clean energy technologies and infrastructure. However, tourism does not directly facilitate access to research and technology on this matter.

SDG 8
PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

Goal 8, *Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all*, recognizes the importance of sustained economic growth and high levels of economic productivity for the creation of well-paid quality jobs, as well as resource efficiency in consumption and production. It calls for opportunities for full employment and decent work for all, alongside the eradication of forced labour, human trafficking and child labour, and the promotion of labour rights and safe and secure working environments.

For more information on SDG 8, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal8 & https://www.un.org/sustainabledevelopment/economic-growth/.

TOURISM AND SDG 8: DECENT WORK AND ECONOMIC GROWTH

Decent work[96] opportunities in tourism, particularly for youth and women, migrants and displaced persons, and policies that favour better diversification through tourism value chains can enhance tourism-positive socioeconomic impacts. Tourism is one of the driving forces of global economic growth and is considered an effective sector to achieving decent work and economic growth in developing countries, especially so for the LDCs, LLDCs – a recognition reflected explicitly in Target 8.9 *"By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products."* The careful management of tourism will unlock tourism's potential to stimulate job creation, contribute to rural development, promote cultural awareness, and help preserve local cultural traditions, etc. Due to the cross-cutting nature of tourism, it is the perfect vehicle for the journey towards achieving the SDGs.

Please see box 11.1 on Articles 9 and 2 of the UNWTO *Global Code of Ethics for Tourism* which relates to the rights of workers and entrepreneurs in the tourism sector and tourism as a vehicle for individual and collective fulfilment, which would be useful to understand tourism's connection with SDG 8.

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96 The International Labour Organisation (ILO) defines decent work as work that is productive, and delivers a fair income, security in the workplace and social protection for all better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men.
International Labour Organization (n.d.), *Decent Work,* ILO, [online] available at: https://www.ilo.org/ [31-03-2023].

BOX 11.1 UNWTO *GLOBAL CODE OF ETHICS FOR TOURISM*

Article 9 **| Rights of the workers and entrepreneurs in the tourism industry**

1. The fundamental rights of salaried and self-employed workers in the tourism industry and related activities, should be guaranteed under the supervision of the national and local administrations, both of their States of origin and of the host countries with particular care, given the specific constraints linked in particular to the seasonality of their activity, the global dimension of their industry and the flexibility often required of them by the nature of their work;

2. Salaried and self-employed workers in the tourism industry and related activities have the right and the duty to acquire appropriate initial and continuous training; they should be given adequate social protection; job insecurity should be limited so far as possible; and a specific status, with particular regard to their social welfare, should be offered to seasonal workers in the sector;

3. Any natural or legal person, provided he, she or it has the necessary abilities and skills, should be entitled to develop a professional activity in the field of tourism under existing national laws; entrepreneurs and investors – especially in the area of small and medium-sized enterprises – should be entitled to free access to the tourism sector with a minimum of legal or administrative restrictions.

Article 2 **| Tourism as a vehicle for individual and collective fulfilment**

3. The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combatted with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad.

Source: World Tourism Organization (1999), *Global Code of Ethics for Tourism*, UNWTO, (online), available at: https://www.unwto.org/global-code-of-ethics-for-tourism [31-03-2023].

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 8 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 11.1) illustrates the different connections between selected SDG 8 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how the goal of promoting decent work and economic growth connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 8.4, which relates mainly to improving resource efficiency in consumption and production, is connected to SDG 12 on responsible consumption and production, specifically Target 12.5 on substantially reducing waste generation. Similarly, Target 8.7 on ending modern slavery, trafficking and child labour echoes the Toolkit theme on Legal frameworks, policies and rule of law and the sub-themes on Human trafficking and Child protection etc.

Figure 11.1: Visual aid – Connections between selected SDG 8 targets with themes/sub-themes and other SDGs/targets

LINES CONNECTION:

— Selected SDG 8 targets

— To themes

···· From themes to sub-themes

— With other SDGs and targets

Target 8.7
End modern slavery, trafficking and child labour

THEMES

SUB-THEMES

Target 16.2
Protect children from abuse, exploitation, trafficking and violence

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

Water

Renewable energy

Natural resource management

Target 8.7
End modern slavery, trafficking and child labour

Target 12.3
Halve global per capita food waste

Target 12.5
Substantially reduce waste generation

Waste management

Waste

8.4

8.4

Target 8.4
Improve resource efficiency in consumption and production

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

One Planet Sustainable Tourism Programme (One Planet-STP)

Sustainable operations

Sustainable consumption and production patterns

8.4

Target 8.5
Full employment and decent work with equal pay

Local community participation

Local community

8.5

8 DECENT WORK AND ECONOMIC GROWTH

Women in directive positions

Women empowerment

8.5

Target 3.d
Improve early warning systems for global health risks

Occupational safety and health

Health

8.8

Target 8.8
Protect labour rights and promote safe working environments

Target 8.3
Promote policies to support job creation and growing enterprises

Access to finance

Financing

8.3

1 NO POVERTY

5 GENDER EQUALITY

10 REDUCED INEQUALITIES

Local people employment

Local economic development

8.9

Target 8.9
Promote beneficial and sustainable tourism

Target 11.4
Protect the world's cultural and natural heritage

Target 14.7
Increase the economic benefits from sustainable use of marine resources

Local product

BOX 11.2   SELECTED TOURISM-RELATED SDG 8 TARGETS

Eight targets within SDG 8 that are deemed to have a stronger and direct link for tourism to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all, have been selected to base the potential project indicators.

8.2   Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high value added and labour-intensive sectors

8.3   Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services

8.4   Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead

8.5   By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

8.6   By 2020, substantially reduce the proportion of youth not in employment, education or training

8.7   Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms

8.8   Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment

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

SELECTED TOURISM-RELATED SDG 8 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 8.2
Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high value added and labour-intensive sectors

Target 8.2 recognizes the need to diversify, innovate and upgrade for economic productivity. In this regard, tourism, as one of the driving forces of economic growth, can contribute to this target as it has the potential to innovate and upgrade itself as a sector and to be one of the driving forces of global economic growth. As a labour-intensive sector, tourism benefits from technology and digitalization, from automation of various processes in the industry – from booking and reservation systems to new and innovative ways to improve business operations. By leveraging these technologies, tourism businesses can increase efficiency, reduce costs and improve customer satisfaction, leading to an increase in revenue and overall economic growth. Tourism also has a significant multiplier effect on employment, cutting across various sectors. It therefore benefits from increased skills and professional development, consequently contributing to this target.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of training and education programmes supporting skilling, upskilling and reskilling of tourism workers ▪ Number of hours of skilling/upskilling and reskilling of tourism workers programmes ▪ Total investment dedicated to training and education	These indicators measure how tourism can encourage the updating of skills of everyone within the promotion and workings of tourism activity, including in innovation, new skills on digital technologies, etc. Education/training institutions, together with the public and private sector, should revise existing education/training programmes and make sure that they correspond to the sector's skills needs. Note on Indicators ▪ The indicators should highlight the need to integrate youth in the labour market and reintegrate the 50+ age group and women and other vulnerable populations. ▪ Post-training evaluation (after 6 months' time) focused on sentiments and scaling of improved Human Capital of the participants, should be done at the end of these trainings.
Theme: Business development / *Sub-theme: Innovation* *Connected to Targets 4.3 | 4.4 | 9.4 and 9.5*	
▪ Number of programmes supporting the adoption of innovative methods for increasing the productivity of the tourism sector ▪ Number of local tourism firms that have improved management practices or technologies through tourism development projects ▪ Percentage of labour productivity[97] as a result of tourism development projects ▪ Percentage of tourism business increase due to update/innovation growth rate of tourism receipts upon update/innovation ▪ Number of start-ups created through the tourism development projects	These indicators highlight the role innovation may have in tourism as, by being innovative, tourism businesses can potentially increase revenue through the offer of a better product or service, at a lower cost, to both the consumer and the businesses. It also allows for strengthening of talent through boosting start-ups and entrepreneurship. This also gives the opportunity to link the tourism sector to other sectors like the orange economy[98] and digital economies.

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97 Labour productivity represents the output produced in a given economy and hence linked to economic growth. International Labour Organization (n.d.), *Productivity*, ILO (online), available at: https://www.ilo.org/ [31-03-2023].

98 The Orange economy refers to the economic activity generated by creative and cultural industries, including arts, design, entertainment, heritage and more. The Inter-American Development Bank (IDB) defined it in 2013 as "the set of activities that in an interlocking way allow for ideas to be transformed into cultural goods and services and creating a social impact.

Buitrago Restrepo, F. and Duque Márquez, I. (2013), *La economía naranja, una oportunidad infinita,* Banco Interamericano de Desarrollo, (online), available at: https://publications.iadb.org/handle/11319/3659?locale-attribute=en [31-03-2023].

For further information, please consult:
Organisation for Economic Co-operation and Development (2022), *Culture and the Creative Economy in Colombia: Leveraging the Orange Economy,* Local Economic and Employment Development (LEED), OECD Publishing, Paris, DOI: https://doi.org/10.1787/184f1e07-en.

TARGET 8.3

Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services

Target 8.3 promotes policies to support job creation and growth of enterprises. Creating more and better-quality jobs is key to reducing poverty, increasing social cohesion and boosting growth. Decent job creation requires a policy framework that is stable, coupled with policies that encourage entrepreneurship, innovation, skills and business development. On this note, tourism's contribution to this target can be seen through its role to create and revise policies which would lift barriers to securing the local conditions for job creation. Tourism stakeholders should avoid working in silos and overcome institutional barriers and rigidities in management structures to create policies which would be flexible enough to be tailored to local conditions. Many tourism workers operate in the informal sector, with conditions far more vulnerable than formal employment, thus, the sector has an obligation to improve the situation of these workers and create conditions for the transition to formalization and also conditions conducive to growth.

POTENTIAL INDICATORS	EXPLANATION
Theme: Business development / _Sub-theme: Entrepreneurship promotion_	_Connected to SDG 1, SDG 5 and SDG 10_
- Whether there is legislation that simplifies the creation of new tourism businesses in the destination (Yes/No) - Number of procedures required to start a business - Cost (percentage of income per capita) of the procedures to start a business - Number of days required to start a business (length of procedures) - Minimum capital (percentage of income per capita) required to start a business - Number of new tourism start-ups in the destination - Number of initiatives to support tourism start-ups	These indicators recognize the need to support the creation of tourism businesses by enabling a conducive business environment that encourages the formalization and growth of new businesses through simplified administrative procedures. Thorough regulations are needed to ensure that tourism businesses are operating within legal boundaries, and the rights of local communities, workers and the environment are protected.
Theme: Business development / _Sub-theme: MSMEs_	
- Economic share (percentage) of MSMEs in tourism industries in a destination - Number of tourism MSMEs newly established by (or with the support of) a tourism development project - Number of MSMEs with significant increases in revenue and employment generation as a result of the tourism project/development - Number of MSMEs which develop new tourism services and products	These indicators recognize the need to support tourism MSMEs as they represent the majority of tourism enterprises worldwide, both in developed and developing countries. They measure how tourism development may have contributed to the creation of MSMEs through training, financing and linkages to lead company. Although the proper measurement of this indicator may require long-term evaluation time frame (of up to five years), these indicators could provide measurement on entrepreneurship to assist evidence-based policy making and promotion of policies for decent job creation. It could also be interesting to understand the level of education/skills of employees in tourism MSMEs as it is useful to identify areas where these businesses and their workforce may need to improve and remain competitive in a business environment.
Number of tourism MSMEs of a destination using sharing economy platforms	Sharing economy platforms can provide valuable opportunities and resources for MSMEs to connect with potential customers and increase their visibility. Thorough regulations are needed to ensure that tourism businesses using such platforms are operating within legal boundaries, and the rights of local communities, workers and the environment are protected.

POTENTIAL INDICATORS	EXPLANATION
Theme: Financing / *Sub-theme: Access to finance* *Connected to SDG 1*	
▪ Number of initiatives promoting the access of tourism MSMEs to financial services ▪ Number of MSMEs with access to financial services ▪ Total amount of investment provided to support MSMEs in the tourism sector ▪ Total amount of loans and other products from financial institutions to MSMEs in the tourism sector ▪ Number of initiatives enhancing financial skills	These indicators highlight that access to financial services is very important for a business to thrive, even more so among disadvantaged people. Many times, this access is limited due to the level of financial literacy, informality of the business, remote or least developed locations.
Theme: Tourism value chain / *Sub-theme: Supplier code of conduct* *Connected to SDG 1 and Targets 2.3	5.1 and 10.4*	
▪ Tourism businesses' supplier policies and practices used to promote economic inclusion when selecting suppliers ▪ Percentage of procurement of local suppliers	These indicators are repeated in various goals – however the importance of tourism supplier practices is crucial to increase economic inclusion by having supplier policies and practices used to promote economic inclusion when selecting suppliers. Measuring procurement of local suppliers may also include the percentage of products and services purchased locally. Forms of economic inclusion may include suppliers owned by women; suppliers owned or staffed by members of vulnerable, marginalized or underrepresented social groups; and MSMEs suppliers.
Theme: Employment / *Sub-theme: Informal employment*	
▪ Proportion of informal employment in total employment in the tourism sector ▪ Proportion of "Self-employed workers" and "Family workers" in total employment in the tourism industry ▪ Ratio (percentage) between formal and informal sector in the tourism sector	These indicators measure the proportion of tourism workers operating in the informal economy. The informal economy provides employment opportunities, especially within developing countries, to those who do not have employment security, work security and social security. It is an easily accessible economy and provides an opportunity to acquire skills and knowledge to transition to the formal economy.

TARGET 8.4

Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead

Target 8.4 aims to improve resource efficiency in consumption and production in accordance with the 10 Year Framework of Programmes on Sustainable Consumption. Tourism is energy-intensive and as a sector can also be a source of environmental damage, especially when reliant on scarce resources like fossil fuels, therefore, as a contribution to this target, tourism stakeholders should endeavour to maximize tourism's contribution to sustainable development, while minimizing its negative impacts, particularly by accelerating the shift towards increased renewable energy. The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. It is imperative to identify key points of intervention within the tourism value chain to reduce the use of natural resources and environmental impacts caused by production and consumption. As this target touches upon several similar themes from related SDGs, some of the potential indicators are repeated and further information can be found in each respective goal chapter.

POTENTIAL INDICATORS	EXPLANATION
Theme: Natural resource management / *Sub-theme: Water* — *Connected to SDG 6*	
▪ Number of tourism destinations which have water-use efficiency plans ▪ Number of tourism businesses which have an initiative for increasing water-use efficiency ▪ Percentage of variation of water consumption over time in a tourism destination ▪ Percentage of use of freshwater by the tourism sector in a destination	These indicators are similarly covered in SDG 6. They highlight the fact that Tourism investment in utilities can play a critical role in achieving water access and security, as well as hygiene and sanitation for all in tourism destinations and their surroundings. More indicators can be adapted to this target from SDG 6.
Theme: Natural resource management / *Sub-theme: Renewable energy* — *Connected to SDG 7*	
▪ Number of tourism development plans with specific renewable energy requirements for investing businesses and/or inclusive renewable energy source identification for the tourism zone ▪ Percentage of energy consumption of tourism-related businesses or destination from renewable resources ▪ Percentage of final energy use met by renewable energy generated on site	These indicators are similarly covered in SDG 7, and it emphasizes the importance of energy management programmes in reducing energy consumption both in tourism business operations and tourism value chains. In addition to the economic benefits derived from reduced energy costs, transitioning to renewable energy can reinforce sustainable tourism marketing strategies which can increase tourist arrivals. The use of renewable energy requires greater attention to policy, regulation and the implementation of dedicated targets, technology and financial incentives such as generation-based incentives (credits), etc. Integrated policies are also needed to decarbonize energy carriers and fuels. More indicators can be adapted to this target from SDG 7.
Theme: Waste / *Sub-theme: Waste management* — *Connected to Targets 12.3 and 12.5*	
▪ Whether the project supports the creation/revision of a legislative framework for standard tourism waste management plans (Yes/No) ▪ Number of actions implemented to reduce the amount of waste ▪ Number of people in the tourism sector following or applying waste management rules in tourism destinations ▪ Percentage of reclaimed products and packaging materials for each tourism product category	These indicators are similarly covered in SDG 12. These indicators would provide information and comparison between waste generation, waste management including laws, policies, regulations, standards, or guidelines between tourists and residents, to further align and strengthen the intended tourism project goals. More indicators can be adapted to this target from SDG 12.

POTENTIAL INDICATORS	EXPLANATION
Theme: Sustainable consumption and production patterns / *Sub-theme: Sustainable operations* *Connected to SDG 12*	
▪ Number of tourism stakeholders that have adopted SCP polices and strategies	This indicator enables the quantification and monitoring of the tourism projects in the policy cycle process of binding and non-binding policy instruments aimed at supporting sustainable consumption and production. The indicator could be modified to calculate whether there is an SCP action plan, or has implemented recognizable SCP practices (and ultimately, how many) to provide data on progress towards improvement of SCP plans/actions.
Theme: Sustainable consumption and production patterns (One Planet STP) / *Sub-theme: One Planet Sustainable Tourism Programme* *Connected to SDG 12*	
▪ Number of tourism stakeholders that are members of the One Planet Sustainable Tourism Programme (One Planet STP)	The One Planet Sustainable Tourism Programme (One Planet STP) provides a platform for collaboration across organizations that are committed to the same objective: to advance sustainable consumption and production in the tourism sector.

TARGET 8.5

By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

Target 8.5 seeks to have full employment and decent work with equal pay. As mentioned in Target 10.4, good fiscal, wage and social protection policies are the foundation of a more equal society for everyone. In this regard, tourism's contribution to this target relies on the role it plays in ensuring the welfare of the myriad of different groups working in the tourism sector is taken cared of; this includes those belonging to vulnerable groups, immigrants, people in poverty, etc. Tourism industries are largely labour-intensive and provide jobs for many people. They include well trained professionals, but also many workers with difficulties to find a job elsewhere, such as newcomers to the labour market (young people and migrants), women with family responsibilities who can only work part time and work from home, and workers with few qualifications in general. Tourism provides working people with income and experience and therefore contributes to their social inclusion and personal development.[99]

Furthermore, as the sector is sensitive to seasonality, its industries have a global dimension and often demands flexibility from tourism workers. Particular attention needs to be paid to job insecurity and the social welfare of its workforce.

POTENTIAL INDICATORS	EXPLANATION
Theme: Employment / *Sub-theme: Decent work*	*Connected to SDG 5 and SDG 10*
▪ Number of new jobs created by the tourism project which are compliant with national labour legislation in the tourism destination, especially for youth and women ▪ Whether the employment recruitment process is compliant with national labour legislation in the tourism destination, especially for women and youth (Yes/No) ▪ Number of tourism employees under the appropriate terms of the labour laws ▪ Average hourly earnings of tourism employees ▪ Number of studies and seminars carried out on decent work in tourism ▪ Number of tourism businesses participating in the studies and seminars carried out on decent work in tourism	These indicators assess the impact of a project in creating an enabling environment for inclusive job creation for vulnerable groups, including women, youth, persons with disabilities and marginalized communities. Employment opportunities created through and by the tourism project should be aligned with national labour laws.
Theme: Employment / *Sub-theme: Job creation*	
▪ Number of unemployed people entering the tourism sector ▪ Number of people switching from a different industry to the tourism industry ▪ Turnover rate in tourism MSMEs ▪ Number of new employees hired by tourism businesses ▪ Number of new tourism sector employees who were previously unemployed for at least 60 days	These indicators serve as a measure of the unutilized labour supply and labour market pressure, providing an indication of an economy's ability to generate jobs for those persons who are not in employment but are available and actively seeking employment.

99 World Tourism Organization (n.d.), *Employment and Decent Work in Tourism -ILO UNWTO joint project,* UNWTO, (online), available at: https://www.unwto.org/project/employment-and-decent-work-tourism-ilo-unwto-joint-project [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Local community / *Sub-theme: Local community participation*	
▪ Proportion of senior management hired from the local community	This indicator would help measure the distribution of local community members in senior consultative positions in a tourism development. In some destinations, senior management are hired from outside the local community as there is lack of adequate and skilled human resources in the local area. This stresses the importance of the local community in the development of tourism and the opportunities it brings for elevating their livelihoods.
Theme: Women's empowerment / *Sub-theme: Women in directive positions*	
▪ Percentage of women within the organization's governing bodies ▪ Number of women in senior management and above in the tourism project ▪ Ratio (percentage) of basic salary and remuneration of women to men working in tourism	These indicators measure women's access to leadership positions, and skill developments which could be organized to offer leadership development programmes to enable women to build their skills, knowledge, and confidence, to participate in positions of leadership and decision-making and increase the diversity and representation of women on boards.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of tourism skills development programmes that support the continued employability of employees ▪ Whether there is a creation/improvement of the education and training programmes according to sector needs (Yes/No) ▪ Average hours of training per year per employee by gender, and by employee category ▪ Number of tourism training programmes for the unemployed created ▪ Amount of people receiving job offers in the tourism sector after participating in the training programme ▪ Number of people motivated to work in the tourism sector through tourism development projects	These indicators measure the number of skills development education and training programmes for the benefit of employees to enable them to achieve full and productive employment and decent work. Tourism workers should receive proper information/training to actively participate in initiatives, both as citizens and as interlocuters with tourists.
Theme: Tourism value chain / *Sub Theme Supplier code of conduct* *Connected to SDG 1 and Targets 5.1 and 10.4*	
▪ Whether there is a creation/enforcement of a tourism businesses' supplier policy (Yes/No) ▪ Share (percentage) of procurement by local suppliers ▪ Percentage of value of products and services purchased locally	These indicators show that tourism businesses can support an increase in economic inclusion by having supplier policies and practices that promote non-discrimination and equal opportunity when selecting suppliers, which will help improve the working conditions of workers in these companies, in particular in MSMEs.

TARGET 8.6

By 2020, substantially reduce the proportion of youth not in employment, education, or training

Target 8.6 aims to promote youth employment education and training. The United Nation's Common Agenda[100] emphasizes the importance of transforming education, skills and lifelong learning. The COVID-19 crisis has had a devastating impact on education worldwide. However, it also poses an opportunity to elevate education in the global political agenda and to mobilize action and solutions to recover pandemic-related learning losses through digital transformation and better education accessibility.[101] Building on the UN Common Agenda, tourism can contribute to this target by mobilizing actions and solutions to encourage youth to be in employment, education or training within the tourism sector. By having tourism training, youth would be able to improve their future employability through investment in skills or gaining experience through employment. For the purposes of this target, youth is defined as all persons between the ages of 15 and 24 (inclusive).

POTENTIAL INDICATORS	EXPLANATION
Theme: Employment / *Sub-theme: Youth employment*	*Connected to SDG 1, SDG 5 and SDG 10; and Target 4.4*
- Number of measures to attract/retain youth in tourism jobs - Number of measures to attract/retain youth in tourism training and education	These indicators would measure the opportunities given to youth in the tourism sector. For the sector to grow, young people must see the opportunity that the sector presents.[102] This could also link to industry, providing career pathways beyond entry level jobs to entice youth to make a career in tourism. Tourism stakeholders must work together to create the conditions that provide decent jobs, with attractive conditions and adapted to new times and new ways of communication.
Theme: Education and training / *Sub-theme: Capacity building*	*Connected to SDG 4*
- Whether the education or training programmes are created or revised according to tourism sector needs (Yes/No) - Number of youths participating in technical and vocational education or other training programmes supported by tourism development projects - Number of programmes for skills management and lifelong learning that support the continued employability of employees	These indicators highlight that education and training are key to creating employment opportunities and a reliable and sustainable human capital, especially for youth. Providing opportunities for youth to work in the tourism sector can help reduce unemployment among young people and support local communities. Tourism education curricula and training programmes, including those provided for employees, should be revised to address the sector's needs in the destination and to be made more attractive and aligned with the interests and career goals of young people. Including Global Citizenship Education (GCED)[103] and Education for Sustainable Development (ESD)[104] in the tourism education curricula may ensure that future tourism workers have adequate information on sustainable development and can help to promote sustainable tourism practices, ensuring the long-term viability of the sector.

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100 The Common Agenda is a framework adopted by the United Nations to guide its work in the areas of development, peace and security, human rights, and the environment. Source:
United Nations (2021), *Our Common Agenda – Report of the Secretary-General,* UN, New York, (online), available at:
https://www.un.org/en/common-agenda [31-03-2023].

101 For more information, please consult:
United Nations (n.d.), *The Transforming Education Summit,* UN, New York, (online), available at: https://www.un.org/en/transforming-education-summit [31.03.2023].

102 Mastercard Foundation Hospitality and Tourism Research Team (2018), *Harnessing the Potential of Hospitality and Tourism for Young People's Employment,* 2017–2018 Youth Think Tank Report, Mastercard Foundation, (online), available at: https://mastercardfdn.org/wp-content/uploads/2018/08/MCF14003-Youth-Think-Tank-2018-Report-vFA-AODA.pdf [31-03-2023].

103 Global Citizenship Education (GCED) empowers learners of all ages to assume active roles, both locally and globally in building more peaceful, tolerant, inclusive and secure societies through cognitive, socioemotional and behavioural learning. Source:
United Nations Educational, Scientific and Cultural Organization (n.d.), *Global Citizenship Education,* UNESCO, Paris, (online), available at:
https://en.unesco.org/themes/gced [31-03-2023].

104 Education for Sustainable Development (ESD) which gives learners of all ages the knowledge, skills, values and agency to address global challenges including climate change, loss of biodiversity, unsustainable use of resources and inequality in the tourism education system,
United Nations Educational, Scientific and Cultural Organization (n.d.), *Education for Sustainable Development,* UNESCO, Paris, (online), available at:
https://www.unesco.org [31-03-2023].

TARGET 8.7

Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms

Target 8.7 seeks to end modern slavery, trafficking, and child labour. Evidence shows that child labour, forced labour and human trafficking in global supply chains can be traced to the interplay of three critical dimensions: (a) gaps in statutory legislation, enforcement and access to justice that create space for non-compliance; (b) socioeconomic pressures facing individuals and workers; and (c) business conduct and business environment.[105] Several factors make the tourism sector especially vulnerable to human trafficking and modern slavery compared to other sectors; one factor is the frequent changeover of clients in hotels and airports, increasing automation of operations, and the common practice

of using subcontractors for different tasks such as construction, maintenance, security or cleaning.

Tourism stakeholders could contribute to this target by developing or adapting and putting into practice improved legislation, national action plans or policies on child labour, forced labour, modern slavery and/or human trafficking and most importantly, translating public commitments into concrete actions. The tourism sector needs to have a clear understanding of the causes and effects of child labour in order to develop effective strategies to abolish child labour.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Human trafficking*	*Connected to Targets 5.2 and 16.2*
- Whether there is a development of anti-human-trafficking policies in the tourism sector (Yes/No) - Number of tourism businesses that have undergone a risk assessment for human trafficking per year - Number of suspected cases reported in the tourism sector - Number of companies with codes of conduct prohibiting forced labour and human trafficking	These indicators intend to take stock of existing major national, regional and international initiatives in the tourism sector aimed at developing policies to end human trafficking and violence against women. Tourism stakeholders are encouraged to undertake a pledge on delivering safe, honourable and sustainable tourism, including anti-human trafficking practices.
- Whether there are existing regulations on sex work and corresponding enforcement measures - Ratio percentage or number of women and men who are forced to engage in sex work in the tourism sector	These indicators are intended to provide information in order to eventually design legislations or policies that are more important than the mere existence of legalization/criminalization of sex work.

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105 International Labour Organization, Organisation for Economic Co-operation and Development, International Organization for Migration and United Nations Children's Fund (2019), *Ending child labour, forced labour and human trafficking in global supply chains,* ILO, OECD, IOM, UNICEF, Geneva.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Child protection* — *Connected to Targets 5.2 and 16.2*	
▪ Whether there is development of policies/strategies for abolishing child labour in tourism, including control and enforcement mechanisms (Yes/No) ▪ Number of strategies in place for abolishing child labour in tourism ▪ Number of initiatives and measures taken to sensitize towards child labour in tourism ▪ Whether there are child labour regulations and child protection in the national tourism strategy (Yes/No)	These indicators measure the number of child labourers and places the violation of their rights into perspective. Tourism stakeholders should promote decent work in their working mechanisms by avoiding hiring children[106] who are too young to work or are involved in hazardous activities – and protect children from labour that is considered detrimental to their health and development.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism destination security*	
▪ Whether there is an existence of tourism police at tourism destination (Yes/No)	Tourism stakeholders can develop specific anti-trafficking policies (applicable to the supply chain) for the sector[107] and work closely with the police or independent bodies to prevent this crime and support the victims. This indicator is purposefully repeated from SDG 5.
Theme: Education and training / *Sub-theme: Awareness raising*	
▪ Number of awareness campaigns on human trafficking for tourism workers/stakeholders and/or tourists	This indicator encourages tourism businesses to undertake a pledge on delivering safe, ethical and sustainable tourism, including anti-human trafficking practices. Proper awareness and sensitization campaigns for tourists and workers and training for workers, tourism professionals, those in transportation and accommodation industries can play a key role on the front lines of identifying potential trafficking victims.
Theme: Education and training / *Sub-theme: Capacity building* — *Connected to Targets 5.2 and 16.2*	
▪ Whether there is a creation and delivery of training events on anti-trafficking specifically for tourism workers (Yes/No) ▪ Number of anti-human trafficking training activities/events/programmes specifically for tourism managers/officials ▪ Number of attendance of participants joining anti-human trafficking training	While several entities, such as the United Nations Office on Drugs and Crime (UNODC), operate on the elements related to protection by building the capacity of local law enforcement to identify, arrest and prosecute travelling child sex offenders, sex and/or human traffickers in different countries, many private organizations work alongside public entities, NGOs, CSOs to ensure that their employees are ready to recognize possible trafficked victims or trafficking activities and to respond effectively.
Theme: Tourism value chain / *Sub-theme: Supplier code of conduct* — *Connected to SDG 1 and SDG 10*	
▪ Whether there is a tourism business supplier policy/code that addresses labour rights and standards along the value chain (Yes/No) ▪ Number of tourism suppliers adhering to national labour regulations to protect labour rights	Tourism businesses can support measures to eradicate forced labour, modern slavery, child labour and human trafficking by having a supplier code that requires suppliers not to exploit human beings in any way.

106 For more on the issue of child labour, please consult:

International Labour Organization (1973), *ILO Convention No. 138 Minimum Age Convention,* ILO International Labour Standards, (online), available at: https://www.ilo.org/global/standards [31-03-2023].

International Labour Organization (1973), *Recommendation No. 146 – Minimum Age Recommendation,* (online), available at: https://www.ilo.org/global/standards [31-03-2023].

International Labour Organization (1999), *ILO Convention No. 182, Worst Forms of Child Labour Convention,* ILO International Labour Standards, (online), available at: https://www.ilo.org/global/standards [31-03-2023].

International Labour Organization (1999), *Recommendation No. 190 – Worst Forms of Child Labour Recommendation,* (online), available at: https://www.ilo.org/global/standards [31-03-2023].

United Nations (1989), *Convention on the Rights of the Child,* 20 November 1989, The Treaty Series 1577 (November) p. 3, UN, New York.

107 Developing anti-trafficking policies in line with the Palermo Protocol to Prevent, Suppress and Punish Trafficking in Persons especially Women and Children.

United Nations General Assembly (2000), *Protocol to Prevent, Suppress and Punish Trafficking in Persons Especially Women and Children,* Supplementing the United Nations Convention against Transnational Organized Crime, UN, New York, (online), available at: https://www.ohchr.org/en/instruments-mechanisms/instruments/protocol-prevent-suppress-and-punish-trafficking-persons.

TARGET 8.8
Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment

Target 8.8 aims to protect labour rights and promote a safe and secure working environment for all workers. Working conditions are an important determinant of overall living standards – both for workers and their families – and cover a wide range of factors related to work and employment, including working time, remuneration and the work environment, among others. A safe and sound work environment ensuring occupational safety and health at work is at the core of decent work.

POTENTIAL INDICATORS	EXPLANATION
Theme: Health / *Sub-theme: Occupational safety and health*	*Connected to Target 3.d*
▪ Number of policies and measures covering Occupational Safety and Health (OSH) in the tourism sector ▪ Whether there is an adequate composition policy in place including commitments not to lose jobs/salary in case of injuries or illness (caused by working conditions) (Yes/No) ▪ Number of occupational injuries or near miss accidents ▪ Number of reports of occupational injuries ▪ Number of tourism businesses adopting international standards such as ISO 45001[108],ISO/PAS 45005[109] (Yes/No)	These indicators assess the extent to which workers are protected from (or exposed to) work-related hazards and risks, as well as on the progress or deterioration in occupational safety and health, revealing the effectiveness of prevention measures and the eventual need for further regulation.
Theme: Employment / *Sub-theme: Decent work*	
▪ Number/percentage of decent jobs in a tourism destination, especially for vulnerable groups ▪ Number of employees under the appropriate terms of the labour laws ▪ Number of tourism businesses reporting on policies applying the national labour legislation ▪ Number of full-time decent jobs directly generated as a result of the tourism project	These indicators serve to measure decent jobs in tourism. In adopting the ILO's decent work[110] definition, tourism businesses must be compliant with the national labour legislation, including equal pay, periodic equal pay reviews, parental leave and non-discrimination rules. Information on the earnings (adequate earnings) that employees receive in exchange for their work is crucial to provide an indication of their purchasing power and living standards; it also offers an insight into the quality of employment and employees' working conditions.
Theme: Tourism value chain / *Sub-theme: Supplier code of conduct*	*Connected to SDG 1, SDG 5 and SDG 10*
▪ Whether there is a creation/enforcement of a tourism business supplier policy/code that addresses labour practices in the supply chain (Yes/No)	This indicator highlights that tourism businesses can support measures to protect labour rights and promote safe and secure working environments for all workers and promote non-discrimination and equal opportunities, by having supplier policies and practices for selecting suppliers that require respect for working conditions and other decent labour practices.

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108 ISO 45001 - Occupational health and safety ISO 45001 - Occupational health and safety ISO's international standard for occupational health and safety and what it can do for your organization, (online), available at: https://www.iso.org/iso-45001-occupational-health-and-safety.html [31-03-2023].

109 ISO/PAS 45005:2020, ISO's international standard for Occupational health and safety management — General guidelines for safe working during the COVID-19 pandemic, (online), available at: https://www.iso.org/standard/64286.html [31-03-2023].

110 The International Labour Organization (ILO) defines decent work as "productive work for women and men in conditions of freedom, equity, security and human dignity".

TARGET 8.9

By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

Target 8.9 is one of the three targets which explicitly mentions tourism and recognizes the importance of tourism in its role for sustainable development. The target aims to promote beneficial and sustainable tourism that creates jobs and promotes local culture and products. The value of the economic contribution of tourism covered by this target could indicate the degree to which tourism is being successfully promoted. The target is useful for policy on tourism at national level and the level of subnational regions as it gives a more inclusive measure of the economic contribution of tourism (i.e., including all forms of tourism according to the International Recommendations for Tourism Statistics (IRTS2008), which can be compared to the GDP contributions of other economic activities.

