



# TRANSFORMING TOURISM

## Tourism in the 2030 Agenda



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investigación y comunicación para el desarrollo



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## Transforming Tourism Tourism in the 2030 Agenda

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# ABOUT THE PROJECT "TRANSFORMING TOURISM"

For more than 40 years non-governmental organizations all over the world have taken action to make the voices of poor and marginalized people in globalized tourism heard. From 1999 when tourism became an issue for the UN Commission on Sustainable Development, at its 7th meeting in New York up to the formulation of the SDGs and 2030 Agenda, NGOs raised a number of issues, concerns and challenges during the process.

The reference to 'sustainable tourism' in the 2030 Agenda is an obligation to seriously reflect on the connections between tourism and sustainable development in all 17 goals on sustainable development. With this online-compendium we want not only encourage further reflection and debate, but activities and actions. We demand stronger dialogue and involvement of civil society organisations, people's movements and affected population in tourism decision making - locally as well as globally.

The organisations of the core team which has coordinated this compendium are:



# TOWARDS THE TRANSFORMATION OF TOURISM



## The 2030 Agenda and its vision

Following intensive negotiations, the 2030 Agenda on Sustainable Development was adopted by governments in September 2015 at the largest UN summit ever. The adoption was a long overdue step to interdependently address two of the most urgent challenges in today's world: sustainability and development. While the "Millennium Development Goals" (MDGs) focussed mainly on the symptoms of extreme poverty, the 2030 Agenda also addresses its structural causes and is based on human rights. Its path-breaking title "Transforming our World" clearly rejects the idea of a passive business as usual approach.

The ambition to reach the 'furthest behind first' and to leave no one behind is one of the key transformative aspects. All countries committed to implement the 2030 Agenda according to their respective challenges. This includes that rich countries have to reduce their disproportionately high and globally unsustainable resource consumption and reform their trade, financial, and development policies in ways which do not discriminate against developing countries.

In tourism the dividing lines do not only run between rich and poor countries, but also between people who have the luxury to travel as tourists and those who do not even have a day off working, let alone a holiday. The 2030 Agenda offers a necessary perspective to focus on those billions of people who do not travel internationally, while many of them are affected by tourism. Tourism is an affluence-related phenomenon. The tourism sector therefore has a particular responsibility to do no harm and to ensure that people, the environment, and our climate are not negatively affected. The SDGs can provide guidance for tourism development and practise and enable the sector to play a better role in achieving the 2030 Agenda.

## Beyond rhetoric

While the rhetoric of transformation in the 2030 Agenda is strong, there is concern that the implementation through the 17 SDGs may not be ambitious enough. Some goals and indicators for progress remain vague or inadequate. Others – especially those obsessed with a growth paradigm – are contradictory.

The achievement of the 2030 Agenda will depend on transformative actions on each and every goal, and on strong political will and accountability. The 2030 Agenda promises a systemic review process “to support accountability to our citizens”, which is to happen at national levels, but is weak on accountability, transparency, and participation (Donlad, 2016).

Unlike the MDGs, which did not have a sufficiently robust system of accountability, an effective follow-up and review framework for the 2030 Agenda must ensure accountability to all people, including children and excluded groups who often do not have the opportunity to participate in formal accountability processes. Regular dialogue and engagement with people of all ages and backgrounds must happen at all levels (Save the Children, n.d.). Governments should be actively consulting with civil society and support meaningful dialogues. As highlighted by the UN Secretary-General in his 2014 Synthesis Report, there is a need for a “new paradigm of accountability” to spur people-centred, planet-sensitive development (ibid.). In the field of tourism there is a lot to catch up in this regard, as civil society participation is weak in political decision-making related to tourism and the vulnerability of people is high.

Given the important role of the private sector in travel and tourism, strengthening the UN Guiding Principles on Business and Human Rights and incorporating them into the implementation of the SDGs and their accountability processes is an important opportunity to ensure that both are central to gauging private sector effectiveness and accountability in the development space (Gneiting, n.d.).

### **Two steps forward, one and a half back**

For more than 40 years, NGOs all over the world have made efforts to make the voices of poor and marginalized people heard in globalized tourism. From 1999, when tourism was on the agenda of the 7th session of the UN Commission on Sustainable Development (UN-CSD) in New York, up to the formulation of the SDGs and Agenda 2030, NGOs have been raising issues and challenges.

However, the progress made in niches is neither reflected in the bulk of international tourism offers nor in the trends regarding resource use in tourism. Hotels might ask their guests to use water sparingly and to use their towels twice, but the real threat to sustainable development, as described in the Agenda 2030, is not the visiting tourist. The crucial issues are related to the ways in which tourism is being developed throughout the life cycle of a destination.

Not surprisingly, a number of the issues that NGOs have raised have only partially been addressed. But while most of the challenges have remained, the conditions under which tourism happens have changed. The internet and other information technologies have fundamentally changed the ways in which tourism is organised. Changes in financing, ownership and corporate structures combined with large scale outsourcing have made it easier for decision-makers to cover up their responsibilities. Global developments have changed the flows of capital and the flows of tourists.

### **Shrinking space for civil society**

Civil society organisations also face tremendous challenges and changes. In international governance, independent civil society is nearly non-existent. While governments and

tourism companies have their global circles, be it the UN World Tourism Organization (UNWTO) or the World Travel and Tourism Council (WTTC), civil society organisations and NGOs face difficulties in finding entry points for their positions. Unlike in other United Nations organisations, there is no adequate participation mechanism in the UNWTO. Additionally, the space for interventions by local organisations in many newly developing tourism destinations is shrinking.

### **Tourism and community participation**

The participation of local communities is essential to protect their interests and to increase transparency and accountability in tourism development. But in practice it is still an abstract concept. Central governance and top-down approaches prevail in policy formulation, planning, and decision-making. Usually business dominates through their lobbying mechanisms. The local communities' roles and how their opinions are incorporated into the whole planning and development process are still not very clear at the ground level, including the role of local governments as key players in achieving the SDGs.

In most cases, local community participation is still 'voluntary'. To make headway, there needs to be a rights-based approach. The right of local communities to participate at various levels of development needs to be established with adequate legislative measures. Empowerment and capacity building is important to ensure meaningful participation in planning and decision-making, in business activities, and in managing and monitoring tourism in the destinations.

### **Focus on vulnerable groups**

"Leaving no one behind" is the crucial message in the Agenda 2030. This demands a strong focus on all vulnerable groups in all SDGs. The protection of children, youth, persons with disabilities, old people, indigenous peoples, refugees, displaced persons and migrants cuts across multiple development goals and priorities. In the case of children, there is no doubt that their dignity and life perspectives are strongly interlinked with tourism development (ECPAT, 2016). It is imperative to the well-being and safeguarding of children around the globe that not only SDGs 5, 8 and 16 and their respective targets are achieved, but all goals.

### **International Year of Sustainable Tourism for Development**

The international community declared 2017 as "International Year of Sustainable Tourism for Development". In this context, it may already become visible how seriously the international community and the nation states are taking the 2030 Agenda. Do they start to initiate rigorous measures for tourism to become more sustainable, or will their business as usual approach block the way to achieving the SDGs?

Promoters of tourism, led by the UNWTO, keep praising tourism as „the“ promising engine of development which can significantly contribute to achieving the SDGs. Using impressive economic tourism statistics they strongly recommend supporting tourism through Official Development Assistance and Aid for Trade. The equation that growing tourism, designed to be as sustainable as possible, will automatically lead to sustainable development and must therefore be supported with public funding is also one of the underlying premises for the International Year of Sustainable Tourism for Development 2017 which the UNWTO will implement as a lead agency.

This assumption is not matched by reality for many reasons, including the failure to factor in the contradictions between growth and sustainable development. Air travel, fuelled by the rapid growth in tourism, significantly contributes to global warming. The boom in tourism destinations leads to congestion and overcrowding, to scarcity of living space and resources, while costs of living are increasing. Additionally, tourism focussed on international guests is highly vulnerable to external shocks, including international terrorism or natural disasters.

The growth paradigm is based on the assumption that local people benefit from the tourism boom via 'spill over' and 'trickle down' effects. However, it does not include how marginalised groups may effectively make use of their rights to participation. Nowadays, it is widely acknowledged even by institutions like the International Monetary Fund that the trickle-down theory does not materialise in the 'real world' and so continued 'belief' in it has led to adverse effects on progress towards more sustainable development especially of poor and marginalized groups, because it is contributing to increasing inequalities.

### Measuring sustainable development instead of measuring tourism

The success of tourism, also in so-called 'development projects', is measured by its own performance and not by its sustainability along the entire value chain and eventually its impact on local people's quality of life and the improved well-being of local communities. This is reflected in the tourism-related indicators for SDGs 8 and 12 which have been introduced in the "Tier Classification for Global SDG Indicators" of 10 November 2016:

#### Target 8.9

- » 8.9.1 Tourism direct GDP as a proportion of total GDP and in growth rate
- » 8.9.2. Number of jobs in tourism industries as a proportion of total jobs and growth rate of jobs, by sex

#### Target 12.b

- » 12.b. 1 Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools

In view of the very challenging task of measuring progress on the SDGs, resorting to existing data and indicators is understandable. However, to measure the highly praised development impact of tourism, a much broader set of socio-economic indicators is needed. Especially the measuring of "tourism direct GDP as a proportion of total GDP and growth rate" is a misleading track. Sustainability in tourism needs to be measured against the ways in which tourism contributes to achieving the SDGs, not in limited economic figures.

Good measuring is not only about choosing the right indicators, but also about addressing all the effects, local and global ones. Indicators should be measured based on correct interpretations. Promoters of international tourism claim their work benefits one billion international tourists, which is a false deduction from the fact that there are one billion international arrivals. It ignores that a small, wealthy minority of the world population travels several times a year, with business travellers up to several times a month. It is estimated that less than ten percent of the world population have ever crossed an international border. The fact that there are five to six billion domestic trips could make domestic tourism a far more important sector for sustainable development.



## Transforming tourism

The 2030 Agenda is more than the sum of the 17 Sustainable Development Goals. The reference to 'sustainable tourism' in the Agenda is an invitation to seriously reflect on the connections between tourism and sustainable development. Given the importance of the tourism and travel sector, the necessary transformation of our world is not possible without the transformation of tourism. The analysis and experiences collected in this online compendium give insights into the relevance of the SDGs for tourism and the role of tourism in achieving the SDGs. It is aimed at providing background and at encouraging reflection, debate and actions that can contribute to a more just, inclusive and equal world.

Across all the SDGs authors in this compendium explore what they see as the major current challenges that today's practice of tourism poses. These practises are often undermining, as opposed to contributing to, progress towards the achievement of the SDGs. The authors also share tangible ways forward from across the world. These are a range of initiatives, approaches, policies and practices that can actively contribute to transforming policies, transforming businesses and transforming consumption in tourism (Bread for the World et al, 2016).

From what authors have gathered from empirical studies, academic research, case studies and their own experiences it is obvious that tourism as we know it today may seriously endanger the achievement of the SDGs. Modest socio-economic or ecological adjustments in production, often presented as 'sustainable' or 'responsible' tourism, will not bring the necessary change. For tourism to contribute to sustainable development, a fundamental transformation of tourism is essential and urgent.

We sincerely encourage you, whether you are a tourist, tourism entrepreneur, a political decision maker or living in a tourist destination or host community, to see how you can contribute to transforming tourism. Future generations will judge us by our actions, now is the time for change. Join us in working for more just, equal and sustainable tourism and so contributing to a more just, equal, inclusive and sustainable world.

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# GOAL 1: END POVERTY



## END POVERTY IN ALL ITS FORMS EVERYWHERE

By Christina Kamp and Sumesh Mangalasseri with contributions from Adama Bah, Christine Plüss and Andy Rutherford

**ABSTRACT:** *We pledge that no one will be left behind (United Nations General Assembly, 2015, p. 1). To achieve sustainable development, alleviating poverty is the number one goal in the 2030 Agenda. Ensuring that “no one is left behind” has been defined as a fundamental guiding principle. Tourism for poverty alleviation has been discussed and promoted by various agencies, often with a focus on the so-called ‘trickle-down effect’ of tourism – the idea that the economic benefits of the industry would eventually also reach the poor (if not the poorest) sections of society. However, experiences from many destinations have shown that tourism may not just fail to deliver on the ‘trickle-down’ promise, but may often even increase poverty due to its inherent inequalities, rather than alleviating it. Across the tourism industry de-regulation and eroding of workers’ rights have contributed to joblessness and precarious work and social inequality. The lives and livelihoods of millions of women and men have become more not less precarious. Without meaningful participation and serious attempts to increase the capacities of the poor, poorest and marginalised, tourism is not an option for alleviating poverty.*

## INTRODUCTION

### Who are those at risk of being left behind?

‘Extreme poverty’, to be eradicated by 2030 according to target 1.1, is measured as income poverty: the population living on less than 1.25 USD (purchasing power parity – PPP) per day. It is a rather simple indicator which allows for an easy international comparison of data. However, poverty is much more complex and in recent years, increased efforts have been made to build and use indices which include social, economic and environmental indicators. For example, the United Nations Development Program (UNDP) has introduced (and continues to develop) the Multidimensional Poverty Index (MPI).

## Multidimensional Poverty Index

The Multidimensional Poverty Index for developing countries captures the multiple deprivations that people face in their education, health and living standards. The MPI shows both the incidence of non-income multidimensional poverty (a head-count of those in multidimensional poverty) and its intensity (the relative number of deprivations poor people experience at the same time). Based on intensity thresholds, people are classified as near multidimensional poverty, multi-dimensionally poor or in severe poverty, respectively. The contributions of deprivations in each dimension to overall poverty are also included.

UNDP 2015, p. 205

Countries also apply national poverty lines for national policy purposes. Target 1.2 is aimed at reducing, 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.

None of the poverty indicators refers to a static group of people. Shocks and crises (illness, unemployment, rising food prices, natural disasters) affect households and may make them fall into poverty. Similarly, people may get out of poverty when their situation improves. The population at risk of poverty is usually much bigger than the number of the poor (no matter by what measure) at any point in time.

In addition, people who do not have access to certain rights, including a voice in decision-making or to basic goods and services may be among those “left behind”. Women are consistently the majority of people in poverty across the world, and in many countries, indigenous peoples are among the most disadvantaged groups.

## Vulnerability

Vulnerability is a key factor that places people at risk of poverty. According to UNDP’s Human Development Report 2014, ‘structurally vulnerable’ groups are more vulnerable than others by virtue of their history or of their unequal treatment by the rest of society. Many of the most vulnerable people and groups face numerous and overlapping constraints on their ability to cope with setbacks. (UNDP 2014, p. iv). The types of vulnerabilities may include vulnerability to disasters, to loss of income, to exploitation, to illness, to violence, or corruption.

## Tourism and the poor and vulnerable

Tourism is one of the sectors with a high level of inbuilt inequality, as it creates unequal wealth distribution among local communities in the destinations (>> Goal 10). The exploiting and excluding economic and social power relations that are found in much of tourism practice tend to consolidate and deepen exclusion, exploitation, and poverty. Power relationships between tourists and hosts are always an issue, as the purchasing power of the tourists usually dominates. Tourism activities affect each and every aspect of the lives and livelihoods of the people in the destinations.

### Competition for scarce resources

The tourism industry competes with local people for scarce resources, including land, water, energy, utilities, government support, food supply, etc. The poor are by nature of their situation the least able to benefit from tourism, and highest at risk of suffering from the negative impacts of the industry, e.g. in terms of water shortages due to over-consumption by resorts, land appropriation by industry, rising consumer prices, displacement, etc. They are also the least able to defend their rights. The bargaining power of tourism business for tax benefits, subsidies and other incentives diverts scarce resources which could otherwise be used for effective policy measures that would really benefit the poor.

### Multiple deprivations and tourism

Tourism is an industry which provides employment for a large number of people (>> Goal 8). Some of the jobs require a high level of professionalism and qualification to meet sophisticated quality standards, not only in terms of amenities, but also in terms of eco-standards and social responsibility. Many jobs, however, are semi- or unskilled and thus more accessible for poorer sections of society. Due to a high level of exploitation and unfavourable working conditions in the sector, jobs in tourism may not be suitable as a way out of the poverty trap.

In community-based initiatives, the involvement of the poor depends upon their ability to provide tourism facilities and services. Poverty is in many cases associated with a lack of resources and skills, such as communication skills and self-confidence, and a low level of formal education (>> Goal 4). The poor may not have the means to achieve certain standards of hygiene and health in tune with tourist expectations. Often, this is due to a lack of access to clean water (>> Goal 6). Their standard of living and housing is usually low, so that they are often not able to provide facilities that would meet the expectations of tourists.

## MAJOR CHALLENGES

It has been easy to state that tourism 'can alleviate poverty if we manage it properly', but in practice 'manage properly' remains the key challenge. Direct involvement of the poorest of the poor in tourism is not easy and will not happen automatically. For the poor to be meaningfully involved (whether in mainstream tourism or in community-based projects), there is a need for distinct affirmative action that includes empowerment, capacitybuilding and facilitation.

### Reducing vulnerability, strengthening resilience

Tourism as an industry may increase a country's vulnerability, as the sector is easily affected by disasters, epidemics, terrorism and political and economic crises. The same applies at the micro-level for individuals involved in the sector, e.g. vulnerable groups overly depending on tourism (even with menial jobs). To reduce their vulnerability, there is a need for a diversification of income and livelihoods at all levels. Target 1.5 is aimed at building the resilience of the poor and those in vulnerable situations and reducing their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters. Tourism taken as an additional activity and form of income may play a role in strengthening resilience at household, community and macro-economic levels.

## TANGIBLE WAYS FORWARD

To contribute to reaching those furthest behind first, stakeholders in tourism must learn about the dynamics of poverty, marginalization and vulnerability in their country and place-specific context. It is imperative to involve the poor, the vulnerable and marginalised people in decisions on developments that affect their lives. Their rights must be safeguarded and mechanisms for their effective protection strengthened, including grievance mechanisms to deal with cases of human rights violations. Equal rights of men and women must be ensured, in line with target 1.4., taking into account that tourism may affect men and women differently (>> Goal 5).

### Setting priorities, allocating resources

In implementing the 2030 Agenda, priorities need to be set and must reflect in policies and resource allocation. Subsidies for a sector like tourism are not in line with this priority. Big infrastructure projects (highway projects etc.) meant to stimulate tourism development often take away resources meant for programmes which would really help in poverty alleviation (>> Goal 9). The public and private sectors need to focus on re-distributive strategies that specifically support the poorest sections in terms of capacity-building, opportunities, social security, and rights. A key challenge is the effective taxation of tourism activities to generate the resources needed for poverty alleviation and development.

### Participation of deprived and marginalized groups

The participation of local communities in planning and decision making, tourism business, destination management and monitoring of benefits and detrimental effects of tourism is indispensable. Usually, the privileged sections of societies dominate in decisions and management of tourism. The involvement of the poor remains a major challenge. It requires empowerment and pro-active supply chain management that involves them in a targeted manner. Capacity building, training and skills development are preconditions for their meaningful involvement (>> Goal 4).

#### Local sourcing

Tourism is the only export sector where the consumer travels to the exporting country which provides opportunities for the poor to become “exporters”, selling foods, drinks and other goods and services to foreign tourists. There is growing concern for the tourism industry to encourage responsible tourism practices by locally sourcing food products. This will create employment opportunities for local farmers who in many developing countries are in the majority and are the poorest (>> Goal 12 responsible consumption and production patterns).

Adama Bah

### Tourism destination partnerships

One way forward at destination level is the formation of multi-stakeholder and right holder’s tourism partnerships (with the interests of poor, vulnerable and marginalized communities represented) that will look at minimizing the negative impacts and maximizing the positive ones for communities. The best way forward are policies and strategies of intervention for tourism to contribute to the development of the informal sector, small businesses, community-based tourism initiatives and other businesses run by or benefitting the poor, linking tourism to local production and services.

### **(Re-) examining the poverty alleviation performance of tourism**

Governments and agencies usually use indicators such as tourist arrivals and tourism's contribution to GDP and employment to point out the benefits of tourism. From a poverty alleviation perspective, however, the criteria used to assess tourism need to be different. A more suitable framework needs to include the impacts of tourism on the poor and people at risk of being left behind, whether beneficial or detrimental, by using a comprehensive set of indicators. This would include the impact of tourism on key aspects of human development as such education, health, and standard of living, as well as on people's vulnerability and resilience, and on the fulfilment of their rights and access to basic services. Such an approach requires micro level assessments. To leave no one behind in the 2030 Agenda, it is critical to systematically collect evidence on whether and how tourism does indeed reach those furthest behind.

### **Strengthen social protection**

Social protection, decent work and sustainable livelihoods are economically productive and essential to sustainable development. Social protection helps individuals and societies mitigate against risks of impoverishment throughout a person's life cycle to include situations of sickness, disability, old age (>> Goal 3), unemployment, disaster, general poverty, and social exclusion. However, only 20 percent of men, women, and children (one percent in developing countries and the rest in affluent countries) enjoy social protection. Target 1.3 is aimed at implementing nationally appropriate social protection systems and measures for all, including floors, and at achieving substantial coverage of the poor and the vulnerable by 2030. To enhance access to basic services and social protection for the poor, tourism companies need to ensure that they contribute to decent work (>> Goal 8) and also make their full tax and revenue contributions to enable host country local and national governments to be able to run and provide access to comprehensive public services.

### **Tourism in development cooperation**

Target 1.a seeks to ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, to implement programmes and policies to end poverty in all its dimensions. Tourism, however, is not beneficial per se and should not be supported with development funding unless this happens against the backdrop of comprehensive analyses of the effectiveness of tourism as an instrument to overcome poverty. Official Development Assistance (ODA) or Aid for Trade (AfT) should not be invested in tourism infrastructure or tourist facilities. Rather, the needs of the people who are to benefit from tourism, especially poor and disadvantaged groups, need to be fully taken into consideration. Development projects need to be specifically targeted at the empowerment of poor and vulnerable groups of the population.

This includes strengthening human rights and participation, as well as traditional sectors such as agriculture, fisheries and crafts, and local sourcing for tourism enterprises and tourists.

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## GOAL 2: ZERO HUNGER



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

By Ma Rosalie Abeto Zerrudo, College of Technology/CLASE, University of San Agustin

**ABSTRACT:** *If tourism is to contribute to achieving goal 2 “End hunger” it is important to ‘think local’ – not only serving the interests of tourists, but of the local people. An integrated holistic food-based approach to tourism enables local farmers to grow nutritional food using responsible agricultural practices allowing them not only to feed their families but also to earn an income by selling produce to tourism enterprises. While a few progressive and mindful travelers increasingly demand locally grown, traditional food, the rise of fast food chains has commercialized food production and changed local lifestyles in many parts of the world. Furthermore, food waste in tourism is a serious concern to the achievement of goal 2.*

### INTRODUCTION

Understanding the linkages between Goal 2 and tourism requires reflections on issues that relate to food security, nutrition and sustainable agriculture. The actions of every individual on the planet reflect the state of being, the common core values of a community. The African philosophy Ubuntu “I am because we are” is like the umbilical cord of people wanting to connect to other people. The choices one makes and the mindful encounters in the way people travel make a big impact. Travel and food means people and land. The way people eat reflects a way of life that translates to systems of economy and food production. Stakeholders in tourism need to understand the core values of people and agriculture to address issues related to food which are felt by the people in travel destinations.

Food is a major part of the tourism experience. The World Food Tourism Association notes that “only 8.1 percent of all foodies self-identify with the “gourmet” label” (Pettrak and Beckmann, 2015). Often the most interesting culinary experiences come from a variety of social and economic backgrounds.



Culinary tourism is especially appealing in rural areas. These areas are close to food sources and often have preserved local traditions. Rural food tourism locations that are most successful have found ways to protect their food ecology and offer interesting meals at reasonable prices.

### Increasing demand for traditional food

Tourism can play a role in increasing the demand for traditional food. A story featured in Green Destinations cited best practices in Europe which put Ljubljana on the world map. Ljubljana became a brand with a strong following for gastronomic tourism that awakened the pride of the local people and its local authentic cuisine. A new product created a movement that generated local pride and identity with responsible practice.

#### Taste Ljubljana

“Taste Ljubljana is the local brand for food and drinks dedicated to presenting Ljubljana’s most popular traditional dishes, using modern cooking methods and making them available in the city restaurants. Ljubljana boasts a number of special dishes, typical of different periods in its history. The city’s surrounding villages, meadows, and woods were one source. [...] Traditional Ljubljana dishes were not a regular feature on the menus of the local restaurants and some of them were completely unknown. In 2014 Ljubljana Tourism created the Taste Ljubljana brand and a culinary strategy in collaboration with Slovenian ethnologist Prof. Dr. Janez Bogataj. The main goal was to answer to the question of tourists “Where can we eat good local food? What is typical local food?” More than 30 of the city’s restaurants are now offering local food under the Taste Ljubljana brand.”

Taste Ljubljana – Ljubljana Tourism Board. Green Destinations (2016).  
<http://greendestinations.info/taste-ljubljana-ljubljana-tourism-board/>

### Tourism impacts

Tourism as a prime economic-generating activity has a trade off. Mass tourism practice entails losses in the name of profit. While people earn from tourism, it has also affected the preoccupation they played in the community as providers and role models. In many cases, fishermen who used to catch fish to support the whole community decided to become tour guides or taxi drivers. As a consequence, the community lost food providers who chose to get paid for their tourist services instead. Instead of producing their own food, communities have to obtain food from other sources.

