Profile 20

POSITION

Transforming Tourism

The 2030 Agenda for Sustainable Development

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TourCert
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Transforming Our World – The 2030 Agenda for Sustainable Development

"We are determined to take the bold and transformative steps which are urgently needed to shift the world on to a sustainable and resilient path". With these clear words in the 2030 Agenda for Sustainable Development, UN member states expressed their commitment to the objective of making the world more just and more sustainable in the next 15 years. Following intensive negotiations involving many stakeholders from the private sector and civil society, the 2030 Agenda was adopted by heads of state and government in September 2015 at the largest UN summit ever. "We can be the first generation to succeed in ending poverty; just as we may be the last to have a chance of saving the planet": The 2030 Agenda emphasises both the historical opportunity and the urgency of joint action for global sustainable development.

A fundamental transformation towards sustainable ways of living and sustainable economic activities is needed in all social, economic and political spheres – including tourism. Tourism has played a part in causing the global problems we are facing today while at the same time having the potential to significantly contribute to solutions.

The 2030 Agenda shows the need for a transformation by describing the state of the world today which is marked by increasing disparities with regard to opportunities, wealth, and power, as well as by more frequent natural disasters and climate change continuing unabated and threatening the survival of many societies. In contrast, the UN member states describe their vision of a world in which all people have access to water, food, quality education, and health care. A world in which human rights are respected, in which the rule of law prevails, where natural resources are used responsibly, consumption and production patterns are sustainable, and where there is prosperity and decent work for all.

Development and Sustainability Goals Combined: The Global Agenda for Sustainable Development

At a rather early stage, it was predictable that the Millennium Development Goals (MDGs), agreed upon by the community of states in 2000 to halve poverty and effectively address some of its most serious causes and consequences by 2015, would not be achieved. In 2013, an international high-level panel therefore presented recommendations for a new development agenda. In an independent process 20 years after the Earth Summit in Rio de Janeiro 1992, the United Nations Conference on Sustainable Development decided in 2013 to develop global goals for sustainable development. These two separate processes were finally merged and in 2015 the 2030 Agenda was adopted, with the 17 Sustainable Development Goals (SDGs) at its core.

Unlike the MDGs which were mainly aimed at changes in developing countries, the SDGs describe responsibilities of all states in a comprehensive framework. This framework combines social, economic and ecological concerns and takes into account their complex interdependencies. The 2030 Agenda shows that a life in dignity for all can only be accomplished if all countries make joint efforts and do not accelerate social and economic development at the cost of the environment. Peace, security, human rights, and the rule of law are accepted as foundations of sustainable development. Measures to fund the implementation of the SDGs and a mechanism to monitor and review progress were also adopted.

Transformation – A Task for All States

In the 2030 Agenda, all UN member states commit themselves to implementing the Sustainable Development Goals (SDGs) within their own countries and at the regional and global levels, taking into account different national realities. The least developed countries as well as those in situations of conflict are to be given special attention and support. Rich countries, on their part, are faced with the challenge of reducing their disproportionately high and globally unsustainable resource consumption and design their trade, financial, and development policies in a way which does not discriminate against developing countries.

Tourism, too, has to be seen in this context: The citizens of rich industrialised countries and the wealthy upper and middle class in emerging economies and developing countries are the ones enjoying the benefits of travelling. Tourism is an affluence related phenomenon. The tourism players – tourists, tourism businesses, but

also governments promoting tourism development – therefore have a particular responsibility to do no harm and to ensure that people, the environment, and the climate are not negatively affected.

Global Tourism – Global Responsibility

At the global level, tourism plays an ambivalent role:

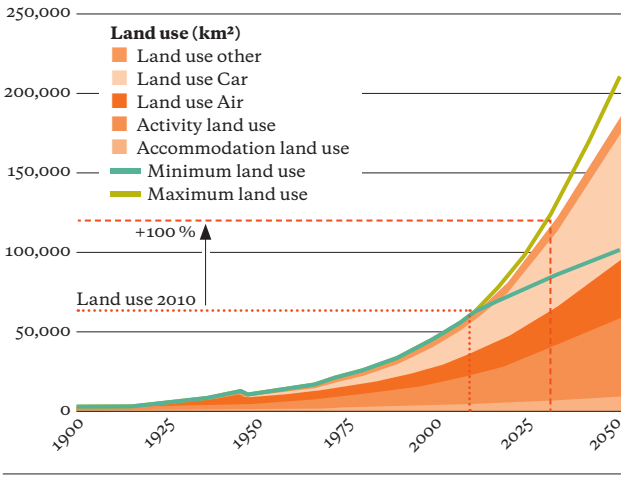
It is one of the most important economic sectors worldwide, with one of the highest growth rates. In many countries of the Global South, especially in some of the economically less developed countries and particularly in small island states, it is the main source of foreign exchange and a driver of economic development.