Target 8.9 has been found especially useful in promoting and mainstreaming tourism in policy agendas at all levels and allows for comparison across countries. The official Global Indicator for this target is 8.9.1: Tourism direct GDP as a proportion of total GDP and in growth rate.[111] The indicator relies on the Tourism Satellite Account: Recommended Methodological Framework 2008, an international standard adopted by the UN Statistical Commission and elaborated by World Tourism Organization (UNWTO), Organisation for Economic Co-operation and Development (OECD) and EUROSTAT.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies* *Connected to Target 11.4*	
▪ Whether there is development/revision of a sustainable tourism policy/strategy/masterplan that promotes local culture and products according to the aspirations of the local community (Yes/No) ▪ Whether the tourism policy encompasses environmental aspects (Yes/No)	This indicator highlights that destinations should have an up-to-date Policy/Strategy/Masterplan and a national branding strategy for sustainable, inclusive, resilient tourism, accompanied by action plans that put into practice the strategic priorities.
Theme: Local economic development / *Sub-theme: Local people employment* *Connected to SDG 1, SDG 5 and SDG 10*	
▪ Number of local people employed in the tourism industry	This indicator measures the employment of host community through the tourism development, including in management positions. Training and career opportunities are offered to local residents. **Note on Indicator** ▪ In cases where there is no progressive in-house training, for some cases, this indicator will have a longer lead time because training and education would be needed to be prepare locally for these jobs.
Theme: Local economic development / *Sub-theme: Local products* *Connected to Targets 11.4 and 14.7*	
▪ Whether there is a development/revision of a sustainable tourism policy/strategy/masterplan that promotes local products (Yes/No) ▪ Number of tourism products and services developed and launched through a tourism development project ▪ Number of local products with a fairtrade mark	Like Target 14.7, these indicators provide an overview of how tourism development can create new opportunities through the production of local products and provide the local community with access to the tourist market in the tourism destination, which would in turn generate income or supplement their income. The demand for fairtrade-marked local products may stimulate the local economy and is simultaneously an important part of the tourist experience.

111 Tourism Direct GDP (TDGDP) is defined as the sum of the part of gross value added (at basic prices) generated by all industries in response to internal tourism consumption plus the amount of net taxes on products and imports included within the value of this expenditure at purchasers' prices. Tourism industries and other industries of the economy that directly serve visitors in response to internal tourism consumption.

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Tourism products*	*Connected to Targets 11.4 and 14.7*
- Whether there is a development/revision of a sustainable tourism policy/strategy/masterplan that promotes local products (Yes/No) - Number of tourism products and services developed and launched through a tourism development project - Number of local products with a fairtrade mark	Like Target 14.7, these indicators provide an overview of how tourism development can create new opportunities through the production of local products and provide the local community with access to the tourist market in the tourism destination, which would in turn generate income or supplement their income. The demand for fairtrade-marked local products may stimulate the local economy and is simultaneously an important part of the tourist experience.
Theme: Tourism value chain / *Sub-theme: Tourism products*	*Connected to Targets 11.4 and 14.7*
- Number of tourism products and services developed - Number of products that are produced in the vicinity of the tourist area	These indicators measure tourism products and services that were launched through a tourism development project, which promotes tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. Purchases would mostly be from local providers and/or fairtrade-marked, and the services offered would involve local businesses and artists to the greatest extent possible. The identification of said products could be based on an existing certification programme, scheme, brand and or label.

TARGETS NOT INCLUDED - TECHNICAL NOTES

8.1 **Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries**

- The tourism sector, through different measures and policies – some mentioned above and in other SDGs – can contribute to the annual growth rate of real GDP per capita. Please refer to Goal 1 for further elaboration.

8.10 **Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all**

- This target focuses on domestic financial institutions and the need to strengthen their capacity.

- Many developing countries do not have specialized financial institutions to respond to the specific requirements of the tourism sector, such as longer timeframes for achieving profitability than other sectors. Development partners may be able to provide assistance.

- The development of tourism in a destination may also require the existence of bank branches, increased number of ATMs, new payment methods, access points in low-populated areas, etc., thus supporting the need to strengthen the capacity of domestic financial institutions.

8.a **Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries**

- Advancing tourism's contribution to the SDGs not only requires political will and private sector commitment, but also new and better financing frameworks. An increasing number of multilateral development banks and donor countries recognize tourism's role in sustainable development and support developing countries in achieving the SDGs by investing in sustainable tourism or providing trade-related technical assistance.

- Resource mobilization efforts and international public finance for tourism, including through Official Development Assistance (ODA) and Aid for Trade (AfT), must be scaled up to generate a positive and long-lasting impact. It is imperative, therefore, that tourism becomes a priority sector for sustainable development at all levels.[112]

- The current tourism classification used in Aid for Trade is very limited and may need to be revised.

- A tourism project could contribute to this target in very specific situations such as:

  - The project is funded through Official Development Assistance (ODA) and Aid for Trade (AfT).

  - It advocates and showcases the potential of tourism as an engine for the growth of developing countries, thus influencing donors when allocating Official Development Assistance.

  - Supports countries/destinations to mainstream tourism in their poverty reduction strategies and development programmes.

  - In the case of the above-listed situations, it would be important to measure the number of trade-related technical assistance projects that include support activities for the tourism sector e.g., Number of tourism projects funded through Official Development Assistance (ODA) and Aid for Trade (AfT) in a country.

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112 World Tourism Organization and United Nations Development Programme (2017), *Tourism and the Sustainable Development Goals – Journey to 2030*, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284419401.

SDG 9
BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

Goal 9, Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation, addresses three important aspects of sustainable development: infrastructure, industrialization and innovation. Infrastructure provides the basic physical facilities essential to business and society; industrialization drives economic growth and job creation, offering opportunities to reduce income inequality; and innovation expands the technological capabilities of industrial sectors and leads to the development of new skills.

For more information on SDG 9, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal9 &
https://www.jointsdgfund.org/sustainable-development-goals/goal-9-industry-innovation-infrastructure.

TOURISM AND SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE

Sustained investment in infrastructure and innovation are crucial drivers of economic growth and development. Tourism development relies on good public and private infrastructures. The sector can influence public policy for infrastructure upgrade and retrofit, making them more sustainable, innovative and resource-efficient and moving towards low carbon growth, thus attracting various sources of foreign investment. Furthermore, tourism promotion could attract financial investment for construction of social infrastructure.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 9 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 12.1) illustrates the different connections between selected SDG 9 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how industry, innovation and infrastructure connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 9.c, which relates mainly to access to information and communications technology (ICT), is connected to SDG 4 on Quality education, specifically Target 4.4, which includes ICT training. Similarly, Target 9.4 on resource-use efficiency and sustainable operations and processes echoes the Toolkit theme on Tourism value chain and Sustainable consumption and production patterns, etc.

Figure 12.1: Visual aid – Connections between selected SDG 9 targets with themes/sub-themes and other SDGs/targets
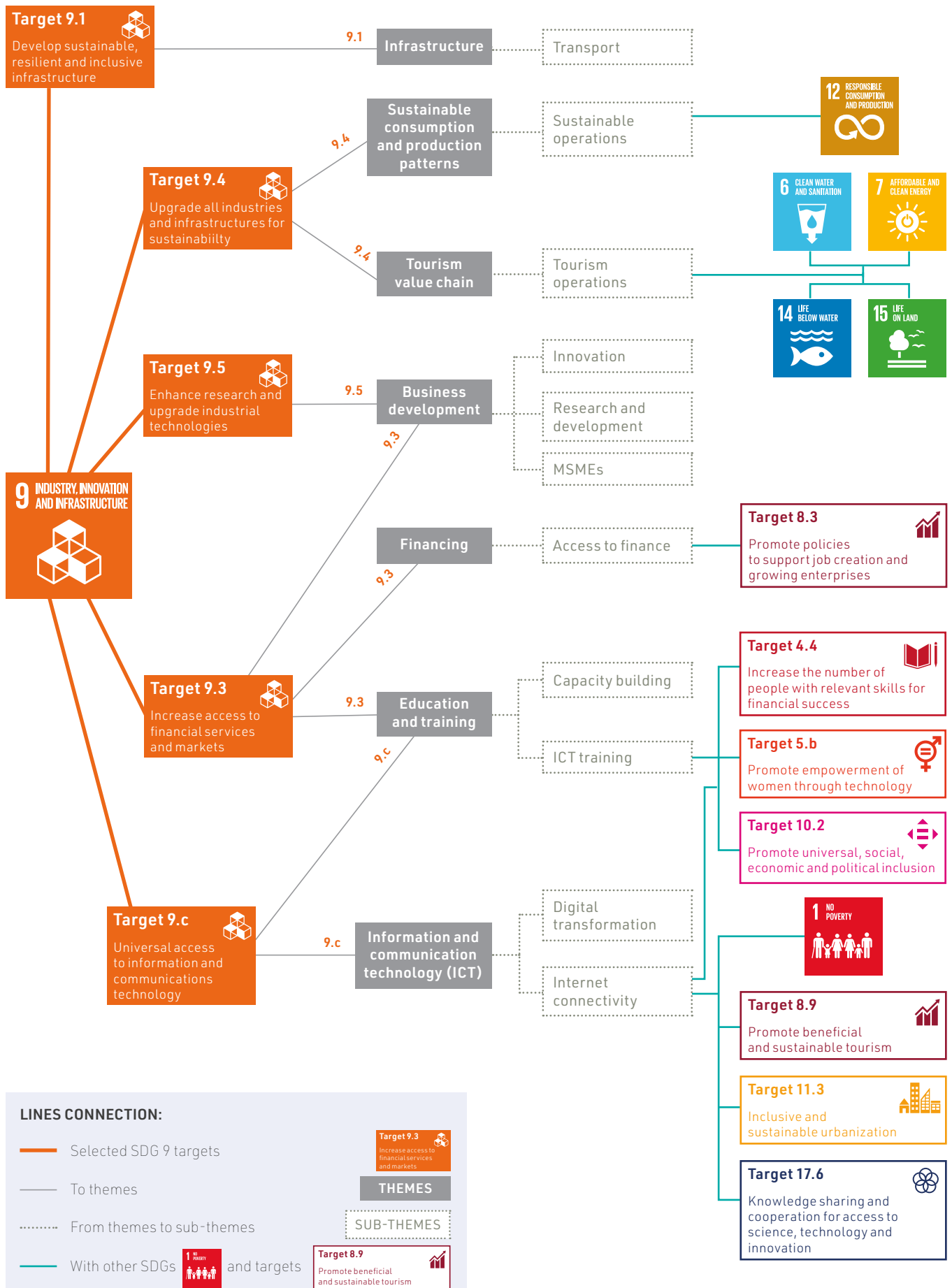
BOX 12.1 SELECTED TOURISM-RELATED SDG 9 TARGETS

Five targets within SDG 9 that are deemed to have a stronger and direct link with tourism to build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation have been selected to base the potential project indicators.

9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all

9.3 Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets

9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities

9.5 Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending

9.c Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020

SELECTED TOURISM-RELATED SDG 9 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 9.1

Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all

Tourism's contribution to Target 9.1 can be seen through the improvement of visitor accessibility, including regional and transborder infrastructure which supports the economic development and well-being of local residents. Quality, reliable, and sustainable infrastructure affects different key areas which in different ways will enhance the delivery of tourism services, while benefiting the local populations. The development of transportation infrastructure, such as road, airport and ports in the context of tourism sector development, will diversify the logistics and decrease the time dedicated to transportation. Improvement of accessibility of transportation infrastructure for all may contribute to the increase of the number of visitors and the success/growth of tourism businesses.

POTENTIAL INDICATORS	EXPLANATION
Theme: Infrastructure / *Sub-theme: Transport*	
▪ Number of new tourism jobs created from the development/improvement of transportation infrastructure ▪ Number of passenger and/or to/from a destination, by mode of transportation ▪ Number of freight volumes to/from a destination by mode of transportation ▪ Number of developments that improve accessibility in transportation infrastructure resulting from the project ▪ Percentage of tourism business revenue increase due to improvement/development of transportation infrastructure	These indicators recognize that infrastructure conditions depend on the role of the transport sector in enabling development through, inter alia, driving manufacturing growth, linking rural and urban areas, enhancing the productivity of tourism producers, bringing together consumers/visitors intermediate and capital-goods industries, generating employment, and promoting regional economic and trade integration. The improvement of accessibility of transportation infrastructure may contribute to the increase of the number of visitors and the success/growth of tourism businesses.

TARGET 9.3

Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets

Target 9.3 recognizes the importance of improving access to financial services in order to integrate small-scale enterprises into the market. Investment in tourism contributes to local economic development. By improving access to financial services for tourism businesses, in particularly MSMEs, as well as supporting the integration into the local tourism sector, tourism enterprises can potentially grow and improve their means of production or operation methods and boosting local productivity. Adequate funding can support the development of innovation and digitalization in tourism and their application in business operations, as well as enhancing the travel experience, largely transforming the sector as an important source of direct employment and integration of small-scale enterprises into tourism value chains and markets.

POTENTIAL INDICATORS	EXPLANATION
Theme: Business development / *Sub-theme: MSMEs*	
▪ Whether there are incentive programmes to support the access of businesses, in particular MSMEs, to the tourism value chain (Yes/No) ▪ Number of enterprises, in particular tourism MSMEs, participating in incentive programmes to support access to financial services or the tourism value chain ▪ Whether there is a conducive business environment for the creation of MSMEs (Yes/No) ▪ Number of MSMEs tourism businesses participating in global and national supply chains and payment solutions ▪ Number of policies in global and national supply chains and payment solutions that encourage participation of MSMEs	These indicators show support for MSMEs, as they represent the majority of tourism enterprises worldwide, both in developed and developing countries. Since, owing to their nature, MSMEs may lack the size or financial capacity to comply with all the requirements to integrate themselves well within the tourism value chain, including digitalization to keep up with new market trends, these indicators would be a measurement and guide for tourism stakeholders, offering them the possibility to change this scenario by supporting and empowering tourism businesses to participate in the value chain and markets. Incentive programmes may include assistance schemes, tax incentives, credit restructuring, capacity building programmes supported by fiscal and economic incentives, etc.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of capacity building actions for tourism entrepreneurs to access the value chain and markets ▪ Number of initiatives to increase financial literacy among tourism MSMEs ▪ Number of tourism businesses managers and/or employees trained in sustainable business models and management practices	Understanding the specifications of the tourism market is fundamental for business success, as it secures the return of investment; tourism businesses managers and/or employees, particularly MSMEs, should be trained not only in market functioning but also in various management practices such as marketing, bookkeeping, human resources management, and regulatory requirements. Therefore, these indicators would help measure capacity-building actions and, to be successful, it would be necessary to undertake an analysis of the destination tourism value chain, its linkages (the connection between different industries) and leakages (revenue generated by tourism in the community which does not stay in the community), primary and secondary actors, etc.
Theme: Financing / *Sub-theme: Access to finance* *Connected to Target 8.3*	
▪ Number of tourism businesses, in particular MSMEs, having access to financial services, finance lines, or other finance programmes ▪ Number of financial products available to support the access of businesses, in particular tourism MSMEs ▪ Number of initiatives promoting the access of tourism MSMEs to financial services	These indicators highlight the importance of access to finance to support businesses, in particular MSMEs, as they are often unable to use financial services due to a lack of financial guarantees, poor credit report or due to the impossibility of complying with requirements to access credit lines, loans or other services. Supporting MSMEs to access financial services, through the creation of small-business loans, sector-specific support facilities or other means, will protect the fabric of the local economy and prosperity of its population.

TARGET 9.4

By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities

Tourism is a resource-intensive sector. Energy and water are essential for business operations and the comfort of clients. The majority of means of transport, such as airplanes, buses, and cars still use fossil fuels. However, there are opportunities for the transition to a net zero carbon sector and many efforts have already been made in the tourism sector. Tourism businesses can contribute to this target by upgrading infrastructures and retrofitting industries to make them more sustainable, to increase resource-use efficiency, and to adopt clean and environmentally sound technologies and processes. The certification of sustainable tourism practices for tourism businesses can provide, inter alia, an incentive for the integration of the main elements of sustainable tourism, improving good management practices and reducing the environmental and social impacts of services.

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Tourism operations*	*Connected to SDG 6, SDG 7, SDG 14 and SDG 15*
▪ Total environmental protection expenditure and/or investment made by tourism businesses ▪ Number of sustainable practices in favour of environmental protection	Environmental protection requires the update or replacement of existing systems or infrastructure. These indicators would clarify the amount of expenditure or investment dedicated to environmental protection. They could also be used in Target 9.5. when measuring total expenditure and investment in research and development, specifically dedicated to environmental protection through and in tourism. The indicators also observe positive impacts in cases where expenditure may be reduced and a positive environmental impact attained, for example by growing food for guests on site.
Theme: Sustainable consumption and production patterns / *Sub-theme: Sustainable operations* *Connected to SDG 12*	
▪ Number of tourism businesses certified as a sustainable business operating with resource-use efficiency and environmentally friendly amenities ▪ Whether there are advanced/innovative technologies in business operations, contributing to environmental conservation (Yes/No) ▪ Percentage of GHG net emissions/CO_2 emissions reduction by improving tourism operations	These indicators recognize that tourism certification offers direct benefits to businesses, such as a reduction in operational and maintenance costs, meeting environmental and social responsibility targets, improving energy safety, building a competitive advantage and achieving a unique positioning by accessing a new market segment of environmentally committed individuals. Tourism businesses may improve their image and service among guests, and increase living comfort, as an added-value for clients, while offering substantial environmental and social guarantees to the local population. By improving equipment and infrastructure for example, through innovative technologies such as electric cars,etc. GHG net emissions and CO_2 emissions can be reduced.

TARGET 9.5

Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending

This target relates to the scientific research and technological capabilities through innovation and research and development. The tourism sector can contribute to this target by improving business efficiency by promoting innovation, digital transformation and ICT.

Harnessing innovation and digital advances provide tourism with opportunities to become more sustainable and resilient, as well as to improve inclusiveness, local community empowerment, or efficient resource management.

POTENTIAL INDICATORS	EXPLANATION
Theme: Business development / *Sub-theme: MSMEs*	
▪ Number of programme/conferences which showcase tourism MSMEs best practices in research and development	Scientific research and development can foster innovation for tourism in various ways, not only improving business productivity and efficiency, but also enhancing visitor experiences, protecting tourism resources and promoting inclusive growth. This indicator can include measures to encourage and facilitate tourism businesses and MSMEs to invest in research and development in and for tourism.
Theme: Business development / *Sub-theme: Innovation*	
▪ Number of initiatives that promote innovation due to the tourism project ▪ Number of new innovations that have been created due to the tourism project ▪ Number of measures/actions adopted to encourage innovations for sustainable tourism, addressing the needs of visitors, the industry, the environment and host communities ▪ Number of sales of a new tourism product based on new innovation	Innovation can be a source of competitive advantage, especially for tourism businesses, as innovation may take the form of a new method, pilot projects, business model, production process, change, etc., which could lead to an improvement in goods or services, digitalization of services, etc. These indicators are intended to measure innovation and to encourage innovation and support towards a more sustainable and inclusive tourism sector[113].
Theme: Business development / *Sub-theme: Research and development*	
▪ Total amount of research and development expenditure in tourism projects ▪ Economic value (percentage) generated and distributed by research and development ▪ Number of academia-tourism private sector research collaborations	These indicators highlight the importance of research and development for tourism business efficiency. For small businesses who do not own their own research and development unit, a partnership with academia would present good opportunities.

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113 For more information on UNWTO's innovation activities please consult:
World Tourism Organization (n.d.), *Innovation, Education and Investments,* UNWTO, Madrid, (online), available at:
https://www.unwto.org/innovation-investment-and-digital-transformation [31-03-2023].

TARGET 9.c

Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020

Target 9.c emphasizes the importance of information and communications technology (ICT) infrastructure in enabling countries, particularly least developed countries, to become integrated into the information society and fully utilize its potential for development. ICT services have the potential to provide innovative services and applications that can create new business opportunities, through improved usage of data for better decision making. The tourism sector has seen a significant increase in the number of digital platforms and online services such as online travel agents, booking engines, etc. This has not only assisted in attracting tourists but also in connecting businesses.

For both visitors and the local tourism business, high-speed Internet connection has become an essential infrastructure to reap the benefits of digital transformation. The availability of affordable access enables local tourism operators to connect with global markets and facilitates the promotion and marketing of a destination to potential visitors. This issue is closely related to infrastructure development as it highlights the importance of investing in ICT infrastructure to support the growth of the tourism sector.

POTENTIAL INDICATORS	EXPLANATION
Theme: Information and communications technology (ICT) / *Sub-theme: Internet connectivity*	*Connected to SDG 1 and Targets 4.4	5.b	8.9	10.2	11.3 and 17.6*
▪ Percentage increase of residents in LDCs having access to the Internet due to tourism development ▪ Number of tourism facilities in LDCs offering Internet access to visitors ▪ Number of Internet connectivity infrastructure initiatives developed in LDCs ▪ Percentage of local residents with Internet connection at home ▪ Speed of Internet connection at home	These indicators highlight the fact that connection to the Internet is a modern age necessity. The development of an Internet network can improve tourism businesses' operations and the quality of life of local communities. The Internet can spread essential information about tourism destinations rapidly and their services at a lower cost. It also helps build awareness, increase destination loyalty, allow flexibility of messages, ensure speedy information transfer and retrieval, and improve interactive relationships.
Theme: Information and communications technology (ICT) / *Sub-theme: Digital transformation*	
▪ Number of tourism businesses using digital marketing services/platforms ▪ Number of tourism businesses using cutting-edge technologies/digital data analysis to increase productivity	This indicator would measure use and access to digital services by tourism businesses, for example, the use of social media platforms, automated booking systems, online payment systems, etc. The information would show how the Internet and digital transformation can drive consumer confidence and economic growth.
Theme: Education and training / *Sub-theme: ICT training*	*Connected to Targets 4.4, 5.b and 10.2*
▪ Number of tourism businesses, including MSMEs, trained in ICT ▪ Number of tourism workers trained in ICT ▪ Number of tourism workers with access to ICT	These indicators highlight the importance of providing ICT training for tourism workers in LDCs. ICT is driving innovation in many areas of tourism, but it is crucial to provide training in areas such as access to global booking platforms, data analysis and other technologies. E-commerce has the potential to add value to developing countries and help diversify their economies, but awareness of e-commerce platforms is low among Internet users in in LDCs.[114] In many cases it is more efficient for local government or a Destination Management Organization (DMO) to provide training programmes for tourism workers to increase their ICT literacy and understanding of e-commerce platforms.

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114 International Telecommunication Union (2021), *Connectivity in the Least Developed Countries: Status report 2021,* ITU, Geneva [online] available: https://www.itu.int/itu-d/reports/statistics/connectivity-in-the-least-developed-countries-status-report-2021/highlights-of-the-itu-un-ohrlls-ldc-connectivity-report-2021/ [31-03-2023].

TARGETS NOT INCLUDED - TECHNICAL NOTES

9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries

- This target is about industrialization and not for a service-oriented sector such as tourism. However, the tourism sector can still influence the adoption of inclusive and sustainable industrialization by using its purchasing power to choose providers of goods and services which practice reduced environmental impact and positive socioeconomic results.

9.a Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support to African countries, least developed countries, landlocked developing countries and Small Island Developing States

9.b Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities

Explanation Targets 9.a and 9.b

- The explanation of both targets, from a tourism perspective, is very similar to Target 9.5, albeit with a focus on developing countries, African countries, LDCs, LLDCs and SIDS.

- Users are encouraged to use the same indicators proposed in Target 9.5 for this target, should the project beneficiaries be from one of the group of countries mentioned in the target.

SDG 10
REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

Reducing inequalities and ensuring no one is left behind are integral to achieving the Sustainable Development Goals. Inequality within and among countries is a persistent cause for concern. Goal 10 calls for reducing inequalities in income as well as those based on sex, age, disability, race, class, ethnicity, religion and opportunity – both within and among countries. The Goal also addresses issues related to representation and development assistance.

For more information on SDG 10, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal10 &
https://www.jointsdgfund.org/sustainable-development-goals/goal-10-reduced-inequalities.

TOURISM AND SDG 10: REDUCED INEQUALITIES

Tourism can be a powerful tool for reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can serve as an effective means for economic integration and diversification and poverty reduction; it can impact on earning income and people's livelihoods, development of local and rural economies as well as on the natural and cultural environments. Tourism can contribute to urban renewal and the development of rural areas by giving people the opportunity to prosper in their place of origin.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 10 TARGETS WITH THEMES/ SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 13.1) illustrates the connections between selected SDG 10 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how reducing inequalities connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 10.2, which relates mainly to promote universal social, economic, and political inclusion, is connected to SDG 16 on Peace, Justice and Strong Institutions, specifically Target 16.7 which calls for responsive, inclusive, participatory and representative decision-making at all levels. Similarly, Target 10.4 on adoption of policies that promote equality echoes the Toolkit themes on Inclusion, Employment, etc.

Figure 13.1: Visual aid – Connections between selected SDG 10 targets with themes/sub-themes and other SDGs/targets
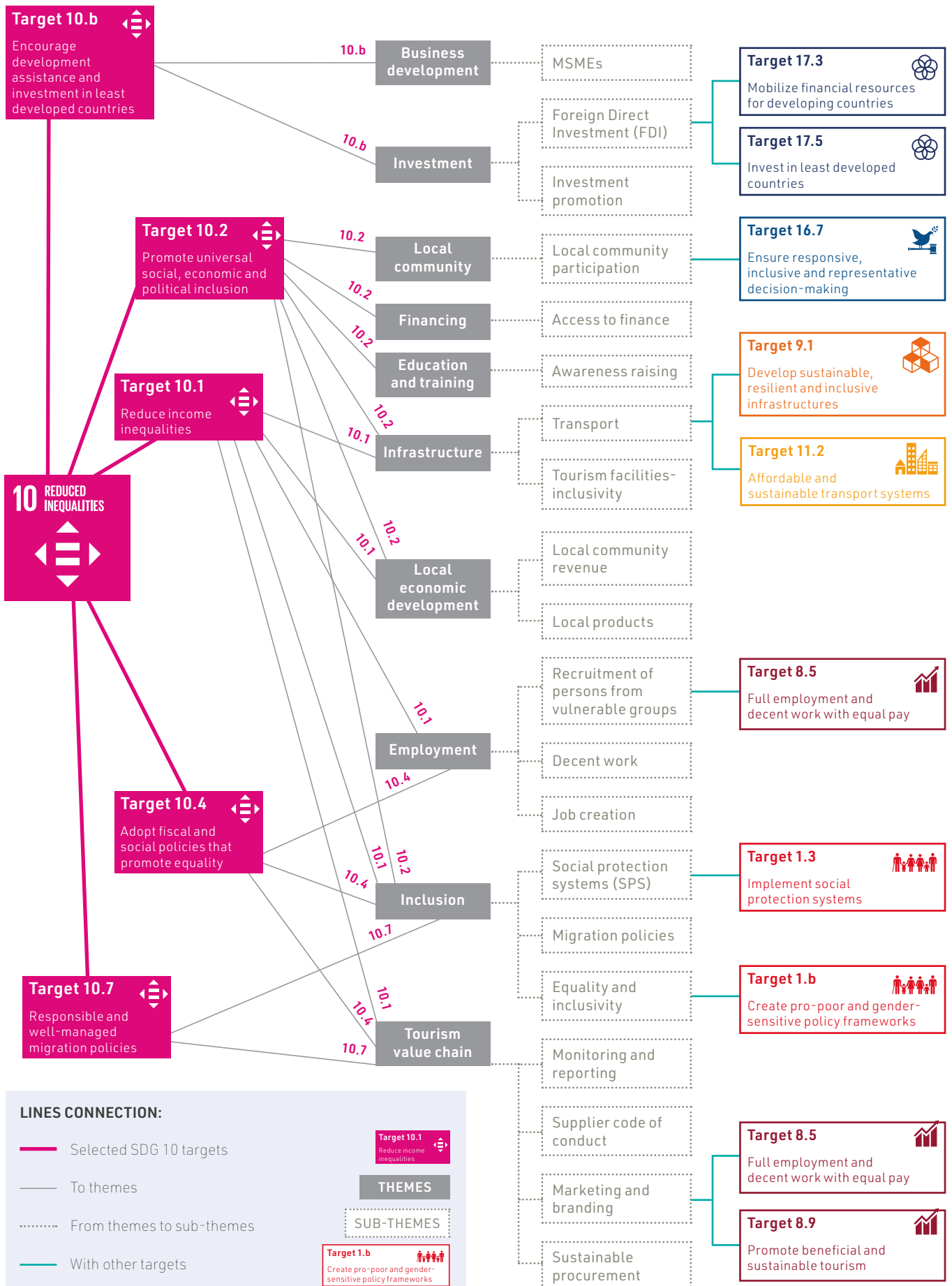
BOX 13.1   SELECTED TOURISM-RELATED SDG 10 TARGETS

Five targets within SDG 10 that are deemed to have a stronger and direct tourism link to reduce inequality within and among countries have been selected to base the potential project indicators.

10.1 By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average

10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

10.4 Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality

10.7 Facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies

10.b Encourage official development assistance and financial flows, including foreign direct investment, to States where the need is greatest, in particular least developed countries, African countries, Small Island Developing States and landlocked developing countries, in accordance with their national plans and programmes

SELECTED TOURISM-RELATED SDG 10 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 10.1
By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average

Tourism can be an effective tool for reducing inequality, by not only generating additional income for local communities, but also through rural development activities, which in turn helps to reduce inequalities between urban and rural population. The tourism sector can recruit, train and employ local community members, including those living in poverty, and integrate them in the value chain (as producers, suppliers, distributors, vendors). It can also invest in business-driven poverty eradication activities.

This target is closely related to Goal 1, especially when it revolves around the economic development in areas of high poverty. Therefore, many indicators proposed under Goal 1 can be adapted and used in this target.

POTENTIAL INDICATORS	EXPLANATION
Theme: Inclusion / *Sub-theme: Equality and inclusivity* *Connected to Target 1.b*	
- Number of income redistribution policy and outcome at national level - Number of pro-poor policy framework mentioning tourism - Number of tourism policy framework fostering pro-poor concerns - Number of tourism policy framework fostering gender-sensitive concerns - Number of tourism laws/acts revised to include pro-poor issues - Number of tourism laws/acts revised to include gender-sensitive issues - Number of proposals/revisions/assessments on current frameworks provided through the project	These indicators assess whether there are appropriate policies which are pro-poor in place in a destination. Tourism can influence poverty eradication and gender equality by fostering these issues in policy frameworks at the national, regional and international levels. **Note on Indicators** If a project is gender-sensitive, it is possible to add this factor to further disaggregate the indicator.
Theme: Infrastructure / *Sub-theme: Transport* *Connected to Targets 9.1 and 11.2*	
Whether there are infrastructures for connection to remote areas (Yes/No)	This indicator assesses whether there are appropriate infrastructures in a tourism destination which would facilitate access from remote areas to areas where there are more work opportunities which could help elevate and sustain income growth.
Theme: Employment / *Sub-theme: Recruitment of persons from vulnerable groups* *Connected to Target 8.5*	
- Whether there is a creation/revision of labour laws that facilitate the recruitment of vulnerable groups by the tourism sector (Yes/No) - Number of incentives created to facilitate the recruitment of vulnerable groups - Number of tourism jobs created by the project for people living in poverty - Average increase (in percentage or in currency) of income of tourism workers.	These indicators assess the impact of a project in creating an enabling environment for inclusive job creation for vulnerable groups, covering the whole labour inclusion process: training, post adjustment, etc. Employment opportunities created through and by the tourism project should be aligned with national labour laws. **Note on Indicators** These indicators would benefit from a disaggregation by different demographics in case there are different groups targeted by the project.

POTENTIAL INDICATORS	EXPLANATION
Theme: Local economic development / *Sub-theme: Local community revenue*	
▪ Percentage of local community revenue from tourism sector[115] ▪ Share of tourism revenue benefiting the local community in the tourism destination ▪ Percentage of revenue distribution mechanism organized through tourism development projects ▪ Number of community-based tourism organizations working towards tourism development	These indicators would help measure the distribution of tourism revenue among community members and strengthen the importance of the local community in the development of tourism and the opportunities it brings for elevating their livelihoods.
Theme: Local economic development / *Sub-theme: Local products*	
▪ Sales amount of locally-made products or services developed by tourism development projects ▪ Number of tourists purchasing locally-made tourism products or services developed by tourism development projects	By adopting these indicators, a tourism project would be able to measure the demand for local products which may stimulate the local economy and is simultaneously an important part of the tourist experience.
Theme: Tourism value chain / *Sub-theme: Marketing and branding*	*Connected to Targets 8.5 and 8.9*
▪ Number of marketing activities promoting tourism in rural and/or less developed urban areas as a result of tourism development projects ▪ Number of advertising or promotion activities undertaken to promote tourism destination/products/services in rural and less developed urban areas as a result of tourism development projects	These indicators highlight that a tourism project can assist local communities in rural areas or less developed urban areas to market their tourism sector, at national, regional and international levels. Simultaneously, the visibility gain would be able to promote other socioeconomic activities in the destination and consequently increase the activities.

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115 This may be calculated from the same data source – TDGDP is a measure of the contribution of tourism activity to overall economic activity. It is measured using the conceptual framework of Tourism Satellite Accounts (TSA) that has been adopted by the UN Statistical Commission and is described in:

United Nations; Commission of the European Communities – Eurostat; World Tourism Organization and Organisation for Economic Co-operation and Development (2010), *Tourism Satellite Account: Recommended Methodological Framework, 2008,* UN, New York, (online), available at:
https://www.e-unwto.org/doi/epdf/10.18111/9789211615203.

TARGET 10.2

By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

Target 10.2 is on the empowerment and inclusion of everyone irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status in the social, economic and political spheres of society. To this end, commitment from government and the private sector at national and local destination level, with relevant policies and instruments, is important to determine which interventions can best take place to support all members of the community. Particular attention should be paid to the needs of the vulnerable population – such as women, minorities, persons with disabilities and the elderly and young people – all of whom can engage effectively in the tourism sector. Furthermore, tourism plays an important role for community development when it involves local populations and all stakeholders in its development. It can also provide tools to escape poverty, directly or indirectly.

For the economic inclusion of the vulnerable population, please refer to Target 10.1, under the theme Employment.

POTENTIAL INDICATORS	EXPLANATION
Theme: Local Community / *Sub-theme Local community participation* *Connected to Target 16.7*	
▪ Number of local community representatives in tourism project planning and development committee(s) ▪ Proportion of local community members participating in tourism development projects ▪ Number of community-based tourism organizations in the destination ▪ Number of community-based tourism products in the destination	These indicators would help measure the level of involvement of the local communities in the planning and implementation of an activity. Participatory processes which include local representatives, service providers, etc. could create a solid base for the long-term term success and acceptance of the initiative.
Theme: Local economic development / *Sub-theme: Local products*	
▪ Number of community members benefiting from tourism products or services developed and launched by tourism development projects ▪ Number of community members benefited directly from selling service/products as part of the tourism sector ▪ Number of community members gaining access to community public service through tourism development projects	These indicators would provide an overview of how tourism development can create new opportunities through tourism products and provide the local community access to the tourist market in the tourism destination, which would in turn generate income or supplement their income and can lead to poverty reduction in destination communities and countries.
Theme: Financing / *Sub-theme: Access to finance*	
▪ Number of initiatives to improve access to financial services for vulnerable groups in tourism ▪ Whether there are any banking access points in low-populated or economically disadvantaged areas (Yes/No) ▪ Number of initiatives to enhance financial literacy by type of beneficiary	These indicators highlight the importance of financial access to elevate income disparity. Vulnerable groups may have many difficulties accessing financial services and many at times lack financial literacy. With these indicators the type and impacts of projects to create an accessible environment would provide significant socioeconomic impacts.
Theme: Infrastructure / *Sub-theme: Tourism facilities – inclusivity*	
▪ Number of tourism facilities adapted to receive travellers with disabilities, seniors and families with young children	This indicator is important to ensure that the tourism infrastructures are inclusive and adapted to the needs of travellers with disabilities, seniors and families with young children.