## MAJOR CHALLENGES

### Lost paradise: land for food

Another critical issue is the displacement of indigenous communities in favour of business establishments, which has reduced or curtailed people’s access to land to grow their own food. In the Philippines, many areas of Mindanao used to be sacred ancestral land of the indigenous communities. Through the years, Lake Sebu, home to T’boli people known as the Dreamweavers of T’nalak, became a classic example of displacement. The sacred

lake was turned into a commercial area with resorts, mostly owned by migrants and foreign investors. The local indigenous people were reduced to landless resort workers or entertainers. Local farmers lost their ancestral land which they had used for food production. This changed the whole lifestyle and community dynamics. They lost control over their own food production and sovereignty over their land. The strong communal system of sustainable food production has been defeated by self-serving private businesses at the expense of the indigenous community's self determination and preservation.

### **Imported products and increasing food prices**

Another downside of tourism is the commercialization of places, with associated rises in prices. Tourism has led to businesses dictating the prices of local food and fish catch. In many islands where there is an influx of tourists, local people can no longer enjoy local prices.

Small islands often experience shortages of locally produced food. The most common strategy is to import food from different sources, from other islands or from abroad, which costs more with the mark up on freight, transportation and labour. According to the USDA-Foreign Agricultural Service, the Caribbean Basin is the 7th largest export market for U.S. consumer-oriented foods. Being small islands with importation dependency on the USA means a very expensive lifestyle in the islands, only intended for rich tourists.

The rise of fast food chains has commercialized food production and changed local lifestyles in many parts of the world. Farm to kitchen produce by local farmers has regained a new following among the progressive and mindful few. The trend of going back to organic and chemical free dining has a sensitive touch of consciousness, but only a few adhere to strict principles of using local produce.

### **Farmers without food**

Tourism does not necessarily benefit directly the poor farmers who produce food for tourists. Food often served in restaurants features the chef and the branding, but often fails to make the local producers visible. Farmers may produce the best coffee in the world, but may remain in poverty, marginalized in their direct participation and share of profit.

According to Ardahaey (2011), "poor households can benefit from the higher wages and increases in production in tourism related industries". However: "An offsetting earnings effect comes from the fall in production and wages in traditional export sectors. An adverse aspect of tourism expansion is that if the poor rely heavily on earnings from commodity export sectors, an increase in tourism demand may lead to an increase in poverty."

### **Farming is unpopular**

In the Philippines, the Banawe Rice Terraces, declared World Heritage Site by UNESCO in 1995, which made the Ifugaos proud of their ancestors for hundreds of years, is short of rice to supply its own community. Agriculture is dying. While tourists visit the site to see the world famous rice terraces, the irony is that in the new generation it is hard to find young people who want to become farmers and plant rice and vegetables. Other rice farmers prefer to sell their organic mountain rice at a good price than to use it for personal consumption. Food is imported and some locals become dependent on noodles or canned goods. The hauling of commercial products costs a lot due to transport, fuel and commercial value.

Local farmers cannot compete with imported products such as rice. It is ironic that a rice producing country like Philippines is currently importing rice. While as a country, it has one of the biggest productions of food for export, while a large number of its children are malnourished.

### Food and waste

More than eight million New York City residents and at times over 500,000 tourists per day with an average personal waste of seven kilos per person, with three meals a day, is unsustainable. The problem of food waste seems unstoppable. According to Steve Cohen of Earth Institute 2016, over 25,000 tons of garbage is collected each day. The influx of tourist adds to the daily consumption of food and water. In addition, the food industry requires fuel and other resources that add to the statistics of consumption and waste.

### Foodways

Travelers are looking for something new, something to eat that they do not eat at home. The fast food experience is slowly becoming unpopular and has many problems such as excessive waste. There are new 'foodways' experiences which combine art, conversations, interactions and food culture with local meets local, and local meets the world. 'Spatula&Barcode' makes art projects in which the performance of place and of hospitality are central aesthetic concerns. While most 'Spatula&Barcode' projects involve food in some way, their recent series 'Foodways' specifically explores the movements of food and food culture.

Clark, L. and Peterson, M.

<http://spatulaandbarcode.net>

### Climate change effects on agriculture

The changes in weather patterns affect crops in terms of over-production or shortage of supply, which are also linked to price fluctuations. Extreme weather conditions such as super typhoons destroy yields of crops. The paradigm shift brought by climate change calls for a change of lifestyle, mental sets and learning pathways especially in the way people travel. (>>Goal 13)

The protection of marine sanctuaries in island communities also has become a critical concern for the sustainability of tourism activities, cultural heritage and local economies which include locally produced food supplies. (>> Goal 14).

## TANGIBLE WAYS FORWARD

It is important to 'think local' – not only serving the interests of tourists, but of the local people, making prices affordable to the local people. The kind of tourism which promotes local food supported by local community has now expanded in malls with a resto-spa and souvenir shops. An integrated holistic food-based tourism means people and health, while providing food on the farmer's table with proper nutrition and responsible practices in agriculture (>>Goal 3).

### Domestic tourism

More than international tourism, domestic tourism brought a change in the economics of food in the Philippines, as Filipinos love to bring food home as 'pasalubong' or gifts. This helps in the local economy, as domestic tourists buy to share the products of a place. Artisanal food products such as coffee, chocolate and tea also find a new market. Local government units also promote 'one town one product' to help local communities develop their creative enterprises.

Successful food tourism aroused the interest of domestic tourists with the new trend of artisanal home-made products in a farm resort, or agri-tourism as a tourism package. One of the trendy tours that have existed for many years is cultural tourism which includes food tasting of different local delicacies and the actual visit to a local home or backyard food production site and workshop.

### Spreading organic farming practices

The trend in travel as a lifestyle needs to influence the global mentality of providing food on the table, but mindful of the source and responsible farming practices. Travellers may produce viral blogs on organic practices, not only concerning practical information, but also real stories of people in local communities that can teach other communities. People travel, and so stories can travel with them and start connecting the dots.

### Voluntourism on Organic Farms

One of the biggest networks of travelling people which concerns food is the World Wide Opportunities on Organic Farms (WWOOF) which is a loose network of people from all over the world that facilitates placement of volunteers on organic farms. The travellers mostly donate or contribute a minimal amount, but mostly work on the host farms to pay for their food and accommodation. One of the ways in which to know a country and its culture is to live with a local family while sharing the philosophy and principles of organic farming. The travellers spread the experience to other farms as they travel the world. Some people stay for a couple days, while others may end up staying for months. They are part of a conscious community of doers willing to help communities plant their own food.

<http://wwof.net>

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## GOAL 3: GOOD HEALTH AND WELL-BEING



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

by Laura Jaeger, Tourism Watch - Bread for the World

**ABSTRACT:** *In order for tourism to promote good health and well-being for all, a comprehensive, cross-sectoral and people-centred approach is needed, which takes local people's as well as tourists' health and safety into account and puts a strong focus on equity in order to ensure that local people are not structurally disadvantaged.*

*Governments and the tourism industry need to critically analyse health hazards and develop effective preventative measures in the destinations. They need to ensure that jobs created in tourism comply with labour laws, safety standards and pay fair wages that enable staff to cover their health insurance and medical bills. Tourism bears great potential to foster healthy lives and well-being for both tourists and local communities if the risks involved are reduced by effective preventative measures. For tourism to contribute significantly to Goal 3, revenues generated from tourism need to be invested in health care systems that are of good quality and accessible and affordable for all.*

### INTRODUCTION

The right to the highest attainable standard of health is a fundamental human right and a key indicator for sustainable development. Good health is a prerequisite for a dignified life and social and economic participation. Poor health, on the other hand, can negatively affect other human rights, e.g. pose a threat to a child's right to education and limit women's and men's economic opportunities. Goal 3 calls for a healthy life for all at all ages. Central demands include universal health coverage for all, including access to basic health care as well as affordable medicines and vaccines.

Good health is closely linked to various aspects called for in other goals, such as food security (>> Goal 2), clean water and sanitation (>> Goal 6) or functioning ecosystems (>>Goal 14, >> Goal 15). To achieve good health, structural and systemic inequalities have to be overcome (>> Goal 10) in order to ensure universal health care access and equity. Underlying factors for discrimination, such as gender (>> Goal 5), race, caste, disability have to be surmounted in order to achieve not only economic but also social equality.

There are numerous ways in which tourism can influence health. Health and safety are key factors for many tourists when deciding where to spend their holidays. While there is an abundance of literature analysing health risks for travellers based on hygiene, water quality, epidemiology or the availability and quality of health services in the host country, there are only few analyses of the effects of tourism on the host population's health. Generally, tourism can influence their health either directly, e.g. through bad working conditions or infections from tourists, or indirectly, e.g. through environmental health hazards caused by tourism, such as contaminated drinking water.

## MAJOR CHALLENGES

### Tourism development and health of the local population

Increased tourism arrivals generate more revenues for a region. To what extent this leads to better health care for locals (and tourists) has not been studied well. There is little evidence that taxes generated from tourism are to a large degree invested into reforming public health care systems in order to improve the health of local residents, especially those previously left behind. On the contrary, examples of negative impacts of tourism on locals' health dominate.

Tourism increases competition for scarce resources such as clean drinking water, access to traditional farm land or fisheries, or existing health care services. Tourism can displace local people and destroy traditional livelihoods. Resulting poverty potentially fuelled by tourism induced inflation can increase malnutrition, morbidity and mortality – most severely among vulnerable groups such as minorities, youth and the elderly as well as women.

### Environment and health

Frequently tourism planning does not provide adequate solutions to harmful effects of tourism on the environment that pose health hazards for local communities (as well as tourists). Inadequate waste and sewage management not only damage the environment, but may also spread waterborne diseases.

On a global scale, tourism is responsible for about five percent of all CO<sub>2</sub> emissions (UNWTO, 2016) that are severely impacting the world's climate. "Climate change affects the social and environmental determinants of health – clean air, safe drinking water, sufficient food and secure shelter. Between 2030 and 2050, climate change is expected to cause approximately 250,000 additional deaths per year, from malnutrition, malaria, diarrhoea and heat stress", according to the World Health Organization (WHO, 2016).

### Health and working conditions

Tourism may offer jobs to local people. However, many jobs are not complying with health and safety standards and can therefore have detrimental effects on employees' physical and mental health and even result in death. There is a lot of informal employment in tourism, leaving poorly paid workers with no health insurance and social security. The density of trade unions in the sector that could advocate for workers' rights to fair pay and health coverage is low. (>> Goal 8)

#### Health risks for porters

Frostbites, altitude sickness and even death can be the cost for porters carrying trekkers' equipment. Lack of shelter, inadequate food and clothing, and minimal pay are commonly faced problems. Nepalese porters suffer four times more accidents and illnesses than Western trekkers. Reports of porters being abandoned by tour groups when they fall ill are not unusual. Porters have even been abandoned in life-threatening blizzards while trekkers were rescued by helicopter.

Tourism Concern [www.tourismconcern.org.uk/porters/](http://www.tourismconcern.org.uk/porters/)

### Interaction between hosts and tourists

The bigger the financial disparities between travellers and hosts, the more hosts may perceive tourists to embody progress, wealth and a desirable lifestyle. This can lead to cultural changes and the erosion of traditional social protection mechanisms, such as care for the elderly and sick. Tourists may introduce new forms of food, tobacco and drugs to a destination. Studies indicate that tourist destinations can be epicentres of demographic and social change as transactional sex, elevated alcohol and substance use, as well as internal migration can increase the risk of infection with sexually transmitted diseases, such as HIV (Padilla et al, 2010).

#### Happy Hour in Paradise

A study by the Swedish organisation Schyst Resande shows that tourists tend to drink more alcohol when on holiday, resulting in high risk behaviour such as unprotected sex (risking STD or HIV/Aids infections) or traffic accidents. Tourists' demand for alcohol increases the physical and social accessibility of alcohol and may also fuel consumption and high risk behaviour among local people. The study shows a strong influence of the alcohol industry on a destination's legislation in relation to alcohol. Furthermore, the alcohol industry uses images related to holiday-making in its marketing, while many offers by the tourism industry promote alcohol consumption.

Schyst Resande (2010): Happy Hour in Paradise.  
[www.schystresande.se/upl/files/111335.pdf](http://www.schystresande.se/upl/files/111335.pdf)

### Globalization, tourism and health

The growing mobility of tourists is a risk factor, as it can contribute to spreading infectious diseases and epidemics. Via international air travel infection risks can reach nearly every corner of the world within hours or days, as could be witnessed during the Ebola outbreak in Western Africa in 2014/15. A total of 28,616 Ebola cases were reported in Guinea,

Liberia and Sierra Leone, with 11,310 deaths (WHO, 2016b). The first case of an infection outside of Africa was reported in September 2014 in the US. The patient travelled from Liberia to Dallas, Texas. He was treated in a hospital and died a couple of days later. Two nurses caught the Ebola infection while taking care of the patient, but could be cured and the disease was prevented from spreading further (Robert Koch Institut, 2016).

### **Tourists' risk perception**

The spread of Ebola showed just how vulnerable the tourism industry is. The economy including tourism plummeted not only in the outbreak areas, but also in other parts of Africa. The common misperception of tourists from industrialized countries to view Africa as one homogenous area and not a diverse continent with 54 individual states, and undifferentiated media reporting on the Ebola outbreak resulted in an exaggerated fear of infection. Despite the fact that the outbreak areas are geographically closer to Europe than to Eastern and Southern Africa, safari companies there experienced cancellation rates between 20 and 70 percent. Heavy losses in the entire African tourism industry with detrimental effects on jobs and income were the result.

### **Patients without borders**

Today, a growing number of patients (in 2014: over one million by conservative estimates according to Lundt et al, 2014) mainly from industrialized countries seek medical care in developing countries. Motives for medical tourism include relatively cheaper prices, shorter waiting lists or (experimental) procedures that are prohibited in the patients' home countries. While medical tourism has the potential to create jobs and encourage investments and innovation in the medical system, the risks for local communities and questionable ethics predominate.

Medical tourism diverts scarce health care resources from local people to tourists. Heavily subsidized institutions catering to the needs of well-paying tourists drain public health care systems of skilled staff. Medical tourism threatens to further commercialize and privatize the health sector in the host countries and increase inequalities in accessibility and affordability of health care. Medical tourism also reduces the pressure on governments to provide affordable health care for their citizens that integrates preventative measures, if medical treatment can be outsourced at low costs.

Medical tourism raises moral and ethical issues, especially in the fields of reproductive health and organ transplants. Because of the lack of available donors, every day 18 individuals worldwide die while waiting for a transplant of a vital organ (Smith 2012). Organ trafficking as a black market activity is lucrative. Affluent recipients often "buy" organs from the most disadvantaged and vulnerable, who may be forced or may technically give their consent, but may not be aware of the risks. Studies show that a donor's health often worsens after the surgery, costing them more in lost employment or out-of-pocket remedial care than the minimal 'donation' they receive for offering their organ to a broker (Hopkins et al, 2010). Organ trafficking and transplant tourism clearly violate the principles of equity, justice and respect for human dignity.



## TANGIBLE WAYS FORWARD

In order for tourism to promote good health and well-being for all, a comprehensive, cross-sectoral and people-centred approach is needed, which takes local people's as well as tourists' health and safety into account and puts a strong focus on equity in order to ensure that local people are not structurally disadvantaged.

On a global scale, the risk of rapidly spreading infections due to more international travel has to be factored in when developing early warning mechanisms. The fact that more and more areas of the world get accessed by tourists can support the development of cures and vaccinations for health risks in the Global South which were earlier of little economic interest for pharmaceutical companies. However, these cures have to be made available and accessible not only to affluent tourists but to everyone at risk.

### Tourism and HIV/AIDS

Tourism presents a high risk environment for HIV/AIDS (ILO, 2012). In many popular destinations in the Global South, HIV/AIDS prevalence is high and poses serious threats to the local population, to tourists and to tourism as an industry. Tourists tend to take more risks when abroad, including unsafe sex and drug abuse, risking infections and spreading HIV/AIDS. Marginalized groups such as sex workers, children living on the street, or personnel in the tourism industry are often unable to practice safe sex and risk infections from tourists. Businesses are challenged by the low productivity of a workforce with serious health issues and extremely high fluctuation rates.

In Namibia there is an average HIV/AIDS prevalence of 13.3 percent. However, in some regions it may reach up to 40 percent. A project by the "Evangelical Lutheran AIDS Programme" (ELCAP) educates employees in tourism to prevent HIV infections and to implement workplace policies that reduce stigmatization of people living with HIV. Through extended advocacy and health care, the program reaches employees, business partners, and local communities.

Taxes from tourist spending should be used to improve public health care systems, allowing for equity and access, particularly for vulnerable groups, in order to avoid further privatization and inflation of medical costs. It is the duty of governments to discourage a dual system of strong disparities where better quality services are reserved for foreign clients with a higher purchasing power while their citizens often lack access to basic health care. Governments in the Global South could set quota regulations, which require a set number of treatments of locals for every foreigner treated there.

Governments need to develop and enforce laws regarding bioethical questions with regard to tourism, such as organ trafficking, transplant and fertility tourism to effectively protect vulnerable groups within and beyond their borders in line with relevant international guidelines, such as the UN Convention against Transnational Organized Crime (UNTOC), specifically the Protocol to Prevent, Suppress and Punish Trafficking in Persons (which also includes organs and the Istanbul Declaration on Organ Trafficking and Transplant Tourism by the International Transplantation Society (TTS). Through transparent public donor programmes governments should strive to meet the demand for organs at the national level.

Not all forms of medical tourism involve surgeries or curative treatments. Beyond recreation, in the field of health-oriented travel there is a growing demand for alternative medicine and wellness treatments. This brings great chances for small-scale authentic tourism products that involve local and indigenous communities and their traditional concepts of medicine, health and well-being.

Until today, only a very small part of the world's population is able to take vacations and to travel internationally. Tourists should bear in mind that, for example, in Europe the entitlement for paid leave was a long and hard struggle by the Trades Unions for workers' rights to health and recreation. Tourists should critically reflect upon their personal consumer behaviour and make sure that it does not infringe on the local population's rights to a healthy and dignified life.

Tourism has great potential to foster healthy lives and well-being for both tourists and local communities if the risks involved are reduced by effective preventative measures. For tourism to contribute significantly to Goal 3, revenues generated from tourism need to be invested in health care systems that are of good quality and accessible and affordable for all.

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## GOAL 4: QUALITY EDUCATION



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

By Marina Novelli and Adam Jones, Centre of Sport, Tourism and Leisure Studies, University of Brighton

**ABSTRACT:** *The potential for tourism to be a primary vehicle for job creation, economic regeneration and sustainable development is a well-traversed argument. However, tourism’s potential to advance education and to enhance human capital amongst local populations remains largely underestimated by governments, politicians, policymakers and international development agencies. Its development is often left to the initiative of the private sector resulting in a naïve race towards building accommodation establishments. Tourism development master plans usually focus on property development rather than enhancement of human capital that is required to make the sector sustainable.*

### INTRODUCTION

Goal 4 aims to ensure that all people have access to quality education and lifelong learning opportunities. This 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 the knowledge, skills and values needed to function well and contribute to society.” (UN, 2016)

The potential for tourism to be a primary vehicle for job creation, economic regeneration and sustainable development is a well-traversed argument (e.g. De Kadt, 1979; Christie et al, 2013; Worldbank, 2011). However, despite claims about its size – “one of the world’s largest industries, supporting 284 million jobs and generating 9.8 percent of global GDP” (World Travel and Tourism Council, 2016), and its socio-economic value, tourism’s potential, with a few exceptions, remains underestimated by governments, politicians, policymakers (OECD, 2016) and international development agencies. Its development is often left to the initiative of the private sector. Unfortunately, the response to the promising potential of tourism consists, in many instances, of a naïve race towards building accommodation establishments. In anticipation of the favourable business environment

that the implementation of tourism development master plans would bring there is a focus on property development rather than enhancement of human capital that is required to make the sector sustainable.

Tourism offers significant opportunities for several destinations around the world to move up the value chain. Sustainable development can be achieved through fostering growth and development based upon many advantages including price competitiveness, and strong and rich natural and cultural resources. However, evidence shows that a number of obstacles remain to improving their competitiveness, notably improving safety and security, upgrading health and hygiene levels, developing various forms of infrastructure, and importantly fostering the human capital (Novelli, 2016).

Human capital can be defined as the set of competences, knowledge and personality attributes gained through education and experiences, that enable an individual to develop the values needed to function well and positively contribute to society. Workforce development is considered as one of the most important government tourism policy interventions, as ultimately, the sector rests on the capacity and capability of its people to support it through knowledge and skills. As a holistic concept, workforce development includes: coordination of public and private sector policies, plans and programmes; human resources management; capacity building to align current and future needs with demands; organisational performance and accountability (Hawkins et al, 2010).

Addressing knowledge gaps and training needs through adequate primary, secondary and tertiary education, knowledge exchange, capacity building and workforce development actions are therefore key. The aim is to increase core technical and vocational education and training, and lifelong learning and development of skills which will help to achieve the full social, economic and cultural potential of the tourism sector. In addition, this will set tourism on the right path to ensure its maximum contribution through more equitable access to natural resources, economic growth, national progress and a destinations' global competitiveness all under the umbrella of sustainable development.

## MAJOR CHALLENGES

The complex and multi-disciplinary nature of tourism, as well as the multi-dimensional barriers that prevent its sustainable growth remain strongly linked to inconsistent levels of knowledge, skills and capacity of those that are directly or indirectly involved in the sector.

Tourism training has for years been characterised by the oversupply of uncoordinated and inadequate provision across both the public and private sectors. Although on the way to improvement, evidence from well-established destinations, such as The Gambia and Kenya has identified a number of deficiencies. This is all compounded by the fact that the curricula were not standardised, therefore affecting the quality of tourism vocational education at national level (Mayaka and Akama, 2007).

Regarded as a seasonal and low paid sector made up of many small providers with limited resources, identifying and providing the right level of training remains a challenging task. Furthermore, roles within tourism and hospitality are generally regarded as inferior. They are not viewed as an opportunity with a career path, but rather a short-term job prospect and used as a stepping stone into other better paid service sectors' organisations such as banking or retailing.

## TANGIBLE WAYS FORWARD

According to the World Tourism Organization (UNWTO), “a well-trained and skilful workforce is crucial for tourism to prosper. The sector can provide incentives to invest in education and vocational training and assist labour mobility through cross-border agreements on qualifications, standards and certifications. In particular youth, women, senior citizens, indigenous peoples and those with special needs should benefit through educational means, where tourism has the potential to promote inclusiveness, the values of a culture of tolerance, peace and non-violence, and all aspects of global exchange and citizenship” (UNWTO, 2015).

Quality primary, secondary and tertiary education should include a set of multifaceted programmes and initiatives, which creatively span across all the SDGs. In addition, the academic curricula should foster awareness and engagement with the pillars of sustainable development – people, places and progress. Workforce development systems can be conceived at national, regional or sector specific level (Hawkins et al, 2010) and can be embedded within each stage of the educational system – from primary, to secondary and tertiary level.

### Primary and secondary education

Educating children and young learners about tourism is increasingly important for numerous reasons. It provides the opportunity to expose them to both positive (i.e. income generated through tourism enables their parents to pay their school fees, feed them adequately, buy them toys or nice clothes) and negative effects (i.e. cultural commodification, loss of traditions, child/youth sex exploitation) of tourism. This is important to not only enable them to distinguish bad from good at an early stage of their education, but also to recognise the direct impact tourism has on their lives.

Tourism can also be a vehicle to enhance children and youth awareness about the natural environment within which they live. Appreciating indigenous wildlife, children and youth may become better equipped to grasp the importance of conserving certain species. Initiatives aimed at preserving the environment could become a vector and a catalyst to engage children in issues such as climate change and practicing sustainable living. In a similar vein education on heritage and understanding the cultural components of tourism can be used as a stimulus for their appreciation and engagement of their heritage and culture and provide opportunities for its celebration and preservation.

### Tertiary education and vocational training

This should ideally adopt a partnership approach in creating competitive clusters to ensure that the necessary skills are developed to meet current job requirements and respond to possible future changes in the tourism market place. Importantly, they ‘should be considered as an investment, not simply as a cost’. Recently, the importance of training at every level of the tourism value chain, from community-based projects to large chain-operated enterprises (Dosswell, 2000; Christie et al, 2013) has been linked to the ‘concept of community capacity building [which] is regarded as the ability of people and communities to do works associated with the determinant factors and indicators of the circumstances of socio-economic and environmental contexts’ (Aref and Redzuan, 2009). Building the capacity of communities to effectively address problematic issues and planning for tourism development is a necessary ingredient for success. Capacity building programmes help to improve local ability to participate in the tourism decision-making processes and deliver better and locally grounded results.