About one in eleven jobs worldwide directly or indirectly depends on tourism. Tourism therefore has the potential to boost the economy. At the same time, many of the 280 million jobs directly or indirectly attributed to global tourism are characterised by precarious working conditions and seasonality. Many jobs are in the informal sector without social security and without any legal protection.

At a global scale, tourism has serious negative impacts on the environment: Flights taken to reach tourist destinations cause more CO_2 emissions than all local activities combined, with serious consequences for climate change. In its report on air transport ("Luftverkehrsbericht"), the German Institute of Air Transport and Airport Research shows that global passenger air transport has grown by one third, from 2.5 billion to almost 3.3 billion per year, between 2009 and 2014.

Aviation currently contributes five percent of global CO_2 emissions. Without significant counter measures, its contribution will increase to 22 percent by 2050, according to calculations recently published in a study for the European Parliament.

High consumption of resources such as water, land, and food may lead to distributional conflicts. At the same time, tourism may contribute to the commodification of the potentials of nature and to their preservation, and may finance conservation activities. In the social and cultural spheres, too, it is obvious that tourism may cause both positive and negative changes: While fisher folk and



Past and future growth in land use for global tourism
Source: Gössling, Stefan/Peeters, Paul (2015), with small adaptations

farmers may increase their income by selling their catch or produce to hotels and restaurants, they may also be threatened by displacement when beaches are privatised and airports, resorts and golf courses are built.

From a global perspective, decision makers in tourism have not yet embarked on a path that is sustainable in all respects. Mainstream tourism today is resource and emissions intensive – and increasingly so. It is poor in terms of authentic encounters and experiences in a globalised world in which tourism products increasingly resemble one another. Local particularities are not sufficiently developed or emphasised and tourism is not sufficiently integrated into regional development. The trend of tourists moving "faster, farther, and more often" continues unabated and consequently fuels these negative developments.

Tourism players worldwide – companies and investors, governments, and the World Tourism Organization (UNWTO) – keep stressing the positive economic effects. At the same time the negative ecological and social impacts of tourism remain unspecified. The 2030 Agenda, however, combines poverty alleviation and sustainability, economic development, environmental and social justice.

Tourism in the 2030 Agenda

1. End poverty
2. End hunger, achieve food security
3. Good health for all
4. Education for all
5. Gender equality
6. Water and sanitation for all
7. Renewable energy for all
8. Decent work for all
9. Inclusive industrialisation and resilient infrastructure
10. Reduce inequality
11. Sustainable cities
12. Sustainable consumption and production patterns
13. Comprehensive climate protection
14. Conserve oceans and seas
15. Protect biodiversity
16. Peace and rule of law
17. Global partnership

In the 2030 Agenda, tourism is several times mentioned explicitly. On the one hand, the economic importance of tourism is recognised. On the other hand, tourism being mentioned in the Agenda for Sustainable Development also implies that the booming sector needs to be put onto a sustainable path. The Sustainable Development Goals represent clear side rails for the tourism sector and a framework showing that social and ecological standards need to be taken into account when promoting economic development.

Three Sustainable Development Goals in the 2030 Agenda include tangible targets on tourism:

Goal 8
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

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

Goal 12
Ensure sustainable consumption and production patterns

Target 12.b: Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

Goal 14
Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Target 14.7: By 2030, increase the economic benefits to small island developing states and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism

The analysis of the 17 goals and 169 targets shows that tourism finds points of reference in all the goals. Tourism as a cross-cutting issue can contribute to the achievement of all the goals. At the same time, it must continuously reflect all global challenges in its development.

These are a few challenges emphasised in an exemplary manner, which are indispensable in order to make tourism sustainable:

- Strengthening **small-scale food producers** through access to markets (2.3)
- Achieve **gender equality** (5)
- Protect **labour rights** (8.8)
- Reduce **inequality** within and among countries (10)
- Sustainable management of **natural resources** (12.2)
- Adopt **sustainable practices and integrate sustainability information into reporting cycles** (12.6)
- Provide **education for sustainable development** (12.8)
- Integrate **climate change measures** into national policies, strategies and planning (13.2) and strengthen resilience (13.1)
- End abuse, exploitation, and all forms of **violence against children** (16.2)
- Ensure **participatory decision-making** (16.7)
- Revitalise the **global partnership for sustainable development** (17)

Another Tourism is Needed – and Possible!