POTENTIAL INDICATORS	EXPLANATION
Theme: Inclusion / *Sub-theme: Equality and inclusivity*	
▪ Number of tailored/inclusive experiences/personalized services offered to travellers with disabilities, seniors and families with young children	Travellers with disabilities, seniors and families with young children encounter a wide range of barriers due to environments and services often being designed without considering these visitors' different access requirements. Destinations and companies should consider these customers as an important source market for their businesses.
Theme: Education and training / *Sub-theme: Awareness raising*	
▪ Number of trainings on diversity and inclusion topics for tourism service personnel on how to improve customer service	This indicator highlights the importance of the tourism industry to cater for every customer including customers with disabilities. Not only will this make a case for good business, as it will attract more potential customers, but it will help increase inclusivity and awareness raising amongst employers.

TARGET 10.4
Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality

Good fiscal, wage and social protection policies are the foundation of a more equal society for everyone and the achievement of this is the aim of Target 10.4. In this regard, tourism's contribution to this target relies on the role it plays in ensuring the welfare of the myriad of different groups working in the tourism sector is taken cared of; this includes those belonging to vulnerable groups, immigrants, people in poverty, etc. Everyone should be able to benefit from appropriate social protection systems and decent work conditions; these conditions may exist within the country, and it should be appropriately applied in the tourism sector as well. In cases where it exists, the social protection system should be strengthened.

As in other targets of SDG 10, the indicators proposed in SDG 1, 5 and 8 could be used in this target and vice versa.

POTENTIAL INDICATORS	EXPLANATION
Theme: Employment / *Sub-theme: Decent work*	
▪ Number/percentage of decent jobs in tourism destination, especially for vulnerable groups ▪ Number of tourism businesses reporting on policies applying the national labour legislation ▪ Number of full-time decent jobs directly generated as a result of the tourism project ▪ Whether there are adequate earnings and productive work – total household income, gross earnings (Yes/No) ▪ Percentage of employees receiving regular performance and career development reviews, by gender and by employee category ▪ Number and rate of employee turnover by age group, gender and region ▪ Ratio of basic salary and remuneration of women to men ▪ Ratio of standard entry level wage by gender compared to local minimum wage ▪ Average hours of training per year per employee by gender, and by employee category ▪ Number of employees that were entitled to parental leave, by gender ▪ Number of employees that took parental leave, by gender ▪ Retention rates (percentage) after parental leave, by gender	These indicators are intended to measure decent jobs in tourism. In adopting the ILO's decent work[116] definition, tourism businesses must be compliant with the national labour legislation, including on equal pay, periodic equal pay reviews, parental leave and non-discrimination rules. Information on the earnings (adequate earnings) that employees receive in exchange for their work is crucial to provide an indication of their purchasing power and living standards; it also offers an insight into the quality of employment and employees' working conditions.

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116 The International Labour Organization (ILO) defines decent work as "productive work for women and men in conditions of freedom, equity, security and human dignity".

POTENTIAL INDICATORS	EXPLANATION
Theme: Inclusion / *Sub-theme: Social protection systems (SPS)*	*Connected to Target 1.3*
▪ Number of tourism businesses having social protection policies ▪ Number of tourism workers covered by revised/created national SPS ▪ Whether there is a revised and broadened SPS with effect on tourism workers (Yes/No) ▪ Number/percentage of tourism workers included in SPS ▪ Average increase of tourism workers covered by SPS ▪ Whether there is an increase in financial support for tourism workers from the SPS (Yes/No) ▪ Whether there is any exploration of new resources to financially support the SPS with an effect on tourism workers (Yes/No) ▪ Whether linkages of financial tourism flows have been identified or developed to support the SPS (Yes/No)	These indicators help measure the success of a project in influencing the inclusion of tourism workers in the social protection system (SPS), as required by Target 10.4, including unemployment insurance or health insurance, in particular for workers from vulnerable groups.
Theme: Inclusion / *Sub-theme: Equality and inclusivity*	
▪ Percentage of persons from vulnerable groups within the organization's governance bodies ▪ Average hourly earnings of employees, by sex, age, occupation and persons with disabilities ▪ Number of executives in the tourism industries by gender, disability, immigration status ▪ Number of businesses in the tourism industries which have non-discrimination policies	These indicators can help during the project cycle to be aware of the importance of equality and adopt a more proactive approach towards being more inclusive.
Theme: Tourism value chain / *Sub-theme: Supplier code of conduct*	
▪ Whether tourism businesses' supplier policies and practices are used to promote economic inclusion when selecting suppliers (Yes/No)	Tourism businesses can support the increase in economic inclusion[117] by having supplier policies, policies and practices used to promote economic inclusion when selecting suppliers. Forms of economic inclusion may include suppliers owned by women; suppliers owned or staffed by members of vulnerable, marginalized or underrepresented social groups; and MSME suppliers.
Theme: Tourism value chain / *Sub-theme: Sustainable procurement*	
▪ Percentage of procurement of local suppliers	This indicator measures how tourism business can support the local economy by procuring local suppliers for their businesses. The indicator can also measure the percentage of products and services purchased locally.

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117 World Bank (2021), *Economic inclusion as the gradual integration of individuals and households into broader economic and community development processes,* The State of Economic Inclusion Report 2021, World Bank (pp.1-22).

TARGET 10.7
Facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies

World leaders recognize the positive contribution of international migration to inclusive growth and sustainable development, while acknowledging that it demands coherent and comprehensive responses. Accordingly, they have committed to cooperate internationally to ensure safe, orderly and regular migration.[118] Migration provides important social and economic contributions to destination countries, culturally enriching their society, enhancing the tourism product and providing labour for the travel, tourism, hospitality and catering sectors.[119]

The tourism sector is not responsible for government policies and measures concerning migration. However, in many countries, the tourism sector is the main beneficiary of a migrant workforce. Thus, tourism stakeholders have the responsibility to guarantee the inclusion of a migration perspective in the national tourism development planning and poverty reduction strategies or company policies.

POTENTIAL INDICATORS	EXPLANATION
Theme: Inclusion / *Sub-theme: Migration policies*	
▪ Whether there are clear action plans produced after dialogues between relevant entities on how to manage tourism-led migration (Yes/No) ▪ Number of migration promotion policies which seek to identify and address skills gaps ▪ Average wage of migrant workers in the tourism sector ▪ Ratio of basic salary and remuneration of migrant workers to native workers ▪ Number of businesses in the tourism sector that have non-discrimination policies, ensuring protection of migrant workers	These indicators acknowledge that some destinations are highly dependent on migrant workers. Due to its informal nature, tourism is seen as an attractive sector for migrant workers who may be readily equipped with transversal skills suitable for tourism. To ensure the welfare of this group, tourism authorities should facilitate dialogue among all entities with an active role or interest in tourism-related migration, to ensure that there will not be any disadvantages to either the migrant group or local workforce.
Theme: Tourism value chain / *Sub-theme: Monitoring and reporting*	
▪ Number of tourism businesses reporting on policies applying the national labour legislation ▪ Total number and rate of employee turnover by age group, gender and region	These indicators would provide an accountability mechanism for tourism businesses to be compliant with the national labour legislation, including a system to apply corrective actions.

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118 United Nations (2015), *Transforming our world: the 2030 Agenda for Sustainable Development, Resolution adopted by the General Assembly on 25 September 2015* (A/RES/70/1), UN, New York.

119 World Tourism Organization (2010), *Tourism and Migration – Exploring the Relationship between Two Global Phenomena,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284413140.

TARGET 10.b
Encourage official development assistance and financial flows, including foreign direct investment, to States where the need is greatest, in particular least developed countries, African countries, Small Island Developing States and landlocked developing countries, in accordance with their national plans and programmes

Target 10.b encourages official development assistance and financial flows to vulnerable countries particularly Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs), African countries and Small island and developing states (SIDS). The international development community is a key actor to provide adequate support, technical assistance, actions and knowledge sharing initiatives, including Foreign Direct Investment (FDI) flows and Official Development Assistance (ODA). To this end, tourism is in a position to contribute to this target since, for many of the countries explicitly mentioned in it, tourism is one, if not the main economic sector for the country. The cross-cutting nature of tourism also makes it a viable sector for development assistance, as it has the potential to have a wider impact to various other related industries and sectors.

Tourism's contribution to this target can be seen through its role of facilitating resources including through ODA for the implementation of programmes and policies to end poverty, as the sector generates foreign exchange earnings and stimulates employment and income. This can be through tourism initiatives, supporting the creation of social inclusion and poverty reduction programmes, tourism-related social businesses, tourism income (e.g., taxes) allocated to poverty reduction or social inclusion programmes, to ensure tourism income remains in the destinations and benefit the local communities. At the same time, there is also a pressing need to make the tourism sector more resilient where economies are heavily reliant on the sector.

POTENTIAL INDICATORS	EXPLANATION
Theme: Investment / *Sub-theme: Foreign direct investment (FDI)*	*Connected to Targets 17.3 and 17.5*
- Share of total foreign direct investment (FDI) in a LDC, LLDC, African country or SIDS destination allocated to the tourism sector - Number of locally grown community-based tourism without FDI in LDCs, LLDCs, African countries or SIDS - Number of international tourism companies operating in a destination and in LDCs, LLDCs, African countries or SIDS - Ratio of expansion or closure of infrastructure services in LDCs, LLDCs, African countries or SIDS - Amount of investment in tourism-related infrastructure in the past 5 years in LDCs, LLDCs, African countries or SIDS	These indicators aim to understand the economic relevance of the tourism sector in a destination and the role it plays in stimulating, enabling or limiting foreign direct investment. It should be noted that should FDI be encouraged for the tourism sector, leakages should be tracked to ensure the correct use of funds.
Theme: Investment / *Sub-theme: Investment promotion*	
- Share (percentage) of investment in business-driven poverty eradication activities in tourism sector - Number of tourism products or services adopting Fair Trade in a tourism destination in LDCs, LLDCs, African countries or SIDS - Percentage of tourism sector investment in total regional investment in LDCs, LLDCs, African countries or SIDS	These indicators highlight that investment in new or renewal of tourism-related infrastructure – such as hotel building stock, digital infrastructure, connectivity facilities (airports, roads, harbours, railways) – should be accompanied by the corresponding skills. Matching the new initiatives supporting the creation of social inclusion and poverty reduction programmes – such as tourism-related social businesses – requires initial investment and support as with any other kind of business.

POTENTIAL INDICATORS	EXPLANATION
Theme: Business development / *Sub-theme: MSMEs*	
▪ Number of partnerships with international organizations, governments, private sector and civil society networks to provide education and entrepreneurial skills training	This indicator measures the influence of a project in creating or improving conducive frameworks to support the creation of new tourism businesses or the thriving of existing businesses, in particular MSMEs. **Note on Indicator** If a project is gender-sensitive, it is possible to add this factor to further disaggregate the indicator, e.g., women-owned tourism MSMEs/start-ups.

TARGETS NOT INCLUDED - TECHNICAL NOTES

10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard

10.5 Improve the regulation and monitoring of global financial markets and institutions and strengthen the implementation of such regulations

10.6 Ensure enhanced representation and voice for developing countries in decision-making in global international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions

10.a Implement the principle of special and differential treatment for developing countries, in particular least developed countries, in accordance with World Trade Organization agreements

10.c By 2030, reduce to less than 3 per cent the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5 per cent

Explanation

- These targets were excluded since, in general, it is difficult to showcase or measure the direct impact of tourism sector in the achievement of the declared objectives.

- However, the tourism sector may influence the adoption of appropriate policies or assistance programmes that can help reduce inequalities among and within countries.

SDG 11
MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

Goal 11, Make cities and human settlements inclusive, safe, resilient and sustainable, aims to renew and plan cities and other human settlements in a way that offers opportunities for all, with access to basic services, energy, housing, transportation and green public spaces, while reducing resource use and environmental impact.

For more information on SDG 11, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal11 &
https://www.un.org/sustainabledevelopment/cities/.

TOURISM AND SDG 11: SUSTAINABLE CITIES AND COMMUNITIES

A city that is not good for its citizens is not good for tourists. Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for not only residents but also tourists. Article 3 of the UNWTO *Global Code of Ethics for Tourism* emphasizes that all tourism stakeholders should safeguard the natural environment while developing tourism, including in cities and communities, to ensure sound, continuous sustainable economic growth, for the sake of both present and future generations (see box 14.1).

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 11 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 14.1) illustrates the different connections between selected SDG 11 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how the goal of achieving sustainable cities and communities connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 11.6, which relates mainly to reducing the environmental impact of cities, is connected to SDG 7 on Affordable and Clean Energy, specifically Target 7.3 on improving energy efficiency. Similarly, Target 11.b on the implementation of policies for inclusion, resource efficiency and disaster risk reduction echoes the Toolkit theme on Crisis management, etc.

Figure 14.1: Visual aid - Connections between selected SDG 11 targets with themes/sub-themes and other SDGs/targets

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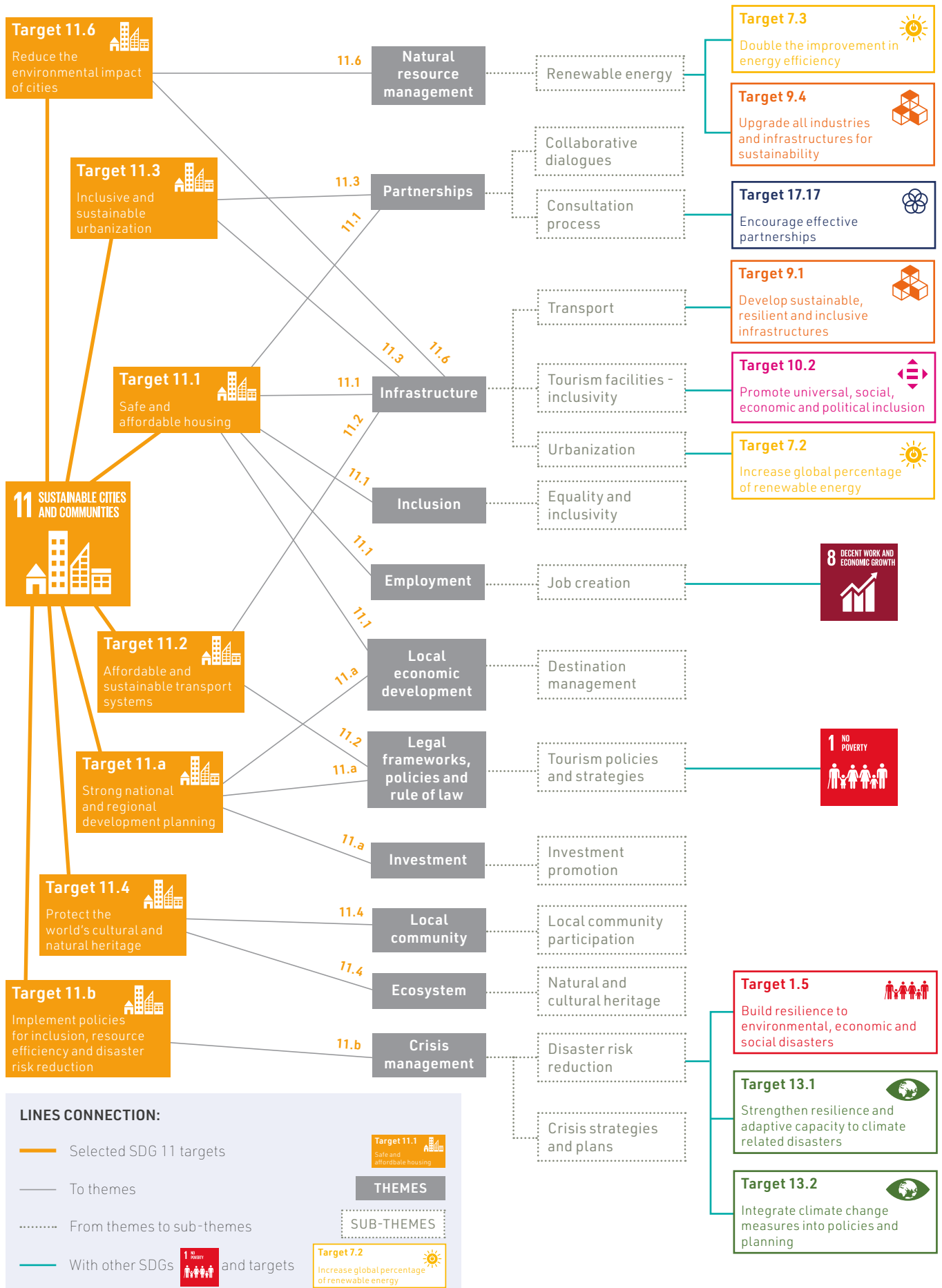
BOX 14.1   UNWTO *GLOBAL CODE OF ETHICS FOR TOURISM*

Article 3 **| Tourism, a factor of sustainable development**

1.   All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations; and

2.   All forms of tourism development that are conducive to saving rare and precious resources, in particular water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by national, regional and local public authorities.

Source: World Tourism Organization (1999), *Global Code of Ethics for Tourism*, World Tourism Organization, (online), available at: https://www.unwto.org/global-code-of-ethics-for-tourism [31-03-2023].

BOX 14.2   SELECTED TOURISM-RELATED SDG 11 TARGETS

Seven targets within SDG 11 that are deemed to have a stronger and direct link with tourism to make cities and human settlements inclusive, safe, resilient and sustainable, have been selected to base the potential project indicators.

11.1   By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums

11.2   By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

11.3   By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries

11.4   Strengthen efforts to protect and safeguard the world's cultural and natural heritage

11.6   By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

11.a   Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning

11.b   By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels

SELECTED TOURISM-RELATED SDG 11 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 11.1
By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums

Tourism is seen as a source of growth, from which many countries and destinations could benefit. However, there is growing concern that important tourism development comes at a cost, as there are negative sociocultural and environmental impacts with many tourism-dependent areas being vulnerable to demand shocks. Local communities are particularly at risk should uncontrolled or excessive tourism developments occur, for example the increase in gentrification[120] as a result of short-term renting platforms[121] can drive up property prices and displace local residents, as landlords opt to rent out their property to tourists rather than local renters, most of the time leading to a decrease in rental stock, making it harder for local residents to find affordable housing. To address and contribute to Target 11.1, tourism development should be managed properly to avoid tourism activities displacing local residents and worsening existing conditions. It could, however, direct investment to infrastructure, such as housing, basic services and community facilities. Tourism can contribute to slum upgrading by creating jobs and generating income for residents, leading to an improvement in living conditions, including those who live in slum areas.

POTENTIAL INDICATORS	EXPLANATION
Theme: Local economic development / *Sub-theme: Destination management*	
▪ Whether there is a short-term holiday rental (STR) regulation/policy ensuring/designed towards sustainable city development (Yes/No) ▪ Number of tourists staying overnight in STR ▪ Number of STR registered in the locality ▪ Whether there is a monitoring system to assess the evolution and impacts of STR at the urban planning level (Yes/No)	These indicators address gentrification issues related to the rise of short-term renting (STR) in certain urban areas. STR platforms, like Airbnb, are gaining momentum in cities and regulation for STR, including tourism operator registration, tourism taxes, etc., is needed to address these challenges. Tourism projects may help mitigate the negative effect of gentrification by incorporating measures that ensure equitable and sustainable benefits for local communities. This may include measuring relevant rental data of STR which would enable local governments to create new regulations or enforce existing ones on matters such as maximum rental day-limits, tax collection or safety regulations.[122] These are important to control or limit the number of short-term rentals and protect the interests of local residents. It is important to strike a balance between the benefits of tourism and the needs of the local community.
Theme: Employment / *Sub-theme: Job creation* — *Connected to SDG 8*	
▪ Number of jobs created by the tourism project ▪ Number of people who live in slums who are now working in new jobs created by the tourism project	These indicators highlight that tourism projects can contribute to the upgrading of slums by generating employment and income opportunities, which can lead to an improvement in living conditions.

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120 Gentrification is the development and transformation of older urban neighbourhoods as lower-income residents and businesses are displaced by higher income classes (the gentry).

121 For more information, please see: World Tourism Organization (2019), *New Business Models in the Accommodation Industry – Benchmarking of Rules and Regulations in the Short-term Rental Market, Executive Summary,* UNWTO, Madrid. DOI: https://www.e-unwto.org/doi/pdf/10.18111/9789284421190.

122 European Cities Alliance (2021), *European Cities Call for Action on Short-Term Holiday Rentals – Position Paper on better EU-legislation of Platforms offering Short-term Holiday Rentals,* (online), available at: https://eurocities.eu/wp-content/uploads/2020/08/EUROPEAN_CITIES_ALLIANCE_ON_SHORT_TERM_RENTALS_final.pdf.

| POTENTIAL INDICATORS	EXPLANATION
Theme: Infrastructure / *Sub-theme: Urbanization*	
▪ Number of infrastructure development initiatives to upgrade slums as a result of the tourism project	This indicator would help to capture a robust picture of inadequate infrastructure and development of appropriate initiatives, including policies and programmes, for ensuring access for all to adequate housing and the upgrading of slums. Tourism projects may include actions that help elevate the substandard conditions in the urban context where slums are situated, i.e. improvement of basic services infrastructures, etc.
Theme: Inclusion / *Sub-theme: Equality and inclusivity*	
▪ Whether the redevelopment of the area for tourism attraction has improved the conditions of people living in slums (Yes/No)	This indicator highlights that the redevelopment of a tourism area can potentially improve the living conditions of people in slums if done in an inclusive and equitable manner. This involves ensuring that the benefits of tourism growth are shared with the local community including people living in slums who may be displaced or marginalized by the redevelopment process.
Theme: Partnerships / *Sub-theme: Collaborative dialogues*	
▪ Whether there is dialogue between stakeholders involved in a destination in the tourism planning and development process (Yes/No)	These indicators show that proactive planning is important to ensure that all parties are being consulted and working towards the objective of expanding the positive outreach of the tourism project, both for visitors and local residents alike. This would include local STR operators, the local community and local administration. It is advisable to involve local communities and implement participatory planning processes that consider the needs of the local community to ensure the benefits of tourism are shared by all.

TARGET 11.2

By 2030, provide access to safe, affordable, accessible, and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

The motivation to attract more tourists and generate more revenue for a destination through tourism activities can contribute to this target by influencing public authorities to invest in infrastructure, e.g., in sustainable transport and safe and accessible public spaces, benefiting both tourists and residents. The success of a tourism destination is critically linked to the issue of accessibility and mobility, as well as to the preservation of the very environment to which visitors require transport and access. Gender-responsive public transportation can be seen as best practice in developing countries that are focusing on gender considerations in public transport, which, if not addressed, might hinder access to services and opportunities, particularly for girls and women.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether there is creation/improvement of a policy/strategy considering access to safe, affordable, accessible, and sustainable transport systems for all including for the tourism sector ▪ Whether there is a transport policy that takes into consideration accessibility issues in tourism destinations, services and facilities (Yes/No) ▪ Number of laws, policies, regulations, or standards regarding green transport planning formally proposed, adopted, or implemented, as supported through tourism development	These indicators are useful to measure the current landscape of national policies or strategies for better preparation of projects to be in line with current policies, or to enhance/supplement as well as to provide incentives to improve safe, affordable, accessible and sustainable tourism systems.
Theme: Infrastructure / *Sub-theme: Transport* *Connected to Target 9.1*	
▪ Percentage of tourists visiting a destination using public transport ▪ Number of public transportation services improved through tourism development projects ▪ Whether the destination is accessible by public transport (Yes/No) ▪ Average walking distance to a bus stop or train station within the city centre and the greater city areas in the tourism destination ▪ Whether the destinations are adopting transport policies which are more affordable and safer (Yes/No)	These indicators highlight how transportation can have a significant impact on the satisfaction of tourists and residents in terms of traffic congestion and bad air quality. There are many options for green transport planning, such as park-and-ride, traffic volume control by car number, only electric vehicles allowed, or even no vehicular traffic in a destination. A tourism project might develop a transportation system such as bus and tram networks. Affordable and sustainable transportation facilitates people's mobility. It helps to improve the quality of life and visitor satisfaction. A walkable city or rent-a-cycle is one of the approaches to achieve this target.

POTENTIAL INDICATORS	EXPLANATION
Theme: Infrastructure / *Sub-theme: Tourism facilities-inclusivity*	*Connected to Target 10.2*

- Whether there are accessibility improvement plans or universal accessibility measures in place and programmes for persons with disabilities in place (Yes/No)
- Whether there is a means of local public transport suitable for mobility of persons with disabilities (Yes/No)
- Number of tour companies in the destination offering tours/guides trained to attend to persons with a wide range of disabilities
- Whether the destination is adopting transport policies for more accessible transportation/infrastructure (Yes/No)

These indicators can be used as a performance measure for efforts to increase accessibility for the destination. This includes in airports, piers, bus stations, sidewalks, public washroom facilities, among other infrastructural elements. Positive results can influence the marketing of the destination or tour as accommodating specific access requirements of customers with disabilities, their companies and family ties.[123] Use of this indicator should consider transportation that is used by both residents and tourists.
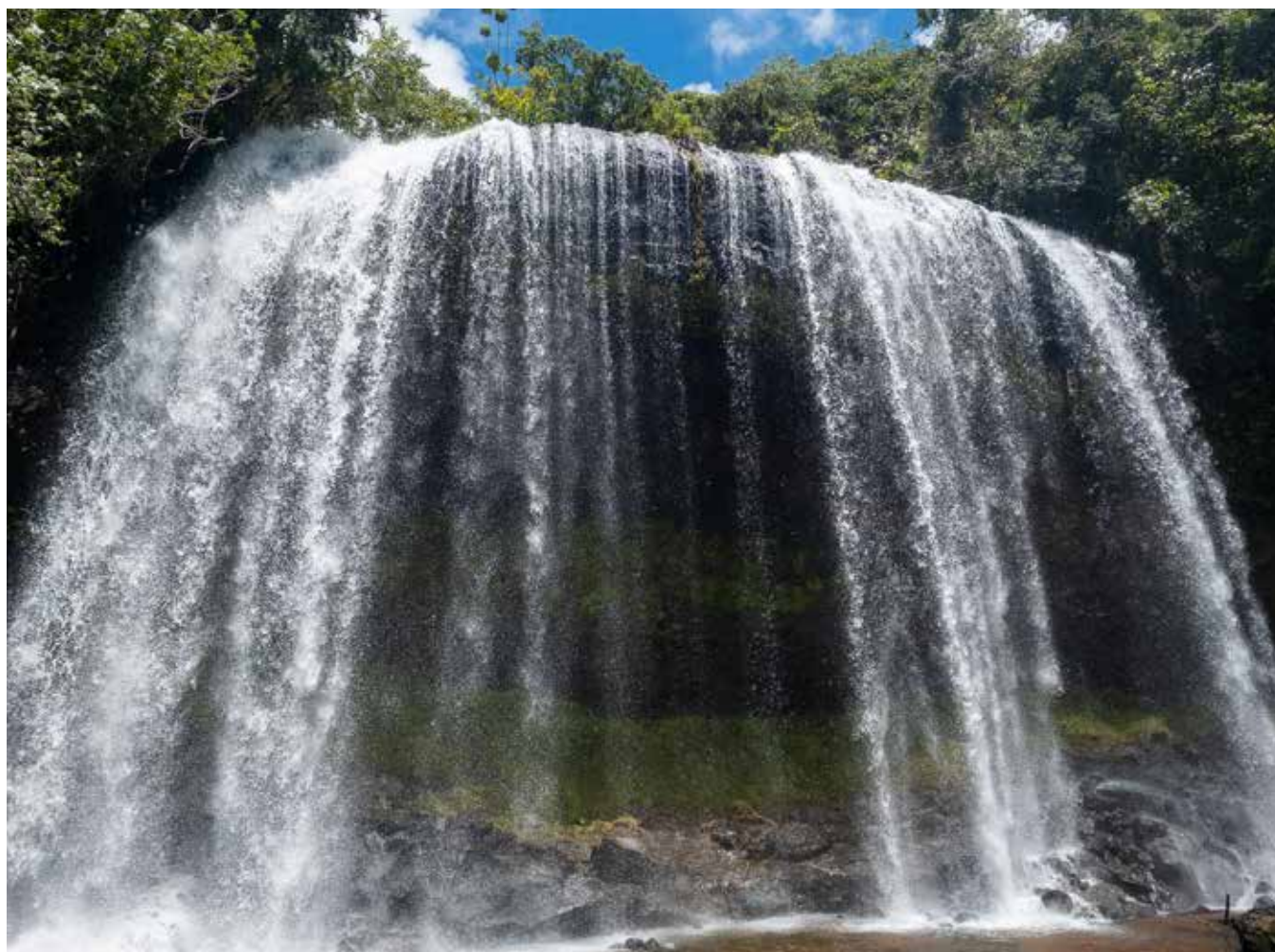
123 For further reading, please consult:

World Tourism Organization (2013), *Recommendations on Accessible Tourism,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284415984; and a series of other UNWTO materials for free download available at: https://www.unwto.org/accessibility.

Rebstock, M. (2017), *Economic Benefits of Improved Accessibility to Transport Systems and the Role of Transport in Fostering Tourism for All,* Discussion Paper No. 2017-04 Prepared for the Roundtable on The Economic Benefits of Improved Accessibility to Transport Systems, OECD/ITF, Paris.

Office of the United Nations High Commissioner for Human Rights (2020), *Policy Guidelines for Inclusive Sustainable Development Goals – Tourism,* OHCHR, (online), available at: https://www.ohchr.org/Documents/Issues/Disability/SDG-CRPD-Resource/ThematicBriefs/thematic-brief-tourism.pdf [31-03-2023].

TARGET 11.3

By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated, and sustainable human settlement planning and management in all countries

Target 11.3 relates to the development of sustainable and inclusive urbanization and active engagement of all for human settlements planning. In this regard, tourism has a role to play as a major income generator and image maker, often dependent on cultural assets in urban areas to draw visitors. Revenues from tourism and the motivation to attract more tourists can trigger investments in urban infrastructure, such as sustainable transport or safe and accessible public spaces. Careful destination planning may avoid the adverse impacts of tourism. Proper urban planning supports people's lives and improves the convenience of visitors to a city.

POTENTIAL INDICATORS	EXPLANATION
Theme: Infrastructure / *Sub-theme: Urbanization*	
▪ Whether there is creation/improvement of an urban policy/ strategy, in collaboration with the tourism sector (Yes/No) ▪ Number of new urban infrastructures created by tourism development ▪ Number of city management guidelines created/revised regulating tourism activities	These indicators highlight that tourism development must be aware of the need for integration of urban strategies in order to ensure that tourism development will be beneficial for all. Urban planning includes a variety of factors such as roads, living infrastructure such as electricity, water and sewage, and waste management. Infrastructure development through tourism may make residents' lives more convenient. Transportation hubs such as airports, stations and bus terminals and attractions such as theatres, sports facilities and parks benefit visitors and residents. The post-implementation evaluation process should also measure the effectiveness of the urban policy/strategy.
Theme: Infrastructure / *Sub-theme: Transport*	
▪ Number of tour companies using/adopting sustainable means of transportation for their operations ▪ Number of promotion efforts to support eco-friendly modes of transport use	These indicators highlight that by providing sustainable transportation as options, the destination can reduce the environmental impact of tourism, enhance visitors' experiences, and promote healthy and active lifestyles for both residents and tourists alike, through activities such as guided cycling tours, replacing vehicles with electric vehicles/carts, e-bike rentals, etc.
Theme: Partnerships / *Sub-theme: Consultation process* *Connected to Target 17.17*	
▪ Number of consultative processes for the development of city management guidelines, involving residents and the tourism industry ▪ Number of planning dialogues in which residents and tourism stakeholders are involved in the development of urban management guidelines	These indicators show that all tourism stakeholders should be consulted to determine which tourism assets are critical to the needs and expectations of both tourists and residents. It is important to understand the changing demands by the tourism industry versus the impacts of other changes which may alter their attractiveness to tourists or utility to the community, and this can be addressed with active dialogues and meetings with residents and local communities. Issues such as over-tourism or regulation of local accommodation businesses would require particular attention at a city management level.

TARGET 11.4
Strengthen efforts to protect and safeguard the world's cultural and natural heritage

Tourism development and success is often dependent on cultural and/or natural assets and cultural and natural heritage are valuable as tourism attractions. This includes parks, historical buildings, archaeological sites and residential neighbourhoods. Thus, protection and conservation of cultural and natural heritage from human action, poorly managed or uncontrolled tourism

(e.g., over-tourism) is essential. The cost of protection and conservation of heritage can be generated by tourism. Appropriate measures and sound tourism management are needed to minimize negative impacts that may be produced by tourism activity and maximize socioeconomic benefits.

POTENTIAL INDICATORS	EXPLANATION
Theme: Ecosystem / *Sub-theme: Natural and cultural heritage*	
▪ Number of natural/cultural heritage conservation measures developed or deployed through tourism development projects ▪ Number of World Heritage Sites in tourism destination ▪ Number of natural and cultural heritage appreciation campaign ▪ Percentage of tax revenue allocated to heritage protection or conservation, per source of taxes, per group of assets ▪ Percentage of Tourism Gross Domestic Product (TGDP) allocated to cultural and natural heritage preservation	As the target calls for essential conservation plans to identify the investment and research to preserve a heritage site, the conservation plan should envisage not only the expenditure but also the expected income from admission fees and so on. Heritage sites and destinations should prevent damage to keep their conditions and improve visitors' satisfaction as tourism attractions. It is important to note that the living heritage cultural expressions incorporated within the tourism value chain may have different presentation, interpretation and safeguarding methodology, which needs to be reflected in the indicators if a project is focused on intangible cultural assets.
Theme: Local community / *Sub-theme: Local community participation*	
▪ Number of local people participating and donating in local heritage preservation activities ▪ Number of local residents visiting cultural sites ▪ Number of locals being proud of their city or heritage in the tourism destination	This indicator demonstrates that cultural/nature heritage may sometimes involve residents who live in or near a natural protected area or a historic site, or are directly concerned when it comes to presenting or commercializing living heritage assets related to their own culture. While the heritage may have been discovered in recent years, it is relevant to the life of the local community. Without the positive sentiment for the heritage, it will be challenging to make it a tourism attraction. Residents can also engage as ambassadors of the heritage site, guides, cleaning, participating in festivals, and many other aspects.

TARGET 11.6

By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

Target 11.6 requires a reduction in the environmental impact of cities. Tourism, if managed properly, can contribute to this target through good management and measurement of waste production and conscious planning of tourism activities. Visitors cause solid waste and emissions; banquets and conventions tend to generate food loss; exhibitions and tourist attractions create a lot of trash. Air conditioning and transportation in hotels and other buildings emit GHGs. These negative impacts will burden the residents of destinations. Due to problems of contamination and negative impacts on both the environment and often the image of the destination, it is increasingly necessary for destinations to measure waste production and to manage its treatment (for more information on waste management, please see Targets 8.4, 12.3, 12.5).

POTENTIAL INDICATORS	EXPLANATION
Theme: Infrastructure / *Sub-theme: Urbanization* *Connected to Target 7.2*	
- Number of infrastructures adopting energy efficient technology through the tourism development project - Percentage of building proposals receiving environmental reviews - Percentage of building proposals denied or returned for revision for non-compliance with environmental regulations - Number of charges for planning, zoning, or site plan violations	These indicators are important especially for buildings or facilities in the tourism sector with low energy efficiency, this applies to historic buildings, hotels, and convention centres. They can be upgraded with high thermal insulation windows and walls or air conditioning systems. More advanced mitigation efforts are emerging, including new business model towards low carbon growth or zero energy, electric cars to move guests, intelligent energy cards, and localized renewable energy production. They can replace existing energy sources with renewable ones, such as solar power or geothermal power generation.
Theme: Natural resource management / *Sub-theme: Renewable energy* *Connected to Targets 7.3 and 9.4*	
- Number of people with access to efficient energy services as a result of the tourism development project - Percentage of residents covered by modern energy infrastructure as a result of the tourism development project - Per capita modern energy availability in the tourism destination and surrounding region - Amount of greenhouse gases (GHG) produced by tourism activity at the destination	These indicators are needed to minimize overall energy consumption and encourage greater use of renewable energy sources and other alternative measures for mobility and to upgrade certain facilities. GHGs can be reduced both for residents and tourists through greener mobility, better insulation of buildings, etc. Information on GHG emissions at a destination makes it possible to evaluate a possible reduction due to implementation of policies.

