



**THE 2030 AGENDA: A FRAMEWORK FOR TRANSFORMING TOURISM?
A FOCUS ON THE SOCIAL COMPONENTS**

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**THE 2030 AGENDA
TRANSFORMING OUR WORLD**

State of the world today:

- increasing disparities regarding opportunities, wealth and power
- more frequent natural disasters
- climate change threatening the survival of many societies

Vision of the world tomorrow (2030):

- all people have access to water, food, quality education and health care
- human rights for all and good governance
- natural resources are used responsibly, sustainable consumption and production patterns etc.



THE STRENGTH OF THE AGENDA WHOLISTIC APPROACH



- Comprehensive framework: 17 goals, 169 subgoals
- Integrated approach, focus on complex interdependences
- Joint responsibility of all states, developing and developed states alike
- Integrating local and global perspectives

TRANSFORMING TOURISM INITIATIVE REFLECTIONS ON THE 2030 AGENDA AND TOURISM

- 30+ participants
- 19 countries
- representatives of NGOs, people's movements and academia



TRANSFORMING TOURISM INITIATIVE

„TRANSFORMING OUR WORLD IS NOT POSSIBLE WITHOUT TRANSFORMING TOURISM“

Dominant tourism model is a threat to sustainable development

- Violation of human rights
- Exploitation of people and planet

Tourism as a tool for sustainable development

- Human Rights and self-determination (FPIC), participation
- Widespread and fair distribution of benefits
- Improving local well-being, quality of life and social equity



Specific inclusion of tourism = acknowledgement of importance + obligation to transform the sector.

SDG8: DECENT WORK AND ECONOMIC GROWTH

SDG 8.9

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

Indicator 8.9.1

tourism direct GDP as a proportion of total GDP and in growth rate

Indicator 8.9.2

No. of jobs in tourism industries as a proportion of total jobs and growth rate of jobs, by sex



SDG 12: SUSTAINABLE PRODUCTION AND CONSUMPTION PATTERNS

Target 12 B

Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.

Indicator 12.B.1

No. of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools.



SDG 14: LIVE BELOW WATER

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.

→ Indicator 14.7 relates to fish, not tourism!



THE TOURISM-RELATED SDG-INDICATORS

- Vague formulation of goals and indicators
- Unduly focussed on growth, lack of regulation → Measuring the growth of tourism per se and not in how far tourism is contributing to sustainable development & local well-being
- Avoid cherry picking of easy achievable goals and indicators, need for a wholistic approach – factoring in local and global impacts
- Instead of promoting the development of tourism per se, the influencing factors that contribute to the transformation of the sector must be identified.

KEY CHALLENGES: LEAVING NO ONE BEHIND

Agenda calls for a people-centered approach. Strengthening of the social dimension of sustainability is crucial.

- How can effective participation of the local population be ensured?
- How can fair distribution of benefits be realized?
- How can decent working conditions be measured?
- How can local and global impacts be integrated in wholistic approaches and strategies at local to international strategies/governance mechanisms?

- What tools are needed?
- Who carries what responsibility?