The 2030 Agenda repeatedly mentions "sustainable tourism". Paragraph 33 even explicitly suggests its promotion. What is not mentioned is that promotion alone is insufficient without at the same time making efforts to overcome tourism patterns which have been unsustainable to date.

According to the World Tourism Organization, tourism is sustainable when it "takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". In view of the global challenges, this definition remains quite vague and inadequate. It needs to be developed further, in line with the 2030 Agenda. The Agenda's holistic approach creates a framework for the conditions under which tourism can contribute to sustainable development. Furthermore, the international set of goals provides a space to develop the concept of sustainable tourism internationally, to strengthen it, and to make it binding.

At the international level, the objective must be fair, future-oriented, and responsible tourism that distributes incomes in an equitable manner, protects natural resources, inspires tourists and employees to act sustainably, helps them experience joy, nature, and a sense of community, and makes them want to lead a sustainable lifestyle. And it must not only be a niche product, but the foundation of any tourism development.

The 5 Ps as guiding themes of the 2030 Agenda offer a frame of reference to design tourism in such a way that it can contribute to sustainable development.

People: In sustainable tourism, the people in the destination must take centre stage. Sustainable tourism must fulfil the wishes of the guests without ignoring the needs and interests of the local population.

Planet: Sustainable tourism must reduce negative impacts on the environment, contribute to the conservation of biological diversity, actively protect terrestrial and marine ecosystems, and integrate climate protection.

Prosperity: Sustainable tourism must increase the social and economic benefits for the local population.

Peace: Sustainable tourism must allow for comprehensive participation of the local population in decision-making processes in order to avoid conflicts. Particularly in situations of conflict or post conflict, it must not aggravate the causes of social tension, but contribute to solutions.

Partnership: Internationally, sustainable tourism must contribute to a network of partnerships. It should provide tourists with a space for reflection and promote intercultural learning, understanding, and cosmopolitanism.

Transforming Tourism – Designing Change

The SDGs demand the development and implementation of tangible ways of addressing the sustainability of tourism as well as consistent monitoring of the impacts of tourism on the Sustainable Development Goals. In doing so, they focus on a sector that has so far been able to grow without much regulation.

As the 2030 Agenda applies universally and has a global perspective, it is necessary to take a comprehensive look at the local and global linkages and far-reaching impacts of tourism. Consistent protection measures for people and the environment need to be enshrined in legislation and implemented. Incentives must be created for all players, including tourism businesses and tourists, to contribute to sustainable development. At the same time, incentives that follow a business as usual approach of tourism growth need to be abolished.

- **In designing tourism at the local level** it must be ensured that negative impacts on the environment are reduced, that local people's rights to participation are strengthened, and that their human rights are respected. Meaningful linkages with economic sectors such as agriculture, services, or construction can significantly increase local value added.

- Governments need to enact laws to make the respect for human rights binding **for companies and investors working nationally and internationally** and to ensure access to legal remedies, as stipulated in the UN Guiding Principles on Business and Human Rights. Furthermore, companies are faced with the challenge of increasing local value added and of improving the quality of jobs.

- **Global strategies** on emissions reductions are urgently needed, especially in international aviation and shipping. Such reductions are possible only if subsidies for climate-damaging means of transport and sources of energy are rigorously abolished and if prices reflect the real costs, including social and ecological costs.

- Private and institutional players can take **responsible consumer decisions** only if they have sufficient knowledge and key competencies. Tourism and its impacts on people and nature should be of great importance in the education of children and adults as well as in specialised vocational training courses. Certifications can be an important way to offer orientation for sustainable consumer decisions.

The tourism strategies of today mainly have a national or local perspective. They focus on promoting tourism to create jobs and generate foreign exchange, and they consider ecological and social concerns only in individual cases. In the spirit of the 2030 Agenda, however, these impacts must be addressed more comprehensively and holistically in the future. Tourism strategies must comprehensively consider the social and ecological costs and benefits, at national as well as international levels.