TARGET 11.a

Support positive economic, social, and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning

Target 11.a calls for strong national and regional development planning to support links between urban and rural areas for economic and social benefits. As a sector, tourism can play a role in contributing to this target, both through the breadth and width of its value chain, but also as a connector between urban and rural destinations. A destination which offers attractions in both allows visitors to visit both areas and this will help manage the heavy conjunction of one destination and avoid over-tourism. This cooperation can contribute to the development of rural areas through tourism development. Vacation rental and agritourism are options to promote rural destinations.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	*Connected to SDG 1*
▪ Whether there is creation/improvement of a national policy/strategy considering supporting positive links between urban, peri-urban and rural areas (Yes/No)	This indicator would be useful to assess the organization and planning of tourism activities in urban, peri-urban and rural tourism. The countryside is recognized as an important resource for leisure pursuits for the domestic market, in addition to overseas visitors.
Theme: Local economic development / *Sub-theme: Destination management*	
▪ Tourism sector per capita income in urban, peri-urban and rural areas ▪ Number of tourists in rural areas and urban areas (per year) ▪ Ratio percentage of overnight guests in rural areas over urban areas ▪ Percentage of visitors to an urban destination visiting surrounding rural areas ▪ Number of initiatives to attract tourists to rural destinations	These indicators would measure the number of tourists who frequent the surrounding rural areas and would improve the understanding of the factors which would influence the design, implementation and impact of tourism management in rural areas.
Theme: Investment / *Sub-theme: Investment promotion*	
▪ Amount of investment made in less developed regions as a result of the tourism development project ▪ Whether there are business linkages between urban tourist destinations and surrounding rural areas (Yes/No)	These indicators recognize the importance of investment for any attempt to promote rural development. Business linkages between urban tourist destinations and rural areas could include for example supply of agricultural products, etc. As improvement in productivity and efficiency of rural economies would always require structural adjustment and investments, information should also be made available on these subjects.[124]

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124 Organisation for Economic Co-operation and Development (1996), *Creating rural indicators for shaping territorial policy,* OECD, Paris.

TARGET 11.b

By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015–2030, holistic disaster risk management at all levels

The Sendai Framework for Disaster Risk Reduction 2015-2030[125] aims to reduce the number of vulnerable groups affected by addressing the protection and mitigation of national and local disasters. Airports, train stations, bus terminals, large museums, etc., need to be resilient because these facilities work as visitors' hubs. These facilities may be used for temporary evacuation centres in times of crisis. Tourism can contribute to this target as it is in the interest of tourism stakeholders to reassure tourists. Disaster response for tourism also includes communication to prevent reputational damage. Although this target does not include communication response, a tourism crisis management plan sometimes overlaps the area disaster plan. As both plans involve a wide range of stakeholders, it is preferable to link those two plans for development.

POTENTIAL INDICATORS	EXPLANATION
Theme: Crisis management / *Sub-theme: Disaster risk reduction*	*Connected to Targets 1.5 | 13.1 and 13.2*
- Whether there is a tourism resilience plan/disaster management plan (Yes/No) - Amount of expenditure on security disaster prevention and/or management - Number of security guards/officials in a tourism destination per visitor - Number or percentage of tourists informed of security levels - Number or percentage of tourism establishments complying with safety and security standards - Whether there are safety and security standards for attractions and establishments (Yes/No)	These indicators measure the effects of actions to reduce the impact of and improve resilience to disasters, including national security levels. Safety and security standards may include e.g., fire prevention, other health requirements, environmental standards, etc. In case of disaster, an evacuation alert should be provided to visitors and residents.
Theme: Crisis management / *Sub-theme: Crisis strategies and plan*	
- Whether there is a contingency plan for tourists and visitors in the event of incidents (Yes/No) - Whether emergency services are available (Yes/No) - Number of tourists helped by tourist aid programmes - Whether there are measures to manage information and prevent harmful rumours (Yes/No)	These indicators illustrate the need for emergency measures, preparedness or contingency planning. A tourism resilience plan should be related to the whole or part of the city disaster management plan. In order to show preparedness to the public and to partners, it is key to keep the public informed as far as possible about risks and the steps to take.[126]

125 United Nations (2021), *Implementation of the Sendai Framework for Disaster Risk Reduction 2015–2030: report of the Secretary-General,* UN, New York.

126 For issues related to the protection of tourists in emergency situations and other consumer rights, please consult UNWTO's International Code for the Protection of Tourists (ICPT). The ICPT provides a comprehensive set of principles and recommendations for the protection of tourists in emergency situations and consumer rights of tourists aiming at harmonizing minimum international standards and providing sufficient guarantees to international tourists. The ICPT intends to provide practical guidance for all those, in the public and private sector, who have obligations, responsibilities, duties and rights regarding the matters dealt with in the Code.

World Tourism Organization (2022), *International Code for the Protection of Tourists,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284423361.

TARGETS NOT INCLUDED - TECHNICAL NOTES

11.5 By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations

- It is important to improve the location and conditions of housing for people in vulnerable situations, but tourism contributes to this target indirectly. For more information on appropriate urban planning, please refer to Targets 11.3 and 11.b.

11.7 By 2030, provide universal access to safe, inclusive and accessible green and public spaces, in particular for women and children, older persons and persons with disabilities

- Green and public spaces are part of urban development. Tourism's contribution to the universal access to these spaces is indirect. For more information on appropriate urban planning, please refer to Target 11.3.

11.c Support least developed countries, including through financial and technical assistance, in building sustainable and resilient buildings utilizing local materials

- Tourism facilities are bound by local legislation when it comes to increasing sustainable and resilient buildings, thus contributing indirectly to this target. However, the lack of appropriate national building legislation does not stop tourism businesses from being pioneers and constructing eco-friendly facilities such as sustainable hotels, or utilising local materials.

SDG 12
ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

Sustainable growth and development require minimizing the natural resources and toxic materials used and the waste and pollutants generated throughout the entire production and consumption process. Goal 12 encourages more sustainable consumption and production patterns through various measures, including specific policies, laws, regulations and international agreements on the management of materials that are toxic to the environment.

For more information on SDG 12, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal12 &
https://www.un.org/sustainabledevelopment/sustainable-consumption-production/.

TOURISM AND SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. It is imperative to identify key points of intervention within the tourism value chain to reduce the use of natural resources and environmental impacts caused by production and consumption. The impact of tourism can be both positive as well as negative. There is, therefore, a need to better monitor, share and disclose all the impacts of tourism. Using tools to monitor sustainable development impacts of tourism, as explicitly mentioned in Target 12.b, is essential to enhance

accountability for the proper implementation of tourism policies, projects, operations, etc., which will result in enhanced economic, social and environmental outcomes.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 12 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 15.1) illustrates the different connections between selected SDG 12 targets with themes/sub-themes and other SDGs/targets. This figure is intended to show how responsible consumption and production connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 12.8, which relates mainly to raising awareness on sustainable living, is connected to Goal 4 on Quality Education, specifically Target 4.7, which includes education for sustainable development. Similarly, Target 12.3 on decreasing food waste echoes the Toolkit theme on Waste, etc.

Figure 15.1: Visual aid – Connections between selected SDG 12 targets with themes/sub-themes and other SDGs/targets
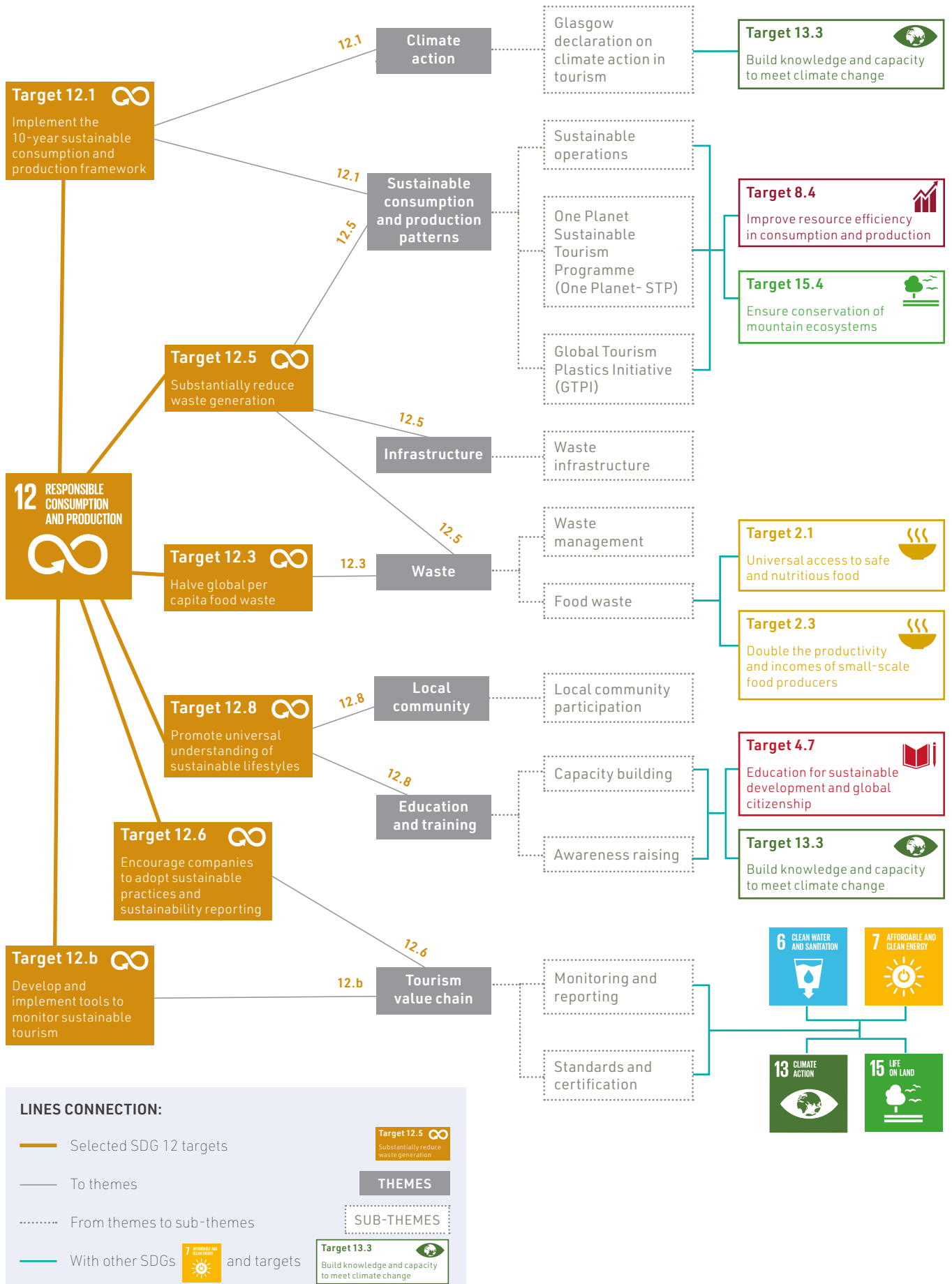
BOX 15.1   SELECTED TOURISM-RELATED SDG 12 TARGETS

Six targets within SDG 12 that are deemed to have a stronger and direct link to tourism in order to achieve the goal of ensuring sustainable consumption and production patterns have been selected to base the potential project indicators.

12.1   Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries

12.3   By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

12.5   By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

12.6   Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

12.8   By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

12.b   Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

SELECTED TOURISM-RELATED SDG 12 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 12.1
Implement the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries

The 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP) is a global commitment made by the 193 United Nations member states to accelerate the shift to sustainable consumption and production in both the developing and developed world. The tourism sector contributes to the implementation of the 10YFP with its One Planet Sustainable Tourism Programme. Tourism Policymakers should prioritize mainstreaming SCP into national tourism policies. The tourism sector could directly enhance its contribution to Target 12.1.

The One Planet Sustainable Tourism Programme aims to accelerate sustainable consumption and production (SCP) in tourism policies and practices to address the challenges of pollution, biodiversity loss and climate change. It promotes knowledge sharing and networking opportunities to define collective priorities and identify solutions. Through its work, the One Planet Sustainable Tourism Programme (One Planet STP) sets the SCP agenda in the tourism sector to advance the implementation of Sustainable Development Goal 12 and also delivers progress under connected goals, such as SDG13, SDG14 and SDG15, respectively on climate action and the protection of marine and terrestrial ecosystems.

POTENTIAL INDICATORS	EXPLANATION
Theme: Climate action / *Sub-theme: Glasgow Declaration on Climate Action in Tourism* *Connected to Targets 13.2*	
▪ Number of tourism stakeholders who have joined the Glasgow Declaration on Climate Action in Tourism	This indicator is intended to enable tourism stakeholders who are planning to embark on a new tourism project or revising a current project to be aware of the Glasgow Declaration on Climate Action in Tourism, which might be useful for the project team to learn of best practices by other organizations that are committed to climate action in tourism.
	The Glasgow Declaration on Climate Action in Tourism[127] is a catalyst for increased urgency about the need to accelerate climate action in tourism and to secure strong actions and commitment to support the global goals to halve emissions over the next decade and reach Net Zero emissions as soon as possible before 2050. Commitments include to deliver climate action plans within 12 months of signing and implementing them and updating or implementing existing plans in the same period to align with this declaration.
Theme: Sustainable consumption and production patterns / *Sub-theme: Sustainable operations* *Connected to Targets 8.4 and 15.4*	
▪ Number of tourism stakeholders that have adopted SCP polices and strategies	This indicator enables the quantification and monitoring of the tourism projects in the policy cycle process of binding and non-binding policy instruments aimed at supporting sustainable consumption and production. The indicator could be modified to calculate whether or not there is an SCP action plan or whether recognizable SCP practices (and ultimately, how many) have been implemented to provide data on progress towards improvement of SCP plans/actions.

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127 One Planet Network (n.d.), *Glasgow Declaration on Sustainable Tourism,* (online), available at:
https://www.oneplanetnetwork.org/programmes/sustainable-tourism/glasgow-declaration [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Sustainable consumption and production patterns **/** *Sub-theme: One Planet Sustainable Tourism Programme* *(One Planet STP)* *Connected to Targets 8.4 and 15.4*	
▪ Number of tourism stakeholders that are members of the One Planet Sustainable Tourism Programme (One Planet STP)	This indicator aims to inform tourism stakeholders who are embarking on a new tourism project or revising an existing one about the One Planet Sustainable Tourism Programme. The programme can be helpful for project teams to learn about best practices from other organizations committed to sustainable consumption and production objectives and to commit to these objectives themselves. **The One Planet Sustainable Tourism Programme**[128] provides a platform for collaboration across organizations that are committed to the same objective – to advance sustainable consumption and production in the tourism sector.
Theme: Sustainable consumption and production patterns **/** *Sub-theme: Global Tourism Plastics Initiative (GTPI)* *Connected to Targets 8.4 and 15.4*	
▪ Number of tourism stakeholders who have joined the Global Tourism Plastics Initiative	This indicator aims to inform tourism stakeholders who are embarking on a new tourism project or revising an existing one about **The Global Tourism Plastics Initiative,**[129] which unites the tourism sector behind a common vision to address the root causes of plastic pollution. It enables businesses, governments, and other tourism stakeholders to take concerted action, leading by example in the shift towards circularity in the use of plastics as well further disaggregated by type of SCP practices.

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128 World Tourism Organization (n.d.), *One Planet,* UNWTO, Madrid, (online), available at: https://www.unwto.org/sustainable-development/one-planet [31-03-2023].

129 One Planet Network (n.d.), *Global Tourism Plastics Initiative,* (online), available at: https://www.oneplanetnetwork.org/programmes/sustainable-tourism/global-tourism-plastics-initiative [31-03-2023].

TARGET 12.3

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

Given the high relevance of gastronomy and food to the tourism experience, tourism has the potential to contribute to Target 12.3 by triggering action from tourism stakeholders to address the challenge of food waste. The tourism sector requires substantial amounts of food for its visitors, and food loss is potentially happening. Food waste in the tourism sector is an added burden and stress factor in many destinations and the local infrastructures, especially those in more remote areas, where resources are scarce and connectivity is a challenge.

It is imperative to identify key points of intervention within the tourism food chain and to put in place a sustainable food management strategy in the sector, that will reduce natural resource use and environmental impacts caused by tourism-related production and consumption. Additionally, tourism stakeholders need to understand the current situation in many destinations and be aware of the need to reduce food waste,[130] which can be achieved without decreasing the quality of the services provided.

This target is connected to Goal 2, therefore some of the indicators related to food security could be adapted and used in this target.

POTENTIAL INDICATORS	EXPLANATION
Theme: Waste / *Sub-theme: Food waste*	*Connected to Targets 2.1 and 2.3*
▪ Amount of food waste generated per visitor/guest per day ▪ Number of organizations that measure and report food waste aligned to Target 12.3	These indicators would help tourism stakeholders to understand the magnitude of food waste in the tourism sector. By having this indicator, food waste would be able to be systematically measured and monitored. Users are advised to use the constant variable of the same week, same month and same conditions when calculating total waste generation. **Note on Indicators** Users should pay attention to: ▪ Reporting of manufacturing food waste not covered by the Food Loss Index.[131] ▪ Additional destinations such as sewers, home compost and (non-waste) animal feed.
▪ Number of stakeholders implementing the recommendations of the Global Roadmap for Food Waste Reduction	The *Global Roadmap for Food Waste Reduction*[132] provides a consistent framework to accelerate food waste reduction in tourism, highlighting best practice and practical guidance for the sector to scale up action. The Roadmap sets out how the tourism sector can contribute to the achievement of SDG 12.3 and support the Glasgow Declaration on Climate Action in Tourism by reducing emissions associated with food waste.

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130 For more information on food waste reduction, see the *Global Roadmap for Food Waste Reduction in the Tourism Sector,* which is still a draft version for public consultation:

World Tourism Organization (2022), *Global Roadmap for Food Waste Reduction in The Tourism Sector, Draft Version for public consultation,* UNWTO, Madrid, (online), available at: https://www.oneplanetnetwork.org/knowledge-centre/resources/global-roadmap-food-waste-reduction-tourism-sector.

131 The Food Loss Index (FLI) focuses on food losses that occur from production up to (and not including) the retail level. Source:

Food and Agriculture Organization of the United Nations (n.d.), Technical Platform on the Measurement and Reduction of Food Loss and Waste, FAO, Rome, [online] available at: www.fao.org [31-03-2023].

132 World Tourism Organization (2022), *Global Roadmap for Food Waste Reduction in The Tourism Sector,* Draft Version for public consultation, UNWTO, Madrid.

POTENTIAL INDICATORS	EXPLANATION
Theme: Waste / *Sub-theme: Waste management*	
▪ Waste generation per visitor versus waste generation per resident	This indicator would provide information and comparison between waste generation between tourists and residents, in order to further align and strengthen the intended tourism project goals. This indicator can also be used in Target 12.5
	In many destinations, visitor emissions are greater than those of local residents. The amount of visitor-generated waste may not be currently measured. Consequently, it is advisable to set up measures and financing for a survey during the life cycle of the project. The survey period should consider seasonal variations of visitors.

TARGET 12.5

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

There are many ways that tourism stakeholders can reduce the amount of waste generated by the sector. Among others, these include procuring recycled products, avoiding mass-produced products and using less packaging by sourcing locally produced products. Tourism stakeholders can encourage people to buy local, which will promote the development of the local market and contribute to the source. In addition, tourism businesses can reduce waste by refilling shampoo bottles and water bottles and reducing single use items and packaging bags, etc.

Waste sorting partly depends on the waste collection services available in different locations, and this may partly explain the large differences in unsorted waste generation across hotels within the same hotel chain but in different countries. Notably, *The Global Tourism Plastics Initiative*[133] unites the tourism sector behind a common vision to address the root causes of plastic pollution. It enables businesses, governments, and other tourism stakeholders to take concerted action, leading by example in the shift towards circularity in the use of plastics.

POTENTIAL INDICATORS	EXPLANATION
Theme: Waste / *Sub-theme: Waste management*	
▪ Whether the project supports the creation/revision of a legislative framework for standard tourism waste management plans (Yes/No) ▪ Number of actions implemented to reduce the amount of waste ▪ Number of people in the tourism sector following or applying waste management rules/ laws/ policies/ regulations/ standards/guidelines in the tourism destination	These indicators can be used in projects that can support the creation or revision of existing legislative framework(s) for standard waste management plans, specific to tourism, as well the level of enforcement.
▪ Number of tourism businesses monitoring waste management rules/ laws/ policies/ regulations/ standards /guidelines in the tourism destination ▪ Number of reports of reduced volume of waste generation ▪ Number of suppliers within a local radius	These indicators aim to understand whether waste management rules in terms of laws, policies, regulations or guidelines are being properly practised. This is of importance because tourism has the potential to build awareness around the issues and encourage waste infrastructure improvements. When a project aims to reduce emissions/waste from tourism, it promotes behavioural changes through educational activities. These indicators measure the number of businesses who follow the local rules on emissions/waste. The indicators can be based on regulations on single-use plastics (e.g., number of hotels and restaurants that eliminated disposable dishes and utensils).
▪ Waste generation per visitor versus waste generation per resident	This indicator would provide information and comparison between waste generation between tourists and residents, in order to further align and strengthen the intended tourism project goals. In general, visitor emissions are greater than those of local residents. The amount of visitor-generated waste may not be currently measured. Consequently, it is advisable to set up measures and financing for a survey during the life cycle of the project. The survey period should consider seasonal variations of visitors. **Note on Indicator** Users are advised to pay attention to: ▪ Reporting of manufacturing food waste not covered by the Food Loss Index. ▪ Additional destinations such as sewers, home compost and (non-waste) animal feed.

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133 One Planet Network (n.d.), *Global Tourism Plastics Initiative,* (online), available at:
https://www.oneplanetnetwork.org/programmes/sustainable-tourism/global-tourism-plastics-initiative [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Sustainable consumption and production patterns / *Sub-theme: Global Tourism Plastics Initiative (GTPI)*	
▪ Number of tourism stakeholders that are signatories to the Global Tourism Plastics Initiative	This indicator is repeated "as is" in Target 12.1, but in order to achieve Target 12.5, it is also necessary to place this indicator here, as this indicator highlights that plastics are one of the largest polluting products that gravely affect areas of heavy tourism. Tourism stakeholders who are planning to embark on a tourism project need to consider the commitments championed by the initiative.
	The *Global Tourism Plastics Initiative*[134] unites the tourism sector behind a common vision to address the root causes of plastic pollution. The signatories to the Global Tourism Plastics Initiative have committed to the elimination of unnecessary single-use plastics, transition to reuse models and use of reusable, recyclable or compostable plastic packaging and items.
Theme: Infrastructure / *Sub-theme: Waste infrastructure*	
▪ Total investment and financial commitment placed in waste management infrastructure and operations	This indicator measures environmental protection infrastructure and operations, including the costs of waste disposal, emissions treatment, remediation, prevention and environmental management incurred by a destination or a business.

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134 One Planet Network (n.d.), *Global Tourism Plastics Initiative,* (online), available at: https://www.oneplanetnetwork.org/programmes/sustainable-tourism/global-tourism-plastics-initiative [31-03-2023].

TARGET 12.6
Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

The private sectors play a critical role in the shift to sustainable consumption and production patterns. Target 12.6 specifically monitors the practices of private sector entities. Given the key role of the private sector in tourism, there is an opportunity for tourism policy to encourage sustainability reporting by tourism business in order to advance Target 12.6.

Tourism businesses engage in strategic corporate social responsibility (CSR) by integrating responsible behaviours in their operational practices. However, tourism businesses should steer clear of greenwashing initiatives and only adopt sustainable practices that are truly ethical and responsible. Over the years, the private sector has also adopted Environmental, Social and Governance (ESG) management, which directly contributes as core business and supports the achievement of sustainability in the private sector. Furthermore, there is a business case for sustainability as it increases competitiveness and profitability which in turn increases customer satisfaction given the growing demand for tourism with a positive impact on destinations and local community. Alongside good practices, it is also important to improve the quality of management.

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Monitoring and reporting*	*Connected to SDG 6, SDG 7, SDG 13 and SDG 15*
▪ Number of tourism businesses integrating sustainability information into their annual reporting cycle ▪ Number of tourism companies relating/matching their sustainability reporting to the SDG goals ▪ Number of tourism businesses signatories to the Private Sector Commitment to the *Global Code of Ethics for Tourism*[135]	These indicators could support tourism authorities in gaining a better understanding of how tourism businesses are dealing with sustainability issues (e.g., use of natural resources), and actions being implemented or how these issues are incorporated in the business processes, and thus enhance the quality, comparability and periodicity of the data available for decision making and promotion of sustainability practices by tourism private sector. Tourism projects can adapt a monitoring and reporting programme of the tourism sector value chain to understand the economic impact of a destination.
Theme: Tourism value chain / *Sub-theme: Standards and certification*	*Connected to SDG 6, SDG 7, SDG 13 and SDG 15*
▪ Number of businesses or institutions in the tourism sector following or applying any national or international quality control standards in a tourism destination	Large and transnational companies have a greater impact and thus more responsibility in a tourism destination. Therefore, they are encouraged to follow or implement some global standards[136] e.g., The Global Reporting Initiative (GRI)[137], Sustainability Accounting Standards Board (SASB)[138], UN Global Compact[139], etc.
Theme: Tourism value chain / *Sub-theme: Sustainable procurement*	*Connected to SDG 6, SDG 7, SDG 13 and SDG 15*
▪ Percentage of sustainable procurement in tourism sector	A tourism project can support stakeholders to create a sustainable procurement policy that defines recycled materials, local procurement, etc. The indicators are implemented by summarizing both total procurement and the sustainable ones. This indicator may be adapted by a local government or tourism business. A project can support them to create a sustainable procurement policy that defines recycled materials, local procurement, etc.

135 The *Global Code of Ethics for Tourism* is a comprehensive set of principles designed to guide key players in tourism development, for maximizing the sector's benefits while minimizing any potentially negative impact on the environment, cultural heritage and societies. World Tourism Organization (1999), *Global Code of Ethics for Tourism,* UNWTO, Madrid, (online), available at: https://www.unwto.org/global-code-of-ethics-for-tourism [31-03-2023].

136 Examples of standards: ISO/DIS 23405 Tourism and related services — Sustainable tourism — Principles, terminology and Model; GSTC Industry Criteria for Hotels & Tour Operators.

137 For more information, please consult: Global Reporting Initiative (n.d.), *Global Reporting Initiative Standards,* GRI (online), available at: https://www.globalreporting.org/.

138 For more information, please consult: The IFRS Foundation (n.d.), *SASB Standards,* IFRS Foundation, (online), available at: https://www.sasb.org/ [31-03-2023].

139 For more information, please consult: UN Global Compact (n.d.), *The Decent Work Toolkit for Sustainable Procurement,* UN Global compact (online), available at: https://sustainableprocurement.unglobalcompact.org/ [31-03-2023].

TARGET 12.8

By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development

Tourism can contribute to Target 12.8 by encouraging awareness and education for sustainable development through tourism practices and activities. Tourism policymakers also have the potential to prioritize the "SCP impact areas" as part of the criteria of national certifications.[140]

Visitors and tourism stakeholders need to be well informed on tourism sustainability as consumers and facilitators alike. Providing information on nature conservation or fair trade in business procurement and responsible/ ethical source of souvenirs is critical. Energy consumption and waste by visitors are also considerable. Tourism authorities or Destination Management Organizations (DMOs) are able to provide education for the tourism industry and visitors. Employees in the industry are also required to have the necessary training for themselves and to inform visitors.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	*Connected to Targets 4.7 and 13.3*
▪ Number of SCP educational courses in tourism destinations for tourism employees ▪ Number of residents who participated in SCP in tourism educational programmes	These indicators measure the extent to which tourism is able to mainstream tourism practices for sustainable development. Every tourism destination has its sustainability background or story.
Theme: Education and training / *Sub-theme: Awareness raising*	*Connected to Targets 4.7 and 13.3*
▪ Number of information campaigns for visitors on SCP actions practised in the tourism destination	Visitor education and awareness can be provided through hotel staff, attractions, guides, websites, etc. This awareness may include providing information on fair trade products in the destination and should be translated through visitors' actions in SCP practices.
Theme: Local community / *Sub-theme: Local community participation*	
▪ Number of local community members included in sustainable consumption programmes developed by the tourism sector ▪ Number of locally owned businesses, particularly MSMEs, that develop products and services using SCP practices for the tourism sector	These indicators aim to allow for tourism projects to encourage involvement of the local community to have information and awareness on sustainable development, particularly regarding tourism's contribution. Local residents should be sensitized to appropriate sustainable consumption and production practices in destinations. Educational programmes on developing/consuming local products and on fair trade can help promote a sound tourism value chain.

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140 World Tourism Organization and United Nations Environment Programme (2019), *Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284420605.

TARGET 12.b
Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

Target 12.b explicitly refers to tourism and the respective indicator for measuring this target is the *Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools.* Tourism stakeholders including policymakers would need to give priority to the implementation of Target 12.b, which formally shows the intersection between the tourism sector and Goal 12 of the SDGs. The concentration of visitors or high seasonality can hinder sustainable tourism. By using digital technology, a destination may be able to monitor and trace visitor mobility patterns and use the information for the destinations' strategy.

Tourism development projects can promote the achievement of this target by tracking progress on the implementation of two standard accounting tools relevant for sustainable tourism: the Tourism Satellite Account (TSA)[141] and the System of Environmental-Economic Accounting (SEEA), which enable the derivation of key indicators on the economic and environmental impact of tourism.

Monitoring Target 12.b provides a motivation to put in place the necessary statistical development in countries towards implementing the broader Statistical Framework for Measuring the Sustainability of Tourism[142] (SF-MST), which additionally focuses on the social dimension of tourism, allowing for a comprehensive picture of tourism's role in sustainable development. The UN Statistical Commission has recognized the SF-MST as the main tool for monitoring the contribution of tourism to the 2030 Agenda.

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Monitoring and reporting*	
▪ Whether there are any monitoring and/or reporting tools for businesses in line with SF-MST (Yes/No) ▪ Number of monitoring and reporting tools to evaluate tourism's environmental performance in line with SF-MST ▪ Whether there any measures, strategies, programmes, initiatives, etc. to disperse high demand to off-peak seasons including peak days or hours (Yes/No)	These indicators are useful to set a baseline for the intended project and to better monitor, share and disclose the sustainable development impacts of tourism. This is particularly useful to enhance accountability for the implementation of tourism policies, and allow for the better management of tourism, which is important for the sustainable development of any destination. The acquisition and maintenance of tourism value chain data requires expertise. It is important to architect the resources efficiently and secure sustainable financial resources. For some indicators, it might be advisable to disaggregate per type of tourism entity.

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141 World Tourism Organization (n.d.), *Tourism Satellite Account,* UNWTO, Madrid [online] available at: https://www.unwto.org/standards/on-economic-contribution-of-tourism-tsa-2008 [31-03-2023].

142 World Tourism Organization (n.d.), *Statistical Framework for Measuring the Sustainability of Tourism,* UNWTO, Madrid [online] available a: https://www.unwto.org/standards/statistical-framework-for-measuring-the-sustainability-of-tourism [31-03-2023].

TARGETS NOT INCLUDED - TECHNICAL NOTES

12.2 By 2030, achieve the sustainable management and efficient use of natural resources

- Management and efficient use of natural resources; tourism can be a stress factor on the environment/natural resources; natural resources can be tourism assets/value added.

- This target is further dealt with in Goals 13, 14 and 15.

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

- Tourism can indirectly contribute to this target by complying with national environmental legislation and adopting SCP solutions.

- Please refer to Target 12.5.

12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

- The purchasing power of the public sector is significant. For example, some destinations may have an airport or convention centre as a public entity. If these take the initiative to make their procurement green, it will not only have a great impact but also set an example for the private sector.

- However, procurement is one aspect of the tourism value chain and is considered in 12.6.

12.a Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production

- Tourism is important in terms of targeting developing countries and sustainable consumption and production patterns. However, the strengthening of scientific and technological capacity is less relevant as a tourism project. Please refer to Goal 9.

12.c Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities

- Reducing fossil fuels is critical, but the tourism sector can contribute through the energy initiative. Tourism can influence by setting the example and lobbying for a cleaner solutions/SCP, and this is considered in 12.1.

SDG 13
TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

Climate change presents the single biggest threat to development, and its widespread, unprecedented effects disproportionately burden the poorest and the most vulnerable.[143] Goal 13 calls for urgent action not only to combat climate change and its impacts, but also to build resilience in responding to climate-related hazards and natural disasters.[144]

For more information on SDG 13, consult the following: https://sdgs.un.org/goals/goal13 & https://www.un.org/sustainabledevelopment/climate-change/.

TOURISM AND SDG 13: CLIMATE ACTION

As a sector that is dependent on the environment, tourism contributes to and is directly affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, mostly in the transport and accommodation industries, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 13 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 16.1) illustrates the different connections between selected SDG 13 targets with themes/sub-themes and other SDGs/targets. This figure is intended to show how the goal of taking urgent action to combat climate change and its impacts connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 13.1, which relates mainly to strengthening resilience and adaptive capacity to climate-related disasters, is connected to SDG 1 on ending poverty in all its forms everywhere, specifically Target 1.5 on building resilience to environmental, economic and social disasters.

Similarly, Target 13.3 on building knowledge and capacity to meet climate change, echoes the Toolkit theme on Education and training, as well as Legal frameworks, policies and rule of law.

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143 In August 2022, the UN adopted a resolution recognizing access to a healthy and sustainable environment as a universal right. This is intended to support efforts to address environmental crises, help achieve the SDGs and provide stronger protection of rights and of the people defending the environment, etc.

United Nations (2021), *Resolution A/RES/76/300. The human right to a clean, healthy and sustainable environment adopted at UN General Assembly,* UN, New York, [online] available at: https://digitallibrary.un.org/record/3983329?ln=en [31-03-2023].

144 United Nations Statistics Division Development Data (n.d.), *Goal 13: Take urgent action to combat climate change and its impacts,* UN, New York, [online] available at: https://unstats.un.org/sdgs/report/2016/goal-13/ [31-03-2023].

