

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

Measuring Sustainability in Tourism, 2 and 3 April 2019 Laura Jaeger, Policy Advisor Tourism and Development





## **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**

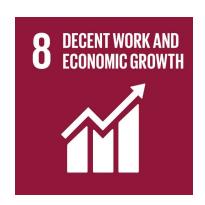
By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

#### 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. Strenthening 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?