Almost all the countries of today are not only destinations, but also source markets in tourism, due to a growing middle class. National tourism policies must therefore not only include strategies on domestic and incoming tourism, but also sustainability strategies on outgoing tourism, so that positive potentials will be used and negative impacts reduced.

As a specialised organisation of the United Nations, the World Tourism Organization has a special responsibility to develop a holistic and widely agreed action plan for the implementation of the 2030 Agenda in tourism. This action plan must recognise the interdependency of all the goals defined in the 2030 Agenda. The voluntary and non-binding Global Code of Ethics for Tourism adopted in 1999 can hardly be an effective tool to transform tourism. It should therefore be scrutinised with regard to its consistency with the SDGs and its suitability for the implementation of the 2030 Agenda, and it should be developed further in order to make it more binding. This process should involve global civil society in a participatory manner.

Transforming Policies

The 2030 Agenda is an agenda of nation states. Not only individual states, but international UN organisations, too, need to develop their strategies and concepts in line with the 2030 Agenda. In the context of tourism, this includes the World Tourism Organization (UNWTO), the International Maritime Organization (IMO), the International Civil Aviation Organization (ICAO), the International Labour Organization (ILO), and others.

Rigorous legislation and resolute action are to make the necessary transformation a reality. In tourism, this primarily includes the following aspects:

Implement the obligation of states to protect human rights
States must fulfil their duty to protect human rights. They must respect, protect and fulfil the human rights of individuals, thus ensuring the rights of employees in tourism and of the local population in tourist destinations.

Realise codetermination and participation
Participatory tourism planning and the involvement of the local population are the basis for sustainability in tourism. Displacement and expropriation in the interest of investors and the tourism sector, tolerated by government, must not happen again. There must be policies in place to ensure that local communities benefit from the profit made in tourism and that all relevant stakeholders are consulted before important decisions are made.

Ensure responsible resource management
Tourism is a resource intensive sector – particularly with regard to water, food, and energy. At a political level, there is a need for clear regulations on how to deal with these goods in order to stop wasting limited natural resources. There must also be legislation to regulate and ensure the management of waste and water. This will also serve to prevent conflicts. Furthermore, it must be ensured that tourism infrastructure projects are also useful to society as a whole and that the local population is not excluded, but involved.

Abolish subsidies with detrimental effects on the climate
Subsidies for climate-damaging forms of mobility, above all international aviation and shipping, benefit above all tourists and tourism businesses in industrialised countries and emerging economies. To comprehensively transform policies, abolishing climate-damaging subsidies in aviation is indispensable. In this context, subsidies for and the support of agro fuels also needs to be mentioned. Their large-scale cultivation not only damages the climate, but also increases competition for scarce resources such as food, water, and land – especially in developing countries.

Introduce binding regulations on corporate responsibility and reporting
At a political level there is a need for clear regulations on corporate responsibility, also in tourism. This includes transparency requirements, human rights due diligence, reporting obligations, and the disclosure of the climate footprint of enterprises. The state must define these obligations, must enact the respective laws, and must ensure that they are enforced.

Strengthening information and education
Both tourists and tourism enterprises need transparent and easily accessible information on sustainable ways of living and doing business, as well as on the impacts of unsustainable development. Topics such as human rights, climate change, cosmopolitanism, and the appreciation of cultural diversity are of particular relevance in making tourism fit for the future. Apart from awareness raising and education, competencies for sustainable behaviour already need to be imparted in schools and vocational training programmes, laying the foundation for a comprehensive transformation on the side of consumers and in companies.

Transforming Businesses

The 2030 Agenda should also become a framework of reference for tourism enterprises, including very tangible options for ecologically, economically, and socially sustainable business practices. The following measures support the SDGs and may help to transform tourism in such a way that it will become fit for the future and will also become economically sustainable for companies on the long run:

Integrating local markets
Strengthening local markets in a targeted manner and ensuring that the local population benefits substantially from tourism is the basis of a holistic business model for tourism enterprises. Small, family run enterprises are to be empowered and systematically integrated into the touristic value chains. This helps to strengthen rural regions and to create long-term perspectives.

De-linking resource use and protecting ecosystems
Food wastage and the disproportionate amounts of waste generated are realities of mass tourism, just as the excessive use of water which often happens in regions where the local population suffers from water scarcity. Tourism enterprises have the responsibility to stop wasting natural resources and to contribute significantly to the protection of terrestrial and marine ecosystems and their biological diversity.