Figure 16.1: Visual aid – Connections between selected SDG 13 targets with themes/sub-themes and other SDGs/targets
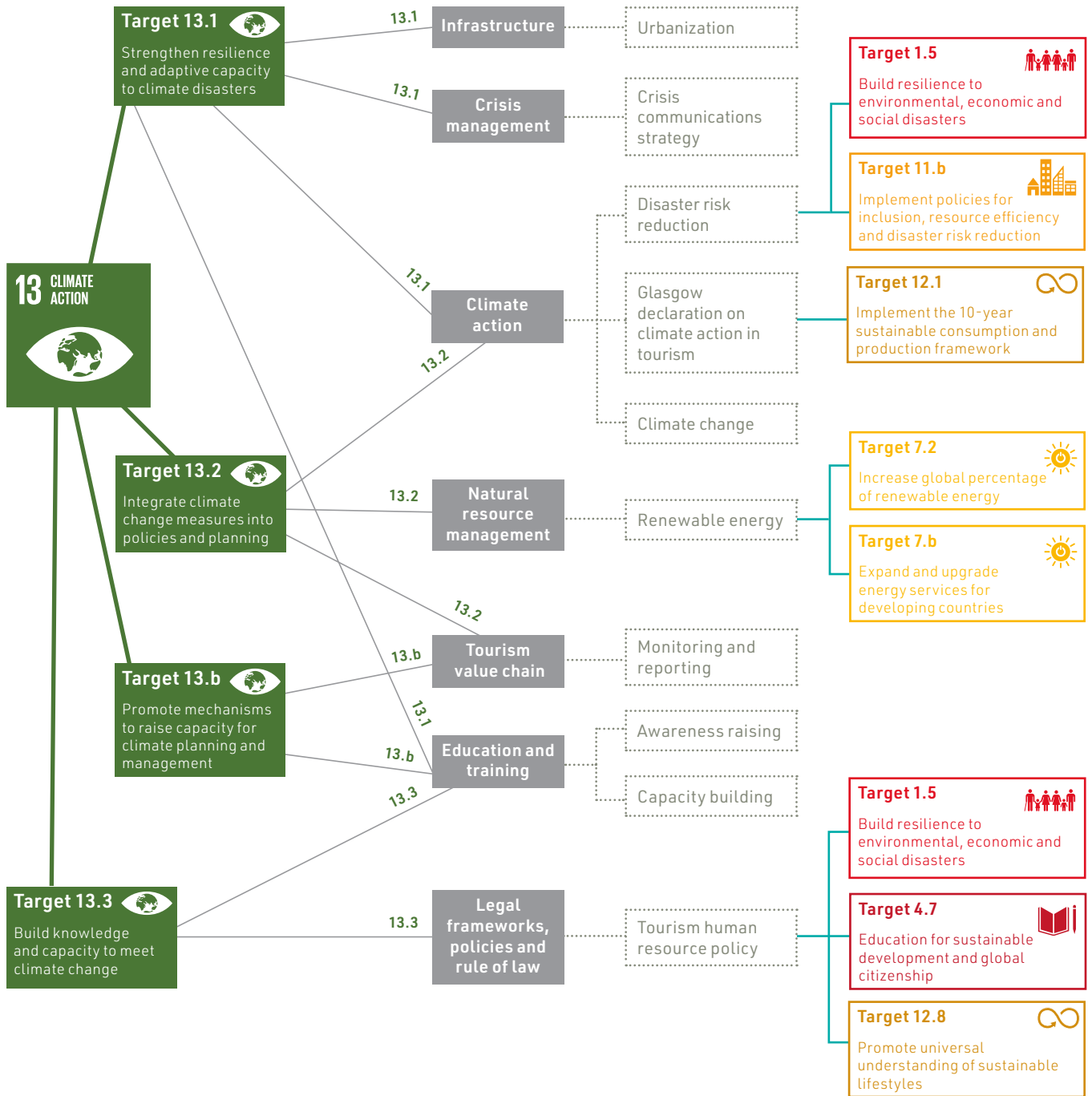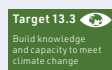
BOX 16.1   SELECTED TOURISM-RELATED SDG 13 TARGETS

Four targets within SDG 13 that are deemed to have a stronger and direct link to tourism, which include urgent actions to combat climate change and its impacts, have been selected to base the potential project indicators.

13.1   Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries

13.2   Integrate climate change measures into national policies, strategies and planning

13.3   Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

13.b   Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and Small Island Developing States, including focusing on women, youth and local and marginalized communities

SELECTED TOURISM-RELATED SDG 13 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 13.1
Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries

Target 13.1 specifically aims to strengthen resilience and adaptive capacity to climate-related hazards and natural disasters. Such events are the consequence of climate change, and their frequency and intensity are increasing. Many tourism destinations are exposed to different impacts from climate change, such as coastal erosion, reduction of the snowpack, hurricanes, etc. It is therefore crucial to build resilience including proactively de-risking and adapting destinations, reducing exposure and vulnerability to climate-related extreme events, as well as other economic, social and environmental shocks and disasters.

This target is closely related with other goals and targets, in particular with Target 1.5, as well as the Sendai Framework for Disaster Risk Reduction 2015-2030.[145] Climate-related hazards threaten all of us – but their impacts are felt unequally. Tourism stakeholders can transform the landscape for climate action and optimize instruments and strategies to scale up mitigation and adaptation in tourism destinations, contributing therefore towards the achievement of this target.

POTENTIAL INDICATORS	EXPLANATION
Theme: Climate action / *Sub-theme: Disaster risk reduction*	*Connected to Targets 1.5 and 11.b*
- Whether there is a creation or improvement of tourism crisis management plan/disaster risk management policy or strategy plan (Yes/No) - Number of organizations which have climate strategies in place - Number of tourism businesses actively participating in local/regional/national risk management planning - Whether tourism businesses are part of clusters or networks/knowledge platforms (such as multi-hazard early warning systems) either at a national, regional or international level (Yes/No)	These indicators measure the impact of a project in creating new frameworks or improving those existing for the tourism sector and in the geographic area of action of the project.[146] For example, a tourism crisis management plan includes many areas of action. The purpose of this indicator is to make sure that a plan exists and includes a component on climate change and its impacts. The post-implementation evaluation process should also measure the effectiveness of the Crisis Management Plan. Indicators on adopting a risk management approach will help users to find the priorities for preventive conservation by enabling a comprehensive view of all risks, identify priorities among different risks, and/or choose cost-effective options to address them. Tourism destinations' stakeholders are equally key in the application of crisis and risk management tools at local level.

145 The Sendai Framework for Disaster Risk Reduction provides member states with concrete actions to protect development gains from the risk of disaster.

United Nations Office for Disaster Risk Reduction (n.d.), *Implementing the Sendai Framework,* UN, New York, [online] available at: https://www.undrr.org/implementing-sendai-framework/what-sendai-framework [31-03-2023].

146 For issues related to the protection of tourists in emergency situations and other consumer rights, please consult UNWTO's International Code for the Protection of Tourists (ICPT). The ICPT provides a comprehensive set of principles and recommendations for the protection of tourists in emergency situations and consumer rights of tourists aiming at harmonizing minimum international standards and providing sufficient guarantees to international tourists. The ICPT intends to provide practical guidance for all those, in the public and private sector, who have obligations, responsibilities, duties and rights regarding the matters dealt with in the Code.

World Tourism Organization (2022), *International Code for the Protection of Tourists,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284423361.

POTENTIAL INDICATORS	EXPLANATION
Theme: Crisis management / *Sub-theme: Crisis communications strategy*	
- Number of tourism businesses successfully implementing the protocols set out to combat the impact of a crisis/disaster - Number of tourism businesses with a crisis communications strategy	These indicators highlight the importance of crisis communications[147]. It is a crucial element of a good crisis management system as it can help to limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner. Thus, tourism destination actors should be able to practically apply existing frameworks by having adapted plans, training for staff, coordination with local tourism stakeholders and know-how to communicate.
Theme: Infrastructure / *Sub-theme: Urbanization*	
Number of tourism businesses breaching building codes or requirements	This indicator underlines the importance of respecting building legislation or codes by tourism businesses to ensure better resilience to climate hazards.
Theme: Education and training / *Sub-theme: Capacity building*	
- Number of tourism workers trained/educated in disaster risk reduction - Number of capacity building schemes for tourism workers to address climate change/crisis - Number of tourism businesses having disaster/emergency management training programmes	These indicators highlight the need for capacity building for tourism actors, including tourism officials, the local community, travellers, etc. for the application of crisis and risk management tools. In countries where tourism is a main sector, tourism employees should be equipped to practically apply existing frameworks or protocols, or adapted plans, including training for staff for specific communication skills during a crisis. In countries or destinations not having disaster and risk management policy tools, or where existing are outdated, the private sector may fill in the role of frontrunner and set the example.
Theme: Education and training / *Sub-theme: Awareness raising*	
Number of awareness raising actions on climate change mitigation for visitors	Raising awareness on climate change and promoting sustainable tourism practices is an important step in mitigating the negative impact of tourism on the environment.

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147 For further reference, please consult: World Tourism Organization (2012), *Toolbox for Crisis Communications in Tourism – Checklists and Best Practices, Arabic version,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284414093.

TARGET 13.2

Integrate climate change measures into national policies, strategies, and planning

Tourism can act as an engine to build resilience, reduce exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters. As a sector, tourism can promote and integrate climate change approaches, given the often-heavy reliance on tourism as a key economic driver (cf. Sendai Framework). Both public and private sectors should have/build the capacity to prevent, manage, adjust and adapt the impact of the tourism sector to climate change. Depending on the countries' governance structure or the monitoring instruments available, the contribution of a tourism project to this target might be straightforward to measure.

POTENTIAL INDICATORS	EXPLANATION
Theme: Climate action / *Sub-theme: Climate change*	
▪ Whether there is a national tourism and climate change policy/strategy creation (Yes/No) ▪ Number of tourism destinations having a climate action plan/policy/strategy	These indicators, which aims to reflect the existence of policy frameworks that foster measures that consider the characteristics of the tourism sector in each destination, are crucial to understand when and where, in the country or in which tourism destinations, the impacts of climate change are major. The policy framework can reflect seasonality patterns and include mitigation and adaptation measures, in coordination with subnational tourism and non-tourism authorities. This is of major importance in countries where tourism is a main economic sector.
Theme: Climate Action / *Sub-theme: Glasgow Declaration on Climate Action in Tourism* *Connected to Target 12.1*	
▪ Number of tourism stakeholders who are signatories to the Glasgow Declaration on Climate Action in Tourism[148]	This indicator aims to make tourism stakeholders who are planning to embark on a new tourism project, or are revising a current project, aware of the Glasgow Declaration on Climate Action in Tourism. This could be useful for the project team, enabling them to learn from best practice by other organizations that are committed to climate action, and to commit to the same themselves. **The Glasgow Declaration on Climate Action in Tourism** is a catalyst for increased urgency about the need to accelerate climate action in tourism and to secure strong actions and commitment to support the global goals to halve emissions over the next decade and reach Net Zero emissions as soon as possible before 2050. Commitments include to deliver climate action plans within 12 months of signing and implementing them accordingly and updating or implementing existing plans in the same period to align with this declaration.
Theme: Natural resource management / *Sub-theme: Renewable energy* *Connected to Targets 7.2 and 7.b*	
▪ Number of laws, policies regulations, or standards regarding the tourism sector addressing renewable energy	This indicator would allow the mapping of the tourism sector's efforts to address the development, implementation and commercialization of renewable sources of energy and how it is being integrated into policies, strategies and planning.
Theme: Tourism value chain / *Sub-theme: Monitoring and reporting*	
▪ Number of tourism businesses having a corporate policy/strategy (CSR) which includes climate change practices ▪ Number of tourism businesses doing sustainability reporting including climate change issues	These indicators could support tourism authorities in gaining a better understanding of the use of natural resources by tourism businesses and thus enhance the evidence available for decision-making. Tourism projects can adopt a monitoring and reporting programme of the tourism sector value chain to understand the economic impact of a destination and also measure how they address climate change through the Corporate Social Responsibility (CSR) practices adopted.

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148 One Planet Network (n.d.), *Glasgow Declaration,* [online] available at:
   https://www.oneplanetnetwork.org/programmes/sustainable-tourism/glasgow-declaration/join.

TARGET 13.3

Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

Target 13.3 raises awareness about human and institutional capacity on climate change mitigation, adaptation ad impact reduction, as well as on early warning systems. The official indicator[149] for this target measures the extent to which countries mainstream Global Citizenship Education (GCED)[150] and Education for Sustainable Development (ESD)[151] in their education systems. Tourism can contribute to this target by referencing the official indicator and integrating ESD in the tourism education system, which will help to equip future tourism workers with adequate information on sustainable development and lifestyles in harmony with nature. Awareness raising initiatives through tourism can enable people to develop knowledge, values and skills and motivate the community to change their behaviour to be more mindful of sustainable practices and take action for sustainable development.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism human resources policy*	*Connected to Targets 1.5, 4.7 and 12.8*
▪ Whether there is a creation/revision of a tourism HR policy/strategy according to the needs of the tourism sector on climate change mitigation (Yes/No) ▪ Whether there is reference on capacity building on climate change mitigation and adaption in HR policy/strategies (Yes/No)	These indicators aim to show that the public sector needs to set up a tourism educational (including training) framework that responds to the sector's needs and includes Education for Sustainable Development (ESD), to ensure future tourism workers (both public and private sector spheres) have adequate information on sustainable development and lifestyles in harmony with nature, including in relation to climate change.
Theme: Education and training / *Sub-theme: Awareness raising*	
▪ Number of views of an online campaign on climate change and tourism ▪ Number of promotional efforts that are supporting the positioning of destinations/businesses that are making efforts with regards to climate action ▪ Number of climate change awareness raising initiatives from the private sector and/or associations/organizations.	These indicators are based on the fact that an awareness of climate change in the daily activities of tourism workers, local populations and travellers alike is important. The need to be educated on climate change is crucial for the tourism sector to contribute to effective awareness-raising on climate change by launching or adhering to campaigns tailored for tourists[152] and informing clients and partners of their own initiatives. Surveys for tourists and locals can help in measuring the effectiveness of the campaign at destinations.

149 United Nations Statistics Division Development Data (n.d.), *Goal 13: Take urgent action to combat climate change and its impacts,* UN, New York, [online] available at: https://unstats.un.org/sdgs/report/2016/goal-13/ [31-03-2023].

150 Global Citizenship Education (GCED) aims to empower learners of all ages to assume active roles, both locally and globally, in building more peaceful, tolerant, inclusive and secure societies.

151 Education for Sustainable Development allows every human being to acquire the knowledge, skills, attitudes and values necessary to shape a sustainable future, by including key sustainable development issues into teaching and learning; for example, climate change, disaster risk reduction, biodiversity, poverty reduction, and sustainable consumption.

152 Examples of campaigns: Tourism Declares a Climate Emergency (https://www.tourismdeclares.com/); TUI Care Foundation (https://www.tuicarefoundation.com/en); Earth Changers (https://www.earth-changers.com/about/tourism-declares.

TARGET 13.b

Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and Small Island Developing States, including focusing on women, youth, and local and marginalized communities

Least Developed Countries (LDCs) and Small Island Developing States (SIDS) are mostly located in regions of the world that are highly exposed to the consequences of climate change. Yet their resources to prepare for, or recover from climate change disasters, are very limited, which makes them more vulnerable. Some LDC[153]s and most SIDS[154] economies are also very dependent on tourism, which makes tourism stakeholders' preparedness to face extreme events and long-term effects of climate change a crucial issue.

This target aims to promote the empowerment of local communities, women and young people in developing countries and Small Island Developing States in relation to climate change action. It will also contribute to strengthening the resilience of tourism through the development of crisis management systems in national and regional tourism destinations covered by Article 4 of the United Nations Framework Convention on Climate Change in 1992.[155]

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Monitoring and reporting*	
▪ Whether there is a creation/improvement of nationally determined contributions/long-term strategies/national adaptation plans/adaptation communications mentioning tourism in LDCs and SIDS (Yes/No) ▪ Number of LDCs and SIDS with nationally determined contributions, long-term strategies, national adaptation plans and adaptation communications mentioning tourism	These indicators could support tourism authorities in gaining a better understanding of the use of natural resources by tourism businesses and thus enhance the evidence available for decision making. Tourism projects can adapt a monitoring and reporting programme of the tourism sector value chain to understand the economic impact of a destination.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of capacity-building programmes on tourism and climate change-related issues in LDCs and/or SIDS ▪ Number of tourism workers benefiting from capacity-building programmes in LDCs and/or SIDS	These indicators aim to promote the importance of capacity building programmes on tourism and climate change related issues in LDCs and SIDS. In order to effectively implement climate change policies, strategies or communication or adaptation plans, a well-informed population is key to understanding the matter at hand and the principles of these commitments. The use of these tools for the implementation of climate action in and by the tourism sector requires the alignment of the sectoral frameworks with these strategic documents, as well as the sensitization of its stakeholders. Awareness-raising and capacity building actions can take different forms, such as campaigns, job training, etc.

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153 United Nations Office of the High Representative for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (n.d.), *Least Developed Countries (LDCs),* UNOHRLLS (online), available at: http://unohrlls.org/about-ldcs/ [31-03-2023].

154 United Nations Office of the High Representative for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (n.d.), *Small Island Developing States (SIDS),* UNOHRLLS (online), available at: http://unohrlls.org/about-sids/ [31.03.2023].

155 United Nations (1994), *United Nations Framework Convention on Climate Change: resolution/adopted by the General Assembly,* 20 January 1994, A/RES/48/189 (online) available at: https://unfccc.int/resource/docs/convkp/conveng.pdf [31-03-2023].

TARGETS NOT INCLUDED - TECHNICAL NOTES

13.a Implement the commitment undertaken by developed-country parties to the United Nations Framework Convention on Climate Change to a goal of mobilizing jointly USD 100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible

- This target refers to the commitment made by developed countries, parties to the UNFCCC, to jointly mobilize USD 100 billion annually, to support developing countries in mitigation and adaptation actions, namely through the Green Climate Fund.

- It seems unlikely that the tourism sector can contribute directly to the mobilization of funds under this goal.

- However, tourism can influence major donors to fulfil these international commitments, which will support the reduction of climate change effects, create measures to decrease the negative impacts – and that will benefit the tourism sector in the long run.

SDG 14
CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS, AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT

Oceans, seas, and other marine resources are essential to human well-being and social and economic development worldwide. Their conservation and sustainable use are particularly important for people living in coastal communities, who represented 37 per cent of the world population in 2017.[156] Oceans provide livelihoods, subsistence and benefits from fisheries, tourism and other sectors. They also help regulate the global ecosystem by absorbing heat and carbon dioxide (CO_2) from the atmosphere. However, oceans and coastal areas are extremely vulnerable to environmental degradation, overfishing, climate change and pollution.

Despite covering more than 70 per cent of the planet, SDG 14 on oceans and life under water is by far the least funded SDG, representing a miniscule 0.01 per cent of all funding of development finance until 2019.[157]

For more information on SDG 14, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal14 &
https://www.un.org/sustainabledevelopment/oceans/.

TOURISM AND SDG 14: LIFE BELOW WATER

Coastal and maritime tourism is heavily reliant on the health of marine ecosystems, particularly in destinations where marine resources are a primary source of income. The explicit mention of tourism in Target 14.7 recognizes the important role that tourism can play in promoting the conservation and sustainable use of marine resources.

This symbiotic relationship between tourism and the ocean places tourism in a unique position to contribute to the achievement of SDG 14 if its potential is harnessed properly. One way to do this is through integrating tourism development into the plans of an Integrated Coastal Zone Management (ICZM). Coastal and maritime tourism can promote the sustainable use of marine resources and balance the economic, social and environmental objectives of coastal and maritime tourism by assessing the capacity of natural and cultural resources, establishing sustainable tourism practices and ensuring that tourism development does not degrade the natural and cultural heritage of the destination.

It seems that landlocked countries may face challenges in contributing to the achievement of SDG 14 beyond supporting the implementation of international instruments for ocean conservation, research funding etc. However, they can still make a significant contribution by enhancing the implementation of other SDGs that can have an indirect impact on SDG 14. For example, by reducing pollution in rivers and lakes (SDG 6) or by committing to sustainable production and consumption practices (SDG 12) that help decrease habitat alteration, biodiversity loss (SDG15) and pollution from land-based sources (SDG 12, SDG 13), these destinations can help preserve their natural resources and contribute to the protection of oceans and life under water.

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156 United Nations Oceans Conference (2017), *Factsheet: People and Oceans,* UN, New York, (online), available at:
https://www.un.org/sustainabledevelopment/wp-content/uploads/2017/05/Ocean-fact-sheet-package.pdf [31-03-2023].

157 Organisation for Economic Co-operation and Development (n.d.), *OECD ODA financial flows for the SDGs From the top of 25 donors (2019),* The SDG Financing Lab, OECD, (online), available at: https://sdg-financing-lab.oecd.org/.

BOX 17.1   SELECTED TOURISM-RELATED SDG 14 TARGETS

Five targets within SDG 14 that are deemed to have a stronger and direct tourism link to conserve and sustainably use the oceans, seas, and marine resources for sustainable development have been selected to base the potential project indicators.

14.1   By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

14.2   By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans

14.5   By 2020, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information

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

14.b   Provide access for small-scale artisanal fishers to marine resources and markets

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VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 14 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 17.1) illustrates the different connections between selected SDG 14 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how the conservation and sustainable use of the oceans connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 14.1, which relates mainly to reducing marine pollution, for instance, through the adoption of sustainable consumption and production (SCP) patterns, is connected to SDG 12 on Responsible Consumption and Production, specifically Target 12.1, which relates to implementation of the 10-Year Sustainable Consumption and Production Framework. Similarly, Target 14.7 on increasing the economic benefits from sustainable use of marine resources echoes the Toolkit theme on Local economic development, etc.

Figure 17.1: Visual aid – Connections between selected SDG 14 targets with themes/sub-themes and other SDGs/targets

Target 14.b
Support small scall fishers

Target 14.7
Increase the economic benefits from sustainable use of marine resources

14 LIFE BELOW WATER

Target 14.1
Reduce marine pollution

Target 14.2
Protect and restore ecosystems

Target 14.5
Conserve coastal and marine areas

14.b — Local community — Local culture

14.b / 14.7 — Local economic development — Local products — **Target 8.9** Promote beneficial and sustainable tourism

Local artisanal fishers

14.1 — Education and training — Capacity building / Awareness raising — **Target 4.7** Education for sustainable development and global citizenship

14.7 / 14.1 / 14.2 — Legal frameworks, policies and rule of law — Sustainability report — **Target 12.6** Encourage companies to adopt sustainable practices and sustainability reporting

Tourism policies and strategies

14.1 — Sustainable consumption and production patterns — Global Tourism Plastics Initiative (GTPI) — **Target 12.1** Implement the 10-year sustainable consumption and production framework

14.2 — Natural resource management — Environment management system/plan

14.2 / 14.5 — Ecosystem — Marine and coastal area — Protected areas

LINES CONNECTION:

— Selected SDG 14 targets — **Target 14.5** Conserve coastal and marine areas

— To themes — THEMES

······· From themes to sub-themes — SUB-THEMES

— With other targets — **Target 8.9** Promote beneficial and sustainable tourism

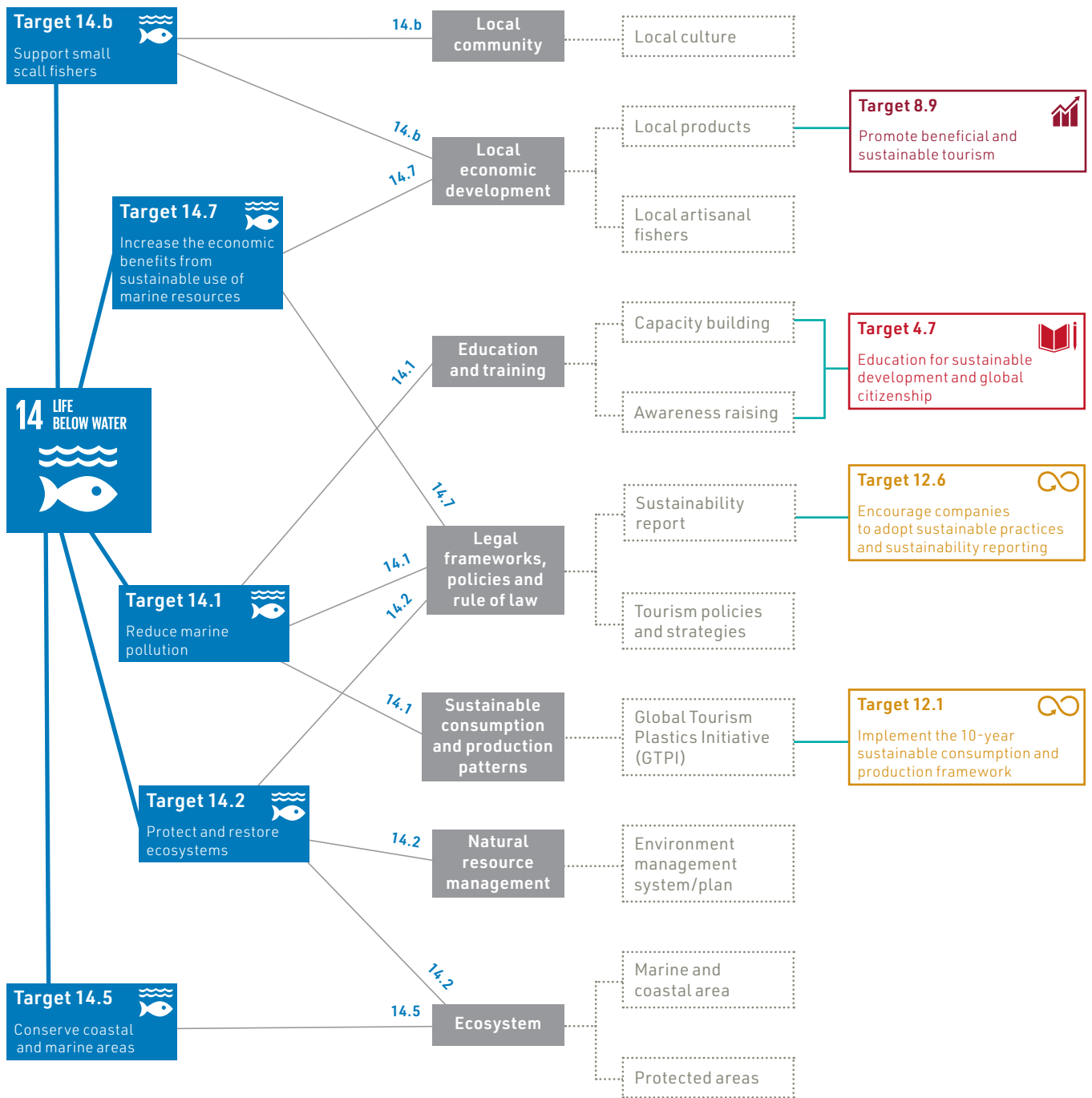## SELECTED TOURISM-RELATED SDG 14 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 14.1

By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

Target 14.1 relates to the reduction of marine pollution and, being a sector that is almost always associated with blue seas and marine life, tourism has a role to play in the protection of marine and coastal ecosystems, including to reduce marine pollution. Tourism can contribute to this target by adopting ways to ensure that waste produced from tourism activities, mostly land-based, does not cause marine pollution. This can be done through waste and wastewater management, soil remediation, climate adaptation measures and environmental investment plans. Above all, there should be clear awareness of ecosystem conservation and conscious tourism practices on management of marine ecosystems.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether there is a creation/improvement of a national/all levels tourism policy/strategy considering land-derived marine pollution from tourism activities (Yes/No) ▪ Number of tourism destinations having a tourism and marine pollution policy/strategy/plan	These indicators are important as poor practices of waste management, collection and treatment, inadequate waste delivery and management and lack of infrastructure are the major causes of marine pollution. A clear strategy to combat marine pollution on, for example, marine litter reduction, notably plastic, water treatment, recycling marine motor oil, adoption of biodegradable recipients, etc., would be a positive step towards combating marine pollution.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Sustainability reports* *Connected to Target 12.6*	
▪ Number of tourism businesses producing sustainability reports including on marine pollution issues ▪ Number of reported marine pollution or contamination events in destination	This indicator is important to map how tourism businesses are disclosing and communicating their efforts on environmental, social and governance goals as well as their progress towards them.
Theme: Sustainable consumption and production patterns / *Sub-theme: Global Tourism Plastics Initiative (GTPI)* *Connected to Target 12.1*	
▪ Number of tourism stakeholders signing the Global Tourism Plastics Initiative (GTPI)	This indicator has been repeated purposefully in this Toolkit (namely in the chapters dedicated to SDGs 12 and 15) as it aims to make tourism stakeholders – including destinations, national/local governments, companies, NGOs and other entities who are planning to embark on a new tourism project or are revising a current project – aware of the Global Tourism Plastics Initiatives. This could be useful for the project team, enabling them to learn from best practice by other organizations that are committed to addressing plastic pollution, and to commit to the same themselves. As microplastic pollution is becoming an alarming phenomenon, the **Global Tourism Plastics Initiative**[158] unites the tourism sector behind a common vision to address the root causes of plastic pollution and aims to stop plastics pollution at source by integrating innovation and circularity in the way plastics are managed. It enables businesses, governments and other tourism stakeholders to take concerted action, leading by example in the shift towards circularity in the use of plastics.

158 One Planet Network (n.d.), *Global Tourism Plastics Initiative,* [online] available at:
https://www.oneplanetnetwork.org/programmes/sustainable-tourism/global-tourism-plastics-initiative [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building* *Connected to Target 4.7*	
- Number of employees of tourism enterprises in coastal areas participating in training programmes on environmental management, including marine pollution - Number of tourism businesses having training programmes including marine pollution - Whether there is a creation/revision of the education curricula and training programmes to include marine/life below water and issues related to the sector's needs (Yes/No)	These indicators measure the importance of regular capacity building activities to employees, suppliers and the like to be aware of reducing pollution. Tourism workers should receive proper information/training to actively participate in initiatives, both as citizens and as interlocuters with tourists.
Theme: Education and training / *Sub-theme: Awareness raising* *Connected to Target 4.7*	
- Whether there are programmes to encourage involvement of tourism employees, clients and suppliers in environmental awareness activities (Yes/No) - Whether there is a creation/improvement of a national campaign on land-derived marine pollution from tourism activities (Yes/No)	The tourism sector can contribute to effective awareness-raising about pollution, notably plastic pollution, by signing up to campaigns tailored to tourists and informing clients and partners of their own initiatives. At destinations, surveys for tourists and locals can help in measuring the effectiveness of the campaign. These indicators are relevant as a lack of awareness of the public at large about the consequences of their actions on marine life contributes heavily to marine pollution.

TARGET 14.2

By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans

Target 14.2 on the protection and restoration of marine ecosystems is a topic which concerns the tourism sector as the development of sustainable tourism operations in maritime zones, beaches and island areas can contribute to protecting and restoring habitats, preserving onsite biodiversity, maintaining safe and secure rural and maritime ecosystems by preventing the degradation of coastal area and islands. Land, water and other natural resources are often scarce on the coast, partly as a result of the pressure of human-based development and activity in these areas. For many countries, the marine and coastal ecosystem provides the main tourism resource, with a big concentration of tourism investments and facilities. Consequently, it is to the tourism sector's benefit that this target be effectively achieved, together with other stakeholders.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether there is creation/improvement of a marine and coastal resources policy/strategy including a tourism component (Yes/No) ▪ Whether there is creation/improvement of a national tourism policy/strategy including marine resources and coastal management (Yes/No) ▪ Percentage of tourism revenue dedicated to protection	These indicators measure whether local tourism is enshrined in the framework of a marine and coastal management policy/strategy as well as whether the management and protection of marine and coastal ecosystems is in line with public policy objectives and the tourism sector's needs.
Theme: Ecosystem / *Sub-theme: Marine and coastal areas*	
▪ Number of tourism operations in marine and coastal areas that conducted environmental impact assessments prior to projects and during operations ▪ Number of tourism destinations having a tourism integrated coastal zone management (ICZM) policy/strategy/plan	These indicators will provide tourism stakeholders, especially organizations and businesses, with a framework for managing their environmental responsibilities efficiently, with respect to reporting and performance improvement in coastal areas, through schemes such as Integrated Coastal Zone Management (ICZM).[159] International certification systems such as the Blue Flag[160] are also effective ways for many tourism destinations to manage and protect marine and coastal ecosystems.
Theme: Natural resource management / *Sub-theme: Environment management system/plan*	
▪ Whether the tourism business has an environment management system/plan in place (Yes/No) ▪ Whether the tourism business strategy includes monitoring and environmental reporting (Yes/No)	As a majority of tourism businesses are not directly regulated by environmental authorities and any decision to adopt an environmental management policy is voluntary, this indicator would demonstrate environmental commitment and identify opportunities to improve operational efficiency and awareness in the protection and restoration of marine life.

159 An adaptative process of resource management for environmentally sustainable development in coastal areas. It is not a substitute for sectoral planning but focuses on the linkages between sectoral activities to achieve more comprehensive goals (UNEP, 1995).

160 The Blue Flag is a certification given to beaches by the Foundation for Environmental Education (FEE), *A beach that has been awarded the blue flag means that it meets the organization's standards of environmental management.*

TARGET 14.5

By 2020, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information

Target 14.5 on the safeguarding of important sites is vital for stemming the decline in biodiversity and ensuring long term and sustainable use of marine natural resources. The establishment of protected areas, especially large ones, is an important mechanism for achieving this aim. In addition to protecting biodiversity, protected areas have high social and economic value: supporting local livelihoods; maintaining fisheries; harbouring an untold wealth of genetic resources; supporting thriving recreation and tourism industries; providing for science, research, and education; and forming a basis for cultural and other non-material values.

POTENTIAL INDICATORS	EXPLANATION
Theme: Ecosystem / *Sub-theme: Protected areas*	
▪ Number of coastal/marine protected areas ▪ Size of coastal/marine protected areas compared to non-protected areas ▪ Number of tourism activities of the destination integrated in marine and coastal protected areas ▪ Percentage of income generated by visits to coastal protected areas that can be used for the management of parks/protected areas	These indicators reflect the importance of protected coastal/marine areas, in number and surface, as well as how tourism is integrated within them, in terms of operations and income from visitors. Marine Protected[161] areas are essential for maintaining ecosystem diversity in conjunction with management of human impacts on the environment and represents the extent to which marine areas are important for conserving biodiversity, recreation, natural resource maintenance and other values are protected from incompatible uses.
Theme: Ecosystem / *Sub-theme: Marine and coastal areas*	
▪ Percentage of revenues of tourism businesses dedicated to conservation efforts for the surrounding marine and coastal ecosystem ▪ Cost of erosion prevention and repair measures	These indicators aim to show the extent to which marine areas are dedicated to maintaining the integrity of their marine and coastal ecosystem and how tourism businesses can contribute to its protection.

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161 Marine Protected Area is defined as: *"Any area of intertidal or subtidal terrain, together with its overlying water and associated flora, fauna, historical and cultural features, which has been reserved by law or other effective means to protect part or all of the enclosed environment"*, (IUCN, 1988).

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

Target 14.7 highlights the economic benefits from the sustainable use of marine resources, especially for developing countries such as in SIDS and LDCs, where it can be a primary source of earnings. It is therefore not surprising that, within this target, tourism is explicitly mentioned, as the sector, if sustainably managed, would contribute to economic growth in SIDS and LDCs. One of the many reasons why coasts and islands are so important for tourism is that visitors are strongly attracted by coastal environments (beaches, fine landscapes, coral reefs, birds, fish, marine mammals, and other wildlife) and by associated cultural interests (coastal towns, villages, historic sites, ports, fishing fleets and markets and other aspects of maritime life). As tourism relies on the protection of oceans and coastal environment, and if managed and harnessed properly, coastal tourism can provide a major source of revenue for countries and its surrounding areas.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether there is a creation/improvement of a national marine resources policy/strategy including a tourism component in SIDS and/or LDCs (Yes/No) ▪ Whether there is creation/improvement of a national tourism policy/strategy, including marine resources and coastal management in SIDS and/or LDCs (Yes/No) ▪ Number of tourism destinations in SIDS and/or LDCs having an integrated coastal zone management policy/strategy/plan that also pays attention to tourism planning, development and operations ▪ Number of tourism policies/product development/marketing strategies on attracting visitors who engage with communities/destinations in the regeneration of the local environment or nature restoration ▪ Whether there are strategies to increase sustainable and resilient financing for conservation and restoration activities (Yes/No)	These indicators highlight that tourism development must be a part of integrated marine resource strategies to help conserve and preserve fragile marine ecosystems, such as coral reefs, and secure tourism's role to serve as a vehicle to promote a blue economy.[162] Destinations should have an up-to-date policy/strategy for sustainable coastal and marine tourism, accompanied by action plans that put into practice the strategic priorities. Local tourism integrated coastal zone management schemes should be enshrined in the framework of a national policy/strategy. Coastal and maritime tourism is one of tourism's biggest segments, particularly for SIDS, which rely on healthy marine ecosystems.
Theme: Local economic development / *Sub-theme: Local products* *Connected to Target 8.9*	
▪ Whether there is a development/revision of a sustainable tourism policy/masterplan/strategy that promotes local products (Yes/No) ▪ Number of local people employed in the tourism industry ▪ Number of tourism products and services developed and launched through a tourism development project ▪ Number of local products with a fairtrade mark	These indicators would provide an overview of how tourism development can create new opportunities through tourism employment (including with career opportunities in management positions for local residents), tourism products and provide the local community with access to the tourist market in the tourism destination, which would in turn generate income or supplement their income. The demand for local products which are fairtrade marked may stimulate the local economy and is simultaneously an important part of the tourist experience.