A successful workforce development strategy should target the entire system of stakeholders and holistically address human resource issues, which go beyond technical and vocational education and training. To achieve the aspiration of an economically productive, environmentally sustainable and socially responsible tourism sector it should span across both the public and private sectors. While entrepreneurial skills and capacity building in tourism are crucial aspects of the sector's functionality and traction, effective governance and leadership are also fundamental to inspire the leaders of tomorrow, inform the thinking of political and business players and ensure sound policy and strategy-making in the future.

Creating new cohorts of experts, teachers and trainers able to transfer their knowledge to future generations of sector specialists on issues such as business management, entrepreneurship, conservation, energy and environment would ensure that tourism works in beneficial partnership with nature, local stakeholders and contributes to a more sustainable future. Quality education and training will shape and enable a better business environment grounded in local business, management and finance skills whereby public and private sectors' employees will become capable of learning from the past, reflecting on the present, building resilience and managing change for the future, without the need of constant external technical assistance and/or funding (Novelli, 2016).

It is not just those involved in the legislation, supply and management of tourism at destination level who have a part to play in education and SDGs. Tourists themselves benefit from being aware of their responsibilities and the opportunities of being change agents whilst they are on holiday. Tour operators, airlines and others involved in the supply chain have an opportunity, and many do, to informally educate tourists and community members through information in their brochures and web sites, videos on the flight, training camps, interaction with their employees and younger generations in the communities affected by tourism, before during and after the visit. Such programmes, often part of a Corporate Social Responsibility agenda, may also be initiated to have a positive impact on the brand image of the organisation, play a role in alerting tourists and host communities to the issues of SDGs, the part they can play and the benefits to be gained.

### **Sustainable Conservation and Children Leadership Development**

Children in the Wilderness is a non-profit organisation supported by ecotourism company Wilderness Safaris to facilitate sustainable conservation through leadership development and education of rural children in Africa. The environmental and life skills educational programme is focusing on the next generation of decision-makers; inspiring them to care for their natural heritage. This is achieved in a variety of ways, from three- to five-day camps, to Eco-Clubs and Follow-up Programmes at schools, within the rural communities that live on the edges of the wild areas of Africa.

<http://www.childreninthewilderness.com/>

<https://www.youtube.com/watch?v=4nlQKur9Hyo>

### Leadership Training for Women in Rwanda

The Akilah Institute opened in Kigali (Rwanda) in January 2010. It offers a unique model of market-relevant education that enables young women to achieve economic independence and obtain leadership roles in both the workplace and society. Many of the students are from rural homes and secondary schools with very basic resources and facilities. Aside from the technical abilities in business, technology and hospitality, leadership development, public speaking, and communication are among the skills that the young women are imparted with. The institute started with only 50 students, one programme and seven staff, but it has since grown to 355 students on campus, 145 graduates in 2015, 88 percent of which launched their careers within six months of graduation, earning nearly twelve times the national median income.

Akilah is poised to create a sustainable and scalable education-to-workforce model for young women across East Africa. It is moving to a competency-based education model, delivered in both online and offline formats. The new model will allow it to reduce the cost to serve and scale the number of women in the programme. Akilah is currently in its 7th year of operations. By 2024, Akilah's ambition is to operate as a profitable social enterprise funded by student tuitions and reach one million African female students and professionals through online course modules and enrol at least 40,000 women across a network of eight campuses in East Africa by 2030.

<http://www.akilahinstitute.org/>

### Peer2Peer International

P2P International, also known as Peer2Peer Capacity Building through Niche Tourism Initiative, is an educational initiative offered at the University of Brighton (UoB). As a result of UoB staff's commitment to activist scholarship, it provides an innovative context-based learning environment to our undergraduate and postgraduate students studying Tourism, Hospitality, Events or Sport in collaboration with sponsored Gambian participants.

P2P International was born out of the collaboration between the UoB, private sectors' operators, such as Sandele Eco-retreat and Learning Centre, with support from organisations such as the Gambia Tourism Board, the Gambia Hotel Association and the Association of Small-scale Enterprises in Tourism (ASSET). The co-creation of knowledge between 'visitor' and 'host' learners enables the development of transformative travel and tourism that impacts positively not only the 'visitors' and their immediate 'hosts', but also the wider destination, by providing additional ways that benefit local businesses and communities at large.

Since 2007, P2P International has been committed to enhance students' learning and knowledge about sustainable and responsible tourism, hospitality, events and sport for development and related business and management practices.

Innovative fieldwork activities have been facilitated, leading to a unique lifelong learning experience for all parties involved. In 2015 P2P International won the Association of Tourism in Higher Education's (ATHE) Making the Case Award for a Teaching Project for Building Leadership and Management Capacity in the Visitor Economy, sponsored by the Association of British Travel Agents (ABTA).

P2P International P2P initiative - links:

<http://blogs.brighton.ac.uk/p2pinternationalgambia/welcome/>

Video: <https://youtu.be/qrGs-e4v56c>

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## GOAL 5: GENDER EQUALITY



### ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

By Daniela Moreno Alarcón, Equality in Tourism

**ABSTRACT:** *The 2030 Agenda is a tool that rethinks sustainable development at social, economic and environmental levels. If there is no gender equality and empowerment of women, there cannot be sustainable development. To pigeonhole the work of gender and tourism solely in the tourism-related SDGs (8.9, 12, 12b, 14, and 14.7) would lead to a reduction of efforts aimed at consolidating the sustainable development of tourism. It is well-known that tourism has an impact beyond job creation, particularly in terms of environmental, social and political effects generated. Furthermore, employment analysis gives rise to a chain of multiple variables related to the economy, poverty, politics and social health, which has different effects on men and women, that has to be taken into account, if tourism wants to contribute to the achievement of Goal 5 on gender equality.*

### INTRODUCTION

#### Gender equality and women's empowerment through sustainable tourism

The 2030 Agenda is a tool that rethinks sustainable development at social, economic and environmental levels. This Agenda gave shape to the 17 Sustainable Development Goals (SDGs) in which gender equality and empowerment of women is a main issue for the next 15 years. If there is no gender equality and empowerment of women, there cannot be sustainable development. The 2030 Agenda emphasizes that “The achievement of full human potential and of sustainable development is not possible if one half of humanity continues to be denied its full human rights and opportunities” and also states that the mainstreaming of a gender perspective should be systematic and continuous. In other words, a gender analysis should not solely be limited to Goal 5, as this would only weaken gender mainstreaming in the rest of the SDGs. Thus, Goal 5 supports the mainstreaming of gender equality in each of the Agenda's objectives and goals. To achieve

genuinely sustainable/responsible tourism, all budgets, statements and expertise must be aware that gender equality and women's empowerment is a core issue. It is not an extra. On the contrary, it is integral to the initiation, the planning, the execution and the monitoring and assessment of every activity, project or programme about tourism or related to it.

Political willingness and a reappraisal of economic, social and environmental development priorities are indispensable so that the cross-cutting gender perspective is correctly channelled. The best indicator of progress is the increased orientation and investment to promote gender equality and women's empowerment at national, regional and global levels. These are facts, not only words.

### **Towards gender equality in tourism projects**

#### Documentation:

- » Gender equality included in project rationale, aims, and objectives
- » Justification provided of importance of gender equality for sustainable tourism
- » Clarity over gender terms such as gender equality and women's empowerment

#### Formulation:

- » Gender-sensitive participatory planning is conducted
- » Gender-sensitive diagnostic is conducted using gender analysis
- » Gender planning is integrated into all phases of the project
- » All members of the project team receive adequate gender training
- » A gender perspective is internalised by all members of the project team
- » Clear indication of how, what, when, and where gender will be mainstreamed
- » Provision of adequate gender expertise in project; appointment of gender focal points
- » Adequate allocation for gender mainstreaming and specific activities in overall budget

#### Implementation:

- » Sufficient time, resources, and expertise for successful gender training
- » Terms of reference for hiring gender consultants are circulated to all partners
- » Resistances to a gender perspective are addressed periodically throughout the project
- » Tensions are harnessed to explore gender issues and promote change

Ferguson and Moreno, 2015, p.14

In this sense, the 2030 Agenda produces a transformation in the development perspective, making it more humane since the SDGs in part were created because it was recognized that fostering social development is not the same as sustainable human development. This plan of action constitutes an opportunity to position gender equality and women's empowerment as an essential component in the creation and implementation of public policy. It is a chance to enhance gender equality and women's empowerment in sectors where it does not exist or is in a very initial phase, as in tourism. It may also help to end the out-dated strategy of "add women and mix" and to replace it with analysis of women and gender-based power relations when designing, proposing, creating and implementing any sort of measure – in other words: to really implement gender mainstreaming.

### Some data about women in tourism

According to the International Labour Organization (ILO), the participation of women in the hotel and restaurant service industry is approximately 55.5 percent globally, and reaches 70 percent in some regions. This percentage is 55.9 percent in Spain; 58.4 percent in Costa Rica; 58.5 percent in Mexico; 65 percent in Thailand; 76.3 percent in Peru; and 85.6 percent in Lithuania. To some extent, tourism is shaped by female work.

The Global Report on Women in Tourism 2010, jointly commissioned by the World Tourism Organization (UNWTO) and UN Women, provided a global vision of women's situation in this sector. The report concludes that "women are often concentrated in low status, low paid and precarious jobs in the tourism industry". Women are understood from a quantitative rather than a qualitative point of view.

To pigeonhole the work of gender and tourism solely in the tourism-related SDGs emphasised by UNWTO (n.d.) (>> Goal 8.9, >>Goal 12b, >> 14.7) would lead to a reduction of efforts aimed at consolidating the sustainable development of tourism. It is well-known that tourism has an impact beyond job creation, particularly in terms of environmental, social and political effects generated. Furthermore, employment analysis gives rise to a chain of multiple variables related to the economy, poverty, politics and social health.

#### Equality in Tourism (EinT)

The organisation Equality in Tourism was created in 2012 with the aim of incorporating gender dimensions into tourism development. According to Equality in Tourism, a gender perspective is important in tourism: "Women are an important component of the industry's workforce. They make up almost half of the formal sector, yet they are far more likely than men to be found in lower-paid, unskilled jobs. They also tend to work exclusively with women. Such gender segregation affects pay, access to training and, hence, to better paid work. Few women are in management jobs, either in the public or private sector. Finally, much of women's work is unpaid, with women contributing to family businesses. Where women are excluded from fair inclusion in both the formal and informal sectors, they and their societies suffer."

<http://equalityintourism.org>

## MAJOR CHALLENGES

The major challenge is to increase the development of tourism from a gender perspective. It is often believed that gender analysis involves counting men and women without considering the differences between them. Working in tourism from a gender perspective entails the use of a gender analysis – critical to improving the sustainable development of tourism in itself.

### **Tourism policy from a gender perspective: the case of Cape Verde**

From 2015, UN Women - Cape Verde has strengthened the capacity of the Ministry of Tourism and the Cabo-Verdean Institute for Gender Equality to develop efficient and gender sensitive planning in the tourism sector based on gender analysis. They have identified measures and initiatives that benefit local development, impacting positively on women's revenues and productivity. The result is the first National Plan of Tourism from a Gender Perspective.

This type of analysis reveals, with the most detail possible, the differences and inequalities between women and men, their causes and consequences and the manner in which they are or are not visible. It provides a basis to foster compensation measures that diminish or eliminate gender gaps.

The development of tourism with a gender perspective implies analysing how women and men contribute, experience and are individually and collectively affected by the development of tourism, with three essential objectives:

- » Identify the causes of discrimination that occur directly and indirectly due to the development of tourism.
- » Improve tourism planning and management processes through planning concepts and tools that promote a gender perspective. In order to do this, it is necessary to align the global gender and development agenda with the analysis and proposals promoted by the tourism sector.
- » Reassess the concept of sustainability of tourism development by incorporating a women-focused analysis.

## **TANGIBLE WAYS FORWARD**

Some significant points should be considered in the SDG and tourism context with a gender perspective.

### **Implementation and monitoring of the sustainability of tourism**

Tourism at a local level needs to be designed in consideration of the power relations generated by access to and control of resources, and of the negative impacts on the capacity development of women, girls and boys. It is important to make an analysis of the gender dimensions of women's participation in different sectors linked to tourism such as agriculture, coffee, services and construction as well as a gender analysis of the private sector related to tourism, mainly multinational corporations.

### **Policies**

Governments need to implement tourism strategies with a cross-cutting gender perspective or design tourism strategies from a gender perspective that become de facto part of the country's tourism strategy and are prioritized in its budget and resources. The first step is to understand the realities of the women that live in the tourism destinations and of those who are involved in tourism as workers. Participatory tourism planning and management from a gender perspective is one of the essential principles in all policy planning and management. This must of course incorporate corporate social and environmental

responsibility, training and education. At this point, it is necessary to foster women's participation in areas where they are currently not present, but that are essential for the creation and implementation of tourism policies (>> **Goal 16 Governance**).

### **Businesses and consumption**

Gender analysis needs to be integrated into the value chain to consolidate fair trade and ensure women's participation and, especially, decision-making. Responsible consumption (>> **Goal 12**) needs to be encouraged not only in the demand for standards for visitors, but also to increase the security for women and girls living in tourism destinations and for women who travel by their own.

Decent work (>> **Goal 8**) requires a gender perspective in tourism employment policies, placing emphasis on salary gaps, sexual abuse and harassment by colleagues and tourists, and fostering female workers' participation and decision-making.

The development of tourism with a gender perspective is essential to attain excellence in the sustainability and responsibility of tourism. Furthermore, since the launch of the implementation of the 2030 Agenda effectively coincides with the UN declaration of 2017 as the International Year of Sustainable Tourism for Development, the tourism sector will be able to demonstrate its political willingness to ensure gender equality and women's empowerment.

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## GOAL 6: CLEAN WATER AND SANITATION



### ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

By Helen Jennings, Tourism Concern

**ABSTRACT:** "Tourism can play a critical role in achieving water access and security, as well as hygiene and sanitation for all. The efficient use of water in the tourism sector, coupled with appropriate safety measures, wastewater management, pollution control and technology efficiency can be key to safeguarding our most precious resource" (UNWTO 2015, Goal 6).

*This very idealistic statement by the World Tourism Organization emphasises what could be the case. However, tourists in many areas actually contribute to water scarcity and inequity, through the appropriation of public water supplies, over exploitation of aquifers, lowering of groundwater tables, and contamination of freshwater by saltwater and sewage. This leads to conflict and resentment among local people, and threatens the sustainability of tourism, which in turn further damages the economy of the places being visited. To be sustainable, tourism to countries or areas with water supply problems needs to be carefully managed in a way that improves local conditions rather than adds to the problems.*

## INTRODUCTION

### Ensuring availability and access to water for all

The right to water constitutes one of the most fundamental human rights. For many communities, particularly those living in the Global South, this right is being compromised by tourism development. The inequities of water access and availability between resorts, large hotels and golf courses on the one hand, and local communities and small-scale tourism entrepreneurs on the other, are starkly played out in holiday destinations in some of the world's poorest countries. While hotels ensure their guests can have several showers a day, swimming pools, a round of golf and lush gardens, neighbouring households, small businesses and agricultural producers can regularly endure severe water scarcity. As long as hotels are prioritised over communities, conflict and resentment will grow, so undermining the potential for tourism to contribute to sustainable development.

Hotel development needs to be carefully regulated to ensure that hotels and resorts do not syphon off – quite literally – much needed water from local communities. Developments in places like Bali, Goa, Zanzibar and the Gambia have led to the privatisation of water supplies, placing poorer sections of the communities in serious health risk, not to mention financial distress. Scarcity of water is rarely about its complete absence; it is much more often about its misappropriation.

### **Inequalities in water access: Nungwi, Zanzibar**

Tourism is a major contributor to Zanzibar's economy, yet the benefits have not been felt by all. Almost half the population remain in poverty. According to the British Department for International Development (DFID), in 2011 just half of the rural residents had access to a water source. Women in particular spend significant amounts of time fetching water, which diverts them from other income-generating activities, and means that women face the most immediate problems when water is scarce.

In the popular resort areas of Nungwi there are stark inequalities between water access for local communities and the growing number of hotels. On average, households in the village consume 93.2 litres of water per day, whereas the average consumption per room per day in a hotel is 3,195 litres. Wall to wall guest-houses surround the village of Nungwi. Water supply here is hugely problematic: local inhabitants report that the well has become too saline for use. The one remaining public borehole and pump are inadequate, which means that villagers have to obtain water from a town 20 km away. Meanwhile, four of the larger hotels have sunk their own boreholes. This inequity between hotels and local residents has resulted in conflict, with hotel water pipelines being cut by residents, which has then resulted in hotels hiring guards to protect them.

Lorna Slade (2012)



### Sustainable management

Part of any new regulatory framework must be recommendations concerning sustainability of water supply and sanitation. This cannot be left to hotels themselves, or to developers, for such concerns do not immediately rise to the top of their list of priorities. Sustainability entails costs, and these need to be borne by everyone in a fair way. Government has to mediate on behalf of its citizens to ensure that this is achieved.

Education is likely to play a large part in raising awareness of sustainability, and this will apply to schools, businesses, planners and architects, and property developers. Engineers will need to be trained and employed to ensure that good systems are put in place, maintained and improved. The tourist industry will have to play its part; it must become part of the solution rather than a large part of the problem.

#### Goa, India

Goa is an extremely popular destination in India with its sandy beaches and natural beauty, but it has become a victim of its own popularity and is facing huge water challenges as a result of poor management. These issues are threatening the sustainability of Goa as a tourist destination as well as the well-being of the local communities. The state government's drive towards high-end tourism, characterised by its five-star resorts with swimming pools and golf courses is seeing the increased privatisation of Goa's coastline, placing an intense burden on the already strained freshwater resources and infrastructure.

The problem is being further compounded by the widespread pollution of Goa's rivers, groundwater and wells from untreated sewage and dumped waste to which the tourism sector is a significant contributor. The growing privatisation of water apparently remains outside of the law.

Monitoring and enforcement of basic regulations is minimal owing to a lack of resources, political will and corruption. There is little incentive to do things well and few sanctions for doing things badly. In this political vacuum, the tourism industry is relatively unregulated, with the result that water problems are not being addressed and resolved.

Anabel da Gama

There are examples of good practice. The American-owned Starwood Hotels group has committed to reducing water consumption by 20 percent by 2020. This hotel chain offered a five US dollar voucher to spend in any of their US based hotels, if guests did not have their rooms cleaned every day. These rewards have acted as an incentive, raised customer awareness, and helped to adjust perspectives, expectations and consumption. Another company, Soneva, who have hotels in Thailand and the Maldives, have stopped taking water from the public water supply and switched to 60 percent from rainwater collection or wells and 40 percent from desalination plants. (GreenHoteliers, 2013)

Water needs to be on top of the agenda, not only regarding availability and access, but also in terms of the infrastructure and good governance vital to maintaining sustainability.

### Sanitation for all

Good water supplies are also essential to sound sanitation. It is imperative that waste is disposed of safely and that water supplies are not contaminated in the process. Diseases like cholera and typhoid are endemic when this is not the case. These matters hit the headlines when natural disasters like earthquakes strike and destroy elements of the water infrastructure.

Water contamination is a problem in many parts of the world. The improper disposal of sewage and dry waste, as well as increasing saltwater intrusion caused by groundwater over-extraction is contaminating groundwater and waterways, forcing communities to increase dependence on erratic public supplies or unregulated private vendors. The absence of monitoring here means there is limited knowledge of existing and future water availability. This is a massive problem that is posing risks to community health and well-being (>> Goal 3), impeding socio-economic mobility, harming livelihoods, threatening food security and undermining the sustainability of the tourism sector itself.

### Water problems in Alappuzha, India

Houseboat tourism is booming on the backwaters of Kerala. While this provides economic benefits for some, the livelihoods and drinking water access for many local communities are being severely threatened. Poorly regulated tourism is affecting water quality, eco-systems and traditional livelihoods. In the backwater area of Alappuzha, people's entire way of life is intimately connected to the backwaters, which they rely upon for fishing, drinking, bathing, cooking, and other livelihood activities, such as rice farming. The livelihood of the people depends on the quality of water. Houseboats leak diesel and other pollutants directly into waterways. These petrochemicals harm and disrupt the ecosystems. Oil coats the fish, causing their death or migration to less polluted areas, and bird species decline. Very few households enjoy access to piped water, and those that do report it is erratic and inadequate. Many have no choice but to depend on contaminated sources. Paddy fields are directly irrigated by the backwaters, which mean that oil, sewage and rubbish from the houseboats can flow into these agricultural units. Workers are afraid to work on the land for fear for their health.

Tourism Concern

## MAJOR CHALLENGES

Universal availability and access to pure water supplies for all is a human right. It should be enshrined as such in any government policies regarding water and sanitation. It should be the duty of all citizens and law enforcement agencies to maintain these rights to the utmost of their abilities.

Improvements will be gained where there is close collaboration between all users of water and a common sense of purpose regarding access, sustainability and conservation. Close monitoring and inspection regimes will be essential in this process, together with properly understood sanctions for violations of codes. A healthy tourist industry will be one that plays its part in supporting sound water policies across the globe.

Tourists themselves should exercise sanctions regarding areas of the world in which water is not taken seriously for all. As citizens of the world we all share a moral imperative to support the human rights of others, in this case concerning access to water.

### **Aligning business practice with the human rights to water and sanitation**

The Global Sustainable Tourism Council (GSTC) has laid down minimum requirements that any tourism business should aspire to reach in order to protect and sustain the world's natural and cultural resources, whilst ensuring tourism meets its potential as a tool for poverty alleviation. The criteria include the provision that “the activities of the company do not jeopardize the provision of basic services, such as water, energy or sanitation to neighbouring communities”. Moreover, the Travellife Sustainability System, an international certification scheme for hotels and accommodation, is working to align their criteria with the GSTC, including with respect to water. Some tour operators now take direct action to provide water for neighbouring communities, and there are examples where hotels, guesthouses, or safari lodges have installed water tanks wells or boreholes for whole communities. Elsewhere, hotel groups have donated money to community trust funds. The CEO Water Mandate offers a range of free guidelines and assessment tools to foster responsible and effective business engagement with water policy at the local level. For example, it has published a “Guide to aligning business practice with the human rights to water and sanitation”. This will offer an operational framework for applying business and human rights principles to water.

[www.gstccouncil.org](http://www.gstccouncil.org), <http://travellifesystem.org>, <http://ceowatermandate.org>

## **TANGIBLE WAYS FORWARD**

### **Ensuring availability and access to water for all**

Good governance is key to this issue, including proper regulatory frameworks, monitoring and enforcement of existing regulations, adequate planning and accountability. As women bear the burdens of water scarcity, they need to be engaged fully in finding local solutions in a fair and democratic manner (>> Goal 5). Water should be treated as a social and cultural good, and not primarily as an economic good. Privatisation of water supplies should be strongly opposed as being against public interests and good governance. Governments need to act strongly to improve equitable access to water and sanitation for all of their people and not just for some (>> Goal 10). Tourist companies and tourists themselves need to see themselves as guardians of these rights in order to maintain pressure on government agencies and hotels to follow good practice (>> Goal 16 Governance).

### **Sustainable management**

As before, there is a need for a comprehensive regulatory framework to establish sustainable management practice. The tourist industry itself should look to its practice in order to ensure its own sustainability. Education is needed at all levels to ensure a full understanding of issues raised by sustainability (>> Goal 4). Tourists themselves can play a part in supporting efforts to change for the better, putting pressure on government agencies and tourist companies to play a responsible role (>> Goal 12). Effective planning regulations are essential.

### Sanitation for all

There needs to be proper enforcement of strong regulations. Local communities need to be educated to play their part in local enforcement of standards. Use of the waterways needs to be properly regulated and monitored. The tourist industry can play an important, proactive part in helping to raise awareness and standards. Taxes raised from the industry should be used to gain improvements. Educational efforts could be targeted on women, children and marginalised groups – notably indigenous peoples – to ensure that they are fully involved in efforts to gain improvements.

### Role of governments

Governments are obliged to respect, fulfil and protect the rights to water and sanitation of their citizens. This means taking active measures to extend these rights to all citizens and governments are obliged to protect water rights against abuses by corporate interests including those engaged in tourism – such as over extraction, appropriation and pollution of water resources.

### Water rights

Water rights are frequently bound up with the ways in which people earn their livelihoods. Population growth, scientific progress and climate change (>> Goal 13) are all having an effect on these often traditional ways of life. Yet it is important to treat people's rights and customs with respect and to acknowledge their own expertise. If water rights are to be protected for all, the process should include everyone in the debate and the development of strategies for best ways forward – for only then can we be sure of proper implementation.

### Tour operators and hotel groups

International tour operators and multinational hotel groups have a vested interest and responsibility to understand and address these issues and to influence local counterparts and authorities accordingly. The tourism sector can play a key role in capacity building, technology transfer, sensitization and advocacy. Those engaged in good practice need to share expertise and serve as examples to others. Tourists must be sensitized to how they can reduce their water consumption in support of water equity.

Tourism cannot thrive in a destination that lacks water and cannot deal with its waste. Tourists surely have a moral duty to ensure that their travel does not endanger others.