Respecting and actively implementing international standards
National legislation on environmental protection, labour laws, and local participation exist in many places, but their implementation is often weak and corruption is rampant. This especially applies to Special Economic Zones where companies are granted favourable incentives to invest and to establish businesses. Companies should respect international labour, social, and environmental standards along their entire value chains, apply anti-corruption guidelines, and pay taxes in the places in which they do business.

Companies should establish grievance mechanisms for human rights violations in tourism and should work with those affected and with governments to provide remedies. Before starting to work in new destinations, tourism companies should assess the risks associated with their activities in terms of impacts on human rights, the environment, or local residents, and they should regularly review those risks.

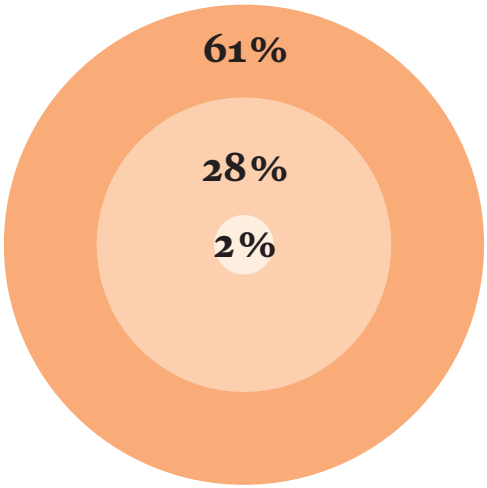
Observing labour laws and promoting inclusion
Tourism is a labour intensive sector. Therefore, it is of major importance that tourism enterprises ensure decent work for all and observe labour laws. This includes, among other aspects, fair living wages, sufficient rest, protection against sexual exploitation, targeted integration of vulnerable groups and young people, and gender equality as well as equal treatment of ethnic and religious minorities.

Using independent assessments and certification
Certifications in tourism guide companies on the way to consistently sustainable business operations. Sustainable operations are indispensable particularly in the tourism sector, as it is closely linked to the environment and to the local population in the destinations. Integrating sustainability into the management of a company is one aspect. Other aspects are ecological sustainability, the sustainable design of products and services, and continuous assessments of service providers along the value chain.

Encouraging dialogue and organising fair trade
Global partnerships are an important foundation of a sustainability strategy based on the SDGs. Tourism enterprises are well connected internationally. They should cultivate close and fair partnerships with their service providers and a regular and open dialogue with civil society actors in the destinations. Fair trade partnerships, multi-stakeholder alliances, but also the support and co-funding of initiatives for sustainable development can serve as examples of what the tourism industry could do.

Transforming Consumption

The objective of the 2030 Agenda is that all the people on this planet will be able to meet their basic needs. Consumption patterns must respect planetary boundaries and overcome social injustice. From a global perspective, the world is divided into a small but growing part of the population that leads lifestyles characterised by significant overconsumption and irresponsible use of resources, and a large majority of the population who can hardly meet their basic needs. It is evident that the overconsumption of a few happens at the cost of development opportunities of large parts of the world population. From a 2030 Agenda perspective, the rich countries are also considered "developing countries" with a long way to go in terms of sustainability. They are faced with the challenge of promoting responsible consumer behaviour among their citizens. Tourism is an affluence related phenomenon and transforming consumption in this sector is therefore all the more urgent and essential.



61 percent of the respondents would like to plan their holiday trip in a sustainable manner

28 percent of the respondents state that holidays should be ecologically sustainable and socially responsible

For two percent of the respondents sustainability was the key criterion when selecting a tourism product

Demand for Sustainable Tourism? Do consumers walk their talk?
Source: BTE, based on Reiseanalyse 2014

In tourism, there is a huge gap between intention and reality. A large number of tourism products present good alternatives to a "faster, farther, more often" approach by offering climate-friendly travel to destinations and accommodation which has been planned sustainably. However, in most cases tourists eventually do not decide to consume in a sustainable manner.

In surveys, for example in Switzerland and Germany, a growing number of consumers state that they would like to lead more sustainable lifestyles. However, the same respondents often do not turn their good intentions into responsible action. In recent surveys, usually more than 40 percent of the respondents regard environmentally friendly and socially responsible tourism as important. Nevertheless, only two percent stated that sustainability was the key criterion in their decisions.

Knowledge and competencies, but also awareness and encouragement are needed for tourists to decide responsibly. Transparency and credibility play a fundamental role in this context. Independent certification and transparent sustainability reporting can provide important orientation for tourists.