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162 Sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystems, World Bank (n.d.), *Mena Blue Programme,* World Bank [online] available at: https://www.worldbank.org/en/programs/mena-blue-program/overview [31-03-2023].

TARGET 14.b
Provide access for small-scale artisanal fishers to marine resources and markets

SDG 14.b is specific to small-scale fisheries and their access rights to marine resources and markets. Small-scale fisheries contribute significantly to food security, nutrition, employment and trade in the areas where they are located and their surroundings. Tourism can contribute to this target through its recognition of small-scale artisanal fisheries and the role they play in supplying tourism markets, and the market access opportunities along the tourism value chain. To avoid the risk of overexploiting local marine resources, notably to supply large businesses, correct and responsible management of supply is important. Tourism can provide small-scale artisanal fishers with access to markets and therefore contribute to this target. A clear protection of culture and customs related to small-scale artisanal fishing and the marine environment is also important.

POTENTIAL INDICATORS	EXPLANATION
Theme: Local economic development / *Sub-theme: Local artisanal fishers*	
▪ Number of tourism businesses using local small-scale artisanal fishers as suppliers ▪ Number of tourism business collaborating with small-scale fishers to organize activities for tourists	These indicators would measure the role of local artisanal fisheries in the current tourism supply landscape, as the target calls for access to markets and marine resources.
Theme: Local economic development / *Sub-theme: Local products*	
▪ Number of actions/strategies promoting the sale of local sea products	This indicator would promote products of artisanal fisheries and by adopting this indicator, a tourism project would be able to measure the demand for local products which may stimulate the local economy and is an important part of the tourist experience. Actions or strategies to promote the sale of local sea products could include the establishment of local day and night markets, promotion of quality local sea production to tourists, etc.
Theme: Local community / *Sub-theme: Local culture*	
▪ Whether there is a development/revision of a sustainable tourism policy/masterplan/strategy that promotes local culture and products, such as small-scale artisanal fishing (Yes/No)	This indicator highlights the importance of the promotion of culture and customs related to small-scale artisanal fishing, marine environment and the capacity of culture to stimulate effective engagement of local communities in public life.

TARGETS NOT INCLUDED - TECHNICAL NOTES

14.3 Minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels

- This target relates to scientific cooperation to address the impacts of ocean acidification. Ocean acidification refers to a reduction in the pH of the ocean in an extended period, caused primarily by uptake of carbon dioxide (CO_2) from the atmosphere. CO_2 emissions reduction could lead to minimizing ocean acidification means reducing CO_2 emission. As such, this target is indirectly addressed in Targets 13.2 and 13.3 with its corresponding indicators.

14.4 By 2020, effectively regulate harvesting and end overfishing, illegal, unreported, and unregulated fishing and destructive fishing practices and implement science-based management plans, in order to restore fish stocks in the shortest time feasible, at least to levels that can produce maximum sustainable yield as determined by their biological characteristics

- Even if tourism can contribute to increasing the consumption of marine resources, a direct link between this target and tourism is difficult to establish. A tourism sector business can impact by complying with legislation in force (local, national and international) that aims to maintain or restore fish stocks and promote fishery management.

- Tourism businesses should ensure that their fish is responsibly sourced and sustainably produced – with the emphasis on the local – in order to reduce supply chains, e.g., through local fish farmers markets or direct sales to hotels and restaurants.

14.6 By 2020, prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, eliminate subsidies that contribute to illegal, unreported, and unregulated fishing and refrain from introducing new such subsidies, recognizing that appropriate and effective special and differential treatment for developing and least developed countries should be an integral part of the World Trade Organization fisheries subsidies negotiation

- This target relates to the prohibition of certain forms of fisheries subsidies which contribute to overcapacity and overfishing. The link between this target and tourism is difficult to establish and measure in a tourism project, even though the sector should in principle ensure that suppliers of fish to the industries comply with all legislation in force (local, national and international) which aims to maintain or restore fish stocks and promote fishery management.

14.a Increase scientific knowledge, develop research capacity and transfer marine technology, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology, in order to improve ocean health and to enhance the contribution of marine biodiversity to the development of developing countries, in particular Small Island Developing States and least developed countries

- This target relates to increasing scientific knowledge and the research capacity of marine technology. The tourism sector could influence support for research. However, the link between this target and tourism is difficult to establish and measure in a tourism project.

14.c Enhance the conservation and sustainable use of oceans and their resources by implementing international law as reflected in the United Nations Convention on the Law of the Sea, which provides the legal framework for the conservation and sustainable use of oceans and their resources, as recalled in paragraph 158 of "The Future We Want"

- This target reflects the United Nations Convention on the Law of the Sea. This target is not selected as tourism is not mentioned in the Convention.[163]

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163 United Nations (1982), *United Nations Convention on the Law of the Sea,* UN, New York, [online] available at: https://www.un.org/depts/los/convention_agreements/texts/unclos/unclos_e.pdf [31-03-2023].

SDG 15
PROTECT, RESTORE, AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS

Goal 15 focuses specifically on managing forests sustainably, halting and reversing land and natural habitat degradation, successfully combating desertification, and stopping biodiversity loss. All these efforts combined aim to ensure that the benefits of land-based ecosystems, including sustainable livelihoods, will be enjoyed for generations to come. Continued global deforestation, land and ecosystem degradation and biodiversity loss pose major risks to human survival and sustainable development. Preserving diverse forms of life on land requires targeted efforts to protect, restore and promote the conservation and sustainable use of terrestrial and other ecosystems.

For more information on SDG 15, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal15 &
https://www.un.org/sustainabledevelopment/biodiversity/.

TOURISM AND SDG 15: LIFE ON LAND

Rich biodiversity and natural heritage are often the main reasons why tourists visit a destination. Tourism can play a major role if sustainably managed in fragile zones, not only in conserving and preserving biodiversity (by respecting terrestrial ecosystems, reducing waste, embracing sustainable patterns of consumption), but also in generating revenue as an alternative livelihood to local communities. The sector is in a strategic position to foster an appreciation of local knowledge of biodiversity, establish clear links between biodiversity conservation and community health and welfare, and provide active actions that can be taken by tourism stakeholders to protect and restore life on land.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 15 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 18.1) illustrates the different connections between selected SDG 15 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how the goal of promoting sustainable use of terrestrial ecosystems and preserving biodiversity connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 15.a, which relates mainly to mobilizing and significantly increasing financial resources from all sources to conserve and sustainably use biodiversity and ecosystems, is connected to SDG 17 on Partnerships for the Goals, specifically Target 17.16 on enhancing the partnerships for sustainable development. Similarly, Target 15.8 on preventing invasive alien species on land and in water ecosystems echoes the Toolkit theme on Ecosystem, etc.

Figure 18.1: Visual aid – Connections between selected SDG 15 targets with themes/sub-themes and other SDGs/targets
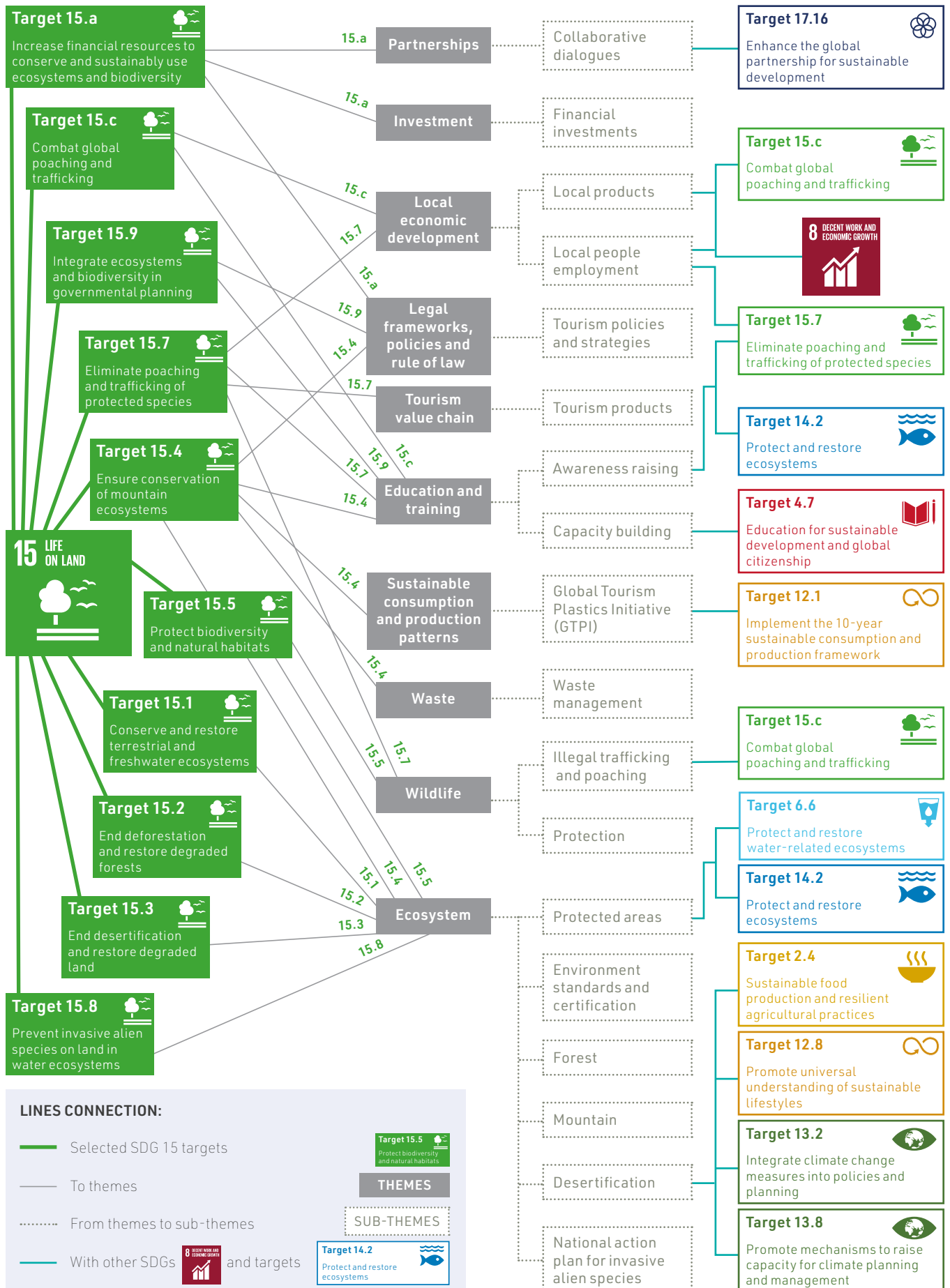
BOX 18.1   SELECTED TOURISM-RELATED SDG 15 TARGETS

Ten targets within SDG 15 that are deemed to have a stronger and direct link to tourism in order to protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss have been selected to base the potential project indicators.

15.1 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements

15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally

15.3 By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world

15.4 By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development

15.5 Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species

15.7 Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products

15.8 By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species

15.9 By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts

15.a Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems

15.c Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities

SELECTED TOURISM-RELATED SDG 15 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 15.1

By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains, and drylands, in line with obligations under international agreements

Target 15.1 calls for conservation and restoration of terrestrial and freshwater ecosystems. Rare flora and fauna and unique ecosystems are significant attractions for tourists. The growth of niche tourism which focuses on experiences of visiting fragile sites to observe or study these species and ecosystems both enhances learning about environments and brings knowledge about the risk of damage to the ecosystem. Due to their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to the creation of parks and wildlife conservation parks. Tourism's contribution to this target can be seen through the worldwide efforts and international agreements entered to provide protection for the world's ecological treasures, as demand to visit and experience them grows. Sustainable tourism, especially in terms of conservation, should be in line with the approach advocated by the Convention on Biological Diversity (CBD)[164] through its Guidelines on Biodiversity and Tourism Development,[165] as well as the Global Biodiversity Framework (GBF).[166] Wildlife tourism is also reflected in initiatives under the Ramsar Convention,[167] which recognize the considerable value of wetlands for tourism and the economic value that tourism can bring to wetland management.

POTENTIAL INDICATORS	EXPLANATION
Theme: Ecosystem / *Sub-theme: Protected areas*	*Connected to Target 14.2*
▪ Number of impact reduction measures to manage tourist visits in protected areas ▪ Whether national parks and/or conservation areas set carrying capacity and control the number of visitors (Yes/No)	These indicators will measure the impact of a project in creating or improving existing frameworks in the tourism sector in the geographic area of action of the project. Regulatory measures help offset negative impacts; for instance, controls on the number of tourist activities and movement of visitors within protected areas can limit impacts on the ecosystem and help maintain the integrity and vitality of the site. Such limits can also reduce the negative impacts on resources. The post-implementation evaluation process should also assess the effectiveness of the environmental protection measures.
▪ Number and size of national parks and conservation areas in a tourist destination ▪ Percentage of national parks and conservation areas operated as tourism assets ▪ Percentage of tourism revenue dedicated to conservation	These indicators monitor the protected areas/national parks which are accessible for tourists where important protection of key species which are assets for tourism can be promoted, including through awareness raising activities for visiting tourists. This monitoring supports the mission to preserve natural resources for present and future generations. **Note on Indicators** ▪ Tourism revenue can be from all tourism activities in the destination where the protected area is located or restricted to the revenue from the tourism operations of the protected areas.

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164 The Convention on Biological Diversity (CBD) is the international legal instrument for "the conservation of biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising out of the utilization of genetic resources", which has been ratified by 196 nations. Source: https://www.cbd.int/. During the UN Biodiversity Conference in Montreal in December 2022, the UNWTO, WTTC, and the Sustainable Hospitality Alliance (SHA) launched the Nature Positive Alliance aimed at bringing together the public and private sectors in a shared vision – the Nature Positive Vision for Travel and Tourism to halt and reverse biodiversity loss by 2030.
For more information, please consult: World Tourism Organization (2022), *'The World Travel and Tourism Council Announce Collaboration with UNWTO and Sustainable Hospitality Alliance at COP15',* published 13 December 2022, UNWTO, Madrid, [online] available at: www.unwto.org [31-03-2023].

165 International guidelines for activities related to sustainable tourism development in vulnerable terrestrial, marine and coastal ecosystems and habitats of major importance for biological diversity and protected areas, including fragile riparian and mountain ecosystems: https://www.cbd.int/tourism/guidelines.shtml [31-03-2023].

166 See the Final Text of the Global Biodiversity Framework (GBF) adopted at the UN Biodiversity Conference (COP15) in Montreal: https://www.cbd.int/article/cop15-final-text-kunming-montreal-gbf-221222[31-03-2023].

167 The Ramsar Convention on Wetlands is an intergovernmental treaty that provides the framework for the conservation and wise use of wetlands and their resources, adopted in the Iranian city of Ramsar in 1971 https://www.ramsar.org/ [31-03-2023].

TARGET 15.2

By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally

Target 15.2 aims to end deforestation and restore degraded forests. For many forest-rich tropical countries, economic growth is seen as requiring increased forest conversion to agriculture and other uses. For some countries, their rich forest tapestry anchors their tourism pull. To retain the integrity and vitality of natural resources, sustainable management of land is key. Tourism businesses in this regard can expand markets for responsible forest products and thereby support

sustainable forest management, as well as incentivize land use by responsible forest management through scaling up research and development in innovation, investing in natural infrastructure and implementing responsible sourcing policies, which plays an integral part in preserving the forest. The pressures of population growth, economic development and increased consumption will only intensify the challenges for sustainable management of forests.

POTENTIAL INDICATORS	EXPLANATION
Theme: Ecosystem / *Sub-theme: Forest*	
▪ Whether there is development of guidelines/manual addressing forest management in tourism, through tourism development projects (Yes/No) ▪ Whether there is a creation/update of guideline/manual addressing forest management in tourism destination (Yes/No) ▪ Whether the destination is using tourism revenue to implement forest management actions, including afforestation and reforestation (Yes/No) ▪ Whether programmes based on REDD+[168] are developed through tourism development projects (Yes/No)	These indicators measure whether sound forest management is developed through tourism development projects. Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural areas through careful planning for controlled development, based on an analysis of the environmental resources of the area. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets that are significant to tourism.
Theme: Ecosystem / *Sub-theme: Protected areas*	
▪ Number of initiatives by tourism stakeholders that support reforestation and protection of natural forests ▪ Number of initiatives which provide alternative income for residents in and around the forest areas through tourism ▪ Percentage of protected system in degraded condition ▪ Percentage of trails and routes in damaged condition ▪ Cost of repair to damaged systems (annually)	These indicators aim to heighten awareness of the value of nature through protecting areas to support reforestation and protection of natural forests, which leads to environmentally conscious behaviour and activities to preserve the environment.

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168 REDD+ is an international framework that stands for "Reducing Emissions from Deforestation and Forest Degradation, conservation of existing forest carbon stocks, sustainable forest management and enhancement of forest carbon stocks. The effectiveness of the programme integrated through the tourism development project should also be measured and monitored.

TARGET 15.3

By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought, and floods, and strive to achieve a land degradation-neutral world

Target 15.3 aims to end desertification and restore degraded land. Desertification can be combated by turning to tourism as an alternative livelihood that does not depend on traditional land uses and is less demanding on local land and natural resource use. Conversely, the tourism sector may contribute to desertification unless properly managed through its carbon emissions, improper disposal of waste and clearing of vegetation for tourism facilities. Additionally, tourism based around desert nature can, if sensitively managed, deliver new prospects and perspectives for the local community. Tourism further contributes to the recovery of degraded soils by ensuring non-overuse during the development of tourist sites and supporting sustainable agriculture and reforestation through sustainable consumption arising from the promotion of nature-based tourism activities.

POTENTIAL INDICATORS	EXPLANATION
Theme: Ecosystem / *Sub-theme: Desertification*	*Connected to Targets 2.4 | 12.8 | 13.2 and 13.b*
▪ Number of initiatives taken by tourism stakeholders to help mitigate desertification in a destination ▪ Number of regulations preventing desertification relating to water supply ▪ Number of regulations preventing desertification relating to energy use	These indicators aim to highlight the effects of desertification and drought, including the deterioration of livestock and crop productivity, decline of biodiversity, reduction of natural resources and lack of water. Tourism stakeholders should work on reversing negative impacts caused by tourism on the environment by actively adopting regulations to prevent desertification, since when desertification spreads, the biodiversity of flora and fauna, which is a tourism resource, is threatened.
▪ Percentage of total degraded area due to tourist/visitor use	This indicator would provide direct correlation/causation of tourism-related activity contributing to land degradation, including area trampled, eroded, affected by off-road vehicles, etc., and would be a catalyst for improvement and create greater participation in solutions and accountability of the goals and targets of the tourism project.

TARGET 15.4

By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development

Target 15.4 calls for the conservation of mountain systems and their biodiversity. Tourism serves as a driver of socioeconomic development in mountain areas. Mountains offer a multitude of attractions for tourists; from the snowy peaks of winter to the warmth of summer, travellers are increasingly looking at ways to reconnect with nature. Furthermore, due to the COVID-19 pandemic, there has more recently been increased interest in experiences in open air and less crowded destinations. Efforts to conserve biodiversity and mountain ecosystems through tourism can contribute to this target, as mountain terrains and forest ecosystems are also an asset for nature tourism, rural tourism and outdoor activities, which would in turn engage local mountain communities and their capacity to provide benefits that are essential for sustainable development. Mountain ecosystems are threatened by global warming and plastic waste, highlighting opportunities to attract tourism markets that are more conscious about their impact on the destinations' environment and conservation efforts.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether destinations have tourism policies/strategies/action plans to ensure the conservation of mountain ecosystems, including their biodiversity (Yes/No) ▪ Number of tourism policies/strategies/action plans to ensure the conservation of mountain ecosystems, including their biodiversity	These indicators highlight the importance of having a solid action plan that would ensure that the current need of the mountain destination is monitored and thus, creating a meaningful action plan/strategy to ensure the conservation of the ecosystem. Whenever possible, the action plans should be developed in partnership with tourism education institutions and private sector stakeholders.
Theme: Ecosystem / *Sub-theme: Mountain*	
▪ Number of areas that avoid harmful land usage in tourism destinations ▪ Percentage of mountain degradation area due to tourist activities ▪ Percentage of protected system in degraded condition (where possible classified due to cause) ▪ Number of terrestrial species/plants targeted for protection in a mountain tourism destination	These indicators refer to the areas that are explored as tourism assets and the benefits of which will revert to conservation efforts. For known areas of fragility or important species or plants, the protected area can be an important measure of potential protection of the key species (assets for tourism). The fact that most mountain/eco-tourism normally takes place mainly in relatively un-disturbed natural areas, which are sensitive to possible impacts from tourism activity, implies that precautions need to be taken to manage tourism. The indicators are therefore important as management tools.
Theme: Sustainable consumption and production patterns / *Sub-theme: Global Tourism Plastics Initiative (GTPI)* *Connected to Target 12.1*	
▪ Number of tourism stakeholders in mountain tourism that have joined the Global Tourism Plastics Initiative[169]	This indicator addresses the fragility of mountain ecosystem, which would benefit from the Global Tourism Plastics Initiative where tourism companies/destinations commit to eliminate the plastic items they don't need; innovate so all plastics they do need are designed to be safely reused, recycled, or composted; and circulate everything they use to keep it in the economy and out of the environment. Hard and soft plastics are the most common types of waste encountered at altitude by mountaineers.

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169 One Planet Network (n.d.), *Global Tourism Plastics Initiatives*, One Planet, [online] available at: https://www.oneplanetnetwork.org/programmes/sustainable-tourism/global-tourism-plastics-initiative/join [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Waste / *Sub-theme: Waste management*	
▪ Number of new/improved waste management initiatives in mountain tourism destinations	This indicator recognizes the growing solid waste problem that mountain regions are experiencing, from increasing consumption patterns and from tourism activities and practices of illegal dumping, and it highlights the importance of new/improved waste management initiatives in mountain tourism destinations, which would strengthen waste management.
Theme: Education and training / *Sub-theme: Capacity building* *Connected to Target 4.7*	
▪ Number of training programmes on conservation of mountain ecosystems, targeted for mountain guides, porters, tour guides in mountain tourism activities	This indicator highlights the importance of training for mountain guides as they are seen as ambassadors for mountain destinations. Guides play an important role to maintain mountain environments and genuine wilderness experiences for the future generation of mountaineers. the guides are responsible for protecting the mountain environment and educating their clients in the care and respect for nature.

TARGET 15.5

Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species

Target 15.5 recognizes the protection of biodiversity and natural habitats. The gradual decline of natural habitats and the increase in endangered species means that resources that are important for tourism are diminishing. Protecting natural habitats and promoting activities to protect flora and fauna, including endangered species, will make tourism more sustainable. Tourism can provide support for endangered species by providing education for local people and providing funding for species breeding and release programmes. Tourism may not have a direct link to prevent the extinction of threatened species, but it can influence governments to make increasing efforts to protect natural areas where threatened and endangered species are living. Numerous animal and plant species have already become extinct or may become extinct soon. Many countries have therefore established wildlife reserves and enacted strict laws protecting the animals that draw nature-loving tourists. As a result of these measures, several endangered species have begun to thrive again.

POTENTIAL INDICATORS	EXPLANATION
Theme: Ecosystem / *Sub-theme: Protected areas*	*Connected to Targets 6.6 and 14.2*
▪ Number and size of protected areas in a tourism destination that help prevent the extinction of threatened species ▪ Number of newly established protected areas (classified by level of protection, according to International Union for Conservation of Nature (IUCN) categories)	These indicators highlight the important measure of potential protection of the key species (assets for tourism). There are several different levels of protection used, depending on local, national or international regulations, ranging from complete prohibition of use to various forms of controlled access. Supporting the conservation and protection of these areas in clean-up and reforestation activities carried out by tourism stakeholders and any framework of tourism values that facilitates such collaboration can be interpreted as a contribution to the objective.
Theme: Wildlife / *Sub-theme: Protection*	
▪ Number of key endangered species, to be selected based on the tourism destination, with reference to species status in the Red List of Threatened Species[170]/national protection guidelines ▪ Coverage of protected areas (classified by level of protection, according to IUCN categories)	These indicators monitor the species count of endangered species in the same area- showing an increase in population or a decline. Certain species are the reason why tourists visit, such as whales in the Gulf of California, Orangutans in Borneo, gorillas in RDC or Rwanda, etc. Harm to the species can derive from the impacts of tourism or other sectors. The knowledge of the health of the species is therefore invaluable for ecology and the tourism sector. **Note on Indicators** ▪ These indicators are encouraged to be benchmarked against past years in the same site or destination for more accurate data and measurement.

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170 The International Union for Conservation of Nature Red List of Threatened Species, also known as the IUCN Red List or Red Data Book. For more information, please consult:

The International Union for Conservation of Nature (n.d.), *The IUCN Red List of Threatened Species,* IUCN [online] available at: https://www.iucnredlist.org/ [31.03.2023].

TARGET 15.7

Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products

Target 15.7 calls for the elimination of poaching and trafficking of protected species. Trade and purchase of products and materials of wild animal origin such as ivory, elephant skin, rhinoceros horn, pierced armour, tigers, etc., is a violation of the Convention on International Trade in Endangered Species of Wild Fauna and Flora[171] (CITES). Stakeholders involved in the global tourism sector need to work together to proactively disseminate information to businesses, tourists and business travellers.

POTENTIAL INDICATORS	EXPLANATION
Theme: Wildlife / *Sub-theme: Illegal trafficking and poaching*	*Connected to Target 15.c*
▪ Number of tourism businesses adhering to various international regulations, guidelines to prevent threatening biodiversity especially poaching and illegal trafficking of wildlife ▪ Whether there are enforcement actions in the tourism sector to prevent/stop the sale of protected species of flora and fauna (Yes/No) ▪ Whether there is an inspection system to prevent poaching and trafficking of wildlife (Yes/No)	These indicators assess the extent to which proactive enforcement activities that can help to deter wildlife crime, including poaching and illegal trafficking, have been undertaken. It highlights the recognition of combating poaching and trafficking of protected species of flora and fauna as a high priority of national law enforcement.
Theme: Tourism value chain / *Sub-theme: Tourism products*	
▪ Number of newly developed tourism products that adhere to CITES guidelines ▪ Number of tourism products threatening endangered species	These indicators assess the trends of detecting newly developed tourism products adhering to relevant international regulations and guidelines. Tourism businesses should foster product and technology innovation to optimize resource efficiency and reduce impacts on endangered species. By investing in natural infrastructure and implementing responsible sourcing policies, tourism companies play an integral part in preserving and restoring vital ecosystems, while retaining consumer confidence in their product offerings.
Theme: Local economic development / *Sub-theme: Local people employment*	*Connected to SDG 8 and Target 15.c*
▪ Number of local people employed in the tourism industry ▪ Number of tourism products and services developed and launched through a tourism development project	These indicators highlight that by providing employment opportunities in the tourism sector, individuals are less likely to turn to illegal activities such as wildlife trafficking as a source of income and can create a financial incentive for local communities to protect wildlife and their habitats as they become important assets for attracting tourists through the development of new tourism products and services like local tours, etc.
Theme: Local economic development / *Sub-theme: Local products*	*Connected to SDG 8 and Target 15.c*
▪ Number of local tourism products and services developed and launched through a tourism development project	Local tourism products and services developed and launched through a tourism development project can play an essential role in ending poaching and trafficking of protected flora and fauna. Such products can address both the demand and supply of illegal wildlife products by promoting responsible tourism practices and raising awareness about the consequences of illegal trade. Tourism projects can create economic opportunities for local communities, encourage the preservation of natural resources and provide alternative livelihoods for local communities that may have previously relied on illegal activities for income.

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171 Source: CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) is an international agreement between governments. Its aim is to ensure that international trade in specimens of wild animals and plants does not threaten the survival of the species. Convention on International Trade in Endangered Species of Wild Fauna and Flora (n.d.), *What is CITES?,* CITES [online] available at: https://cites.org/eng [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of local guides trained in tourism products related to biodiversity and ecosystem conservation	This indicator addresses the extent to which institutional training programmes for local guides include content for training in tourism products that are detrimental to endangered flora and fauna. Local guides should receive proper information/training to actively participate in initiatives, both as citizens and as interfaces with tourists.
Theme: Education and training / *Sub-theme: Awareness raising*	
▪ Number of awareness raising actions in the tourism sector to prevent/stop the sale of protected species of flora and fauna	Tourism development projects can contribute significantly to ending the poaching and trafficking of protected flora and fauna by promoting sustainable tourism practices and raising awareness about the impacts of illegal trade, including the sale of protected species of flora and fauna, for example, as souvenirs for tourists, and so on.

TARGET 15.8

By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species

Target 15.8 aims to prevent invasive alien species on land and in water ecosystems. The introduction and spread of non-native plants and animals, or "invasive species", on land and water is a particularly challenging problem for local ecosystems as it endangers native flora and fauna through direct predation, competition for food and habitat destruction. Invasive Alien Species (IAS) are species that are introduced accidentally or intentionally outside of their natural geographical range. The existence of a national action plan on invasive alien species would help to combat the threat of Invasive Alien Species and tourism projects could contribute to establishing a framework to manage and mitigate the impacts, and improve public awareness of the fact that IAS Tourists and their transportation are the major carriers of invasive species. A tourism project can sensitize tourists to the need for environmentally appropriate behaviour. Appropriate measures are to be taken to control and prevent the introduction of alien species by travellers: extermination and eradication activities of alien species of plants and animals in cooperation with tourists and businesses. Protecting the biodiversity of each region from alien species is an important aspect of sustainable tourism management, as it preserves the uniqueness of a tourist destination.

POTENTIAL INDICATORS	EXPLANATION
Theme: Ecosystem / *Sub-theme: National action plan for invasive alien species*	
▪ Whether there is a creation/improvement of a national action plan on invasive alien species in tourism destinations (Yes/No) ▪ Whether the destination adheres to the national action plan on invasive alien species (Yes/No) ▪ Number (or percentage) of tourism businesses adhering to the action plan	These indicators measure whether there is any action plan being implemented or created to address invasive alien species in the tourism destination. In tourism destinations not having a national action plan on invasive alien species, or policy tools, or where existing ones are outdated, the private sector may fill in the role of frontrunner and set the example.
Theme: Ecosystem / *Sub-theme: Environment standards and certifications*	
▪ Whether there is a creation of voluntary standards or certification elements, for the tourism sector, to create awareness of the risk of invasive alien species in an ecosystem (Yes/No) ▪ Whether the destination has voluntary standards or certification elements regarding the risk of invasive alien species in an ecosystem (Yes/No) ▪ Number (or percentage) of tourism businesses implementing voluntary standards or certification	There is a need to implement management practices that would address environmental and conservation challenges facing tourism destinations, especially fragile ecosystems, as well as support local economic development like in SIDS and LDCs. Voluntary standards may be established to minimize environmental impact by applying rigorous conservation practices to transportation methods such as boats and requiring the boats to sensitize their clients to the need for environmentally appropriate behaviour.

TARGET 15.9

By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts

Target 15.9 recognizes the need to integrate the ecosystem and biodiversity in governmental planning. Achieving this target requires an intensification of efforts to implement the Global Biodiversity Framework (GBF)[172] and a range of other plans and strategies elaborated by intergovernmental processes. The target calls for planning and securing funding based on the value of ecosystems and biodiversity. It calls for national and local governments to take the lead in recognizing and incorporating biodiversity values into their plans.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether ecosystem and biodiversity values are integrated in national and local policies and strategies (Yes/No) ▪ Whether there is a partnership between government, the private sector and the communities to protect ecosystems and biodiversity (Yes/No)	These indicators would measure, manage, and mitigate tourism's impact and dependence on land and ecosystems. Destinations should be able to practically apply existing frameworks by having adapted plans and coordinating with local tourism stakeholders. Tourism development projects could help facilitate local stakeholders to obtain support and to include biodiversity values into local planning, development processes and poverty reduction strategies.
Theme: Education and training / *Sub-theme: Awareness raising*	
▪ Whether there are programmes to increase awareness regarding ecosystems and biodiversity (Yes/No)	This indicator recognizes the value of awareness raising for the sustainable and equitable use of biodiversity and its conservation. It is important for local guides to be aware and educated in tourism products, which would make them an active player to guide tourists to respect their surrounding ecosystem.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of tourism workers participating in trainings on the importance of biodiversity and ecosystem conservation conducted by a tourism-related organization/body	This indicator measures the impacts of training for tourism workers on the importance of biodiversity and ecosystems including their role in supporting the sector and local community. Through these trainings, workers can become advocates for sustainable tourism practices and play an active role in protecting biodiversity and ecosystems.

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172 See the Final Text of the Global Biodiversity Framework (GBF) adopted at the UN Biodiversity Conference (COP15) in Montreal here: Convention on Biological Diversity (2022), *Kunming-Montreal Global Biodiversity Framework, CBD/COP/15/L.25,* Conference of Parties to the Convention on Biological Diversity, Montreal, [online] available at: https://www.cbd.int/conferences/2021-2022/cop-15/documents [31-03-2023].

TARGET 15.a

Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems

Target 15.a aims at increasing financial resources to conserve and sustainably use ecosystems and biodiversity. In this regard, tourism can contribute directly to the conservation of sensitive areas and habitats. Revenue from park entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators. Where sites are properly managed, budgets are established for protection and restoration, where necessary. The trend line in this budget (or where there is insufficient funding, the desired budget) can reveal important changes in the ability to sustain the systems and may be a signal of a need for new programmes or fundraising. Rising needs may be a sign of increased damage to assets that may point for a range of preventive or restorative actions.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether there is a policy to dedicate part of the tourism revenue to biodiversity conservation (Yes/No) ▪ Percentage of tourism revenue or tax dedicated to fund biodiversity conservation	These indicators measure the allocation of tourism revenue to fund biodiversity conservation and allowing for the increase of sustainable use of the ecosystem through tourism activity. **Note on Indicators** ▪ Some governments collect money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and licence fees for activities such as hunting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programmes and activities, such as park ranger salaries and park maintenance.
Theme: Partnerships / *Sub-theme: Collaborative dialogues* *Connected to Target 17.16*	
▪ Number of collaborative dialogues with multiple tourism stakeholders, including public and private sectors, on ways to mobilize resources for biodiversity and ecosystems conservation ▪ Number of joint initiatives on biodiversity and ecosystem conservation that resulted from collaborative dialogues ▪ Number of national policies for tourism partnerships and concessions for protected areas	These indicators highlight how partnerships with international organizations, governments, private sector and civil society networks can influence a project by creating or improving conducive frameworks to support the creation of new tourism businesses or the thriving of existing businesses and to increase financial resources.[173] **Note on Indicators** ▪ It is advisable to conduct post-project monitoring to evaluate the efficiency of the project.
Theme: Investment / *Sub-theme: Financial investment*	
▪ Total amount of funding and investment in infrastructure allocated to tourism projects to implement biodiversity and ecosystem conservation programmes	This indicator would help measure investment in infrastructures, which would mobilize resources for the conservation of biodiversity and ecosystems. Conducive policy frameworks are crucial to attract investment, promote a sustainable business ecosystem and guarantee equal distribution of income.