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# GOAL 8: DECENT WORK AND ECONOMIC GROWTH



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

By Ernest Cañada, Alba Sud

**ABSTRACT:** *The four pillars of the ‘Decent Work Agenda’ of the International Labour Organization (ILO) – employment creation, social protection, rights at work, and social dialogue – are integral elements of the 2030 Agenda for Sustainable Development. In quantitative terms, the positive contribution of tourism to job creation is undeniable. However, the quality of the jobs created and their effects on local populations are usually not considered. It is therefore necessary to place this debate in a wider and more complex context than the simple measurement of the jobs created.*

### INTRODUCTION

Decent work and the four pillars of the ‘Decent Work Agenda’ of the International Labour Organization (ILO) – employment creation, social protection, rights at work, and social dialogue – are integral elements of the 2030 Agenda for Sustainable Development. Goal 8 calls for the promotion of sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all – which are also (or should be) essential objectives from the perspective of the tourism industry.

In target 8.9, the 2030 Agenda specifically addresses the need of sustainability in tourism with regard to job creation, both directly in the tourism sector and indirectly, by focusing on local products: “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.

Tourism-related job creation is one of the main reasons put forth by the business sector and international bodies such as the World Tourism Organization (UNWTO) to defend public authorities' favourable treatment for these activities. However, less has been discussed and far less researched regarding the quality of tourist employment. The ability to measure the evolution and impact of Goal 8 is one of the current major challenges.

### Contextualising decent work in tourism

In quantitative terms, the positive contribution of tourism to job creation is undeniable. However, what tourism entails for places and people living in areas that become tourist destinations is normally not considered. The measures and policies that have provoked a crisis in rural areas, forcing the exodus of millions of people to seek alternative employment to be able to survive, are equally ignored. It is necessary to place this debate in a wider and more complex context than the simple measurement of the jobs created.

In recent decades, many coastal towns in impoverished countries have been transformed by specialising on tourism, thus becoming incorporated into the new "tourist peripheries". The jobs created by tourism are usually precarious and are located at the lowest rungs of the job ladder, especially in the construction sector and in services provided to tourists (cleaners, housekeepers, receptionists, cooks, gardeners, security staff and entertainment workers). Integral to the precarious nature of employment, workers are usually subjected to conditions of labour exploitation: low wages, irregularities in pay, subcontracting, police harassment, and labour insecurity and risks. At the same time, the ministries of labour and trade unions have weak protection structures, and workers systematically suffer from harassment by the business sector, thus making it difficult to form trade unions in tourist destinations.

This type of economic dynamics also attracts people who aim to "get by" in the informal economy, offering products and services directly to tourists (food, drinks, souvenirs, handicrafts, massage, etc.). Yet, their access to tourists is not always easy due to the restrictions and privatization dynamics created by a type of excluding tourism, which has metaphorically been labelled the "beach-sun bunker".

An example of this type of situation was made clear in the 1st March 2010 protest in front of the Hotel Riu, organised by local inhabitants near the Matapalo Beach in Guanacaste, Costa Rica. They protested against the company prohibiting free access to the beach in front of the hotel, thus preventing itinerant vendors from getting access to the tourists. The protest was convened by the Guanacaste Brotherhood (Confraternidad Guanacasteca), the Conservation Federation (FECON) and the Student Federation of the Central American University.

## MAJOR CHALLENGES

Several international bodies have acknowledged the relevance of adequate labour conditions for the progress towards sustainable tourism. The "Montreal declaration towards a humanist and social vision of tourism" by the International Social Tourism Organisation (ISTO), adopted within the framework of the Labour Congress on Social Tourism, held from 9 to 12 September 1996, is one of these. Its article 6 affirms that "the tourism sector should both provide employment and guarantee the fundamental rights of all employees".

In 1999, the International Labour Organization (ILO) presented the idea of decent work as an aspiration towards which efforts were required. Decent work was defined as “productive work in conditions of freedom, equity, security and human dignity, in which rights are protected and people have adequate pay and social protection”.

This concept of “decent work” focuses on the ILO’s four strategic objectives: employment, social protection, workers’ rights, and social dialogue. This entails a labour model in which sufficient employment exists that enables work with sufficient pay, security and healthy working conditions and also entails a system of guaranteed social protection. At the same time, fundamental labour rights should be respected, such as the freedom of association and the elimination of all forms of labour discrimination, forced labour and child labour (>> [Goal 16 Violence against Children](#)).

The aspirations associated with decent work are far from the conditions experienced by the vast majority of workers engaged in tourist-related work which violate this idea:

- » The low wages earned by many workers in the tourist industry are insufficient to be able to maintain a dignified standard of living. In many cases, workers live at the poverty threshold (>> [Goal 1](#)).
- » Employment is increasingly unstable, with companies having discretionary power to decide when and in what manner female workers’ contracts are renewed or when they are rehired. Women are forced to accept impositions with regard to their working hours, work days or holidays, which further result in more difficulty to balance work with their daily lives (>> [Goal 5](#)).
- » Changes in working hours and uncertainty in the days in which one works or when rest days or vacations can be taken makes it increasingly difficult to balance work with their personal lives.
- » The deterioration of workers’ physical and psychological health is accentuated by the increase in the work load, instability of contracts and new forms of outsourcing. There is a causal relation between job instability and the deterioration of workers’ health (>> [Goal 3](#)).
- » The conditions of hiring and the objective difficulty that the majority face to reach retirement age mark the erosion of social protection conditions. In this manner, guaranteed social protection measures are reduced.
- » Freedom of association is seriously affected in many locations, restricting the right to participation that is key to the idea of decent work, one of the Core Labour Standards and a human right.

Low wages and poor labour conditions affect the vast majority of workers in the tourist industry – and even more so those at the lower end of the job ladder, particularly women and immigrants who are particularly vulnerable. It is for this reason that some of these collectives, such as hotel housekeeping staff, have launched large international campaigns to denounce their situation.

### Violation of Labour Rights and Trade-Union Freedom in Central America

One of the most serious problems denounced by trade union and human rights organisations in Central America is the difficulties that workers are facing to organize in trade unions to defend their rights and interests. A report by the Latin America Region of the International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations (IUF) by Enildo Iglesias in 2008 and updated in 2011 contributed data on the extremely low level of trade unionisation in hotels with Spanish investments that are located in Latin America. In Costa Rica, for example, there was not a single Spanish-owned hotel in which a trade union had been created.

The attempt to organise an independent trade union is often a cause for dismissal or not renewing workers' contracts. Alba Suda, an independent research centre specialized in responsible tourism, has for many years been documenting cases of labour rights violations in the region.

In 2013, workers in three hotels in El Salvador decided to form a trade union in the sector, given the difficulties encountered to create trade unions in each of the hotels. Following its formation and the presentation of all the legal paperwork at the Ministry of Labour, workers' presented these to the management at their respective hotels. Two of these hotels in the Los Cóbano region - Hotel Decameron, which is part of a Colombian chain, and Hotel Veraneras - fired all the workers who had formed the trade union. In the case of Hotel Decameron, many of the workers who had contact with the women workers who had spurred the trade union or those who had expressed any type of displeasure with the existing labour conditions did not get their contracts renewed. Despite the actions taken by Ministry of Labour inspectors and the denunciations lodged in different courts, more than three years later the workers who were fired have neither been reinstated in their positions nor have they received any compensation for the damage caused.

### No Holidays for the Burmese

Out-sourcing is very common in the hospitality sector, especially in sections such as laundry, cleaning and housekeeping. Migrants, who predominantly work in those sectors, face discrimination and lack of social security, as research on Burmese migrants in Thailand shows. The Swedish organizations Schyst resande and Fair Action found significant degrees of exploitation of Burmese migrants in the Thai tourism hotspots of Khao Lak and Phuket. The migrants they interviewed often work below Thai minimum wages. They also stated that Thai workers have better accommodation and more free time, including provisions for sick leave and maternity leave.

No Holidays for the Burmese. A follow up study of the working conditions for Burmese migrants at hotels and their suppliers in Thailand. Schyst resande and Fair Action, 2015. [fairaction.se/wp-content/uploads/2015/12/No-holidays-for-the-burmese\\_9-december-2015.pdf](https://fairaction.se/wp-content/uploads/2015/12/No-holidays-for-the-burmese_9-december-2015.pdf)



## TANGIBLE WAYS FORWARD

Tourism undoubtedly creates employment, but the sector faces a large challenge to move towards decent work. This entails questioning and paying attention to the quality of jobs created. Inclusive tourism necessarily involves the improvement of the labour conditions of both female and male workers engaged in this type of activity. Inspiring positive examples exist that can open the discussion on making real progress towards economic growth that is both sustainable and creates decent work.

### **IUF Global Campaign for Dignity and Decency for Workers employed in Hotel Housekeeping Services**

The International Union of Food Workers (IUF) and other sectors of the industry such as hotel and tourism-sector workers started an international campaign, through union organisations, to denounce the conditions of exploitation and labour instability of hotel housekeeper workers. The campaign has had an impact in different countries on all continents, starting with Argentina where the Union of Workers in Tourism, Hotel and Gastronomic services (Unión de Trabajadores del Turismo, Hoteleros y Gastronómicos de la República Argentina – UTHGRA) was a pioneer in bringing the problem to public attention.

The campaign has been made visible with actions in the front of many hotels, but it has also gained force in social networks and the media. The distinct trade union demands in defence of dignified employment have also been presented in different international bodies such as the European Parliament and the International Labour Organization (ILO).

Housekeepers are the workers who are responsible for the cleaning of rooms and common areas in hotels, in addition to providing personal attention to clients. Through the campaign and different actions taken by the trade unions and women workers, an almost previously unknown situation was brought to light. Some of the main problems that were detected include:

- » low salaries that prevent a dignified standard of living;
- » work overload;
- » job insecurity, with the loss of stable employment and the expansion of temporary employment, part-time work and outsourcing via third parties;
- » serious effects on physical (exhaustion, cervical and lumbar problems, carpal tunnel syndrome, etc.) and psychological (stress, depression, etc.) health;
- » difficulty in demanding rights and trade unions due to reprisals; and sexual harassment.

Link to the campaign: <http://www.iuf.org/show.php?tid=221&lang=en>

### Rural Employment in Community Tourism

Community tourism is a management model in which the local population (especially indigenous peoples and peasant families) of a particular rural area and through their different collective organisational structures play a predominant role in the control of the design, implementation and management of tourism and in the distribution of its benefits. One of the main benefits has been the creation of non-traditional employment in rural settings. This has especially benefitted women and young people, enabling them to remain in their communities and not having to migrate to fulfil their aspirations for a better future.

The Los Pinos Cooperative is located alongside the Coatepeque Lake in El Salvador. It was founded in the context of the 1980 agrarian reform. The cooperative was mainly focused on the production and marketing of coffee when in early 2000 its nearly 100 members started a tourist project to expand their sources of income and employment. It has a restaurant, recreational activities and three cabins for rental. It basically targets local tourism, offering visits to the farm and the coffee plantation, swimming in the lake and dining in the restaurant.

Due to this initiative, the cooperative has 12 new jobs, which are held by members or their children. One of these workers is Marvin Vega, a young man who had worked in the United States and, with determination, was able to study gastronomy. He now manages his own restaurant in this community initiative, which beyond the creation of local jobs is in full compliance with the country's labour laws. He purchases from local producers.

### FairHotel

The North American trade union Unite Here has initiated an ambitious system that allows customers to select their accommodation on the basis of information on the labour conditions of the staff. Choosing a FairHotel is a way for consumers to make a difference in the lives of hardworking people who make their beds or prepare the meals. Unite Here works to improve wages and benefits in the hospitality industry, creating jobs that sustain families and communities.

[www.fairhotel.org](http://www.fairhotel.org)

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## GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE



### BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

By Astrid Kösterke

**ABSTRACT:** Among the three core aspects in Goal 9 – infrastructure, industrialization and innovation – resilient and sustainable infrastructure is crucial in the tourism context. Such infrastructure facilities are part of the tourism potential of a region, but also determine the living standards of the resident population to a certain extent. Planning, building and maintaining suitable infrastructure for all is a complex procedure and a big challenge.

### INTRODUCTION

A precondition for the functioning of tourism is a suitable and adequate infrastructure, which includes basic facilities such as (transborder) transportation (roads, airports, railway tracks and stations, harbours) for people and goods, accommodation, water supply, waste management and sewage treatment, energy supply, and even health care. In addition to “come, sleep and eat” (and go back home), more infrastructure is needed to make travel to a certain place attractive for people on holidays – people, who want to recover from work, expect to have a good time going out, want to relax on a beach, go on excursions, go shopping, travel around a country, do sightseeing, experience nature, visit cultural sites, communicate with family and friends at home, etc.

For other than leisure purposes, for example MICE (meetings, incentives, conferences, and exhibitions), special facilities such as convention halls are necessary; and capacities to accommodate and organize hundreds of people arriving at the same time.

### **Infrastructure – (not) only for tourism**

Developing or upgrading infrastructure for tourism purposes is usually aimed at increasing the number of (foreign) visitors, creating (direct or indirect) job opportunities, establishing or improving supply chains, with the superior objective “to support economic development and human well-being, with a focus on affordable and equitable access for all” (target 9.1. which is formulated in general terms, not focused on tourism).

Infrastructure which is built to develop or improve tourism cannot be seen in isolation from the surrounding area and the people who live and work there. There is always an impact on local residents, positive or negative. Whether local people benefit from an improved road system depends on thoughtful planning and the living standards of local people. New roads connecting an airport with hotel areas are not helpful for the local population if they have no connections to the housing areas in the region. In case public transport is not expanded correspondingly, mainly local people who own a vehicle may benefit from new roads. An airport can be seen as “gateway to the world” – only if one can afford to buy a flight ticket. Although improved infrastructure could be a step towards better livelihoods, it might at the same time widen the gap between poor and rich. Similar patterns and interrelations as in the transport sector occur concerning water and energy supply, or waste water treatment.

Another aspect is the additional traffic and traffic jams caused by tourist buses or (hired) vehicles, either used for transportation or for excursions. The air pollution they generate in the destination cannot be neglected, although it is only a small part of the ecological footprint, compared to flights to the destination (FUR 2014).

### **Financing and investment for infrastructure**

Planning, construction and maintenance of major infrastructure projects require medium and long-term investments. In general, investments in different kinds of transport, energy (power plants), water supply, or handling and treatment of waste and sewage are made by public authorities. These investments by the state, local governments or communities are usually based on public-sector loans, often involving international donors like the World Bank or regional development banks.

During the development of big multi-annual infrastructure projects, social impacts and sustainability are often not considered seriously, and local people complain that decisions on projects are made without consulting or informing them. Investors and local authorities sometimes see participation in decision making processes as a procedure which tends to make a project more difficult or even impossible to implement and costs time and money. The larger the gaps in living standards and education between the local population and the responsible officials (or tourists who shall to use this infrastructure), the less opportunities residents usually get to be involved in a meaningful manner.

Relatively recent models of (foreign) financing of (tourism) projects are the so-called public private partnerships (PPP), i.e. combined investments from the public and private sectors. They are aimed at a more efficient realization of projects (see also target 9.4). The money mainly comes from a private investor, reducing the need for public spending, while the public partner is responsible for ensuring that the project is in the public interest. The conflict is obvious: profit maximisation versus public welfare.

## MAJOR CHALLENGES

It is mandatory that the needs of the local population must be part of tourism development plans. Tourism experts demand for a long time already: “Each region has to know and improve its potential and define limits of acceptable change by involving all in the development process (Gezici 2006).” In reality, this is rather the exception than the rule.

A well-known dilemma of improving the accessibility and infrastructure of a region in order to get more visitors is that these improvements often entail negative effects on the environment and natural resources as well as on the social and cultural life of local people. Limiting the numbers of visitors or introducing visitor management systems might be necessary in some places.

### Infrastructure-related impacts

When a region is to be opened up for tourism, direct negative impacts related to infrastructure might include

- » (illegal) eviction or displacement of local people (without compensation),
- » lack of water for farmland and cattle, changes in groundwater level, problems with water supply
- » restricted access to beaches, protected areas (national parks) or fishing areas
- » air and noise pollution caused by traffic (aircraft, buses, private vehicles)
- » increases in prices of land and property, goods and services (not balanced by higher incomes).

### KAZA - An African Development Example

The Kavango Zambezi Transfrontier Conservation Area (KAZA TFCA) is one of the world’s largest conservation areas, spanning five southern African countries: Angola, Botswana, Namibia, Zambia and Zimbabwe, centred around the Caprivi-Chobe-Victoria Falls area, including the Okavango Delta. It was established in 2006 to harmonize the demand for natural resources with an enabling tourism infrastructure and benefits for local livelihoods. Current tourism infrastructure (including hotels, lodges, airports, etc.) and the potential to further develop infrastructure are basic for transforming the TFCA into a premier tourist destination. Communities are engaged as partners within the TFCA through comprehensive participatory planning processes.

[www.kavangozambezi.org/about-kaza](http://www.kavangozambezi.org/about-kaza)

[www.giz.de/de/downloads/giz2015-en-tfca-kaza.pdf](http://www.giz.de/de/downloads/giz2015-en-tfca-kaza.pdf)

### Financing sustainable infrastructure

Another challenge is financing (more) sustainable and resilient infrastructure (for tourism purposes), evolved on well-thought models and solid plans, aiming at a more effective use of resources. This is why it is important to think about innovative ways of cooperation, especially in less developed rural or remote regions. Apart from a lack of knowledge and know-how, the lack of financial resources can be a limiting factor for small-scale development. Microcredit systems (with borrowings up to 1,000 US\$) might be helpful, but sometimes a few thousand dollars would be necessary. Target 9.3 focuses on increasing the access of small-scale enterprises to affordable credit lines, as well as their integration into (local) value chains and markets.

### Infrastructure-related evictions

Big infrastructure projects like new airports or the expansion of existing ones (e.g. new runways) sometimes result in serious negative impacts for local residents. The worst among these include the eviction of people from their homes, which may be regarded by the administration as “illegal settlements” if people lack property titles, although they may have settled there for decades. Such evictions happen mostly in countries with a lack of democratic structures.

#### Cambodia: Railway, Relocation and no Compensation

The NGO Forum on ADB is a network of civil society organizations (CSOs) that has been monitoring the projects, programs and policies of the Asian Development Bank (ADB) and the Asian Infrastructure Investment Bank (AIIB).

In Cambodia, the NGO Forum is monitoring the lack of compensation for more than 4,000 families who have been displaced due to the rehabilitation of the railway between Phnom Penh and Sihanoukville, operating again since May 2016. Most people who take this train are (domestic) tourists, heading to the popular beaches, tropical islands and mangrove jungles of Ream National Park. For them, the new service is a comfortable and safe transportation, compared to busses or cars.

However, many displaced families are now in so much debt that they have resorted to mortgaging their relocation homes even though they do not have land titles. They also face a whole range of displacement-related problems, including difficult access to transportation, job availability or new sources of income and livelihood, electricity and clean drinking water. Many of the families are indebted to different lending agencies or informal lenders. Some of them took a second mortgage to pay off the first mortgage, until it became a vicious cycle.

Further information:

[www.forum-adb.org](http://www.forum-adb.org), [www.forum-adb.org/project-monitoring-mekong-region](http://www.forum-adb.org/project-monitoring-mekong-region)  
[www.theguardian.com/travel/2016/jun/05/trains-phnom-penh-sihanoukville-kampot](http://www.theguardian.com/travel/2016/jun/05/trains-phnom-penh-sihanoukville-kampot)  
 and [www.aidwatch.org.au/wp-content/uploads/2013/11/CambodiaReport-WEB.pdf](http://www.aidwatch.org.au/wp-content/uploads/2013/11/CambodiaReport-WEB.pdf)

### Resilience against natural disasters

There is evidence for an increase in the intensity and frequency of disasters such as earthquakes, hurricanes or tsunamis, and in the damages caused. After such incidents, tourism to the respective region may break down completely, immediately and unexpectedly. However, the resilience of infrastructure depends on careful planning, including earthquake-resistant construction and early warning systems, and insurance which covers damage caused by natural disasters.

In developing and newly industrialized countries, the share of insured losses and damage is still very low – even though most of the (natural) disasters happen in these countries. According to Munich Re, between 1980 and 2014, in countries with a per capita GNI of up to 4,126 US\$, 61 per cent of incidents happened, 84 per cent of deaths, but only three per cent of insured damages were registered (Höppe 2015). There is a tremendous gap in cover, which makes the affected countries dependent on international aid and disaster relief.

### The Global Anti-Aerotropolis Movement (GAAM)

In March 2015, campaigners from across the globe came together to fight so-called 'airport city' or 'aerotropolis' schemes, which have been spreading rapidly in recent years. The Global Anti-Aerotropolis Movement (GAAM) has been raising public awareness and taking action on socially and ecologically harmful mega airport developments. An aerotropolis is an airport-centric development with a new or existing airport surrounded by luxury hotels; shopping and entertainment facilities; convention, trade and exhibition complexes; golf courses and sport stadiums; and industrial parks. Such massive airport developments often entail forced evictions and make people lose access to land, water, and other resources.  
<https://antiaero.org>

## TANGIBLE WAYS FORWARD

In many countries, civil society is mobilising against big infrastructure projects, for example new airports or the expansion of existing ones, or facilities for mega sports events. International networking has increased enormously, thanks to the internet, and needs to be strengthened further.

There is an increasing awareness of the need to reduce the negative social and environmental impacts of tourism, also at policy level, as one can read for example from BMZ – German Federal Ministry for Economic Cooperation and Development: “Expansion of the touristic infrastructure must not result in environmental degradation, excessive resource use, discrimination against the local population or exploitation or expulsion of local people”. What needs to be done to make tourism-related infrastructure development sustainable depends on the respective situations in the destinations. Some important aspects are (GIZ 2014, USAID):

- » participation of the local population in planning and decision-making processes (no decision-making behind closed doors)
- » infrastructure priorities in line with the needs of local residents (roads, buses, energy, water, waste management, health care, housing/accommodation, restaurants, shopping, cultural sites, natural resources, walking trails)
- » improvement of capacity building for planning, constructing and maintaining infrastructure
- » access to fair financing and (foreign) investment (e.g. public private partnerships which are reliable and are based on fair conditions)
- » information for the community about expected advantages and possible disadvantages of tourism development (e.g. job opportunities; training/education needed; inflow of people/contact with other cultures, risk of increase in prices, including land and housing prices)
- » 'common fund' of financial resources (from earnings through tourism), which can be used for community needs
- » insurance to cope with weather related disasters (establish affordable insurance pools)



Developing infrastructure in a resilient and sustainable way for the benefit of all, with no one left behind, is a major challenge. Managing it successfully can lay the ground for improving resilience and sustainability in other fields of development. Infrastructure is not all that is needed, but without it, development is not possible, and neither is travel and tourism.

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## GOAL 10: REDUCED INEQUALITIES



### REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

By Antje Monshausen, Tourism Watch - Bread for the World, and Wolfgang Obenland, Global Policy Forum

**ABSTRACT:** Projections on the basis of current and previous developments regarding inequalities show that a trend reversal is absolutely essential to accomplish SDG 10. The established and popular assumption that growth in tourism automatically leads to development and diminishes inequalities is not realistic. Sustainable Tourism is not a goal in itself. Modest socio-economic or ecological adjustments in production (this is usually understood by “sustainable tourism”) will not bring the necessary change. Sustainability in tourism needs to be measured against the ways in which tourism contributes to reducing inequalities.

### INTRODUCTION

SDG 10 is one of the most progressive elements of the 2030 Agenda and an impressive and necessary step towards a transformative vision for the world in 2030. It casts a spotlight on one of the underlying causes of poverty and deprivation, not only within but also between countries. Its targets pledge action to reduce inequalities in income as well as social, political and economic exclusion and discrimination, inequalities in opportunities and outcome, key policy determinants of inequality (such as fiscal policy) and necessary reforms in global governance to curb differences in political influence.

It was an important success in the negotiations of the 2030 Agenda to formulate a specific goal on inequalities within and between countries. Nevertheless, discussions among UN member states were difficult and substantial curtailments were made before the 2030 Agenda was finally adopted by the UN General Assembly in September 2015. As is the nature of compromise amongst governments, the result is a goal that has a very progressive title, but lacks specifics when it comes to its targets (Donlad, 2016, p. 80-86).

Political commitment with respect to inequalities was long overdue. Inequality between countries has been declining for a couple of years. But “within-country inequality for the average person in the world was wider in 2013 than 25 years previously [and] developing countries tend to exhibit wider within-country inequality relative to developed countries” (World Bank, 2016, p. 10).

Reducing inequalities is not just a goal on its own, but a crucial cross-cutting challenge to be addressed in all SDGs. Failing to curb inequalities would result in failure to achieve many of the other 16 SDGs. Vice versa, the achievement of SDG 10 also depends on developments in other SDGs. In tourism there is a strong connection with >> SDG 13 on climate change and >> SDG 8 on employment and decent work.

### What statistics tell us about income inequalities and tourism

A study published in 2015 by the German Tourism Association (BTW) correlates the GINI-coefficient (a measure for inequality, with 0 meaning complete equality, 1 complete inequality) with growth in international tourism in 89 developing countries and emerging economies. The study concludes that income inequality decreases with growing international tourism only in the short run, but increases permanently on the long run (BTW, 2015, p. 99ff). Academic research from countries as diverse as Thailand and Brazil found that incomes of the poor relative to the rich do not increase as a result of a ten percent increase in foreign tourist arrivals (Wattanakuljarus et al, 2008 and Blake et al, 2008, p. 3). Even though only a few studies exist, they agree that domestic tourism has more favourable effects on income equality than international tourism. Domestic tourists spend mainly on local food, transportation, and services provided by local small and medium enterprises while foreign tourists spend more on accommodation, partly connected with international hotel chains (Ebd. p. 10).