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173 For more information, please consult:
Spencely, A.; Snyman, S. and Eagles, P. (2017), *Guidelines for tourism partnerships and concessions for protected areas: Generating sustainable revenues for conservation and development,* Report to the Secretariat of the Convention on Biological Diversity and IUCN.

TARGET 15.c

Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities

Target 15.c aims to combat global poaching and trafficking of protected species. The world's rich biodiversity is tourism's natural capital, and a thriving wildlife forms the very foundation of the tourism sector in many of the world's destinations. These wildlife forms are also home to locals who are in increasing rural poverty, ineffective policies to regulate hunting, as well as a ready market for many wildlife products in the traditional medicinal markets. Tourism can be a mechanism to reduce poaching and hunting especially when tourism can provide an alternative to development scenarios that may have greater environmental impacts. Tourism can assist conservation by providing employment for local communities The tourism sector can contribute to effective awareness-raising of poaching and trafficking of protected species by adhering to campaigns calling on tourists not to engage in any illegal purchase of poached wildlife or by-product of it, and informing about own initiatives to clients and partners.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Awareness raising*	*Connected to Targets 14.2 and 15.7*
▪ Number of awareness raising programmes on the dangers of illegal poaching and trafficking of protected species for visitors and local communities	This indicator highlights the importance of visitors and the local community's awareness and the need to be educated on the effects of illegal poaching and trafficking of protected species. At destinations, surveys for tourists and locals can help in measuring the effectiveness of the campaign, increasing public appreciation, education and awareness of the value and importance of biodiversity, including the damage caused by illegal trafficking and public involvement in its conservation and sustainable use.
Theme: Local economic development / *Sub-theme: Local people employment*	*Connected to Target 15.7*
▪ Number of former local poachers or traffickers of protected species working in the tourism sector ▪ Percentage of local community employed in the tourism sector ▪ Number of new jobs created from the tourism project	Tourism creates jobs and provides an alternative which would encourage local communities to pursue a more sustainable livelihood and not resort to poaching or trafficking protected species for daily sustenance and making use of know-how of the natural environment.

TARGETS NOT INCLUDED - TECHNICAL NOTES

15.6 Promote fair and equitable sharing of the benefits arising from the utilization of genetic resources and promote appropriate access to such resources, as internationally agreed

- This target focuses on progress made in adopting legislative, administrative, or policy frameworks on access and benefit-sharing to ensure the fair and equitable sharing of benefits arising from the utilization of genetic resources. It underlines count'ies' efforts to implement two primary international instruments regarding the management of genetic resources; the Nagoya Protocol and the International Treaty on Plant Genetic Resources for Food and Agriculture (International Treaty on PGRFA).[174]

- As it targets mainly genetic diversity for plants, food, farms and domesticated animals, tourism may not be able to contribute to this target directly but would be able to influence and promote the continued partnerships between tourism businesses and the agricultural sector, to extend the benefits arising from the utilization of genetic resources. Further explanation of agricultural links with tourism can be found in Target 2.5.

15.b Mobilize significant resources from all sources and at all levels to finance sustainable forest management and provide adequate incentives to developing countries to advance such management, including for conservation and reforestation

- This target is an institutional target for resource mobilization and capacity-building. External forest finance has relatively little impact in most cases because the value of forest production or alternative land uses is typically much higher than development assistance funding. Tourism has very little to no direct link to this target.

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174 Food and Agriculture Organization of the United States (n.d.), *International Treaty on Plant Genetic Resources for Food and Agriculture,* FAO, Rome, [online] available at: www.fao.org [31-03-2023].

SDG 16
PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE, AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

The need to promote peaceful and inclusive societies based on respect for human rights, the rule of law and transparent, effective, and accountable institutions is at the heart of the 2030 Agenda for Sustainable Development. Efforts are under way to make national and international institutions more effective, inclusive, and transparent. Today, more than half the world has internationally recognized human rights institutions. However, significant challenges remain, including lack of data on various forms of violence against children and other vulnerable groups, access to justice and public access to information.[175]

For more information on SDG 16, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal16 &
https://www.un.org/sustainabledevelopment/peace-justice/.

TOURISM AND SDG 16: PEACE, JUSTICE, AND STRONG INSTITUTIONS

While tourism alone cannot prevent or solve conflicts, it can be a complementary tool for promoting peace and stability by promoting cultural exchange and supporting the establishment of institutions and access to judiciary systems that promote peace and justice. Moreover, visiting sites related to past events or individuals, often with the purpose of paying respects or learning about the history of a particular place or event, can also contribute to building peaceful and inclusive societies by promoting collective memory, raising awareness of past conflicts, and promoting accountability for human rights abuses. Tourism can also contribute to post-conflict recovery by creating jobs and economic opportunities, which is vital for rebuilding societies.

However, it is essential to note that tourism may have negative impacts on public security if not managed correctly, particularly if there are inadequate resources to handle large crowds of tourists, which can contribute to an increase in crime and safety incidents. Therefore, it is crucial to have well-planned and coordinated efforts between governments, tourism stakeholders, and communities to ensure that the benefits of tourism are equitably distributed, and that the sector operates in a responsible, inclusive, and sustainable manner. By doing so, tourism can help to promote SDG 16 and contribute to long-term peace and stability in societies.

Please see box 19.1 on Article 1 and 2 of UNWTO *Global Code of Ethics for Tourism,* which relates to tourism's contribution to mutual understanding and respect between peoples and societies and tourism as a vehicle for individual and collective fulfilment, which would be useful to understand tourism's connection with SDG 16.

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175 United Nations Statistics Division Development Data (n.d.), *Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels,* Report, UN, New York, [online] available at: https://unstats.un.org/sdgs/report/2016/goal-16/ [31-03-2023].

BOX 19.1   UNWTO *GLOBAL CODE OF ETHICS FOR TOURISM*

Article 1 | **Tourism's contribution to mutual understanding and respect between peoples and societies**

4.   It is the task of the public authorities to provide protection for tourists and visitors and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults, kidnappings or threats against tourists or workers in the tourism industry, as well as the wilful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws;

5.   When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment; they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations;

6.   Tourists and visitors have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit; they must be aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks.

Article 2 | **Tourism as a vehicle for individual and collective fulfilment**

3.   The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combatted with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad.

Source: World Tourism Organization (1999), *Global Code of Ethics for Tourism*, World Tourism Organization, (online), available at: https://www.unwto.org/global-code-of-ethics-for-tourism [31-03-2023].


VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 16 TARGETS WITH THEMES/SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 19.1) illustrates the different connections between selected SDG 16 targets with related themes/sub-themes and other SDGs/targets. This figure is intended to show how the goal of promotion of just, peaceful and inclusive societies connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 16.7, which relates mainly to ensure responsive, inclusive, participatory and representative decision-making at all levels is connected to Goal 10 on reduced inequalities within and among countries, specifically Target 10.2 on the promotion of universal social, economic and political inclusion.

Similarly, Target 16.2 on protecting children from abuse, exploitation, trafficking and violence echoes the Toolkit theme on Legal frameworks, policies and rules of law and subtheme on Child protection, etc.

Figure 19.1: Visual aid – Connections between selected SDG 16 targets with themes/sub-themes and other SDGs/targets
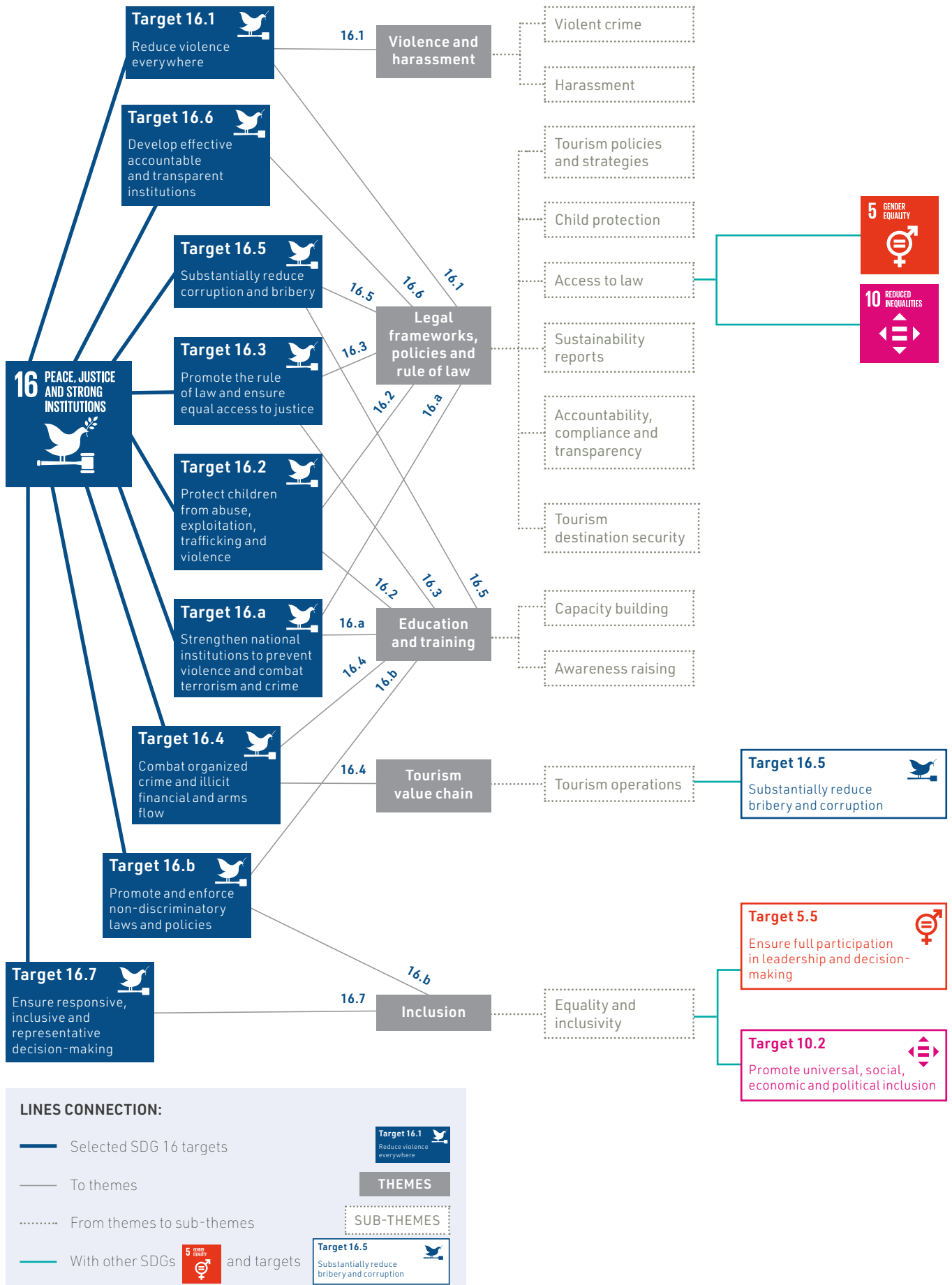
BOX 19.2   SELECTED TOURISM-RELATED SDG 16 TARGETS

Nine targets within SDG 16, that are deemed to have a stronger and direct link for tourism to promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels, have been selected to base the potential project indicators.

16.1   Significantly reduce all forms of violence and related death rates everywhere

16.2   End abuse, exploitation, trafficking and all forms of violence against children

16.3   Promote the rule of law at the national and international levels and ensure equal access to justice for all

16.4   By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime

16.5   Substantially reduce corruption and bribery in all their forms

16.6   Develop effective, accountable and transparent institutions at all levels

16.7   Ensure responsive, inclusive, participatory and representative decision-making at all levels

16.a   Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime

16.b   Promote and enforce non-discriminatory laws and policies for sustainable development

SELECTED TOURISM-RELATED SDG 16 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 16.1
Significantly reduce all forms of violence and related death rates everywhere

Target 16.1 calls for a reduction in violence everywhere. Tourism can contribute to this target by ensuring surveillance, security, and the careful development of tourist areas. Categorization as a "safe destination" is a key factor influencing the image or brand, thus the overall sustainability of a destination. The most significant impact of crime on a tourist destination is the drastic reduction in tourist demand, hereby hampering potential economic benefits for the local economy, which, again, contributes to the worsening of the situation onsite.

POTENTIAL INDICATORS	EXPLANATION
Theme: Violence and harassment / *Sub-theme: Violent crimes*	
▪ Number of reports filed by tourists who are victims of injury due to violent crimes[176] in the destination ▪ Number of deaths of tourists due to violence in the destination ▪ Number of crimes reported involving tourists ▪ Number of tourists charged with violent crimes in the destination ▪ Whether there is a questionnaire on the severity of the crime problem when exiting the tourism destination (Yes/No) ▪ Number of violent crimes in the tourism destination ▪ Number of employees in tourism businesses who are exposed to violence while on the job	These indicators will measure crime levels affecting the visitor experience which are detrimental to the reputation of the destination. As tourists can be both victims of crimes and perpetrators of crimes, the differentiation is relevant to gain a clear understanding. In order to create a safe environment for tourists and residents, it is necessary to ensure the cooperation of all stakeholders involved in tourism: the tourism industry, local community, national authorities, police and state agencies.
Theme: Violence and harassment / *Sub-theme: Harassment*	
▪ Number of workplace violence and harassment reports in the tourism sector ▪ Number of formal complaints due to harassment by tourism business employees ▪ Number of formal complaints on harassments by tourists ▪ Number of formal complaints on harassments by local populations filed by tourists or tourism business employees ▪ Number of tourism businesses with formal procedures in place where staff can report cases of violence and harassment ▪ Number of tourism businesses adopting a zero-harassment policy in tourism premises	These indicators highlight that harassment in any form should not be tolerated. There should be clear policies and procedures (including complaint systems) in place to address and investigate such incidents. Employers and employees should be educated and trained on appropriate workplace behaviour and their rights and responsibilities under anti-harassment laws. It is important to create a safe and respectful work environment for all employees in the tourism sector, to ensure their wellbeing and maintain a positive reputation for the sector as a whole. Tourists and employees can be exposed to difficult situations within a tourism destination as they may engage in behaviours that are insensitive or disrespectful to local cultures, leading to conflict and resentment. The influx of tourists can also result in overcrowding and competition for resources, exacerbating existing social tensions and increasing the risk of harassment. It is therefore important that tourism is managed sustainably, inclusively and responsibly to increase cultural exchange, understanding and greater appreciation and respect for local customs and traditions.

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176 The definition of violent crimes varies according to the jurisdictions of each country. Suggested reading:

United Nations Office on Drugs and Crime (2015), *International Classification of Crime for Statistical Purposes (ICCS),* version 1, UNODC, Vienna [online] available at: https://www.unodc.org/unodc/en/data-and-analysis/statistics/iccs.html [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism destination security*	
▪ Number of streetlights installed in the new tourism development ▪ Number of CCTV installed in tourism destination ▪ Number of tourist police officers assigned to destination	These indicators highlight the fact that investments in improving tourism infrastructure could help to increase public safety. Tourism businesses should be vigilant in their daily operations, for instance by enhancing their surveillance systems, to detect and report criminal activity and increase tourist and local community confidence and security.
▪ Cost of destination security per annum, per visitor/tourist	The cost may include where possible, cost of local policing specifically aimed for tourism.

TARGET 16.2

End abuse, exploitation, trafficking, and all forms of violence against and torture of children

Target 16.2 aims to protect children from abuse, exploitation, trafficking, and violence. In this regard, tourism can play an active role in preventing child abuse, human trafficking and torture by developing and adopting policies and programmes that support local and international actions against child abuse. Several factors make the tourism sector especially vulnerable to human trafficking and modern slavery compared to other sectors, such as the frequent changeover of clients in hotels and airports, increasing automation of operations,

the common practice of using subcontractors for different tasks such as construction, maintenance, security or cleaning. The commercial sexual exploitation of children, including child sex tourism, is a manifestation of labour exploitation and included in the International Labour Organisation's (ILO)[177] efforts to eliminate the worst forms of child labour. Therefore, tourism stakeholders by all accounts should actively develop strategies to protect children and minimize the risk of abuse.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Child protection*	
- Number of child labourers under the minimum age set by labour legislation in the tourism sector - Whether the tourism destination has systems in place to report cases of child exploitation, be it sexual, trafficking or labour-focused, in the tourism sector (Yes/No) - Whether there are child abuse prevention and remediation services/guidelines (Yes/No)	These indicators put in perspective the importance of protecting children from violence, exploitation and abuse in all contexts. Tourism stakeholders should promote decent work and avoid employing children[178] who are too young to work or are involved in hazardous activities, and protect children from labour that is considered detrimental to their health and development. All stakeholders should play a role and have systems in place to report and flag when a such situation arises.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
- Number of prostitution businesses identified/neutralized in a destination - Whether the businesses have a policy on prohibited types of client entertainment (Yes/No) - Number of information points showing relevant policy of hotel/premises on prohibited types of client entertainment	These indicators can help identify and address the need for public awareness that sex trafficking and prostitution are forms of violence against women and girls. There should be provisions to address the need for general public awareness about the risks of victimization, the dynamics of sex trafficking, including the demand for the sale of women and girls for sex, and information on hotlines and services including clear policies in tourism businesses which prohibit certain types of client services in the form of hotlines, posters, information packs, registration forms, in-flight videos, staff rooms, staff bulletin boards, etc.
Theme: Education and training / *Sub-theme: Capacity building*	
Percentage of tourism businesses employees trained in child protection	This indicator showcases the importance of raising awareness and training on the issue of child protection It assess how tourism businesses can collaborate with the relevant authorities and entities to help strengthen their knowledge and response capacity on the issues of child abuse and exploitation. **Note on Indicator** This indicator can be adapted to assess the number of training initiatives on child protection, type of employees participating, type of organizers (i.e., tourism business, local authorities, NGOs, etc.).

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177 International Labour Organization (n.d.), *Commercial sexual exploitation of children,* ILO, Geneva, [online] available at: https://www.ilo.org/ipec/areas/CSEC/lang--en/index.htm [31-03-2023].

178 More on the issue of child labour:

International Labour Organization (ILO), Convention No. 138 concerning the minimum age for admission to employment, and Recommendation No. 146 (1973); ILO Convention No. 182 concerning the prohibition and immediate action for the elimination of the worst forms of child labour; and Recommendation No. 190 (1999); and the United Nations Convention on the Rights of the Child. These conventions frame the concept of child labour and form the basis for child labour legislation enacted by countries that are signatories.

TARGET 16.3

Promote the rule of law at the national and international levels and ensure equal access to justice for all

Target 16.3 focuses on promoting the rule of law and ensuring equal access to justice for all.[179] The Declaration of the High-level Meeting on the Rule of Law emphasizes the right of equal access to justice for all, including members of vulnerable groups, and reaffirmed the commitment of member states to taking all necessary steps to provide fair, transparent, effective, non-discriminatory and accountable services that promote access to justice for all. The focus is on the access to justice institutions and dispute resolution mechanisms (both formal and informal). It is broadly concerned with the ability of people to defend and enforce their rights and obtain just resolution of justiciable problems in compliance with human rights standards; if necessary, through impartial formal or informal institutions of justice[180] and with appropriate legal support.[181] Tourism can be a respected tool for personal development and social transformation. Sociologically and ecologically positive tourism development can create better futures for all stakeholders. Tourism legislations are important as a means for governments, and tourism officials to ensure that there is legal standing whenever the rule of law is under threat.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Accountability, compliance and transparency*	
▪ Number of incidents of non-compliance with laws and regulations by tourism businesses ▪ Number of non-monetary sanctions for non-compliance with laws and regulations/environmental laws and regulations ▪ Total amount of monetary value of significant fines for non-compliance of national laws ▪ Number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcome ▪ Number of legal actions for anti-competitive behaviour, anti-trust and monopoly practices ▪ Number of incidents of non-compliance with laws and regulations by tourists	These indicators focus on the lawful behaviour of tourism businesses and tourists in terms of compliance with national legislation. The tourism sector is not only subject to specific tourism regulations but also to regulations designed for other areas such as the environment, consumer protection, etc. Tourism business should be aware of legislation affecting the tourism sector, but also about general legislative measures that are applicable to their activity. Compliance with these covers the businesses from a legal perspective, but also ensures a more positive user experience for tourists and locals in the destination.
▪ Whether tourism businesses have achieved compliance with codes of conduct, such as the *Global Code of Ethics for Tourism* (Yes/No) ▪ Number of controls carried out per year to check compliance of tourism businesses with existing laws and regulations	These indicators highlight that ethical and lawful behaviour of tourism operations are equally relevant to promote the rule of law. Internal mechanisms or codes of conduct of tourism businesses are means to avoid internal and external unlawful or unethical behaviours that should be followed at all levels of the businesses. Tourism should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs.

179 United Nations (2012), *Declaration of the High-Level Meeting of the General Assembly on the Rule of Law at the National and International Levels: Resolution adopted by the General Assembly,* 30 November 2012, A/RES/67/1, UN, New York, [online] available at: https://digitallibrary.un.org/ [31-03-2023].

180 In the Declaration of the High-Level Meeting on the Rule of Law, member states acknowledged that informal justice mechanisms, when in accordance with international human rights law, play a positive role in dispute resolution, and that everyone, particularly women and those belonging to vulnerable groups, should enjoy full and equal access to these justice mechanisms [para. 15]. Informal systems are also often referred to as "traditional", "indigenous", "customary" or "non-state" justice systems. Informal justice systems tend to address a wide range of issues of significant concern to people, including personal security and local crime; protection of land, property and livestock; resolution of family and community disputes; and protection of entitlements, such as access to public services.

For more details, please consult:
United Nations (n.d.), *United Nations and the Rule of Law – Informal Justice,* UN, New York, [online] available at: https://www.un.org/ruleoflaw/thematic-areas/access-to-justice-and-rule-of-law-institutions/informal-justice/ [31-03-2023].

181 Praia Group (2020), *Praia Handbook on Governance Statistics,* Praia Group, [online] available at: http://ine.cv/praiagroup/ [31-03-2023].

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Access to justice* *Connected to SDG 5 and SDG 10*	
▪ Whether tourists/visitors can access fair procedures at police and judicial institutions, including the provision of appropriate interpretation and/or legal services (Yes/No) ▪ Whether there is access to judicial or non-judicial grievance mechanisms for all in the tourism destination (Yes/No) ▪ Number of grievances about tourism impacts on the environment/human rights/labour practices/society, filed, addressed and resolved through formal grievance mechanisms ▪ Number of complaints regarding breaches of customer privacy and losses of customer data	These indicators recognize that access to justice is duly provided to all who require it, including tourists and tourism businesses. The provision of this highlights the demand of legislation for sustainable tourism development, protecting the interests of the host destination and tourists, by allowing for personal growth in terms of legal empowerment and enabling people to make better use of the law and legal services in the protection of their rights including privacy and data of customers engaging in tourism online services.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of communication and training initiatives on internal mechanisms for compliance for all employees ▪ Number of initiatives to familiarize tourists with local customs, laws, and practices	These indicators address the required training for employees to be familiar with the fundamental concepts of compliance in the sector, from the principles governing institutions, through forms of international cooperation to the distribution of the services themselves. As tourism employees are the interlocutors with visiting tourists, they would be able to acquaint them with local legislation or customs. There are many ways of making travellers aware of and familiar with local practices, such as travel guidance in national embassies or by travel agents, airlines, information points in international arrivals areas of airports and harbours[182] and technology platforms.

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182 United Nations Department of Economic and Social Affairs (n.d.), *UN Technology Facilitation Mechanism* (TFM), United Nations, [online] available at: https://sdgs.un.org/tfm [31-03-2023].

TARGET 16.4

By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime

Target 16.4 seeks to combat organized crime and illicit financial and arms flows. By principle, the tourism sector should altogether condemn any form of criminal activity. Tourism actors, including tourists, should be aware of the types of illicit activities that they may be exposed to and which directly or indirectly fund organized crime groups. Tourists can reduce the demand for illicit products and services, by making ethical consumer choices and informed decisions, helping to put a halt to many crimes and violations such as human trafficking, wildlife crime and trafficking in illicit drugs, counterfeit goods and cultural artefacts. In 2014, UNWTO, UNODC and UNESCO launched an anti-trafficking campaign – "Your Actions Count – Be a Responsible Traveller" – in line with the UN's goal of combating organized crime and promoting, through the UNWTO *Global Code of Ethics for Tourism,* equitable, responsible and sustainable tourism.[183]

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Tourism operations*	*Connected to Target 16.5*
▪ Number of tourism businesses involved in illicit activities ▪ Number of reports or complaints made to tourism authorities ▪ Number of cases of illicit activities by tourism businesses reported to the tourism authorities by the police and tax authorities	These indicators quantify and analyse the risk of money laundering and untoward financing associated with the business of tourism such as casinos and travel agents, and at the same time how they can be conduits for money laundering, illegal human trafficking ring and terrorism.
Theme: Education and training / *Sub-theme: Awareness raising*	
▪ Number of awareness campaigns and commitments against organized crime in tourism sector	This indicator highlights the importance of having tourism workers who are informed and trained about the existence of illicit activities in order to achieve proper implementation of commitments, code of conducts, ethical business operations and compliance with legislation. Awareness campaigns are critical if potential consumers are to be informed about the adverse effects of their purchasing decisions.

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183 Fedotov, Y. (2014), *Remarks at the launch of the UNODC/UNWTO/UNESCO campaign on tourism and organized crime,* speech by the Director General of UNODC on 5 March 2014 in Berlin, Germany. Text [online] available at:
https://www.unodc.org/unodc/en/speeches/2014/unodc-unwto-unesco-campaign-launch-tourism-organized-crime-050314.html [31-03-2023].

TARGET 16.5
Substantially reduce corruption and bribery in all their forms

Target 16.5 sets out to substantially reduce corruption and bribery. In this regard, and since corruption is an obstacle for tourism development, if a country practices bribery and fraudulent business practices, the damage it brings to the country's social and cultural image can impede its tourism competitiveness. It leads to bureaucratic delays and encourages administrative inefficiency. The fight against corruption needs to be integrated into strategies for sustainable tourism. Where existing structures facilitate corrupt behaviour, there is a need to improve monitoring, transparency and accountability. Corruption and bribery are practices that may affect any socioeconomic sector, but tourism may be more exposed to such situations as it is a sector that requires a large scale of infrastructure development or business registration.

POTENTIAL INDICATORS	EXPLANATION
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of trainings on anti-corruption policies and procedures for all levels of tourism workers and employers ▪ Whether there are communications on anti-corruption policies and procedures (Yes/No) ▪ Number of confirmed incidents in which employees were dismissed or disciplined for corruption	This indicator recognizes that the impact of corruption on tourist-income distribution and allocation, as well as in mass-tourism value-chain structures and power balances (i.e. between source markets and destinations), is eroding the justification basis for tourism development altogether. Therefore, raising general awareness on the scope and impact of tourism-related corruption whilst supporting and enabling national/local tourism authorities to counteract it could be the most pragmatic and effective approach.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Accountability, compliance and transparency*	
▪ Whether the tourism business registration system includes regulation for disqualification due to bribery (Yes/No) ▪ Number of confirmed incidents of corruption and actions taken ▪ Number of public legal cases regarding corruption brought against the tourism stakeholders during the reporting period and the outcomes of such cases ▪ Whether the tourism businesses' anti-corruption commitment is translated into actions (Yes/No)	These indicators measure the extent of corruption within the sector and aim to reveal the nature and impact of corruption and are necessary for developing anti-corruption responses. Measurements of corruption can be used to identify trends and illustrate the scale and scope of the type of corruption, which could help policymakers, and tourism stakeholders to develop tools to reduce corruption effectively.

TARGET 16.6
Develop effective, accountable and transparent institutions at all levels

Target 16.6 aims to develop effective, accountable and transparent institutions. Transparency serves to achieve accountability, which means that authorities can be held responsible for their actions. Effective tourism calls for reliable and accountable reporting systems; this includes transparency and access to expenditure made by tourism companies. Having checks and balances within a tourism institution is crucial. Therefore, this target is critical for tourism to achieve the SDGs as sustainable tourism needs clear and effective governance.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Accountability, compliance and transparency*	
- Whether tourism policy at destination level aligns with the national framework (Yes/No) - Whether there is creation/reform of a destination management organization in the destination (Yes/No) - Percentage of the local community satisfied with their experience with the destination management organization - Percentage of tourism businesses satisfied with their experience with the destination management organization	These indicators highlight that destination management organizations should be leading entities at destination level with a broader mandate. This mandate includes, inter alia, strategic planning, coordination and management of activities within an adequate governance structure, ensuring the integration of different stakeholders operating under a common goal and embedded within a national policy framework. There should be effective arrangements in place for reporting of institutional compliance and performance working towards transparent decision-making and accountability.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Sustainability reports*	
- Number of tourism businesses that engage in conducting sustainability reports - Whether there is an audit committee for the tourism establishment (Yes/No) - Number of meetings of audit committee and attendance rate	These indicators recognize the importance of sustainability reports as a tool that provides information on business performance, implementation of the business' commitment to sustainable development, impact of activities on sustainable development, covering economic, environmental, social, and corporate governance or institutional matters, which can be demonstrated to internal and external stakeholders.

TARGET 16.7

Ensure responsive, inclusive, participatory and representative decision-making at all levels

This target ensures responsive, inclusive and representative decision-making at all levels. Tourism benefits from a representative decision-making system that is inclusive and responsive to ensure a fair and equitable environment for tourism to flourish. The need to be responsive, inclusive, participatory and representative in decision making in the tourism industry would increase the general level of the sector's effectiveness and accountability. Having all parties (men, women, vulnerable groups, etc.) involved in decision-making broadens perspectives, increases creativity and innovation, diversifies the pool of talents and competences and improves the process of decision-making.

POTENTIAL INDICATORS	EXPLANATION
Theme: Inclusion / *Sub-theme: Equality and inclusivity*	*Connected to Targets 5.5 and 10.2*
▪ Whether there is an enabling environment in the tourism sector for equitable and inclusive decision-making (Yes/No) ▪ Whether tourism stakeholders apply inclusiveness criteria and/or encourage inclusivity for the composition of their decision-making bodies at all levels (Yes/No)	These indicators highlight that equality and inclusivity in the composition of the decision-making bodies of the tourism stakeholders are important to ensure that a wide range of perspectives, experiences and expertise are well-represented. This can help promote cultural awareness and sensitivity as well as equitable decisions for local communities and tourists.

TARGET 16.a

Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime

Target 16.a recognizes the need to strengthen the capacities of national institutions, including tourism authorities, to prevent violence and combat terrorism and crime. Security threats related to urban and organized crime endanger tourism and its sustainable development, thus having a negative impact on the economic and social development of communities as well. Tourism enables the participation of civil rights organizations in international human rights discussions to raise concerns or challenges on violation. Tourism activities can, and should, be aligned with national and international efforts to combat violence, terrorism and crime and ensure that tourism projects can contribute to strengthen existing programmes in combating crime. The strengthening and coordination of crime prevention policies and effective responses can help to efficiently address security-related threats affecting citizens and tourists.

POTENTIAL INDICATORS	EXPLANATION
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether national security policies/strategies/plans take tourism into account (Yes/No) ▪ Whether tourism policies/strategies/plans take security issues into account (Yes/No)	These indicators highlight that tourism should be featured within national security laws, policies, regulations or standards, by creating a safe environment in which relevant entities can effectively perform their roles in crime prevention,[184] thus allowing for seamless operations of tourism at all geographical levels.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism destination security*	
▪ Whether a tourism police, or similar system, is developed or introduced in the tourism destination (Yes/No)	Tourism policing can be seen as a valuable tool to strengthen national institutions to prevent crime and combat terrorism by serving as a visible and dedicated police force with specialized training and expertise in serving tourists and managing incidents that affect the tourism industry. By working closely with other relevant agencies, the tourism police can gather intelligence and develop a comprehensive approach to addressing the security of the destination and thereby strengthening the national institutions responsible for addressing the security needs of the tourism industry and ensuring the safety and well-being of tourists.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Whether capacity building programmes on security for tourism stakeholders are available (Yes/No) ▪ Whether capacity building programmes on tourism-related topics for security for national law enforcement actors are available (Yes/No)	Creating and delivering capacity building activities on security-related topics, tailored to tourism stakeholders, can promote efficient implementation and enforcement of the national security policies/strategies/plans in the tourism destination. Furthermore, capacity building initiatives on tourism-related topics, for example on cultural and social sensitivity, ethical and legal considerations of tourists, etc. for security and law enforcement actors, could potentially support smooth security interventions in the tourism destination.

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184 United Nations Office on Drugs and Crime (2015), *UNODC Promotes Safe Tourism in Central America and the Caribbean,* news release, published 16 November 2015, UNODC ROPAN, Panama, [online], available at: https://www.unodc.org/ropan/ [31-03-2023].

TARGET 16.b
Promote and enforce non-discriminatory laws and policies for sustainable development

Target 16.b relates to the promotion and enforcement of non-discriminatory laws and policies. Tourism can contribute to this target by providing social standards that can strengthen the enforcement of non-discriminatory laws. This could include certification schemes, network platforms, businesses and host countries that adhere to non-discrimination laws. Tourism's role in promoting understanding and ethical values common to humanity with an attitude of tolerance and respect for the diversity of religion, race, ability, size, gender and age aligns well with the set target.

POTENTIAL INDICATORS	EXPLANATION
Theme: Inclusion / *Sub-theme: Equality and inclusivity*	*Connected to Targets 5.5 and 10.2*
• Whether there is an enabling environment in the tourism sector for equitable and inclusive decision-making (Yes/No) • Whether tourism stakeholders apply inclusiveness criteria and/or encourage inclusivity for the composition of their decision-making bodies at all levels (Yes/No) • Whether tourism stakeholders including DMOs/private sector/public sector apply inclusiveness criteria (or encourage inclusivity) for the composition of their board membership (Yes/No) • Percentage of complaints received alleging discrimination that have been investigated and adjudicated in the tourism sector	As similarly stated in Target 16.7, these indicators highlight that equality and inclusivity in the composition of the decision-making bodies of tourism stakeholders, including destination management organizations (DMOs)/private sector/public sector, are important to ensure that a wide range of perspectives, experiences and expertise are well-represented. This can help promote cultural awareness and sensitivity as well as equitable decisions for local communities and tourists. Public awareness is important to ensure that those who have personally experienced discrimination will duly report it to the designated authorities.
Theme: Education and training / *Sub-theme: Awareness raising*	
• Number of awareness raising campaigns targeting tourists providing anti-discrimination information	This indicator measures the number of awareness raising campaigns for tourists and which are used to help reduce bias and discrimination on the basis of disability, race, gender, social class, etc. in the tourism sector.
Theme: Education and training / *Sub-theme: Capacity building*	
• Number of tourism employees trained in anti-discrimination issues	Training activities for tourism employees on anti-discrimination issues can promote a more welcoming and inclusive tourism sector. These trainings can help employees understand and recognize different forms of discrimination and learn how to respond appropriately, leading to a more peaceful and just society.

TARGETS NOT INCLUDED - TECHNICAL NOTES

16.8 Broaden and strengthen the participation of developing countries in the institutions of global governance

- Institutions of global governance due to tourism's governance in Tourism policy governance across multiple levels of government requires competent local actors. A variety of tools for capacity building exist at the national and subnational level and include skills training provided by the national government and by international organizations such as the OECD, but it is important to tailor training to deliver the skills required.