## MAJOR CHALLENGES

### Inequalities between countries

Reducing inequalities between countries is an overall aim of SDG 10. However, the goal is not very specific on what that means. Indications are only given by the tools mentioned to achieve the overall goal, for example better regulation and monitoring of global financial markets, better representation of developing countries in international decision making, etc. Tourism may exacerbate inequalities between countries rather than reduce them, if wrong measures are taken.

Foreign direct investment, for example, does not automatically contribute to reducing inequalities. Incentives to attract investments may have negative side effects, for example if countries reduce environmental and social protection to attract investments. In many countries, tourism investment has been channeled to special economic zones and investors have received tax benefits and preferable leasing contracts.

When competing for tourists and investors, destinations all over the world do not just invest in tourism infrastructure, but also in actually getting tourists. For example, in 2016 Turkey decided to subsidize every charter flight with US\$ 6.000 (Reuters, 2016). Such support is also granted in other countries that want to attract tourists, even in low-income economies such as Kenya.

International tourism to economically weaker countries often makes use of structural imbalances in economic and political power. “Sea-sun-sand” tourism is the main segment from economically affluent to economically deprived countries. Their comparative advantage relies on their rigorous pricing policy and depends on low costs for local supply and services. Due to the high price sensitivity of tourism, receiving countries fear to be excluded from the tourism map if prices rise.

Tourism – especially international tourism – is an import-intensive industry and many products are shipped across long distances. While smaller companies often have deep roots in the local economy, multinational and international corporations can achieve economic advantages such as economies of scale thanks to their international supply chains. Research shows that hotels in the Dominican Republic import most of their fish because international prices are lower than local prices (Lange, 2011, p. 54). The result is that part of the foreign exchange earnings generated by tourism does not remain in the destination. This so-called leakage effect can be extremely high and is estimated to be 40-50 percent on average in developing countries and much lower in developed countries (UNWTO, 1995, p. 10). The United Nations Conference on Trade and Development (UNCTAD, 2010) points out that “high levels of leakage can seriously undermine the positive development impacts of tourism.

### **Inequalities within countries**

Income inequalities can certainly not be effectively tackled unless the underlying inequalities of opportunities are addressed. Eventually, inequalities in outcomes such as health and education will be effective indicators to check whether the measures taken have been successful.

To reduce inequalities within countries, SDG 10 focuses on social, economic and political inclusion of all and the reduction of inequalities by eliminating discriminatory laws, policies and practices. The reality in tourism is far away from this.

### **Lack of inclusion of local population in tourism planning and implementation**

Tourism can threaten the already precarious situation of indigenous people, as the example of the Moken in Thailand shows. The Moken’s traditional area is the Andaman Sea with its long beaches and uninhabited islands, where they used to pursue a nomadic sea culture. Their lives changed dramatically after they were relocated to on-land sites. Tourism development in the region additionally threatened their livelihoods, due to increasing land values and costs of living. Today, the indigenous communities can hardly pursue their traditional lifestyles. They are exploited for their diving skills and work under precarious conditions in and around the tourism hotspots (Wongruang, 2012).

Also, self-administered tourism development around the world is hampered by unfavourable conditions regarding land rights, as the case from Nicoya in Costa Rica shows. The legal insecurity about their land tenure limits the socio-economic opportunities of local communities. They are prevented from becoming formalized tourism players, as they cannot get formal registration.

### **Tourist arrivals and tax revenues**

Tax exemptions by governments or strategies for tax ‘optimization’ by companies are among the reasons why growth in tourist numbers does not necessarily lead to an increase in public welfare. Figures from Cancún in Mexico show that corporate profits are

growing while tax revenues are decreasing. Based on in-depth research, Linda Ambrosie (2015) identifies the main reason in the shift from a “lodging+” model to an all-inclusive model that allows big international hospitality companies to creatively ‘optimize’ their tax payments because all operational costs from accommodation to food and services are incurred within one and the same company. Tourism also generates direct tax revenues, e.g. international departing fees and hotel taxes. In the case of Cancún, these revenues are not distributed fairly to address income inequalities (which are above the Mexican average), but to finance and support tourism promotion (Ibd., p. 141).

Relying on all-inclusive tourism means that tourists spend less in the destinations and less money reaches small shops, local restaurants, or other small-scale service providers. Aruba therefore decided to limit the percentage of hotel rooms with all-inclusive service to 40 percent (Bloomberg, 2016).

### **Working in tourism – no place in the sun**

Tourism is not only a labour intensive low-income sector that allows relatively easy access to work for a large number of people with low levels of formal education. It is also a sector that requires high-level qualifications, namely foreign language skills and specific (international) management skills. With regard to financial benefits and social security, there is a huge gap between the large number of people working in kitchens, house keeping or laundries and the relatively small number of persons at front desks as well as at management level. And the gap is widening due to the fact that outsourcing is very common in the hospitality sector, especially in sections such as laundry, cleaning and housekeeping.

## **TANGIBLE WAYS FORWARD**

Projections on the basis of current and previous developments regarding inequalities show that a trend reversal is absolutely essential to accomplish SDG 10. Without political will and a clear vision, achieving the goal is highly questionable. The established and popular assumption that growth in tourism automatically leads to development and diminishes inequalities is not realistic. Sustainable Tourism is not a goal in itself. Modest socio-economic or ecological adjustments in production (this is usually understood by “sustainable tourism”) will not bring the necessary change. Sustainability in tourism needs to be measured against the ways in which tourism contributes to reducing inequalities. Unfortunately, the necessary transformation of tourism and a reversal of trends are not very likely, as they are not in the interest of the majority of decision makers in governments and companies.

### **Local participation in decision-making**

In many destinations local people are not involved in decision making processes and tourism planning. A legal claim to involvement and participation is urgently needed and must fit the needs and realities of the local population. The governance principle of “prior informed consent”, described in the UN Declaration on the Rights of Indigenous Peoples, has to be implemented and applied to all and in all tourism planning processes. Discriminatory laws, policies and practices which harm the social and economic development of individuals or specific groups have to be abolished in order to achieve a broader range of social benefits.

### From leakages to linkages

To reduce inequalities between countries, a destination needs to reduce the outflow of money to other countries. Tourism needs to be embedded in an overall economic strategy to gain the highest local net product possible. This includes strategic support for small and medium-size businesses on site. Economic advantages that prevent internationally merged businesses from purchasing local products and help them benefit from global economies of scale need to be revised.

### Fair distribution of costs and benefits

International competition at the expense of people and the environment leads to inequalities. Ecological costs (in long-haul tourism 80 percent of the climate impact is caused by air travel) and social costs (e.g. outsourcing or harmful recruiting practices especially of migrant workers) have broadly been ignored. There is an urgent need to tax 'public bads', e.g. flight emissions and implement fair labour standards including living wages and social protection.

### Re-distribution of revenues

Tax equity and the distribution of national revenues have to tackle inequalities in a targeted way and should reduce disparities with regard to power and opportunities. Tax exemptions and subsidies by governments divert resources needed by society, for example in education and health. "Significant redistribution of wealth, resources, opportunities and power, which in turn means robustly addressing the financial and political privileges of wealthy elites and transnational corporations" is needed to reduce inequality (Donlad, 2016).

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# GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES



## MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

By Christina Kamp

**ABSTRACT:** *About half of the world’s population lives in urban agglomerations. Tourism may well have positive effects in urban areas and contribute to the achievement of SDG 11. For example, revenues from tourism and the motivation to attract more tourists can trigger the willingness of local authorities to invest in urban infrastructure. On the other hand, there are various risks. As cities become attractive destinations, they run the risk of suffering from “overtourism” in urban centres which aggravates many of the challenges they are facing.*

### INTRODUCTION

“We should recognize that a destination is not designed to make tourists comfortable. First and foremost, it is there for its own people”. (Jafari, 2012)

About half of the world’s population lives in urban agglomerations. Cities thus play a major role in terms of both problems and solutions for the future of our planet. SDG 11 focuses on key urban challenges, almost all of which are directly or indirectly linked to the tourism sector, from housing and basic services (11.1), sustainable transport (11.2) and participatory planning (11.3) to cultural and natural heritage (11.4), resilience against disasters (11.5), environmental impacts (11.6) and access to public space (11.7).

Cities have been fuelling tourism growth in different ways. Urban living conditions may drive inhabitants to seek recreation in natural surroundings. At the same time, many cities are attractive tourism destinations of their own, thanks to a high concentration of architectural and cultural sights, historical sites and museums, cultural, sporting events, entertainment and shopping facilities, and events like festivals, concerts, sports events,

trade fairs, etc. Large populations also attract large numbers of tourists who visit friends and relatives. In addition, cities serve as major transport hubs and gateways to other destinations. City tourism currently represents 20 percent of international tourism and has been recording significant growth (+58 percent between 2010 and 2014) (Bellini and Pasquinelli, 2017).

### The rural-urban nexus

Growth in urban tourism, mostly unplanned, also has effects on rural areas. Cities consume the vast majority of natural resources and are responsible for most greenhouse gas emissions. City tourism adds to the ecological footprint of cities. The influx of tourists increases the demand for basic services, land and resources. Tourism may trigger or accelerate urbanisation, as in Siem Riep near Angkor Wat in Cambodia, or in Arusha in Tanzania.

In rural areas, however, tourism may also help to slow down urbanisation processes by providing jobs and income opportunities, thus reducing people's need to migrate and seek employment in the cities.

### Opportunities

Tourism may well have positive effects in urban areas and contribute to the achievement of SDG 11. Revenues from tourism and the motivation to attract more tourists can trigger the willingness of local authorities to invest in urban infrastructure, e.g. in sustainable transport and safe and accessible public spaces, benefitting both tourists and residents. It may play a role in promoting green urban planning, urban conservation and the protection of local heritage. Investments in entertainment, recreation and leisure facilities may become viable once they cater to a combination of local and tourist demand.

Tourism may contribute to building more resilient communities if it helps to activate social and cultural capital, e.g. by empowering women (>> Goal 5) or by promoting local crafts, if it helps protect local environments and commons and if it provides economic gains for local communities, e.g. by supporting local entrepreneurship. Cities are locations of creativity, innovation and change which can benefit from the dynamics that tourism may bring through meaningful host-guest interaction, including opportunities to foster tolerance of cultural diversity.

### UNESCO Creative Cities Network

While creative tourism is pretty much developed in the North, there are not as many examples from developing countries. Nevertheless, more and more cities from the Global South join the UNESCO Network of Creative Cities. This network encourages cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The network is currently formed by 116 members from 54 countries, covering seven creative fields: crafts and folk art, design, film, gastronomy, literature, music and media arts.

Katarzyna Janusz, Further information: <http://en.unesco.org/creative-cities/home>



### The Flipside of the Urban Tourism Coin

However, there is a flipside to the urban tourism coin. The proliferation of low-frills flight connections has been a major driver of city tourism. At the same time, aircraft are a major source of carbon emissions, contributing significantly to climate change (>> Goal 13). The aviation trap and the carbon footprint of travel to and from a destination cannot be excluded from the sustainability considerations of urban tourism. Failure to address tourism-related climate change will undermine the achievement of many other SDGs.

As cities become attractive destinations, they run the risk of suffering from “overtourism” in urban centres which aggravates many of the challenges they are facing. The touristification of residential areas often plays a role in gentrification processes, leading to the displacement and exclusion of weaker and vulnerable sections of society. Tourism increases the burden on local infrastructure and transport systems, contributes to traffic congestion and causes significant levels of air and noise pollution. It puts strains on urban sights, increases the demand for energy and water and adds to the volume of waste and sewage generated in a locality (>> Goal 9). The jobs provided in the tourism sector, though potentially numerous, are often precarious (>> Goal 8).

“Overtourism” in urban areas has led to discontent among local people, and to various forms of resistance. Growing fears for personal safety from crime and intrusion have led to a proliferation of security and defence measures, including gated communities.

Planning approaches that might help in effectively addressing conflicts have often been top-down and fragmented, with urban planners lacking capacities, resources and skills to ensure people’s participation. Participation, if it happens, always runs the risk of remaining selective, as it is very difficult to reach a point at which all groups are equally represented or willing to contribute (Schreiber and Fischer, n.d).

## MAJOR CHALLENGES

### Adequate Housing, Gentrification and Displacement

Increasing numbers of tourists may fuel a boom in the construction sector and play a role in pushing up real estate prices and rents, contributing to gentrification. The economic and social consequences particularly affect vulnerable lower income groups, with the youth, women, elderly people, ethnic minorities and migrants facing additional disadvantages.

Residential properties are seen as commodities to maximise profits, rather than as homes for people in their social and cultural context. Tourist accommodation is usually more profitable than renting out flats to local residents. Residential flats increasingly get converted into hotels, hostels and holiday flats. Tourism can significantly change the character of urban neighbourhoods, turning residential areas into ‘party zones’ and ‘hip’ tourism hotspots – which may lead to problems for local residents.

### Displacement and Evictions

The International Tribunal on Evictions is a tribunal established by civil society organisations for the World Zero Evictions Days during each month of October. At the East Asia Regional Tribunal on Evictions in July 2016 in Taipei, we heard the case of the 25 year-long struggles of the Pom Mahakan community in Bangkok, Thailand, where the area around an ancient fortress is to be “beautified”, evicting the community of 300 people. We launched a call for solidarity. There is also a threat of eviction of the Shinjuku Kasumigaoka-cho public housing complex under a stadium project for the Olympic Games 2020 in Tokyo, Japan. And we heard from the Anti-Eviction Alliance against the Taoyuan Aerotropolis mega-project in Taiwan, which does not only include airport expansion, but also entertainment and hotel facilities. The challenge is to not only denounce these cases, but especially to implement the Tribunals’ recommendations, thanks to the solidarity at the local and global levels.

Cesare Ottolini, International Alliance of Inhabitants

<http://www.habitants.org/>

### Privatisation of Public Space

Public spaces that are safe and accessible to all support formal and informal cultural, social and economic activities and disproportionately benefit the poor and disadvantaged groups. They may serve as settings for livelihoods, e.g. for people engaged in the informal sector. However, across the world, parks, plazas and promenades which were once in the hands of communities or public authorities are coming under the control of private corporations (Smith, 2016). The tourism industry often plays a major role in the de-facto privatisation of commons and public spaces, e.g. by fencing off beaches or by encroaching on public spaces such as side walks or green areas to expand their business operations. The privatisation of public spaces undermines their important role to enhance community cohesion and promote health, happiness, and well-being for all.

### The Sharing Economy and other Alternative Models

The tourism industry as a profit-oriented venture is being challenged by alternative models such as cooperatives based on solidarity and collaboration, and in particular by the sharing economy with internet platforms that enable individuals to offer accommodation, guide services, etc. Many of these systems may help enhance sustainability and should be promoted; some may entail conflict potential or risks of infringement of human rights and laws, e.g. with regard to decent work and tax evasion.

## TANGIBLE WAYS FORWARD

To ensure that the benefits of tourism in urban and rural settings outweigh the challenges, the problems indicated above need to be addressed in each individual context, depending on the local situation. Overarching starting points lie in the fields of urban and rural governance, integrated planning, inclusiveness through the redistribution of wealth and meaningful participation in order to be responsible toward the present and future generations.

### **Autonomy of Local Self-Government and Integrated Planning**

The scale and speed of tourism development requires good urban and rural governance which is alert and responsive to the needs and concerns of the people and communities, and which makes use of its scope for flexibility, creativity and innovation while respecting all human and environmental rights. Local autonomy per se may not guarantee positive changes, but it is – along with transparency and accountability – a prerequisite for strong city level ownership of urban transformation processes towards sustainability that incorporate tourism-related strategies.

To contribute to sustainable and inclusive cities, tourism must be made an integral part of urban sustainability planning across disciplines. Better training, capacity building, financial resources and suitable collaboration mechanisms are needed to enable planners to adopt integrated, participatory approaches. Local authorities committed to making cities and human settlements inclusive, safe, resilient and sustainable need to assess suitable traditional and new practices, e.g. sharing economy mechanisms, solidarity systems, sharing of common land and goods, non-monetary exchange systems, and ecological and resource-conserving practices. Some of these may require new forms of regulation and a redistribution of wealth to produce equitable outcomes.

### **Inclusiveness and the “Right to the City”**

Inclusiveness in an urban context means to ensure the “Right to the City” for all, which refers to the capacity of urban citizens to influence processes of urban development and to make a city they want to live in (Castán Broto, 2016). The imperative of leaving no-one behind, as stipulated in the 2030 Agenda, places emphasis on improving the lives of the most disadvantaged, most vulnerable sections of society. It is an imperative which, at destination level, needs to be seen as a key criterion reflecting success for the tourism in contributing to SDG 11.

### **Meaningful Informed Participation**

Incorporating tourism into urban and regional planning must include targeted efforts to build genuine consensus among various stakeholders at all levels. In particular, communities affected by tourism must have a say in planning, decision-making, implementation, and monitoring processes. For participation to be successful, communities need to be informed, empowered and, enabled to contribute, and they need to obtain concrete advantages.

Local self-government may need to proactively offer attractive independent platforms and formats, such as creativity workshops, focus groups or surveys that also reach and involve disadvantaged members of the community. Communication needs to be via different channels for all citizens to know that they have a right and possibilities to participate. Eventually, local authorities also need to have the means to ensure that the results of such processes will be implemented.

### **Monitoring Sustainability**

There is still a dire lack of research and frameworks to analyse, measure and monitor city tourism and its impacts on urban and regional development from a sustainability perspective. Approaches that can be used and developed, however, include existing systems of indicators and criteria that have been introduced to measure the sustainability of tourist destinations in general. Adapted to specific contexts and addressing the key challenges

that individual cities and human settlements are facing, such systems can serve as helpful tools to monitor the contribution of tourism to SDG 11. Much of the data and research needed may not be available yet, and may need to be collected, generated, or recombined in new ways.

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# GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION



## ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

By Christine Plüss and Nina Sahdeva, akte and Carina Tremel, KATE

**ABSTRACT:** *Tourism is a weighty field of consumption and a powerful service sector that contributes about ten percent to the world's GDP. Sustainable consumption and production patterns are central to sustainable tourism. Goal 12 contains an explicit target on tourism under 12.b: „Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products“. This kind of monitoring, however, cannot be restricted to tourism development in the destinations alone. Goal 12 is highly charged and at the same time groundbreaking, as it also holds source markets accountable, including tourists as well as tourism organisers in both traditional and newly emerging tourist sending countries, and in destinations.*

## INTRODUCTION

### Consumption and production patterns are mutually dependent

In both source markets and destinations, the public sector has a special responsibility to encourage responsible consumer behaviour of tourists and at the same time to provide targeted guidance for tourism service providers, be it traditional tour operators or online travel agents (OTA), to 'produce' sustainably. The tourists are also responsible, as well as the businesses, since sustainable consumption patterns are closely interlinked with sustainable production.

In Germany – traditionally a strong source market – a new representative survey has shown that 61 percent of those interviewed said they would like to make their holiday sustainable, but only two percent actually turn their good intentions into practice. The barriers mentioned mainly include concerns about possible extra costs and a lack of suitable products.

## Monitoring impacts

Developing tools to monitor tourism with regard to its impacts on sustainable development is certainly an important step. However, this requires more far-reaching criteria and indicators than have usually been used in evaluations for example the contribution of tourism to the Gross National Product, or the number of newly created jobs in a destination. Rather, tourism must be measured against an improved quality of life and better development perspectives of the people who are to benefit from sustainable development through tourism. For this purpose, Goal 12 provides a new frame of action which not only includes developing suitable tools to monitor tourism at the local level, but also tangible measures in the source markets and 'places of production' in tourism, i.e. in the destinations.

### Monitoring tourism through impact assessments

There are many studies on the impacts of tourism, most of which focus on local effects in the sense of "best practice" for tourism businesses. They only marginally – if at all – include broader impacts on communities. There are not many comprehensive risk and impact assessments with regard to sustainable development and respect for human rights that would effectively do justice to the realities of people in tourism destinations.

Myanmar is a country in transition from a dictatorship to a democracy and is experiencing a major tourism boom. Starting from the political, economic, social and cultural conditions, the Myanmar Centre for Responsible Business in cooperation with the Institute of Human Rights and Business and the Danish Institute of Human Rights 2015 developed a groundbreaking Sector-Wide Impact Assessment (SWIA) for the emerging tourism industry. At its core, there are analyses and demands by communities and civil society organisations addressed to the government and the tourism industry with regard to how to protect the rights of local and indigenous communities in the booming tourism sector.

How the tourism industry can gain illuminating insights from its own business data and the consideration of partners along the value chain – including local communities and civil society organisations – has been demonstrated by the Corporate Responsibility Department of Kuoni Group in its Human Rights Impact Assessments (HRIA) in Kenya in 2012 and in India in 2013. The active approach by tourism enterprises in balanced multi-stakeholder processes is a constructive way to meaningfully measure impacts.

Monitoring the impacts of tourism for a sustainable development that also provides future perspectives for people in the destinations remains a major challenge.

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## CONSUMPTION: MAJOR CHALLENGES

In European source markets, tourists increasingly want to know what is behind a tourism product or service. But awareness alone is obviously not sufficient for tourists interested in sustainability to actually also act accordingly.

Sustainable consumption is one aspect of a sustainable way of living. Such a way of living stems from the awareness that each individual should not consume more resources than are (on average) available to everyone else, respecting the earth's capacities to regenerate. The trips undertaken by a privileged minority that disproportionately contribute to climate warming, that consume enormous amounts of resources, destroy the environment, and promote social inequality are in contradiction to a sustainable way of living.

Sustainable consumption starts in everyday life. One foundation is the concept of a “good life” which places the focus on satisfying human needs for relationships, positive emotions, commitment and the achievement of goals in a meaningful context. Those who are content in their daily lives may need to compensate less during travel. The concept of sufficiency is key – the attempt to become increasingly independent from material resources when satisfying needs. This also includes deceleration: renegotiating the relationship between “here and there”, between work and leisure. Other concepts include fairness, environmentally friendly behaviour and strategic purchases – from climate offsetting and sustainable travel products to souvenirs.

## CONSUMPTION: TANGIBLE WAYS FORWARD

A change of social values is the foundation for such concepts to take root among the general public. Supported by public funding, different organisations – NGOs, educational institutions and businesses – can bring about this change of values through their efforts. Learning to evaluate different life styles and developing competencies to take action is an important objective of school and out-of-school education for sustainable development.

In tourism training, these skills need to be expanded to include knowledge of best practice approaches to sustainability. The tourism sector has been focusing on positive emotions and hedonistic needs. If the marketing of tourism products included information on how they contribute to satisfying needs of a good life and integrate mindfulness and action in solidarity, this would be a contribution to such a change of values (>> Goal 4).

### Reducing barriers and fostering competence

Interventions to promote sustainable travel behaviour go beyond information and appeals: they accompany and support tourists across different phases: While pondering over a decision, tourists need different options and examples; in the planning phase they need tangible decision-making support; in the implementation phase they need guidance to overcome internal (psychological) and external (political, family-related, financial) barriers, and in the evaluation phase they need possibilities to assess the sustainability of their own behaviour. Possible distribution channels for such tools and offers include both new media and traditional travel agents.

### Abolishing hidden subsidies for unsustainable tourism

At the same time, all the barriers that prevent sustainable decisions must be overcome. In target 12.c, the 2030 Agenda especially mentions phasing out subsidies which cause counterproductive market distortions and undermine sustainable development. This includes tax exemptions for aviation as well as the generous availability of resources and infrastructure for tourism at the cost of tax payers in the destinations. All of these boost cheap travel. These subsidies, which are often hidden, need to be abolished, cost transparency needs to be improved and true costs need to be reflected. These are essential steps to ensure that knowledge and awareness will actually lead to responsible action – also in tourism.

### PRODUCTION: MAJOR CHALLENGES

The task of tourism enterprises to offer sustainable products and to present them in a credible and transparent manner (= sustainable production) is strongly linked to the development of sustainable holiday and leisure behaviour (= sustainable consumption). For a tourism product to be classified as “sustainable“, it is essential to examine the entire value chain. At first sight, this is a challenge, as a tourism product consists of various elements. But especially as this is so, there are many ‘adjusting screws’ that companies can use to exert positive influence.

There is a diversity of players in the tourism sector. Hotels, tour operators, travel agents or destinations do not only differ in regard to their respective size and focus, but also have different characteristics based on their location. Nevertheless, there are basic aspects that apply to every business.

A sustainable tourism product is economically just, environmentally friendly and socially responsible at the same time – for travellers and above all for the people in the destinations. For tourism businesses, it should be economically viable in the long run. At the same time, it should not be produced at the costs of others. Eventually, it should contribute to sustainable development in the destination.

Tourism is a resource intensive economy – especially with regard to water, energy and food. Therefore, the targets of Goal 12 of the 2030 Agenda – i.e. avoiding waste generation and stopping food waste – especially apply to tourism enterprises.

### PRODUCTION: TANGIBLE WAYS FORWARD

It is not only with regard to specific aspects that we have options to make the tourism sector more sustainable. All phases of a tourist trip need to be made sustainable in all their dimensions. These include

- » Transportation and mobility, especially the question how tourists get to the destination: If it is a short-haul trip, flights should be avoided; long-haul flights require conscious decisions as well as offsetting of greenhouse gas emissions. Service providers who offer sustainable tourism products support these decisions by designing their products accordingly and by offering integrated offsetting mechanisms (>> Goal 9, >> Goal 13).
- » Service providers and partners: Tour operators should cooperate with local producers and service providers to strengthen the local economy and to create fair and secure jobs in the destinations (>> Goal 8). A large part of the profit must be retained in the



- region (>> Goal 1). Labour standards, climate protection and the responsible use of natural resources in accommodation and incoming agencies as well as the respect for the human rights of everybody involved are central elements of a sustainable tourism value chain. Tourism managers must be aware of the problems in the destinations and must address them in a sensitive manner with full respect of the rights of the indigenous population. This includes problems such as water scarcity, limited access to clean drinking water (>> Goal 6), or health care for the local population (>> Goal 3).
- » Activities in the destinations: Tourist activities in the destinations must be analysed in a detailed manner. Negative impacts on ecosystems must be prevented (>> Goal 14, >> Goal 15). Tourist activities can be designed to encourage encounters with local and indigenous communities, but must be carefully planned and cultural characteristics must be respected.

As a matter of principle, it is important that local residents are involved in decision-making processes for tourism projects and that the region benefits from tourism. That means to foster the local economy by hiring local employees, by integrating local products into the complete touristic value chain or to support local initiatives. Targeted measures must be taken to prevent tourism from encouraging child labour, corruption, and prostitution.

### Reliable labels for qualification and orientation

A detailed breakdown of the different players and levels of intervention may look overwhelming at first. However, when companies are in the process of introducing sustainable products and examining their business practices, certification can accompany these processes in a qualified manner. Certification offers companies an opportunity to publicly position themselves. Labels offer orientation when tourists are in the process of deciding to buy a sustainable tourism product.

### TourCert as model for sustainable tourism certification

Certification should be based on a holistic approach. It should equally consider ecological, social and economic aspects and should address the entire touristic value chain. One label that is based on such an approach is the one issued by TourCert, a non-profit organisation for certification and consultancy in tourism. It is awarded and used internationally. The TourCert set of criteria is officially recognised by the Global Sustainability Tourism Council (GSTC). Other qualitative characteristics of the label include the fact that the criteria applied are openly accessible. It is being made transparent what the evaluation is based on. Independent auditors regularly check the information on location. Companies assure that they will keep improving their sustainability performance.

[www.tourcert.org/en/expert-in-csr.html](http://www.tourcert.org/en/expert-in-csr.html)

### Clear Regulations

Policies have to be targeted at making the tourism sector sustainable. Taking the 2030 Agenda seriously, non-sustainable business activities in tourism can simply not be tolerated anymore. Clear political regulations are indispensable. These regulations include among others human rights due diligence, reporting obligations, transparency requirements, the disclosure of the climate footprint of enterprises, and clear regulations on how to deal with scarce resources like water, food, and energy. They have to ensure that labour standards – also for children – as well as national and international rights (with regard to corruption, prostitution) are respected. They need to include access to legal remedies and the participation of local population in decision-making processes. In order to ensure that the regulations are binding, control mechanisms and sanctions for non-compliance have to be implemented.

### Entrepreneurial far-sightedness

In target 12.6, the 2030 Agenda wants to „encourage companies to adopt sustainable practices“. Corporate social and environmental responsibility is also in the interest of tourism enterprises. Tourism products and services need to be designed in a manner that is mindful of the environment and social settings. They need to be of good quality and ensure a future for the tourism sector which relies on ‘unspoil’ landscapes and cultures. Responsible tourism that respects human rights and considers ecological sustainability, fair trade relations and the participation of the local population in the value chain does not only meet the growing demand for socially and environmentally responsible travel, but can also set benchmarks and contribute to a globally sustainable development.

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## GOAL 13: CLIMATE ACTION



### TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

By Eke Eijgelaar and Paul Peeters, NHTV Breda University of Applied Sciences, Centre for Sustainable Tourism and Transport

**ABSTRACT:** *Tourism is very much connected to Goal 13, being both affected by the impacts of climate change as well as contributing to it through its greenhouse gas emissions. The key challenge for tourism and Goal 13 is to find a balance with its contribution to many other SDGs. Industry emphasis on Goals 8, 12 and 14 will very much endanger any positive contribution to Goal 13. A continuation of past rhetoric that tourism creates jobs and should not be hindered would lead to a huge rise in greenhouse gas emissions and consequently an increase of climate change impacts, also on tourism destinations. As these impacts are most heavily felt by many of the world's poorest people, they endanger the achievement of many other SDGs.*

### INTRODUCTION

Tourism and climate change have a strong two-way relationship. There are four broad pathways through which climate change already affects or will affect tourism. The first one concerns direct impacts, like alteration of climate-dependent tourism seasons (e.g. decreased snow reliability in alpine winter destinations) that affect destination choices and ultimately tourism flows, as well as infrastructure damage, increasing operating costs, etc. The second way is indirect, with climate-induced environmental change affecting the natural assets of destinations (e.g. coastal erosion through sea-level rise, or reduced biodiversity through a changing climate), again influencing costs, risks and choices. Thirdly, there are indirect climate-induced socioeconomic changes, from decreases in growth to instability, and changing attitudes towards travel. Finally, policy responses in other sectors, such as mitigation policies, can affect tourism and tourism transport in a multitude of ways (Scott, Gössling, & Hall, 2012).

Tourism is very energy-dependent, and nearly all of the energy it uses is derived from fossil fuels. Globally the sector causes some five percent of man-made CO<sub>2</sub> emissions. Three quarters of these are caused by transport, with aviation accounting for 40 percent of the total footprint, and cars for 32 percent. Accommodation follows with 21 percent

(UNWTO-UNEP-WMO, 2008). These calculations ignore the additional effects of aviation in high altitude, over which there is still scientific uncertainty. However, including these radiative forcing effects, tourism's contribution to global climate change is estimated to reach as much as 14 percent.

## MAJOR CHALLENGES

Tourism's prime challenge in contributing to Goal 13 is to drastically reduce its impact on climate change. Its emissions are forecasted to increase rapidly in the coming decades, from 1101 Mt CO<sub>2</sub> in 2010 to 2957 Mt CO<sub>2</sub> by 2050 (Gössling & Peeters, 2015); the result of rapid volume and distance growth, notably through air travel. With most other large economic sectors decreasing their emissions, tourism's share in anthropogenic emissions will increase dramatically. Given these trends, tourism emissions would take up the entire global CO<sub>2</sub> budget in a 2°C scenario (i.e. keeping global warming below two degrees Celsius) by mid-century (Scott, Peeters, & Gössling, 2010).

There is scientific agreement that only a combination of technological and operational improvements, together with much needed behaviour change, could reduce tourism emissions sufficiently (see e.g. Peeters, Higham, Kutzner, Cohen, & Gössling, 2016). There are plenty of difficulties here. For example, a change in travel behaviour among consumers appears hard to reach, though the BookDifferent and Werfenweng cases are steps in the right direction.

### Werfenweng, Austria

Werfenweng is a small alpine village with the aim of developing a holistic sustainable mobility offer, focused on car-free tourism. By providing a (sustainable) mobility-guarantee card to customers arriving by train and those handing over their car keys on arrival, the village managed to get a very high share of train arrivals of up to 20 percent, while destinations with no railway station normally attract less than one percent. The on-site free mobility offer is varied and clean (largely electric). As a result, Werfenweng not only succeeds in reducing local emissions, but also those resulting from transport to the destination and back – arguably the key problem in tourism emissions. Werfenweng is member of the Alpine Pearls, an umbrella organisation of 25 alpine destinations offering 'soft mobility' holidays.

[www.werfenweng.eu/EN/](http://www.werfenweng.eu/EN/)

<https://www.alpine-pearls.com/en/>

### **Book Different, The Netherlands**

Raising consumer awareness on the carbon emissions or other negative effects of a holiday (element) has virtually no effect on behaviour. Neither has the offering of a tourism product that claims to be sustainable. Bookdifferent is a hotel booking site offering the booking.com portfolio, with the aim to provide transparency on the sustainability of accommodations. It does so by showing the carbon footprint of a night's stay in form of a red to green coloured footprint symbol, with the amount of kg CO<sub>2</sub> next to it, and it shows the eco-labels the accommodation might have. What triggers a change in behaviour, though, is not the footprints and labels, but the fact that accommodations are sorted on sustainability, and consumers are simply more likely to book the first from the first internet pages. For instance, in 2014 Berlin had only two percent green accommodations. Booking through a site sorted as usual generated 11 percent green bookings, while the bookdifferent sorting generated 70 percent green bookings. For Amsterdam these numbers are 19 percent green accommodations offered, 42 percent green bookings when sorted as usual, and 85 percent on bookdifferent.com (Gordon, 2014). A percentage of booking price goes to a charity of the customer's own choice, enhancing the feeling of doing something good. So this site nudges unaware consumers towards more climate friendly offers, and offers full transparency to aware consumers.

[www.bookdifferent.com/en/](http://www.bookdifferent.com/en/)

Further, technological measures like the development and large-scale implementation of biofuels need to be considered carefully, as these may negatively affect other SDGs and many do not score well in contributing to goal 13 (Peeters & Eijgelaar, 2014a). Also, heavily betting upon offsetting (see e.g. ICAO case below) cannot be a credible climate change strategy in the long-term, as it arguably leads to continued inaction and shifting emission reduction responsibility to others (Peeters et al., 2016). With such a large emission contribution from international aviation, it is problematic that the sector is not part of the United Nations Framework Convention on Climate Change, which the UN – in relation to Goal 13 – acknowledge as “the primary international, intergovernmental forum for negotiating the global response to climate change”.

### **ICAO commitment to offsetting aviation emissions**

October 2016 saw the International Civil Aviation Organization (ICAO) reaching agreement on a new global market-based measure (GMBM) to offset CO<sub>2</sub> emissions from international flights and a comprehensive roadmap for the sustainable future of international aviation. This was heralded as the world's first major industry sector to adopt a global approach to international emissions reduction. However, the deal is based on offsets, not on own emission reduction as envisaged by the Paris Agreement. Aviation officials have called the deal a ‘licence to grow’, ensuring that absolute emission reduction is out of the question. To meet the Paris ambitions, far more drastic action is required, primarily reducing (growth in) the volume of air transport (Peeters & Dubois, 2010).

Surely, a challenge for tourism and Goal 13 is to find a balance with its contribution to many other SDGs. “Placing an emphasis on Goals 8, 12 and 14, in which tourism is featured”, as UNWTO would like to see it (UNWTO, 2016), will very much endanger any positive contribution to Goal 13. It would basically be a continuation of past rhetoric that tourism creates jobs and hence its development should not be hindered. This, however, would lead to the forecasted rise in greenhouse gas emissions and consequently an increase of climate change impacts, also on tourism destinations. As these impacts are most heavily felt by many of the world’s poorest people, they endanger the achievement of many other SDGs. The poverty and tourism discourse has thus far discouraged discussing the desirability of reducing growth in air transport (i.e. the largest source of tourism emissions). However, tourism must not only be seen as a source of income for Least Developed Countries (LDCs), but also in terms of its social and environmental impacts. As regards Goal 13, the negative impacts of climate change on many LDCs far outweigh any economic advantages of tourism.

Adapting to climate change is the third major challenge, though the extent of this will vary hugely between destinations. The burden will likely be highest in developing countries, but the questions of how to raise capacity (sub-goal 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“) and who is to bear the costs, i.e. touching upon the issue of climate justice, is not discussed by tourism actors. It appears that stakeholders (including national governments) are often quite well-informed about the potential impacts on tourism, but not concerned enough to take action (Scott et al., 2012), endangering a positive contribution to sub-goal 13.2. (Integrate climate change measures into national policies, strategies and planning).

## TANGIBLE WAYS FORWARD

To lower fossil fuel use, the use of the airplane must be reduced, as well as the distances we travel. This has been tested by implementing distance restrictions on global tourism flows. Peeters and Eijgelaar (2014b) found that the impacts of climate mitigation policies aimed at reducing tourism transport may be less severe than is often believed. Reducing tourism air transport affects poor and wealthy countries equally and a reduction in aviation may harm the development of some poor countries, but may also benefit others. On average, the impacts on LDCs were found to be ‘neutral’. Economic compensation of countries that lose from a reduction in tourism was deemed feasible in this study. For LDCs, the maximum loss was estimated approximately US\$1.4 billion, which is 0.076 percent of the global direct GDP of tourism.

Therefore, it is plausible that the sector is able to compensate for such losses, for instance, by investing in less carbon-intensive (domestic, short-haul) tourism or by raising a small fee on long-haul travel to contribute to a special poverty alleviation fund, as suggested by Pentelov and Scott (2011). This could also be a meaningful contribution to sub-goals 13.1 („Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries“) and 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 \$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.).

Scott, Gössling, Hall, and Peeters (2016) emphasize the need for tourism leadership (institutional capacity; sub-goal 13.3 „Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning“) in two key areas. The first one is the need to develop a tourism sector emission measurement and reporting system, so that progress on emission reduction is measurable. The second one is a strategic policy framework through which the sector could (technically and financially) achieve its emission reduction ambitions. We are currently a long way from seeing this kind of leadership.

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# GOAL 14: LIFE BELOW WATER



## CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT

By Frans de Man, Retour Foundation

**ABSTRACT:** Oceans cover 71% of our planet’s surface. They support the livelihoods of hundreds of millions of people around the globe. 183 countries have coastlines and 37 per cent of the world’s population live in coastal communities. The coasts and marine ecosystems have an own touristic value. Tourism development and the resulting influx of tourists affect the coasts not only ecologically, but also have effects on the social, cultural and economic fabric of coastal communities. Special attention needs to be paid to Small Island Developing States (SIDS) which often depend on both their coasts and tourism.

### INTRODUCTION

Oceans are essential to all three pillars of sustainable development – economic development, social development, and environmental protection. They cover 71 percent of our planet’s surface and make up 95 percent of all the space available to life. They support the livelihoods of hundreds of millions of people around the globe.

While the World Tourism Organization (UNWTO) stresses that tourism “has the potential to contribute, directly or indirectly” to all of the SDGs, they only cherry pick a few of them, including oceans: “Tourism development must be a part of integrated Coastal Zone Management in order to help conserve and preserve fragile ecosystems and serve as a vehicle to promote the blue economy, in line with 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.”

However, UNWTO’s “trickle down” approach is not adequate to deal with the range of impacts tourism has on coastal areas and the oceans, through climate change, pollution and man-made destruction. Oceans and coasts are at the heart of tourism, eighty percent of all tourism takes place in coastal areas. The sector therefore has a special responsibility to safeguard both high seas and coastal areas.



## The High Seas

The high seas are the 64 percent of the oceans lying beyond coastal waters. They are international waters, for which regulations exist, which are hardly enforced. Tourism plays a role in a number of threats the high seas face.

The atmosphere affects oceans, and vice versa. Air temperature rises, oceans absorb the heat and warm up. This higher temperature makes water expand and ice caps melt, with higher sea levels and more tropical storms as a result. Oceans also regulate the climate by absorbing CO<sub>2</sub>, which, by lowering the pH, causes acidification and de-oxygenation. Thus the oceans slowly suffocate, which is a threat to marine wildlife and all other life on the planet, since the oceans generate half of the oxygen on earth.

Tourism contributes to climate change through greenhouse gas emissions produced by aviation (>> Goal 13) and cruise ships. These huge cruise ships, with up to 4,000 passengers plus crew (and sometimes even more), are also a major source of marine pollution.

### Cruise Tourism

Cruises are a fast growing sector, from 20 to 23 million passengers between 2010 and 2016. Although some initiatives in the right direction are being taken, the business case of a cruise depends on a number of unsustainable practices. Cheap and dirty bunker fuels not only produce hazardous diesel particles, they create a carbon footprint for a cruise which is two to seven times larger than that of a long-haul flight (and often passengers will take a plane to join a cruise). A cruise generates large amounts of garbage, sewage, and oil-contaminated water. Ballast water, containing pathogens and invasive species, is dumped in fragile ecosystems. When garbage is taken into the port, it is often dumped in areas that lack storage or processing facilities. Cruise workers suffer from poor and exploitative working conditions. Benefits for the people in the harbour areas are minimal. Local communities are overrun and resources strained by thousands of passengers during a very short period.

Tourism Concern [www.tourismconcern.org.uk/?s=cruise](http://www.tourismconcern.org.uk/?s=cruise)

## Coastal Areas

183 countries have coastlines, 37 per cent of the world's population live in coastal communities and most of the commodities extracted from the ocean come from coastal regions. The coasts are not only where the sea meets the land, but also where water from the land enters the ocean. The beaches, estuaries, dune systems, mangroves, marshes, lagoons, swamps, reefs, etc. are two-way streets, all with their own value – ecologically, socially and economically. Tourism impacts coastal areas in several ways.

Rising sea levels and stronger storms have irreversible effects on the sensitive coastal ecosystems and major implications for their social and economic fabric. Climate change causes loss of protective ecosystems like coastal wetlands that protect shores from flooding. Thus touristic coasts becoming dangerous areas, as the 2004 Tsunami showed.

Higher sea levels will also mean less space for tourists at the beach. This however is only the least of the problems. Stronger storms and higher sea levels increase the rate of coastal erosion and threaten all lower lying land. Not only touristic beaches and marine ecosystems are being destroyed, but entire cities come under threat (Barcelona, New York City, Venice), which will also lead to a loss of tourist attractions.

Special attention needs to be paid to Small Island Developing States (SIDS) which often depend on both their coasts and tourism. The number of international tourists visiting SIDS destinations has increased significantly and reached more than 43 million in 2015. Tourism accounts for over 40 percent of the export value in half the SIDS.

## MAJOR CHALLENGES

Eighty percent of marine pollution comes from land through sewage drains and rivers, dumping of toxic chemicals like fertilizers (causing eutrophication and algal bloom that destroy marine life) and dumping of garbage like plastic bags, glass bottles, or packaging material. Tourists and tourism businesses generate a lot of this waste which not only comes back to shore, polluting beaches, but also finds its way into our food chain.

### **Destruction of coastal areas by development of tourism infrastructure**

The development of coastal tourism infrastructure threatens vulnerable marine ecosystems. There are numerous examples of mangroves, corals, marshes and sea grass meadows having been removed for the construction of hotels or to create open beaches, piers, and other structures. After tourism facilities have been built as close as possible to the water, they then need artificial coastal protection like dykes and dams which disrupt the natural coastal dynamics and threaten ecosystems like mangroves and marshes.

### **Effects of activities and behaviour of tourists**

After the construction of tourism infrastructure the tourists arrive, who bathe, dive, snorkel, fish, boat and collect marine souvenirs, with an impact on coastal areas, especially when these activities lead to overconsumption and overfishing. The scarcity of clean drinking water, the lack of water purification systems and the relatively high consumption of water at tourism facilities (not only hotels, but also golf courses etc.) are especially problematic in delicate, fragile coastal ecosystems.

### **Impacts on coastal communities**

Tourism development and the resulting influx of tourists affect the coasts not only ecologically, but also have effects on the social, cultural and economic fabric of coastal communities. Through conversion of land use and destruction of ecosystems, habitats are lost for people, flora and fauna. Traditional activities of harvesting food and other resources from the shoreline and the sea become impossible. Local communities are often denied access to their (communal) lands, to their beaches, or in the worst case they are evicted.

Tourism resorts and hotels put a tremendous strain on land, local resources and infrastructure. Land grabbing (in this case of coastal lands also known as ocean grabbing) is a serious human rights violation as it excludes communities from the coast near their fishing grounds and therefore puts in jeopardy their livelihoods and survival. Concentrated in rather confined areas, the impact of a massive influx of tourists badly affects the lives

of local people, not only in small coastal villages, but also in big coastal cities like Venice and Barcelona (>> Goal 11). Although the authenticity of these communities often is their core capital, tourism can leave them impoverished and their culture, environment and livelihoods endangered. One particular concern is the rise of prostitution (and invariably, sexual exploitation of children >> Goal 16c) around cruise ports.

These effects combined can lead to serious violations of human rights, such as the right to territory, education, health services, and food security, and also undermine the respective SDGs.

### Fisheries and Tourism

Tourism often uses the most attractive strips of coastline. Prices of land tend to go up and local inhabitants are encouraged (or forced) to sell their properties. This can reduce the space available for fishing and other traditional activities. Uncontrolled sports fishing can reduce the fish stocks essential for the livelihood of fisher folk. Although one would expect that tourism would increase the demand for local fish, the industry often relies on “imported” food to offer the quality tourists are assumed to expect, in large quantities and at the lowest price. Uncontrolled development of tourism can bring waste and noise, which may have negative impacts on water quality and fishing activities. With the arrival of significant numbers of tourists, local inhabitants may come under pressure to adjust their crafts to the expectations of visitors: fishing not as a way to earn a living, but to entertain tourists.

Adapted from the Farnet guide No. 9 Fisheries and Tourism – Creating benefits for the community

### Coral Reefs

More than half of the world’s reefs are suffering from man-made and natural damage, some of it directly and indirectly caused by tourism. Scuba diving and snorkelling can cause damage by breaking corals and by kicking up sediment. Recreational fishing and collecting shells, lobsters, conches and corals lead to over-exploitation.

In the construction of hotels, marinas, and airports, and in the building and restoration of (artificial) beaches, sedimentation results from dredging and infilling. Sedimentation reduces light levels and increases stress on corals leading to „bleaching“, suffocation and death. Hotels and marinas with cruise ships, motor boats and yachts cause pollution through disposal of solid waste (especially plastics) which contains toxic substances that harm corals. In marinas we find chemical waste from inappropriate disposal of oils, fuel, and paint residues. Hotels with (legal and illegal) sewage disposal and fertilizer runoff contribute to nutrient enrichment which favours algae at the expense of corals.

## TANGIBLE WAYS FORWARD

The World Bank and the United Nations have urged for action to be taken to reverse the negative trends regarding the oceans and coasts for more than 25 years, for example at the Earth Summit in Rio and its Agenda 21. Implementation is long overdue. Global strategies on emissions reductions are urgently needed, especially related to bunker fuels in international aviation and cruises.

When developing tourism, marine and coastal areas should be protected, left intact and managed as ecosystems. Construction close to the shore should be prohibited and no construction should happen without proper management of water, sewage and waste. Educating tourists and especially people doing water sports may contribute to reducing impacts on ecosystems.

Safeguarding the livelihood of coastal communities needs to be given priority over the interests of tourists and tourism businesses, with strategies for the sustainable use of marine resources, including for small-scale artisanal fisheries. Tourism should support food security and social equity. Meaningful linkages with coastal economic sectors such as agriculture, fisheries and services can significantly increase local value added.

Any tourism development must start with codetermination and the participation of local communities. Research and capacity building help to build on local knowledge and develop innovative solutions.

Subsidies for bunker fuels and the most damaging modes of transport and sources of energy must be abolished. Prices must reflect the real costs, including social and ecological costs.

Appropriate coordinating mechanisms for integrated policies and international cooperation and coordination need to be established or strengthened. Effective governance structures need to set goals with realistic and applicable criteria and monitoring. International cooperation can help guarantee sustainable development of the areas beyond national jurisdiction, including international waters, and needs to be enhanced.

### Ocean-grabbing in Sri Lanka

The National Fisheries Solidarity Movement of Sri Lanka, together with the Swiss Society for Threatened Peoples (GfbV), have been taking a strong stand against ocean-grabbing in Sri Lanka. Fisher folk are under threat since the arrival of new tourism projects. In the North and East of Sri Lanka, they are being denied access to the beaches which they have used for generations. Basic human rights are being violated, but since the military owns a lot of the tourism business and is involved in land and ocean grabbing for tourism projects, it is hard for local people to take action.

<http://oceangrabbing.ch/>

## Marine protected areas for sustainable use of land and sea in Brazil

Extractive Reserves in Brazil are among the types of sustainable use of protected areas defined by law in 2000, which established the National System of Conservation Units (SNUC). The reserves protect the livelihood and culture of traditional populations, ensuring sustainable use of natural resources on land and sea and the right to use the territory. Today, there are over 20 Marine Extractive Reserves which guarantee the exclusive access and use of the area, with fishing rights, agriculture and exploration of commercial activities like tourism. Traditional populations like fisher folk, indigenous people and descendants of slaves have the right to ask the government for the demarcation of their land, which will give them legal protection from land grabbing and the right to manage the use of coastal resources. Several Marine Extractive Reserves already promote community-based-tourism as a complementary income to fishing and other activities.

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## GOAL 15: LIFE ON LAND



**PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS**

By **Katrin Karschat and Cornelia Kühhas, Naturefriends International**

**ABSTRACT:** Beautiful landscapes, rich fauna and flora, and natural heritage sites are among the main reasons why tourists visit a destination. Tourists are searching for recreation and peace in natural areas, but also for fun activities. Tourism and biodiversity can thus be in a symbiotic relationship. However, there are also negative consequences for biodiversity from tourism. Building tourism infrastructure like hotels, streets, facilities, and attractions needs a lot of space. Ecosystems are degraded or even destroyed. Moreover, visitors can harm ecosystems, especially if their numbers are not regulated and if the visitors are not guided.