- However, this target is too indirect for tourism to have a notable connection.

16.9 By 2030, provide legal identity for all, including birth registration

- Tourism projects should always ensure that employees are documented and legal and therefore covered under the correct insurance and social protection schemes.

- However, this target is too indirect for tourism to have a notable connection.

16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

- Information regarding a destination should not be mis-represented in the media. Tourism actors should uphold integrity when promoting or marketing a destination, accommodation or services. Information should be reliable and appropriate, and the communication tools easily accessible. Information on tourism products should also be in accordance with national legislations.

SDG 17
STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

Achieving the targets of the 2030 Agenda requires a revitalized and enhanced global partnership that brings together governments, civil society, the private sector, the United Nations system and other actors, mobilizing all available resources. Increasing support for developing countries, in particular the least developed countries, landlocked developing countries and Small Island Developing States, is fundamental to equitable progress for all.

For more information on SDG 17, please consult the following United Nations webpages:
https://sdgs.un.org/goals/goal17 &
https://www.un.org/sustainabledevelopment/
globalpartnerships/.

TOURISM AND SDG 17: PARTNERSHIPS

Due to its cross-sectoral nature, tourism has the ability to strengthen private-public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core for achieving the 2030 Agenda. Tourism's contribution to SDG 17 should not be reserved only to tourism stakeholders; a wide range of development effects of tourism development can be fostered through partnerships with various other actors.

VISUAL AID – CONNECTIONS BETWEEN SELECTED SDG 17 TARGETS WITH THEMES/ SUB-THEMES AND OTHER SDGS/TARGETS

The following visual aid (figure 20.1) illustrates the different connections between selected SDG 17 targets with related themes/sub-themes and other SDGs/ targets. This figure is intended to show how the Global Partnership for Sustainable Development connects, through its different targets, with other goals or targets as well as the different themes selected for the present Toolkit (see part I, table 3.1: Table of themes, sub-themes and corresponding SDGs targets).

For example, Target 17.11, which relates mainly to the increase in exports of developing countries is connected to SDG 10 on Reduced Inequalities, specifically Target 10.7, which relates to well-managed migration policies. Similarly, Target 17.6 on knowledge sharing and cooperation for access to science, technology and innovation echoes the Toolkit theme that explores the connection of tourism with issues related to information and communications technology, etc.

Figure 20.1: Visual aid – Connections between selected SDG 17 targets with themes/sub-themes and other SDGs/targets
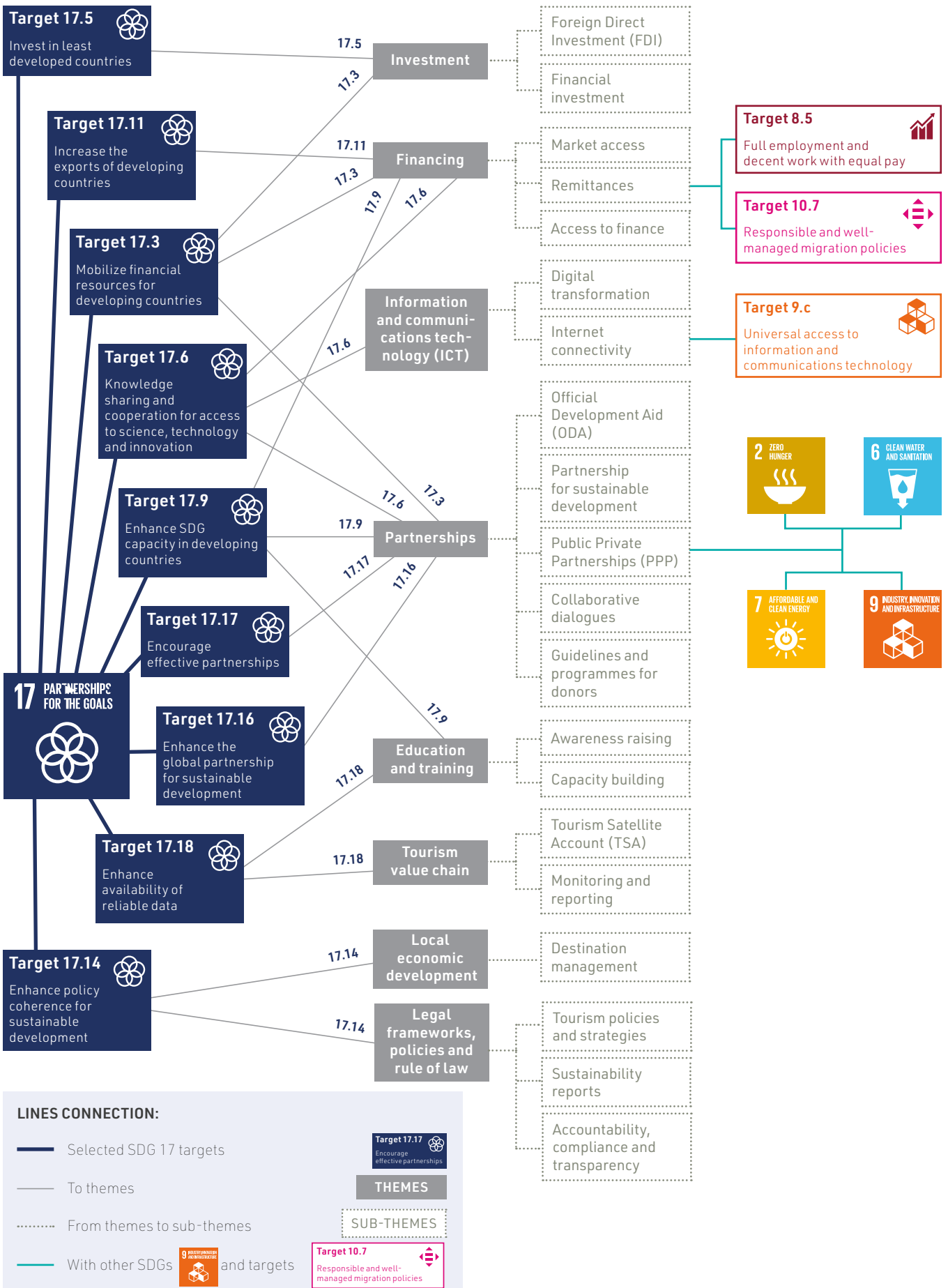
BOX 20.1   SELECTED TOURISM-RELATED SDG 17 TARGETS

Nine targets within SDG 17 that are deemed to have a stronger and direct link for tourism to strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development have been selected to base the potential project indicators.

17.3   Mobilize additional financial resources for developing countries from multiple sources

17.5   Adopt and implement investment promotion regimes for least developed countries

17.6   Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge sharing on mutually agreed terms, including through improved coordination among existing mechanisms, in particular at the United Nations level, and through a global technology facilitation mechanism

17.9   Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation

17.11   Significantly increase the exports of developing countries, in particular with a view to doubling the least developed countries' share of global exports by 2020

17.14   Enhance policy coherence for sustainable development

17.16   Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries

17.17   Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

17.18   By 2020, enhance capacity-building support to developing countries, including for least developed countries and Small Island Developing States, to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts

SELECTED TOURISM-RELATED SDG 17 TARGETS AND ELABORATION OF POTENTIAL INDICATORS

TARGET 17.3
Mobilize additional financial resources for developing countries from multiple sources

Tourists' demand for goods and services such as accommodation, food, transportation services and entertainment can place pressure on countries' level of production, especially for developing countries. As a result, mobilization of financial resources in these countries is needed to meet domestic constraints. Foreign Direct Investment (FDI), etc. Likewise, aid for trade and remittances can contribute to sustain institutions, businesses and citizens' financial needs.

Foreign investment is viewed as an important avenue through which countries can gain access to capital and help in the development of infrastructure, such as international airports, highways, hotels and modern technologies. Although FDI can boost the tourism sector, the reverse is also possible. Hence, tourism development also encourages FDI flows, and as such contributes to Target 17.3 in mobilizing additional financial resources.

In the international cooperation context, support to multi-faceted tourism projects through the allocation of aid for trade could turn out to have significant benefits for beneficiary countries, notably in terms of employment creation and poverty reduction. Such projects can also have the potential to lay the foundation for further growth, in particular if they manage to trigger additional private sector investment. Remittances can contribute to reaching the Sustainable Development Goals (SDGs) at different levels: at household level (socioeconomic impact on families), at community level and at national level (by supporting local or national policies and specific actions).

POTENTIAL INDICATORS	EXPLANATION
Theme: Investment / *Sub-theme: Foreign direct investment (FDI)*	
▪ Amount or percentage of FDI in tourism in a country	This indicator measures tourism's performance in attracting FDI with respect to other sectors. Specific indicators will be needed to establish a direct link between FDI flows and tourism development; for example, infrastructure development – tourism may be an indirect beneficiary but not a direct link.
Theme: Partnerships / *Sub-theme: Official Development Assistance (ODA)*	
▪ Whether tourism is included directly or indirectly in a donor country's ODA strategy (Yes/No) ▪ Whether tourism stakeholders are part of the discussions with donors (Yes/No) ▪ Number of tourism programmes/projects/policies supported by ODA per country	These indicators measure whether tourism is considered a key sector in the ODA[185] strategy of donor countries. In so far as ODA leads to income redistribution, a welfare effect would be generated in the sense that ODA would boost consumption, including tourism in the recipient country.
Theme: Financing / *Sub-theme: Remittances*	*Connected to Targets 8.5 and 10.7*
▪ Share (percentage) of total personal remittances[186] due to tourism workers	This indicator measures remittances from tourism workers, but to ensure the positive value of what is measured through this indicator, it needs to be weighed against migrant exploitation and decent work conditions. Worker's remittances[187] have become an increasingly prominent source of external funding for many developing countries.

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185 The DAC defines ODA as "those flows to countries and territories on the DAC List of ODA Recipients and to multilateral institutions which are i) provided by official agencies, including state and local governments, or by their executive agencies; and ii) each transaction is administered with the promotion of the economic development and welfare of developing countries as its main objective; and is concessional in character).

186 Personal remittances comprise of personal transfers and compensation of employees. Personal transfers consist of all current transfers in cash or in kind made or received by resident households to or from non-resident households. Personal transfers thus include all current transfers between resident and non-resident individuals. Compensation of employees refers to the income of border, seasonal and other short-term workers who are employed in an economy where they are not resident and of residents employed by non-resident entities.

187 Personal remittances received as a proportion of GDP is the inflow of personal remittances expressed as a percentage of Gross Domestic Product (GDP).

TARGET 17.5

Adopt and implement investment promotion regimes for least developed countries

Investment promotion regimes can be defined as those instruments that directly aim at encouraging outward or inward foreign investment through particular measures of the home or host countries of investors. Investment promotion regimes for LDCs are those instruments that home countries of investors have put in place to encourage outward investment in LDCs directly or through measures intended for developing countries.

This requires that the recipient countries have the right framework conditions enabling public and private sectors collaboration, improving business environment, developing clear policies and regulations for investment, etc., so as to attract and foster sustainable investment for the tourism sector, which in turn would create jobs and boost economic growth in least developed countries.

POTENTIAL INDICATORS	EXPLANATION
Theme: Investment / *Sub-theme: Foreign direct investment (FDI)*	
▪ Whether there is a development/creation of a tourism investment opportunity document to attract FDI, as part of a tourism development project (Yes/No) ▪ Number of countries with an enabling framework for attracting FDI	These indicators aim to create an environment to attract sustainable investment, which often means putting in place the right framework conditions. FDI plays an important role in the world economy today and has the potential to contribute towards accelerating the process of economic growth and sustainable development in the least developed countries (LDCs). The Istanbul Programme of Action for the LDCs stresses that "policies to attract and retain foreign investment are essential components of national development strategies."[188] **Note on Indicator** ▪ Data can be further disaggregated by year when the framework is established to provide insight into where the FDI framework/ policy is changing and relate what type of changes (i.e. political and financial) led to the creation of enabling framework.
Theme: Investment / *Sub-theme: Financial investment*	
▪ Number of donor countries having adopted and implemented investment promotion regimes including tourism for least developed countries	This indicator aims to adopt and implement investment promotion regimes for the least developed countries (LDCs). Therefore, these indicators are useful to find out how many countries have put in place investment promotion regimes that may benefit LDCs directly.

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188 United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (2015), *Strengthening Investment Promotion Regimes for Foreign Direct Investment in the LDCs,* in Occasional Policy Papers Series on the Least Developed Countries; No,1, 2015, UN OHRLLS, New York.

TARGET 17.6

Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge-sharing on mutually agreed terms, including through improved coordination among existing mechanisms, in particular at the United Nations level, and through a global technology facilitation mechanism

Target 17.6 revolves around cooperation on and access to science, technology and innovation. Tourism can contribute to this target by being a catalyst for increased access to connectivity and technology infrastructure in a destination. Tourism development, if conducted properly, should support the local community with an environment that would provide access to science, technology and innovation. Proper network connectivity, especially through high-speed Internet provision, could improve tourism businesses and spread essential information about tourism destinations to a wider audience by building awareness, increasing destination loyalty and ensuring speedy information transfer and retrieval.

POTENTIAL INDICATORS	EXPLANATION
Theme: Information and communications technology (ICT) / *Sub-theme: Internet connectivity* *Connected to Target 9.c*	
▪ Number of Internet connectivity infrastructure initiatives developed as a result of the project ▪ Percentage of households who reported that they had access to the Internet ▪ Percentage of population using the Internet through mobile data	These indicators highlight the potential of the tourism project to support the development of Internet connections. In reference to official SDG 17.6 indicator metadata,[189] fixed Internet subscription is used as the main indicator to measure this target. The Internet has become an increasingly important tool to provide access to information and tourism is also able to contribute to the diversification of products such as booking platforms, which would encourage e-commerce linking tourism with other sectors such as agriculture, textiles, etc.
Theme: Information and communications technology (ICT) / *Sub-theme: Digital transformation*	
▪ Number of programmes supporting tourism-related technologies and innovations in the tourism destination ▪ Number of countries/destinations with Information, Communication and Technology masterplans/roadmaps ▪ Number of e-commerce strategies developed through the tourism project	These indicators would measure capacity building efforts to support and facilitate an enabling environment for innovation, technology and knowledge sharing through training or best practices. An example of an e-commerce strategy could include UNCTAD e-trade Readiness Assessment Implementation.[190]
Theme: Partnerships / *Sub-theme: Collaborative dialogues* *Connected to Targets 8.5 and 10.7*	
▪ Number of South-South and North-South platforms in place to exchange expertise and experiences in tourism development and innovation	This indicator highlights the importance of facilitating multi-stakeholder collaboration and partnerships through the sharing of information, experiences, best practices and policy advice among various stakeholders. Adoption of this indicator could take inspiration from the Technology Facilitation Mechanism.[191]

189 United Nations Statistics Division Development Data and Outreach Branch (n.d.), *SDG Indicators Metadata repository SDG 17,* United Nations Department of Economic and Social Affairs, [online] available at: https://unstats.un.org/sdgs/metadata/?Text=&Goal=17&Target=17.6 [31.03.2023].

190 United Nations Conference for Trade and Development (n.d.), *e-trade Readiness Assessment Implementation,* UNCTAD, [online] available at: https://unctad.org/topic/ecommerce-and-digital-economy/etrade-readiness-assessments-of-LDCs [31.03.2023].

191 United Nations Department of Economic and Social Affairs (n.d.), *UN Technology Facilitation Mechanism (TFM),* UN, New York, [online] available at: https://sdgs.un.org/tfm [31-03-2023].

TARGET 17.9

Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the Sustainable Development Goals, including through North-South, South-South and triangular cooperation

Target 17.9 amplifies the importance of enhancing SDG capacity in developing countries. The fact that tourism itself can contribute to all 17 SDGs, and if the potential is translated properly on to sustainable tourism planning, tourism therefore can be a driver to help enhance and support SDG implementation in destinations.

The sustainable development of tourism destinations requires a sound planning process as well as continuous management of the key elements that support tourism and its destinations (e.g., maintenance of assets, involvement of the community, involvement of tourism in the planning process for the destination). To this end, by being aware of the potential of tourism and its contribution to the achievement of SDGs, tourism can indeed make a case to attract international support, for enhancing SDG capacity in destinations where tourism is present.

POTENTIAL INDICATORS	EXPLANATION
Theme: Partnerships / *Sub-theme: Guidelines and programmes for donors*	
▪ Number of guidelines/programmes demonstrating tourism's contribution to SDGs ▪ Number of SDGs national strategies/policies that include tourism ▪ Number of guidelines/programmes demonstrating tourism's contribution to the SDGs and inclusive economic growth ▪ Number of donors providing ODA or OOF (other official flows) in tourism ▪ Amount of ODA or OOF in tourism	These indicators aim to measure how SDGs are aligned with tourism, and when the link is clearly established, this would present to development institutions a strong case to include sustainable tourism development in their programme cycle. Not only will it provide guidance to assess the tourism sector's importance by identifying opportunities for sustainable tourism development, but it would also enhance understanding and commitment of sustainable tourism and the various entry points to contribute towards the implementation of the SDGs.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of capacity building actions or initiatives enhancing the knowledge of tourism public servants of ODA or OOF schemes at national or local level ▪ Number of capacity building dialogues between donors and beneficiaries	These indicators are important in order to map the current landscape of development support. In order to build on the sector's importance and to enhance SDG capacity in countries, there needs to be a continuous dialogue between donors and beneficiaries on the principles of SDGs and how ODA and OOF schemes can contribute to their achievement of the SDGs.
Theme: Education and training / *Sub-theme: Awareness raising*	
▪ Number of education programmes/initiatives raising awareness of SDGs at various educational levels ▪ Number of educational programmes raising awareness of tourism's contribution to SDGs in the tourism curriculum	These indicators are important in order to educate and train new generations, for example, in primary schools, secondary schools, high schools and at undergraduate/postgraduate levels in how tourism can be a vehicle to foster economic and social growth, notably in developing countries. By understanding the complexities of the SDGs and therefore being aware of the linkages between the SDGs and tourism, it would help enhance understanding and commitment to sustainable tourism, along with the realization that even a small action can contribute to the implementation of the SDGs. This applies to all tourism learners, including professional/vocational high school curricula specialized in tourism, undergraduates and postgraduates specializing in tourism, hospitality, food and beverage, event management, etc.
Theme: Financing / *Sub-theme: Access to finance*	
▪ Number of SDGs-oriented financing and SDGs-specific institutions available for tourism enterprises	This indicator measures the opportunity available for financial access in order to improve and enhance capacity-building in developing countries to support national plans to implement the SDGs.

TARGET 17.11

Significantly increase the exports of developing countries, in particular with a view to doubling the least developed countries' share of global exports by 2020

Target 17.11 aims to increase the exports of developing countries. Unlike most SDG targets, which are set for the year 2030, this indicator is to be achieved by 2020 according to the progress summary of SDGs targets with a 2020 deadline[192] for SDG 17.11, The share of LDC exports in global merchandise trade is roughly the same level as 10 years ago, and far from the target of doubling this share by 2020. The share of developing countries in global merchandise and services exports has flattened over the last few years. A notable question of concern is the access of LDCs exports to international markets, often due to physical connectivity. This concern may be addressed by developing tourism in LDCs which may increase their exports in services.

POTENTIAL INDICATORS	EXPLANATION
Theme: Financing / *Sub-theme: Market access*	
▪ Percentage share of tourism trade in services in developing countries ▪ Percentage increase in export services related to tourism in developing countries	Tourism has a key role to play in maximizing the contribution of trade in services. This indicator will help monitor the contribution of tourism to the export of services of a country.

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192 United Nations Statistics Division Development Data and Outreach Branch (n.d.), *The Sustainable Development Goals Report 2020, United Nations Department of Economic and Social Affairs,* UN, New York, [online] available at: https://unstats.un.org/ [31-03-2023].

TARGET 17.14

Enhance policy coherence for sustainable development

In the context of Target 17.14, policy coherence of sustainable development has been interpreted as the coherence between policies in general that cover the dimensions of sustainable development. Sound tourism development strategies and well-coordinated implementation plans can enable the achievement of greater value creation with limited impacts on local tourism assets. It permits a better use of resources by maximizing job and income generating opportunities, notably for semi-skilled or unskilled workers, and strengthening linkages along the tourism value chain. Therefore, if tourism is well integrated, it could contribute to an effective and inclusive institutional mechanism to address policy interactions across sectors and align actions between levels of government.

POTENTIAL INDICATORS	EXPLANATION
Theme: Local economic development / *Sub-theme: Destination management*	
▪ Whether there is creation/reform of a destination management entity in the destination (Yes/No) ▪ Whether there are any plans in place for extraordinary circumstances such as natural and human-caused disasters (Yes/No) ▪ Whether there are effective institutional arrangements both for own working and for working in partnership with other sectors in place (Yes/No) ▪ Whether there are effective arrangements in place to fulfil legal and social obligations and responsibilities (Yes/No) ▪ Whether there are effective arrangements in place for transparent communication and reporting of institutional performance (Yes/No) ▪ Whether there are effective arrangements in place for transparent decision-making and accountability (Yes/No)	These indicators highlight that responsible and sustainable destination management should entail a process that effectively and harmoniously addresses the interaction between the visitors, the industry that serves them, the community that hosts them and the environment in a broad sense (natural and cultural resources).[193] Destination management organizations should be leading organizations with a broader mandate which includes strategic planning, coordination and management of activities within an adequate governance structure with the integration of different stakeholders operating in the destination under a common goal.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Tourism policies and strategies*	
▪ Whether there is a creation/improvement of a national policy/strategy for sustainable development that includes tourism (Yes/No) ▪ Whether the destination strategy is coherent with national framework (Yes/No) ▪ Whether there is interministerial and cross-sectoral coordination when planning/drafting/implementing tourism policies and strategies (Yes/No)	These indicators would be able to illustrate how to streamline existing or new mechanisms to improve policy coherence across all levels of government. The strategy should aim to strengthen benefits and reduce the negative impacts of tourism, and at the same time benefit local communities economically and socially, and raise awareness and support for conservation of the environment.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Sustainability reports*	
▪ Whether tourism businesses are producing sustainability reports (Yes/No)	This indicator is important to map how tourism businesses are disclosing and communicating their efforts on environmental, social and governance goals, as well as their progress towards them.
Theme: Legal frameworks, policies and rule of law / *Sub-theme: Accountability, compliance and transparency*	
▪ Whether there is a separate monitoring and reporting system in place to audit policy coherence (Yes/No) ▪ Whether there is specific financing for policy coherence (Yes/No)	These indicators place importance on the evaluation frameworks and coherence tools needed to integrate sustainable development into government policy making. By adopting these indicators, it may be able to streamline existing mechanisms to improve policy coherence across levels of government and to involve relevant parties in policy formulation, including tourism stakeholders.

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193 World Tourism Organization (2019), *UNWTO Guidelines for Institutional Strengthening of Destination Management Organizations (DMOs) – Preparing DMOs for new challenges,* UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284420841.

TARGET 17.16

Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries

Target 17.16 relates to enhancing the Global Partnership for Sustainable Development and other development effectiveness monitoring frameworks to maximize the effectiveness of all forms of cooperation for development for the shared benefits of people, the planet, prosperity and peace. Achieving the SDGs requires mobilizing and strengthening multi stakeholder partnerships that can bring and effectively use all the available knowledge, expertise, technology and financial resources for sustainable development. To enhance the global partnership, tourism's strong network of international value chain actors (transportation, accommodation, tour operators, etc.) can be leveraged in order to work together and achieve the SDGs.

POTENTIAL INDICATORS	EXPLANATION
Theme: Partnerships / *Sub-theme: Partnership for sustainable development*	
▪ Whether there is a creation/improvement of a national financing policy/strategy for sustainable development, including tourism (Yes/No) ▪ Number of knowledge-sharing platforms and systems among tourism stakeholders related to the SDGs	Tourism should be placed within a supportive national policy framework in order to facilitate partnerships in achieving the SDGs, thereby contributing to global partnerships for sustainable development. Financing strategies should pay special attention to the institutionalization of a political commitment, policy linkages, participatory processes and dialogue between beneficiaries and donors. By facilitating collaboration and sharing best practices, a knowledge-sharing platform can play an important role in promoting sustainable tourism and achieving the SDGs.

TARGET 17.17

Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

The development of tourism has been shaped by many factors among which public-private partnerships (PPP) play a key role as they bring together government agencies and the public sector with representatives of the whole tourism value chain under the same goals of promoting socioeconomic development, sustainability and job creation through tourism. Tourism can contribute to the extension of transport networks, upgrade of infrastructure, and provision of essential services, for the development of which public-private partnerships are essential.

POTENTIAL INDICATORS	EXPLANATION
Theme: Partnerships / *Sub-theme: Public-private partnerships (PPP)*	*Connected to SDG 2, SDG 6, SDG 7 and SDG 9*
- Whether there is a system or framework to foster stakeholder partnership and engagement to achieve sustainable tourism development (Yes/No) - Number/percentage of tourism projects with a PPP scheme - Whether there are any DMOs formed through the tourism development project (Yes/No) - Number of PPP projects in the tourism sector	These indicators are important as dialogue on the environmental, social, political and economic implications of the project can help avoid problems and delays later on. PPPs bring together stakeholders with different objectives, skills and resources in a formal or informal voluntary partnership to improve the attractiveness of a regional destination, its access, infrastructures (electricity, water, etc.) and the overall management of tourism. At destination level, DMOs can play a key role in articulating partnerships, not only with private stakeholders, but also civil society. Sometimes, creating a DMO where none existed can be the necessary catalyst for successful partnerships.

TARGET 17.18

By 2020, enhance capacity-building support to developing countries, including for least developed countries and Small Island Developing States, to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts

Target 17.18 relates to enhancing availability of reliable data. Tourism, being an avenue that attracts a large proportion of informal, unskilled-low entry jobs, provides an opportunity for tourism development projects to allow for access and availability of reliable data and a source of information to better foster the sustainable development landscape for national policy.

Having indicators for this target would mean that it puts in place the necessary statistical development in countries towards implementing the broader Statistical Framework for Measuring the Sustainability of Tourism (SF-MST). SF-MST not only focuses on the economic and environmental dimensions of tourism through the Tourism Satellite Account (TSA) and System of Environment Economic Accounting (SEEA),[194] but also on the social dimension of tourism, allowing for a comprehensive picture of tourism's role in sustainable development. Indeed, the UN Statistical Commission has recognized the SF-MST as the main tool for monitoring the contribution of tourism to the SDG Agenda.

POTENTIAL INDICATORS	EXPLANATION
Theme: Tourism value chain / *Sub-theme: Tourism satellite account (TSA)*	
▪ Whether there is a creation/development of a Tourism Satellite Account (TSA) (Yes/No)	The TSA allows for the harmonization and reconciliation of tourism statistics from an economic (National Accounts) perspective. This enables the generation of tourism economic data (such as Tourism Direct GDP) that is comparable with other economic statistics.
Theme: Tourism value chain / *Sub-theme: Monitoring and reporting*	
▪ Whether there is participation in the SF-MST pilot (Yes/No) ▪ Whether big data is explored to compensate for data gaps in tourism at national or subnational level (Yes/No) ▪ Whether SF-MST is implemented in tourism monitoring and evaluation (Yes/No)	These indicators aim to measure tourism's role in sustainable development, including the economic, environmental and social dimensions, and how important the value for data is to gauge the position of tourism in the achievement of the SDGs.
Theme: Education and training / *Sub-theme: Capacity building*	
▪ Number of capacity-building trainings on tourism data collection and analysis ▪ Number of trainings on national tourism statistics ▪ Number of tourism project activities focusing on the trainings necessary for the TSA and pilot TSAs conducted ▪ Number of workshops/educational programmes raising awareness and competency in TSA in the country	These indicators are important as it would help to better understand the current status of national tourism statistics so as to be able to design the way forward for the development of relevant and accurate tourism statistics. Therefore, capacity building trainings would provide organized and structured support and relevant materials.

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194 The SEEA is a statistical system that brings together economic and environmental information into a common framework to measure the condition of the environment, the contribution of the environment to the economy and the impact of the economy on the environment. For more details, please consult:

United Nations (n.d.), *System of Environmental Economic Accounting,* UN, New York, [online] available at: https://seea.un.org [31-03-2023].

TARGETS NOT INCLUDED - TECHNICAL NOTES

Some targets from SDG 17 are not included because they are more oriented towards securing political will or are expressions of the political principles necessary for a successful global partnership.

Other SDG 17 targets are focused on fully implementing policies and agreements for supporting development in poorer regions, such as operationalizing the technology bank and the science, technology and innovation capacity-building mechanism by 2017; implementing duty-free and quota-free market access for least developed countries; and concluding the Doha Development Agenda WTO negotiations (17.8, 17.10 and 17.12). However, the data targets under SDG 17 are framed largely in terms of implementation and financing. Importantly, each target under SDG 17 can be associated with tourism with the potential to contribute to the achievement of Agenda 2030.

As a side note, the fact that a number of developing countries still do not report even basic tourism revenue and visitor statistics to UNWTO in a timely manner is cause for serious international concern and reveals the need for urgent assistance in statistical matters.

17.1 **Strengthen domestic resource mobilization, including through international support to developing countries, to improve domestic capacity for tax and other revenue collection**

- Tourism can contribute to raise revenues, and therefore corresponding tax and revenue collection. However, this target principally focuses on fiscal policy.

17.2 **Developed countries to implement fully their official development assistance commitments, including the commitment by many developed countries to achieve the target of 0.7 per cent of gross national income for official development assistance (ODA/GNI) to developing countries and 0.15 to 0.20 per cent of ODA/GNI to least developed countries; ODA providers are encouraged to consider setting a target to provide at least 0.20 per cent of ODA/GNI to least developed countries**

- Calls for developed countries to meet or beat annual Official Development Assistance (ODA) budgets of 0.7 per cent of gross national incomes (GNI). However, it can influence major donors to fulfil these international commitments and that will benefit the tourism sector in the long run.

17.4 **Assist developing countries in attaining long-term debt sustainability through coordinated policies aimed at fostering debt financing, debt relief and debt restructuring, as appropriate, and address the external debt of highly indebted poor countries to reduce debt distress**

17.7 **Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favourable terms, including on concessional and preferential terms, as mutually agreed**

- This issue is better covered under Goal 7 on ensuring access to affordable, reliable, sustainable and modern energy for all; Goal 8 on the promotion of sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; Goal 12 on sustainable consumption and production patterns; and Goal 13 on taking urgent action to combat climate change and its impacts.

17.8 **Fully operationalize the technology bank and science, technology and innovation capacity-building mechanism for least developed countries by 2017 and enhance the use of enabling technology, in particular information and communications technology**

- Target 17.8 is not included since most elements of this target are already addressed in SDG 17.18.

17.10 **Promote a universal, rules-based, open, non-discriminatory and equitable multilateral trading system under the World Trade Organization, including through the conclusion of negotiations under its Doha Development Agenda**

17.12 Realize timely implementation of duty-free and quota-free market access on a lasting basis for all least developed countries, consistent with World Trade Organization decisions, including by ensuring that preferential rules of origin applicable to imports from least developed countries are transparent and simple, and contribute to facilitating market access

17.13 Enhance global macroeconomic stability, including through policy coordination and policy coherence

- Global macroeconomic stability is linked to all sectors.

17.15 Respect each country's policy space and leadership to establish and implement policies for poverty eradication and sustainable development

- Calls for "respecting each country's policy space".

17.19 By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries

ACRONYMS

10YFP	10-Year Framework of Programmes on Sustainable Consumption and Production
ADB	Asian Development Bank
AfT	Aid for Trade
CEB	United Nations Chief Executives Board for Coordination
CITES	Convention on International Trade in Endangered Species of Wild Flora and Fauna
CO_2	carbon dioxide
COP	Conference of the Parties
CSO	Civil Society Organization
CSR	corporate social responsibility
DAC	Development Assistance Committee
DMO	destination management organization
EC	European Commission
ECLAC	Economic Commission for Latin America and the Caribbean
ECOSOC	Economic and Social Council
EIF	Enhanced Integrated Framework
EMAS	eco-management and audit scheme
EMS	environment management system
ETIS	European Tourism Indicator System
ESD	education for sustainable development
EPP	environmental preferable purchase
EU	European Union
FAO	Food and Agriculture Organization of the United Nations
FDI	foreign direct investment
GCED	global citizenship education
GCET	Global Code of Ethics for Tourism
GDP	gross domestic product
GEF	Global Environment Facility
GNI	gross national income
GRI	Global Reporting Initiative
GSTC	Global Sustainable Tourism Council
GTPI	Global Tourism Plastics Initiative
HES	Hotel Energy Solutions
HLPF	High-Level Political Forum on Sustainable Development
HR	human resources
ICAO	International Civil Aviation Organization
ICT	information and communications technology
ICPT	International Code for the Protection of Tourists
ICZM	Integrated Coastal Zone Management
IFC	International Finance Cooperation

ILO	International Labour Organization
IMF	International Monetary Fund
INSTO	International Network of Sustainable Tourism Observatories
IOM	International Organization for Migration
IRENA	International Renewable Energy Agency
ISCO	International Classification of Occupations
ISO	International Organization for Standardization
ITC	International Trade Centre
ITU	International Communications Union
JICA	Japan International Cooperation Agency
JSTS-D	Japan Sustainable Tourism Standard for Destinations
KPI	key performance indicator
LDC	least developed countries
LEED	leadership in energy and environmental design
LLDC	land-locked developing country
MAPS	mainstreaming, acceleration and policy support
MSMEs	micro-, small and medium-sized enterprises
MST	measuring the sustainability of tourism
neZeh	Nearly Zero Energy Hotels
NGO	non-governmental organizations
ODA	official development assistance
OECD	Organisation for Economic Co-operation and Development
OHCHR	United Nations High Commissioner for Human Rights
OIOS	Office of Internal Oversight Services
OSH	occupational safety and health
PM4SD	Project Management for Sustainable Development
PMI	Project Management Institute
PPP	public-private partnership
PwC	Pricewaterhouse Coopers
SCP	sustainable consumption and production
SDG	Sustainable Development Goal
SF-MST	Statistical Framework for Measuring the Sustainability of Tourism
SIDS	Small Island Developing States
SPS	social protection systems
STP	Sustainable Tourism Programme
STR	short-term holiday rental
TDF	tourism for development facilities
TFM	technology facilitation mechanism
TOSSD	Total Official Support for Sustainable Development
TSA	Tourism Satellite Account
TVET	technical and vocational education and training
UN	United Nations
UN DESA	United Nations Department of Economic and Social Affairs
UN GA	United Nations General Assembly
UN Women	United Nations Entity for Gender Equality and Empowerment of Women
UNCTAD	United Nations Conference on Trade and Development
UNDG	United Nations Development Group
UNDP	United Nations Development Programme
UNDRR	United Nations Office for Disaster Risk Reduction
UNECE	United Nations Economic Commission for Europe
UNEP	United Nations Environment Programme

UNESCO	United Nations Educational, Scientific and Cultural Organization
UNFCC	United Nations Framework Convention on Climate Change
UN-HABITAT	United Nations Human Settlements Programme
UNICEF	United Nations Children's Fund
UNIDO	United Nations Industrial Development Organization
UNODC	United Nations Office on Drugs and Crime
UNOHRLLS	United Nations Office of the High Representative for Least Developed Countries
UNSD	United Nations Statistics Division
UNWTO	World Tourism Organization
USAID	United States Agency for International Development
VLR	Voluntary Local Review
VNR	Voluntary National Review
WASH	water, sanitation and hygiene
WBG	World Bank Group
WHO	World Health Organization
WTO	World Trade Organization
WTTC	World Travel & Tourism Council

LIST OF FIGURES, TABLES AND BOXES

List of boxes

List of figures

List of tables

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