### INTRODUCTION

#### Connecting Biodiversity and Tourism

Beautiful landscapes, rich fauna and flora, and natural heritage sites are among the main reasons why tourists visit a destination. Tourists are searching for recreation and peace in natural areas, but also for fun activities. They would like to enjoy nice sceneries, watch wildlife, and actively experience nature on hiking, biking or canoe tours. Areas with high biodiversity such as coastal zones (>> Goal 14), mountains and protected areas are especially attractive for guests.

Tourism and biodiversity can be in a symbiotic relationship. Biodiversity is the core of attractive landscapes and creates distinctive regional features, including agricultural products for a diverse, local cuisine. "Sustainable tourism can play a major role, not only in conserving

and preserving biodiversity, but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities”, as the World Tourism Organization (UNWTO) emphasizes with regard to Goal 15 (UNWTO, 2015). The Convention on Biological Diversity (CBD) also stresses the importance of sustainable tourism development for biological diversity. It has issued guidelines for the tourism industry (CBD, 2004), focusing on tourism development in vulnerable areas in order to maximize the positive benefits for biodiversity, ecosystems, and economic and social development.

## MAJOR CHALLENGES

However, there are also negative consequences for biodiversity from tourism. Building tourism infrastructure like hotels, streets, facilities, and attractions needs a lot of space. Often massive interventions in the balance of nature are caused by tourism development. Ecosystems are degraded or even destroyed. Moreover, visitors can harm ecosystems, especially if their numbers are not regulated and if the visitors are not guided. If tourists leave the marked paths, sensitive habitats and species may be disturbed. Negative effects on fauna are especially severe in the breeding season. Footsteps can seriously damage the vegetation and cause erosion and degradation, especially in sensitive ecosystems like mountains, wetlands and drylands.

### **Green infrastructure: Sustainable investments for the benefit of people and nature**

Green Infrastructure (GI) is a strategically planned network of natural and semi-natural areas of all scales. These spatial structures provide stepping stones for many different species and help to preserve biodiversity by connecting habitats across wider landscapes and support mobility of wildlife. Furthermore, there are positive effects on human well-being thanks to ecosystem services (e.g. clean air and water) and mitigation of climate change and natural disasters by storing carbon, alleviating floods and preventing soil erosion. It is a sustainable investment for the benefit of both people and nature.

The implementation of GI creates an attractive environment where people spend their spare time and find recreation. Studies prove that outdoor activities and spending time in nature are beneficial for psychological and physical wellbeing and health. Tourism concepts which are adapted to nature’s requirements, such as eco-tourism, gain popularity and are part of a new lifestyle. Guided tours offer nature experiences, environmental education and reconnect us to our environment.

Conflicts between the conservation of natural ecosystems and the increasing demand of tourists for experiences in nature occur when the carrying capacity of ecosystems is exceeded. GI is able to manage visitor pressure by providing a recreation and visitor resource for outdoor lifestyles, and by helping to divert pressure from sensitive landscapes or conservation areas.

Martina Marschnig, Natural Area Manager, Austrian Federal Forests  
[www.bundesforste.at](http://www.bundesforste.at)

In addition, the tourism industry needs, among other resources, a lot of water (>> Goal 6) and energy. Resources are often wasted to a point where consumption exceeds regenerative capacities. Excessive water consumption may cause sinking ground water levels with negative effects on regional habitats as well as on agriculture.

The rising emissions from aviation make tourism one of the main contributors to climate change (>> Goal 13) which also causes biodiversity loss: ecosystems and landscapes change, sensitive and specialized plants and animals disappear, invasive species spread and often repress domestic species, natural disasters such as storms, floods or forest fires occur more frequently.

By harming nature and biodiversity, unsustainable tourism development may result in making an affected region less attractive for visitors on the long run.

### **The captive lion industry: A sustainability scam?**

The notion of 'sustainability' has become the most overused and consequently meaningless phrase within conservation and wildlife circles. Used in equal measure by those that manage responsibly and the abusers of wildlife, it is hardly surprising then that the predator breeding and canned or captive lion hunting industry is also invoking the term as a way of trying to sanitize what they do.

The breeding, trading, petting, walking, viewing, filming, de-boning and killing frenzy currently underway, mostly in South Africa but also in other countries across southern Africa, is about making as much money out of these animals as they possibly can and doing this in the shortest possible time frame.

And while on scams, the volunteer programmes that feed revenue and free labour into many of these lion farms is something government should also be looking into. They entice people, often young students who believe they are making a worthy conservation contribution, into paying substantial amounts of money to offer their services to these facilities.

Farming lions to be petted, traded or killed cannot under any reasonable definition be equated to or classified as conservation, and neither should those involved be able to justify their actions under the banner of sustainable use. And to accept either of the above would be to defraud our conservation and tourism record as well as all those who are currently doing such vital conservation work.

Ian Michler, Founding Partner in Invent Africa Safaris

(Extract from: <http://travel.iafrica.com/searchsa/1037188.html>, October 2016)

## **TANGIBLE WAYS FORWARD**

To be sustainable, tourism needs to respect ecosystems by finding the balance between environmental protection and touristic use. Sustainable tourism integrates ecosystem and biodiversity values. It is based on a "sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands" and focuses on "a significant reduction of the degradation of natural habitats, the halt of biodiversity loss and the prevention of the extinction of threatened species" in line with



targets 15.1 and 15.5. There is a need to regulate visitor flows and guide visitors, especially in sensitive habitats. Infrastructure and tourism attractions need to be synchronised with the local requirements and carrying capacities.

### **Rhinos without borders: A project of hope for the rhinos of Southern Africa**

According to Wildlife Ranching, a South African organization, 160,000 rhinos have been slaughtered in Africa over the past 50 years. The rhino horn is used as an ingredient in Asian medicine and can fetch extremely high prices on the illegal market.

'Rhinos Without Borders' is a joint venture between the two like-minded conservation and travel companies &Beyond and Great Plains Conservation. It is supported by both the Great Plains Foundation and Africa Foundation, combining fundraising and project management efforts in order to protect rhinos from rampant poaching by translocating them to Botswana, a country with an excellent anti-poaching record and low densities of rhinos. This initiative also secures rhino breeding diversity and preserves rhino genes by providing a nucleus of stock in the new location.

Using the power of their tourism partnership, a creative fundraising sponsorship package was put together to appeal to donors and also allow them to participate in some of the operations. The project helped both the organizations achieve effective participation and awareness among locals, the travel community, the general public in South Africa and Botswana, and the non-profit community. Moreover, the project serves as a success story to stimulate new projects by the travel industry or others.

[www.rhinoswithoutborders.com](http://www.rhinoswithoutborders.com)

Natural resources are limited. Tourism needs to achieve sustainable consumption and production patterns (>> Goal 12), from procurement to waste management. Without serious and significant reduction in waste, emissions and consumption, tourism will not be sustainable. Tourism destinations need strategies for sustainable development, which are tuned on the region and its natural resources – in line with target 15.9 which demands “integrating ecosystem and biodiversity values into national and local planning and development processes”.

Nature-based tourism contributes to raising the awareness and knowledge of visitors and local people with regard to SDG 15. Guided hikes, exhibitions and other educative activities impart knowledge about regional ecosystems and species. People are more willing to protect what they understand and care for. Tourism also raises the awareness of local people concerning environmental problems and thus increases their commitment for conservation activities. When local people realise the appreciation of local biodiversity and ecosystems by visitors, this may also raise their own awareness for the region's natural resources and their readiness to protect nature. Thus tourism can support “actions to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products”, as target 15.7 demands.

Nature-based tourism can, through the income it generates, foster the protection of the environment by mobilizing and significantly increasing financial resources from all sources to conserve and sustainably use biodiversity and ecosystems, in line with target 15.9a. Entrance fees for protected areas, grants of tour operators and taxes can generate a direct financial contribution to the conservation of nature. Furthermore, sustainable tourism can be vital for regional value added, by providing jobs for local people and strengthening the local economy. Hence tourism can support a sustainable development process as well as poverty reduction strategies and help achieve target 15.9.

### Indian summer: Forest-based recreation and tourism

New England is famous for its Indian Summer. Forests dominate New Hampshire's landscape, so a large percentage of recreation and tourism activities are linked to the forest. The New Hampshire Division of Forests and Lands is a multi-service agency dedicated to conserving New Hampshire's rural and urban forest landscape. Its focus is on protecting and promoting the values provided by trees, forests, and natural communities. The mission is responsible management of the state's forest resources; providing forest resource information and education for the public; and the protection of these resources for the continuing benefit of the State's citizens, visitors, and forestry.

Sustainable forest management is a key factor for the local economy: Selling wood and timber products, creating 10,800 jobs in the region and, last but not least, revenues from tourism activities.

New Hampshire Division of Forests and Lands, USA. [www.nhdf.org](http://www.nhdf.org)

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## GOAL 16A: GOOD GOVERNANCE



**PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS**

By Andy Rutherford, Fresh Eyes – People to People Travel

**ABSTRACT:** *Today the tourism industry is mainly dominated by the interest of governments and large corporations and tends to neglect fundamental and human rights of the people affected by it. In order to ensure good governance in tourism, local people have to be empowered to participate in decision making when it comes to tourism development and economic opportunities arising from this development. Effective and transparent monitoring mechanism need to be established at local, national and global level in order to measure tourism's effect on social and economic development. Businesses need to monitor and take responsibility for their impacts.*

### INTRODUCTION

#### Tourism and transparent, accountable, inclusive and effective governance

“Central to the 2030 Agenda for Sustainable Development is the need to promote peaceful and inclusive societies based on respect for human rights, the rule of law and transparent, effective and accountable institutions. ... far too many people are poorly supported by weak institutions and lack access to justice, information and other fundamental freedoms. Efforts are under way to make national and international institutions more effective, inclusive and transparent. ... However, significant challenges remain” (UN, 2016).

The 2030 Agenda aims to ensure responsive, inclusive, participatory and representative decision-making at all levels, emphasizing the importance of public access to information, protection of fundamental freedoms and the promotion of non-discriminatory laws and policies for sustainable development (ibid).

Does current tourism practice enable local, national and international institutions to be more transparent, accountable, inclusive and effective? Does tourism contribute to economically and socially just and inclusive societies?

As a highly stratified industry with often complex supply chains, how decisions are made about both new tourism facilities and related infrastructure and how the local and national governments monitor the effects of travel and tourism on social and economic development are fundamental. Governance of travel and tourism, who makes decisions and how and how they are held to account, is key to contributing to just and inclusive development.

Large corporations continue to have significant influence in key destinations and in many 'sending' countries on the patterns and approaches to travel and tourism. This is pronounced in some sectors including cruises. Their influence is achieved through diverse contractual and planning relationships. Local and national regulation and monitoring of travel and tourism is, generally, significantly weighted in favour of both large and medium sized tourism companies, businesses and activities and is not determined by the economic and social rights and interests of the majority of citizens in host communities and regions. There is extremely limited systematic environmental, social and economic monitoring of the effects of travel and tourism on women, men and children's social and economic rights.

## MAJOR CHALLENGES

Tourism development is fraught with negatives including inequality, social and cultural erosion, environmental degradation and pollution (Ling, 2016). A particular characteristic of contemporary tourism in this age of neoliberal globalization is that it is closely intertwined with the finance and real estate industry. There is consistent evidence of large tracts of public land being privatized and acquired by foreign or 'external' investors for luxury tourism, residential and commercial development, resulting in displacement and disempowerment of local people.

At local and national levels there is a very significant democratic deficit with respect to participatory planning and consultation on travel and tourism. Globally there is significant documentation of planning decisions which prioritise the interests of large and medium companies at the expense of the majority of citizens and the environment. This is linked to the exclusion of citizens and communities from key decisions that affect their lives and livelihoods. Corruption related to planning and infrastructure development and myopia of agreed environmental and health standards' is still, sadly, widespread (cf. i.a. Das and Dirienzo, 2010; Hajdinjak, 2014; Transparency International; Tshiangu, 2015; Zimmermann, 2015). Overall there is a dearth of community-based, reliable, appropriate, democratically accountable planning and monitoring processes and systems related to travel and tourism. This inhibits participatory and accountable planning and monitoring.

At transnational level, as with most transnational industries the issue of corporate impunity remains a significant issue and its effects cascade down, negatively affecting the lives and livelihoods of millions of people.

### **Lack of indicators and policies for sustainable tourism**

At present there is still insufficient knowledge within industry about sustainable tourism indicators, tools and mechanisms; as well as a lack of government level strategic planning and policy commitment to sustainable tourism. In addition, globally there is a widespread lack of a strong tradition of networks and partnerships, regionally and internationally, that are working on sustainable tourism at local, national and regional levels and embracing participatory planning processes, sharing and exchanging information among industry stakeholders. Generally, there remains a wide range of interpretations and lack of policy consistency in relation to 'sustainable' tourism as well as resource and capacity limitations for effective implementation across all levels of government as well as industry-based organisations and within host communities and regions. This hinders forward looking people-centred collaboration on policy and practice.

The overall conclusion "that the success of the 2030 Agenda will depend on our ability to sustain stable, secure and inclusive societies governed by states that are essentially trustworthy, responsive to constituents, free of corruption and committed to eliminating violence" (Zuber, 2016) is extremely pertinent for travel and tourism.

## **TANGIBLE WAYS FORWARD**

To contribute positively to the building of just and inclusive societies that can provide equal access to justice and that are based on respect for human rights (including the right to development), on effective rule of law and good governance at all levels and on transparent, effective and accountable institutions, travel and tourism require structural reform, crucially in the relationships between large and medium businesses, local and national political, legal and planning processes and citizens in 'host' communities and regions.

How can travel and tourism contribute much more to just and inclusive societies and the fulfilment of the SDGs?

### **Reforming the relationship between business stakeholders and local decision-making**

Citizens and workers in the host communities have the biggest stake in ensuring a form of tourism that protects their cultural and natural environments and that contributes to fulfilling their social and economic rights.

Many of today's challenges can be addressed if working relationships are built between communities and local large, medium and small tourist operators, working through local and national participatory and accountable decision making, planning and monitoring processes, rooted in more inclusive democracies. This is a complex, challenging, but essential process (Mason, 2016).

### **Integrated participatory planning**

Approaches to sustainable development must be co-ordinated nationally and locally. There are some examples of this type of planning within tourism. They show that it is possible to promote diversified forms of tourism to ease concentration and allow for alternative ways to encourage more socially just and environmentally respectful activities. However, to be viable and sustainable they all depend on citizen/community/public control and participation.

### Guidelines for Sustainable Tourism

Local planners, local and national government officers and representatives of trade unions, tourist operators, travel agents, and ‘host’ communities and regions must be equipped with guidelines and ‘best practices’ for sustainable tourism in practice. Such guidelines must aim to bridge the large gap between rhetoric and reality. These guidelines must be generated through a network of “Partnerships for Sustainable Tourism”.

One step forward is to put in place regulations and local and national legislation that effectively protects local citizens and communities from harmful tourism as well as mechanisms that require travel and tourism businesses to compensate for losses and to clean up the damage they have created, especially if an operator ends their activities in an area.

### Clear, transparent, accessible mechanisms of accountability

Accountability mechanisms are needed to empower people(s) to monitor and hold governments, financial institutions, development agencies and the private sector engaging in tourism accountable for their actions.

At the transnational level, as with other industries that involve transnational corporations and business activities, an international legally binding instrument on transnational corporations, a binding treaty, with respect to human rights is essential. This should contain clear and strong provisions that prohibit the interference of corporations in the process of forming and implementing laws and policies, as well as administering justice, at all national and international levels. (Treaty Alliance, Transnational Institute, 2015)

Local communities and indigenous peoples must have a central position in the new models of sustainable tourism, understanding this activity in every instance as a means of enhancing the quality of life and wellbeing of local populations, including mainstreaming gender considerations in sustainable development.

There are a growing number of community-based initiatives that are enabling host communities to have a clearer and stronger voice in how travel and tourism is developed and monitored. Many are associations and not-for profits and build on participatory development approaches to community development. Each provides some key contributions to ways forward to more sustainable and just travel and tourism.

#### ViaVia, Yogyakarta, Indonesia

ViaVia is a women led association based in Yogyakarta, Indonesia. “Our tours are developed to bring people together, travellers and communities, for mutual reward. The core principle is to build cross cultural understanding through communication and joint experiences. To ensure this ViaVia Jogja commits to develop the skills of our guides, both theoretical knowledge and practical guiding and communications skills. We also commit to providing our customers with dos and don’ts and accurate information, which enables the traveller to have positive cultural experiences. Local communities shall be involved in the development of our tours, and are provided with regular opportunities to provide feedback.

[www.viaviajogja.com](http://www.viaviajogja.com)

**Kabani, Kerala, India**

It is our belief that grassroots movements like this take place in local communities and work along with travellers. It is therefore fundamental that we raise awareness within these local communities and empower them through training, leadership programs and move towards a participatory model of tourism. That is we should look to decentralise the current model, bringing autonomy and power to the community, and provide a democratically elected board that represents locals, NGOs and other organisations involved.

Kabani have started the Thoughtful Travel Movement and also work with host communities to establish local village committees which link directly to local self-government, the Panchayati Raj. This enables a clear regular voice with appropriate political decision makers. Kabani is established as an NGO and a social enterprise.

[www.kabanitour.com](http://www.kabanitour.com)

**Loop Head, County Clare, Ireland**

Loop Head Tourism was set up to ensure that the future development of the peninsula would happen in concert with the wishes of those that lived here. It is a community-based voluntary group made up with equal representation from each member parish (local level government) regardless of size in order to ensure a balance.

Our ethos, which every business in the network has to sign up to, is: “Loop Head Tourism is committed to promoting responsible and sustainable tourism development while safeguarding the unique culture, heritage and biodiversity of the peninsula through co-operation with all stakeholders in the wider community.”

[www.loophead.ie](http://www.loophead.ie)

**Tamadi, France**

Tamadi has, since 2005, developed a vision of solidarity travel based on partnership between host communities, their organisations and travellers. Tamadi is based on close partnerships with farmers' organizations involved in rural development. These partners host travellers in their country. Tamadi is a not for profit association and a member of ATES (Association pour le Tourisme Equitable et Solidaire) which is a network of organisations and specialists in equitable and solidarity tourism.

<http://tamadi.org>, <http://www.tourismesolidaire.org/reseau-ates/qui-sommes-nous>

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## GOAL 16B: PEACE



**PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS**

By Maria Youngsin Lim, Imagine Peace  
Translated from Korean by Jessica Lee

*There is no pathway to peace. Peace is the way. (Mahatma Gandhi)*

**ABSTRACT:** *When we move beyond ‘safety’ and meet at the ‘point of suffering’, we can walk together towards true peace for all, and not just ‘security’ and ‘safety’ for ourselves. When we recognize that there will be no safety without peace, we will be able to find new solutions and ways to create peace for all and not just for a few. In order to move toward building sustainable tourism that is reliable and inclusive in all aspects and contributes to sustainable development, peaceful and inclusive societies and access to justice for all, we will need to seek the path of peace for all, a path where justice and peace will be embraced.*

### INTRODUCTION

#### Tourism in a Divided World

SDG 16 is more than ever close to the vision of inclusive and universal tourism, a peaceful tourism that strives for justice. The United Nations World Tourism Organization (UNWTO) declared its motto ‘Tourism for All’ for World Tourism Day in 2016, placing emphasis on inclusiveness and equal rights of all people to enjoy the benefits that tourism can bring.

At the same time, the world is witnessing large numbers of refugees who risk their lives to cross borders and even end up shipwrecked on their way. People in Syria, Iraq, Afghanistan, and Somalia have lost the foundation of their lives to war and violence. These refugees are not part of the ‘tourists’ who have the right kinds of passports, issued by rich countries, that allow their citizens to travel the world in planes and on cruises for leisure purposes.

### Tourism and Terrorism

Paris, Brussels, Istanbul, Berlin – this no longer reads like a wish list of places to visit. It is a list of popular urban tourist destinations attacked by terrorists in 2016. Carlos Vogeler, executive director at the UNWTO, remarked that terror attacks are occurring in places that were never expected; nowhere in the world feels safe anymore. The locations of the attacks were places such as airports, markets, capitals, and famous tourist sites, which may make any tourist think they might also be a victim. The World Travel and Tourism Council (WTTC) reported that people are choosing to travel to destinations based on perceptions of safety and that 20 percent of the tourists are changing their travel plans due to safety concerns (AP Korea, 2016).

### Tourism and Safety

Most of the people who enjoy the privilege of travel used to perceive wars as something happening in somewhat distant places. However, terrorist attacks affect us in our daily domains and refugees have become our neighbours. We may change our travel plans to avoid danger, but we may find it difficult to avoid the anxiety in our daily lives. If 'safety' is not guaranteed for tourists who cross borders, tourism itself as an activity will be threatened to the core. Yet, is the 'safety' that we are so strongly wishing to protect only achievable through control and exclusion in the name of 'security'?

The United States which has experienced terror attacks in the centre of New York City, has compulsively strengthened airport security. Countries such as Israel, Russia and Turkey strictly control the movement of peace activists and travellers. In recent years, we have realized that greater suspicion and strengthened security procedures are not the answer for reaching our desired 'safe societies'. If we search for solutions to attain world peace that is currently threatened without acknowledging 'peace for all, strongly based on justice and human rights' and if we concentrate on a kind of security that only serves to protect certain individuals and groups, that will only result in greater violence, exclusion, discrimination, and repression.

### Tourist Information Misused

Tourism is not a just personal activity, it is embedded in a political and social context. When tourists cross borders and meet people, they may become witnesses of hidden situations. Some governments want to control what tourists actually get to see and how they may perceive it. They try to control tourists' pathways for political reasons.

In 2016, Israel has been criticized for deleting Palestinian key historic sites from the tourist map. It has instead created and distributed a biased tourist map marked with information on Israeli synagogues and settlements. This indicates Israel's tenacious and systematic effort to omit Palestine from the realm of tourism. The numbers of tourists who set out to travel to the 'Holy Land' add up to 1.3 million per year. This is not only a major opportunity for Israel, but also for Palestine which is facing a 26 percent unemployment rate. In 2013 the number of tourists who visited Palestine was 600,000 (PBS, 2014), and among those people, 66 percent headed to the West Bank where the most visited city of Bethlehem is located. Most of these tourists visit Bethlehem by bus tours organised by Israeli travel agencies. They visit the site for only about two hours, briefly scanning a few major churches including the one where Jesus was born. The Israeli government allows Israeli tour buses to freely cross over to the West Bank, but on the contrary prohibits the entrance of Palestinian tour buses (Schlomka, n.d.), who wish to simply pick up tourists, for 'security' reasons. Before tourists are taken to Bethlehem, they are strictly educated on the dangers of Palestine and are

prompted to end the tour quickly within two hours. After the short tour the bus returns to 'safe' Israel. Rami Kassis from the Alternative Tourism Group (ATG) attests how this biased information is affecting Palestine's tourism: "The revenue Palestinians get from tourism may be about three percent. The rest goes to Israeli coffers" (Tobassi in ATG, 2008).

### **Tourism as a Tool for Occupation**

In occupied territories, tourism is easily used and misused by occupying nations as a tool in a structured system of occupation. Tibet, which has been occupied by China since 1950, started to be opened up to tourism in August, 2006, when the Qinghai–Tibet Railway was opened. The annual number of tourists which had been 1.2 million before reached over four million in 2007. The Chinese government made great efforts to accelerate the development of tourism in Tibet by constructing infrastructure, with the Chinese in a far more dominant position than the Tibetans. It also gave generous support related to housing and business for the Chinese who chose to migrate to Tibet.

Native Tibetans, who were originally nomads, were persuaded to give away their fields for hotels and lost their traditional markets and streets to shopping centres for the price of next to nothing. The Chinese government previously tried to oppress Tibet's culture and religion, burning down thousands of Tibetan temples. Now it has begun its disneyfication of Tibet after realizing that Tibetan culture and religion have great potential as tourist products. The traditional Tibetan 'sky burial', once banned by the Chinese government, has been turned into a cheap five-dollar tourist attraction (Tibetan Guide, 2008).

The Jokhang temple, which is the final destination for prostrating Tibetan pilgrims, started to attract large crowds of tourists photographing the pilgrims. Tibetans are losing ground amid the disneyfication of Potala Palace, temples and most of all, the lives of Tibetans – driven by Chinese capital. Eventually Tibetans who could no longer tolerate this severe suffering are burning themselves to death as a protest, as a cry of help to the world (Sydenstricker, 2008). The Chinese government even attempted to prevent travelers from sharing this cry of death with the world. Tourists may currently visit Tibet only in groups accompanied by tour guides.

### **Tourism and Justice in Conflict Situations**

Tourism hardly ever plays a neutral role in conflict situations and might even fuel war and conflict, for example over resources, and social injustice. There is a need to find ways and means to make tourism a tool for peace, not for fuelling conflict. The Palestinian Alternative Travel Group (ATG) has been fighting for justice in tourism. They say: "What we want is not simply 'economic contribution' by tourists but social justice. Tourism is a precious opportunity for a region to obtain economic gains, but would money have any significance if there is no justice? When the money earned in tourism stays in the region, prevents polarization by taking care of people in need, and is used to support social justice, wouldn't this be a true form of alternative tourism?" (Jamud, 2009).

### **Tourism in Post-Conflict Settings**

In post-conflict settings, tourism often experiences a quick boom – after 26 years of conflict in Sri Lanka, for instance, and after the dictatorship in Myanmar. Rapid development, however, may fuel still latent conflicts. Governments may be tempted to promote tourism even before having initiated a process of reconciliation and recovery. Ecological and social standards may be ignored, and the rights of local people violated (Roundtable on Human Rights and Tourism, 2016).

### **Militarisation and Tourism in Sri Lanka**

In their reports “Dark Clouds over the Sunshine Paradise” and “Under the Military’s Shadow”, the Society for Threatened Peoples (STP), Switzerland, and the National Fisheries Solidarity Movement (NAFSO), Sri Lanka, reviewed the situation of local communities in the face of tourism development with a strong influence by the military. The military presence in Sri Lanka has not reduced since the end of the war. Military expenditure has increased continuously during recent years. The military is focusing this increased budget more and more on tourism with the army, navy and air force opening hotels all over the country and increasingly offering tourist activities. The provision of tourism opportunities by the military is problematic not least because it deprives the local population of an important source of income. The STP and NAFSO urge the Government of Sri Lanka to reduce the military presence, to cease the surveillance of local population and order the military to end all of their commercial activities.

Society for Threatened Peoples (2015): “[Dark Clouds over the Sunshine Paradise](#)”.

### **Human Rights Due Diligence for Tour Operators in Post-Conflict Situations**

In fragile post-conflict situations, tour operators are faced with the challenge of human rights related responsibility. They risk becoming ‘partners in crime’ when human rights are violated, or may contribute to aggravating conflicts. In order to assess the impact of business operations on human rights in a post-conflict area, both the conflict and the current situation need to be carefully analysed. The Roundtable on Human Rights and Tourism has issued recommendations to assist product and communications managers in implementing human rights related due diligence in fragile contexts.

Roundtable on Human Rights and Tourism (2016): [Guideline for the Implementation of Human Rights Related Responsibility by Tour Operators in Fragile Contexts and Post-Conflict Areas](#).

### **Peace Boat: Travel for Peace and Sustainability**

The Peace Boat team believes that travel can be a tool for positive social and political change, and seeks to create and implement best practices in responsible travel. Socio-political considerations rather than commercial interests largely determine the choice of destinations. Peace Boat seeks to create awareness and action to effect positive social and political change through global educational programmes, responsible travel, cooperation projects and advocacy. These activities are carried out on a partnership basis with other civil society organizations and communities in Japan, Northeast Asia, and around the world.

[www.peaceboat.org](http://www.peaceboat.org)

## MAJOR CHALLENGES

Control and exclusion in tourism results in the control and exclusion of tourists and through this process injustice and inequality occurs. This is evident wherever justice and peace does not prevail. Under Burma's military dictatorship, in Sri Lanka and in the ethnic minority areas of China where tourism is used as a tool of occupation, justice and peace are replaced by capital and profit. In such situations, tourism is not a tool for peace, but a tool for oppression and ultimately a tool to maintain the status of those in power.

The largest cause of terrorism is the absence of justice, deeply rooted in exclusion and discrimination. This might be stemming from an individual or a collective experience. Tourism might be one, if not the only path to overcome walls and be part of the lives of others. It may be a key gateway to peace.

## TANGIBLE WAYS FORWARD

When we move beyond 'safety' and meet at the 'point of suffering', we can walk together towards true peace for all, and not just 'security' and 'safety' for ourselves. When we recognize that there will be no safety without peace, we will be able to find new solutions and ways to create peace for all and not just for a few.

In order to move toward building sustainable tourism that is reliable and inclusive in all aspects and contributes to sustainable development, peaceful and inclusive societies and access to justice for all, we will need to seek the path of peace for all, a path where justice and peace embrace.

All conflict, violence, occupation and dictatorship, undemocratic rule and oppression must be eliminated and tourism led by governments under any of the above must disclose all information in a transparent way. All discriminatory and exclusive systems should be abolished. Everyone should have equal access to information, the right to participate and to travel. Tourists have the right to receive accurate and comprehensive information. Distorted information and images loaded with prejudice and bias related to safety and danger should not interfere with the right of the tourist to access accurate information.

Tourism is not only a mode of consumption, but a microscopic meeting place where isolated, marginalised and suffering people can be supported by international solidarity. Through tourism we can understand one another, cultivate peace, recover justice and create a better world together.

### Global Exchange: Encouraging People-to-People Ties

The idea that travel can be educational and positively influence international affairs motivated the US-based international human rights organisation Global Exchange to organise their first 'Reality Tour' in 1988. Reality Tours are meant to educate participants about how people, individually and collectively, contribute to global problems, and, then, to suggest ways in which they can contribute to positive change locally and internationally. Relationship building is regarded as essential to this transformation. Global Exchange seeks to establish people-to-people ties by introducing participants to local individuals that most travellers would never meet on their own. These ties may prompt participants to examine their own societies and inspire learning, sharing and advocacy after the tour is over.

[www.globalexchange.org](http://www.globalexchange.org)

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## GOAL 16C: VIOLENCE AGAINST CHILDREN



### TARGET 16.2: END ABUSE, EXPLOITATION, TRAFFICKING AND ALL FORMS OF VIOLENCE AGAINST AND TORTURE OF CHILDREN

By Mechtild Maurer and Jana Schrempp, ECPAT Germany

**ABSTRACT:** *Despite 20 years of hard campaign work since the First World Congress on the Commercial Sexual Exploitation of Children in 1996, child sexual exploitation in travel and tourism has increased across the globe, out-pacing attempts to stop it. It is still not sure how many children are victims of this hidden crime because most cases are not reported, and only a few of those reported are then prosecuted. But we do know that more children are victimized than ever before and that no country is immune.*

### INTRODUCTION

“All of the global goals are relevant for children, not only those which specifically refer to children,” says UNICEF (n.d) who also highlight the obvious links between the SDGs and the United Nations Convention on the Rights of the Child – e.g. in the areas of health (>> Goal 3), education (>> Goal 4) and overcoming violence (>> Goal 16b). In this light the 2030 Agenda is understood to be a tool highlighting the rights of children and the need for their protection. A child who is five years old in 2017 will attain adulthood by 2030. The distinction between child and adult specific goals is very fluid.

Goal 5, Goal 8 and Goal 16 include strong targets requesting concrete action and measures of UN member states to eliminate all forms of violence against girls (5.2), to secure the prohibition and elimination of the worst forms of child labour by 2025 (8.7), and to end abuse, exploitation, trafficking and all forms of violence against and torture of children (16.2). These targets are not likely to be achieved. Violence against children will not end by 2030. The indicators to measure progress take that into consideration. Looking at the indicator related to target 16.2 (Indicator 16.2.3: Proportion of young women and men aged 18-29 years who experienced sexual violence by age 18), the proportion will

never be zero. But the indicator provides information on the level of achievement, which will help to influence national politics. The SDGs can be an important building block to achieve a more protective world for children.

### Where do we stand?

Despite 20 years of hard campaign work since the First World Congress on the Commercial Sexual Exploitation of Children in 1996, child sexual exploitation in travel and tourism has increased across the globe, out-pacing attempts to stop it. It is still not sure how many children are victims of this hidden crime because most cases are not reported, and only a few of those reported are then prosecuted. But we do know that more children are victimized than ever before and that no country is immune (ECPAT International, 2016b).

The sexual exploitation of children in travel and tourism is not limited to developing countries or countries with few resources. It is found everywhere, also in the world's richest countries, as demonstrated by research in North America and Europe. As found by the Global Study published in 2016 by ECPAT International, "offenders are continually looking for and targeting emerging travel and tourist destinations, such as Moldova, Myanmar and Peru. As countries act to tackle the crime, offenders look for new destinations where the risks of arrest are lower" (ECPAT International, 2016b, p. 107).

There is no typical child victim, all children are specifically vulnerable. But some children are more at risk than others, e.g. children in dysfunctional families, children living in poverty, orphans, members of minorities, children living and working on the street.

And there is no such thing as the typical child sex offender: business travellers, humanitarian aid workers, expatriates, members of a peace mission, retirees or volunteers can all possibly become travelling child sex offenders; both men and women, and many offenders are domestic or regional tourists or travellers.

### Dynamics and new trends

Massive expansion of the use of, and access to, the latest information and communications technologies (ICTs) has spurred the proliferation of the sexual exploitation of children in travel and tourism. Online grooming, live streaming of child sexual abuse and risky online behaviour are increasingly associated with the sexual exploitation of children in travel and tourism, although more research is needed to understand the links.

Regulation and social protection are lagging far behind fast-changing phenomena and new trends, such as online booking sites, peer-to-peer services, voluntourism, orphanage tourism, slum tourism, and eco-tourism. The unregulated development of travel and tourism can disrupt local economies and make children more vulnerable to exploitation.

### Pros and cons of tourism

ECPAT International considers the tourism industry and its multiple actors key allies in combating the sexual exploitation of children in travel and tourism and seeks to promote and support their active involvement in ending these forms of exploitation. ECPAT also encourages national and international cooperation of law enforcement agencies to prosecute sexual crimes against children committed by foreigners abroad through extraterritorial legislation. Thus far, only 44 countries have extraterritorial laws in regard to sexual exploitation of children (ECPAT Netherlands, 2011, p.21).



Even though the tourism sector can be a strong partner in developing a more protective environment for children, travel and tourism can have negative consequences for children of all ages and genders. It is clear that the travel and tourism sectors can – and often do – play a critical role in the prevention of sexual exploitation of children. There is not enough binding regulation. The engagement of the industry is up to their free will. This is not compliant with the General Comment No. 16 (2013) of the United Nations on state obligations regarding the impact of the business sector on children’s rights (UN Committee on the Rights of the Child, 2013). Experts are asking for stronger regulation of business activities in regard to children rights (Hecht, n.d.).

### Offenders on the Move – Latin America

The Global Study “Offenders on the Move“ is more than just a report. It also contains an extensive database that reveals an increase of sexual exploitation of children by travellers and tourists. Governments, travel and tourism companies, law enforcement agencies and child rights organisations have to adjust their strategies to adapt to new trends and developments.

Latin America depends heavily on the money generated by travel and tourism. Sometimes, tourism hotspots are strategically developed near poor communities. Local people are often robbed of their land and forced to accept poorly paid jobs in the tourism sector. This increases children’s exposure to sex offenders and intermediaries. Families and children are discouraged from reporting abuses because they are scared of losing their jobs. Poverty, lack of jobs, internal conflict, and migration weaken families and many children run away from home. High levels of violence, the availability of drugs and guns, and the strong presence of organised crime networks and gangs, who have the means to traffic children to tourist areas, also heighten their risk. Information and communication technologies and the internet are used by offenders and intermediaries to meet children and to create and distribute child sexual abuse materials.

ECPAT International (2016c): All Aborad. Youth version of the Global Study, p. 17  
<http://globalstudysectt.org>

## MAJOR CHALLENGES

Child protection concepts often do not protect the most vulnerable groups of victims. The measures taken by governments and companies are not sufficient and there is not enough support and guidance for child victims. Prosecution is weak, due to a lack of cooperation among authorities and governments, and the number of convicted offenders is alarmingly low. Research by ECPAT Germany identified main obstacles have been criminal proceedings with cross-border implications, such as: language barriers, long durations between the crime and the testimony in court, residence determination of the victims, different regulations of hearings, lack of awareness among judges and police (ECPAT Germany, 2016).

There is a link between sexual violence and the work of volunteers and development workers who constitute about 20 percent of identified foreign offenders. Most of the offenders do not plan to abuse children, but use opportunities during their travel, thinking they can get away with it (Bread for the World et al, 2014).

## TANGIBLE WAYS FORWARD

The insights of the Global Study by the international child protection network ECPAT (2016b) force us all to rethink the status quo. It requires new and joined measures by governments, agencies, especially in the fields of travel and tourism, and civil society. The awareness raising and political advocacy work by non-governmental organisations such as ECPAT should also be redirected. Prevention campaigns that target classical forms of tourism are not sufficient. They do not reflect the most recent information on profiles of perpetrators and trends. Activities and campaigns need to focus on travellers and tourists who stay in the destinations for longer periods of time.

Business travel, development work and voluntourism should no longer be neglected. Reducing the sexual exploitation of children will also help to achieve other SDGs. Investment in effective protection systems, with a focus on prevention programmes, must be designed and adequately funded to avoid heavy social and economic burdens in the future and to ensure that >> Goal 3 is achieved (healthy lives and well-being for all at all ages). Currently, the magnitude of child sexual exploitation makes it a public health emergency. The Adverse Childhood Experiences Study (Centre for Disease Control and Prevention, n.d.) demonstrates the dramatic consequences of child sexual abuse on the health of survivors, including depression, alcohol and other substances consumption, and lower life expectancy.

Cross-sector collaboration is essential. Governments could create platforms for the participation of child rights organisations as well as other key actors (particularly the private sector, communities, survivors and children and young people themselves) in the development of indicators as well as in the formulation, implementation and monitoring of national policies on the SDGs.

Companies that take action are uniquely positioned to help achieve the SDG targets aimed at the protection of children. Private companies cannot be passive bystanders, but have to be actively involved in protecting children's rights.

### Raising awareness among tourists

In the frame of corporate social responsibility (CSR) strategies in travel and tourism, one aspect cannot be underestimated: raising the awareness of travellers. The communication by responsible companies reaches huge numbers of clients and in the context of child protection helps to raise the awareness of travellers for the vulnerability of children. This also has a preventive effect on those who were not aware of the issue and might find themselves in situations where minors are likely to be exploited. Furthermore, some companies incorporate responsible business practices by providing their clients with information on reporting procedures, such as the online reporting platform [www.reportchildsectourism.eu](http://www.reportchildsectourism.eu).

## Vocational hospitality training for disadvantaged youth in Vietnam

A very positive example of how tourism supports the realisation of the SDGs is the career programme KOTO. Good education and training is a key factor for minimizing risks and vulnerabilities towards all forms of exploitation. KOTO is a non-profit social enterprise that provides vocational hospitality training to at-risk and disadvantaged youth in Vietnam (aged 16–22) with a typical 50-50 gender ratio per training class. KOTO stands for, “Know one, teach one.” The training programme is a two-year hospitality programme for either front of house (service) or back of house (kitchen). Psychosocial support, life skills development and English language acquisition are all incorporated into the trainings that KOTO provides. KOTO runs training restaurants to provide training opportunities and to generate much needed revenue, which is used to fund the programme. KOTO graduates receive an internationally recognized accreditation from the Australian Box Hill Institute (Melbourne). Therefore, KOTO as such, is not an on-off project, but an ongoing holistic training programme.

[www.knowoneteachone.com](http://www.knowoneteachone.com)

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## GOAL 17: PARTNERSHIPS FOR THE GOALS



### STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

By Antje Monshausen, Tourism Watch – Bread for the World, and  
Andy Rutherford, Fresh Eyes – People to People Travel

**ABSTRACT:** *Achieving the ambitious 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. The achievement of the 2030 Agenda will depend on fundamental reflections and transformative action on each and every goal (and also some issues that are unfortunately not mentioned in the SDGs). Goal 17 is of special importance as it focuses on systemic issues and means of implementation.*

### INTRODUCTION

Achieving the ambitious 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. Meeting implementation targets, including the raising of necessary funds, is key to realizing the 2030 Agenda, as is the full implementation of the Addis Ababa Action Agenda on Financing for Development. Increasing support to developing countries, in particular the least developed countries, landlocked developing countries and small island developing states, is fundamental to equitable progress for all.

“To do this, it is essential to advance the development of needed regulatory frameworks to ensure business operations are fully consistent with human rights, including workers’ rights, incorporate externalities, ensure appropriate taxation of natural resources, re-establish proper relations between the real and financial economies, and promote responsible advertising and marketing, among others. Here significant tension remains between binding regulatory frameworks and voluntary guidelines, with the continued double standard of legally framing investors and other commercially framed rights without equally binding frameworks related to business conduct and responsibilities” (Prato, 2016).

The achievement of the 2030 Agenda will depend on fundamental reflections and transformative action on each and every goal (and also some issues that are unfortunately not mentioned in the SDGs). Goal 17 has a very special importance as it focuses on systemic issues and means of implementation. It is not an understatement to call the means of implementation the “acid test for the 2030 Agenda, as they reveal the true extent of the commitment by all signatories, and particularly the so-called developed countries” (ibid). The main question is, do the targets and indicators support the necessary transformation or do they amplify the status quo?

## MAJOR CHALLENGES

### Finance

What is often presented as a ‘financial crisis’ is in reality part of a series of interlinked crises – food, energy, climate, human security and environmental degradation – that are devastating the planet, and compounding the poverty and exclusion faced on a daily basis by millions of people across the world. There is a pressing need to reverse the current trends that lead to more inequality and the erosion of people’s fundamental social, economic and political rights. While the finance targets focus mainly on resource mobilization, it is unclear how this could happen. The Addis Ababa Action Agenda (AAAA) is the outcome of the Third International Conference on Financing for Development, which took place in Addis Ababa, Ethiopia, in July 2015. The AAAA with its narrative of scaling-up resources through leveraging private investment falls short of the ambitions of the 2030 Agenda. This is partly because it leaves the implementation to mechanisms and conditions of private investments and markets instead of regulating them effectively and transforming their modus operandi.

Resource generation is key to implementation, and so is the long overdue achievement of the 0.7 percent goal of rich countries for official development aid (ODA). However, as long as one ODA dollar inflow is outpaced by three dollars leaving the poorest countries through illicit financial outflows, the necessary resources cannot be generated.

Tourism, as many other international business activities, uses aggressive tax optimization and avoidance strategies and enjoys tax exemptions and subsidies by governments. Interestingly, the 2030 Agenda rightly emphasises the need to abolish subsidies that undermine sustainable development in various goals, but fails to clearly mention this in Goal 17 and its targets. Another step is necessary to mobilize additional financial resources in a fair way: the taxation of “public bads”, such as emissions from climate-damaging aviation, and luxury products which cause tremendous ecological and social damage, such as resource intensive forms of tourism.

### Trade

While rightly emphasising the need for preferential rules for least developed countries, the targets in the trade-section of SDG 17 focus mainly on trade liberalization. The 2030 Agenda focuses on multilateral trade systems. However, current reality has already moved a long way from this rhetoric. Countries especially in the old “West” are developing bilateral or regional trade agreements in which governments from the South have a limited or no say.

Target 17.11 focuses on increasing exports from developing countries – especially least developed countries. For tourism this would mean to concentrate on international tourism. This neither reflects the low contribution of international tourism to reducing poverty and inequalities nor the dramatic contribution of aviation-based tourism to climate change. In the context of the SDGs, there is a need to carefully assess if international tourism may be a ‘dangerous option’ for a country, because of the high vulnerability of international tourism to shocks, such as terrorism, conflicts, epidemics, or natural disasters. In addition, the export orientation ignores the advantages of domestic tourism and the value it could potentially add to a sustainable development of destinations.

### Systemic issues

Goal 17 fails to clearly describe the frameworks under which systemic issues could be tackled. Climate change, debt, financial, energy and food crises, which have been caused and compounded by the policies and practices of many governments in both rich and poor countries, and the blanket privileges gained by big domestic and transnational business have caused increasing social polarization between peoples and states.

The dominant development approach over the last decades – based on the deregulation of markets, increasing power of multinational corporations, unaccountable multilateral institutions and trade liberalisation – has failed in its aims to meet the needs and rights of all citizens. This has led to a hollowing out of democratic accountability as elites make decisions and implement policies with little or no scrutiny from citizens, creating the conditions for poverty, inequality, environmental devastation and growing social unrest. There is a deeply felt need for new people-centred policies and practices.

## TANGIBLE WAYS FORWARD

### Multi-stakeholder partnerships

The powers of transnational corporations have become even more entrenched as ‘corporate capture’ of governance and policy processes spreads to more political arenas, giving business significant control over our lives and livelihoods.

Instead of defining the clear responsibilities and accountabilities of this shadow-stakeholder, Goal 17 is describing the progressive role of the private sector in building partnerships for sustainable development. It fails to define regulatory frameworks which could ensure business operations that are fully consistent with human rights. “A successful implementation of the SDGs will only be possible if we look beyond the positive aspects of private sector engagement, and truly address the negative social and environmental repercussions of business activity,” says Jerome Chaplier, Coordinator of the European Coalition for Corporate Justice (ECCJ, 2016).

Civil society is also mentioned as an important partner, but at no place are the structural difficulties of social movements, citizens’ groups and organisations and NGOs being equal participants in policy and decision making processes highlighted. In addition, the power imbalances between private sector actors and civil society are not addressed.

Global, regional and national partnerships need to be developed and strengthened to implement people-centred responses to the current crises in an effective and responsible manner. Priority must be given to poor, excluded and marginalised people and more dem-

ocratic and accountable institutions must be in place to assure that processes and measures will lead to a just, equal, inclusive and sustainable world based on respect for gender equality and the promotion and protection of human, economic and socio-cultural rights and environmental security.

While there are concerns that Goal 17 in general is not progressive enough, that it is vague, focussing on wrong priorities and addressing only half of the reality – it is even more problematic with respect to tourism. The transformation of our world is not possible without the transformation of tourism. The following points are proposed for a transformation of tourism:

### **Changing perspectives on tourism**

The unequal power relations within tourism between sending countries and destinations and, at core, between guests and hosts, remain a fundamental challenge. In addition to the establishment of participatory planning and monitoring in which host communities have 'real power', there is a pressing need to promote and ensure responsible advertising and marketing by all tour companies, tourism boards and agencies. Apart from being culturally respectful and promoting positive and non-exploitative images of people, there is a need to promote guests' and hosts' expectations built on partnership, respect and equality. It is also important to present non-extractivist images of host communities and environments. In order to contribute to the achievement of the SDGs, perspectives, expectations and advertising and marketing need to shift from a guest and business orientation where tourism and travel is a commodity to an approach which is people to people focussed. This is where local communities and environments and their needs are centre stage.

### **Participation in tourism governance**

The World Tourism Organization (UNWTO) has no functioning participation mechanism for civil society organisations and victims and survivors of adverse tourism development. It is dominated by private sector interests. In the light of the UN Guiding Principles on Business and Human Rights, the non-functioning implementation mechanism (§10) of UNWTO's Global Code of Ethics for Tourism has to be further developed to become a remedy mechanism for affected people and communities.

There is also a lack of participation at national and local levels. Tourism development and investment plans have to be consulted on, and effective participation and monitoring mechanisms should be established and implemented.

### **Regulatory framework on business and human rights**

At the international level the tourism and travel industry, as with all industries which have a significant influence of transnational corporations, has been able to operate with limited legal and fiscal constraints. This has led to a significant democratic deficit. Addressing this and establishing binding mechanisms for accountability to operate respecting and adhering to national and international laws and agreements, is one important foundation for partnership building. There is a growing movement across continents to work with the United Nations to establish a binding international instrument to address human rights abuses committed by transnational corporations and other business enterprises. In June 2014, The UN Human Rights Council agreed to launch negotiations towards a legally binding international framework on business and human rights and create an international body to judge and sanction them (TNI, 2015). Support for this process is a fundamental aspect of partnership building.

### Holding tourism liable for its environmental and social costs

If social and environmental externalities of tourism are taken into account, they could be an important means to raise funds for sustainable development. The taxation of “public bads” e.g. CO2 emissions, land use or loss of biodiversity might be an important tool. The closing of tax loopholes, as well as the ending of any tax exemptions for companies and investors, would also enable the flow of additional public revenues.

### Measuring tourism’s impacts adequately

The indicators regarding tourism in the SDGs are completely inappropriate to assess the impacts of tourism on sustainable development. For example, there is no logical connection between “Tourism direct GDP as proportion of total GDP and in growth rates” or “the number of jobs in tourism industry as a proportion of total jobs” (indicators 8.9.1 and 8.9.2) and the corresponding target 8.9 “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.” What becomes clear is that the tourism indicators are focusing only on growth, an approach that has serious, proven negative side effects. At the local level, national statistics will not help to monitor effects. Governments need to develop mechanisms for introducing and assessing destination-based indicators and community-monitoring. The restriction to focus only on those targets where tourism is mentioned falls short. Tourism is directly connected with all SDGs. This has to be reflected in the monitoring mechanisms and processes.

### Partnerships for peace, security and dignity

There is a widespread and growing understanding that inequalities are creating insiders and outsiders from concentrations of power and wealth. Fractured economies have consolidated divisive and polarizing politics. The growth of racism and xenophobia is corroding social relations and contributing to already pronounced democratic deficits. In a number of countries there is a perceived shrinking of democratic spaces. Change towards more just, equal and inclusive societies is urgently required.

Our governments have the responsibility to ensure that we can all live in peace, security and dignity. Partnerships need to be developed between citizens and their governments for the creation and implementation of profound and creative solutions needed for people-centred recovery and change and to ensure that travel and tourism make a positive contribution to a more just, equal and inclusive world.

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