In addition, there is a potential in tourism to motivate tourists to change their consumer behaviour themselves – on holidays and in their everyday lives. There are a few concepts that have for a couple of years been gaining importance in society and are about to make it from a niche to the mainstream. These concepts need to be strengthened. Many of them describe ways of turning away from growth in consumption. Deceleration and sufficiency approaches can directly be linked to tourism. Research has long shown that more consumption does not increase well-being. The value of a holiday, however, increases with its contribution to well-being. Mindfulness and solidarity are guiding principles for sustainable behaviour. Deceleration also means re-negotiating the relationship between "here and there", between work and leisure.

However, strengthening these concepts is possible only if all the obstacles on the way to sustainable decisions are removed. The 2030 Agenda rightly emphasises the need to abolish subsidies that cause counterproductive market distortions and undermine sustainable development. This is the only way to make consumers walk their talk – also in tourism.

Criteria to Monitor Sustainability in Tourism

Measuring progress in implementing the SDGs is a central aspect of the 2030 Agenda. That is why the United Nations Statistical Commission has developed verifiable indicators at the global level. All states are requested to regularly review their progress by using these indicators. Due to the high statistical requirements regarding globally comparable indicators, it is useful to complement them with local findings and data.

This particularly applies to the monitoring of tourism. Tourism is a cross-cutting issue and a complex economic sector closely linked to all the dimensions of sustainability. This means:

- **Tourism-related indicators** must reflect the economic, social and ecological dimensions in a holistic manner. Mere quantitative indicators capturing the economic importance of tourism are not sufficient. They must be complemented by qualitative aspects at national or regional levels, for example with regard to participation, cultural and biological diversity.

- National monitoring must take into account the **international dimension of tourism** and must not only reflect the contribution of tourism to local development in the destinations, but also the global impacts of international tourism.

- Due to the cross-cutting nature of tourism, **all other indicators also need to be monitored** continuously. The contribution of tourism to the other Sustainable Development Goals must be measured regularly and must be reflected in tourism policies.

"Common but differentiated responsibility", the guiding principle of the Rio agenda which has been taken up in the 2030 Agenda, should also be applied in the national monitoring of the SDGs. Especially countries with an outgoing tourism sector of significant global influence need to address the challenge of monitoring tourism in a differentiated manner. Germany and other large sending markets which are at the same time established destinations should establish a differentiated pilot monitoring that includes impacts at all levels: the contribution of tourism within the country, the contribution of outgoing tourism in international destinations, and the contribution of tourism to global developments.

In addition to the monitoring at national levels, the UN World Tourism Organization should regularly document the impacts of the sector publicly and in a transparent manner. A particular focus should be on the impacts of tourism on climate change and global resource use, and on human rights. Furthermore, the UNWTO should not only use selectively documented examples of best practice, but should realistically and across countries record and disclose the contribution of tourism to poverty alleviation, to the reduction of disparities at national, regional, and international levels, and to peace and security.

Companies, too, can systematically review their contribution to the transformation. Certification systems that independently assess companies' commitments as part of consistent improvement programmes should use the SDGs as an orientation.

Success Factors for Implementation

Apart from the Agenda 2030, international agreements on financing for development and on addressing climate change were also adopted in 2015. With these top-level decisions, the international community of states has made clear that the sustainability of our planet and our global community is not to be left to chance or to the interests of individuals. Rather, there is a need for rigorous political countermeasures and planning as the only way to create the conditions that will make life on earth worth living for all.

The words and decisions of 2015 must now be followed by action. A fundamental transformation in tourism requires political decision-makers to identify the turning points required for tourism business and tourists. Mere tourism promotion is not a political strategy. What is needed is support for policies that facilitate a different kind of tourism – a kind of tourism that will be fit for the future. At the same time, tourism players need to put an end to unsustainable practices in their sector.

The discussions on sustainable consumption and production patterns are a case in point: While companies are usually ready to change the way they do business when customers demand sustainability, customers, in turn, – as documented in many studies – want to be able to clearly identify sustainable products and services. They also expect similar prices of sustainable products. Due to existing market distortions such as subsidies with detrimental effects on the climate or because human rights due diligence is not binding, unsustainable products still have competitive advantages in financial terms. There is an urgent need to break the deadlock which is due to the fact that both companies and customers keep waiting for each other to take more sustainable decisions.

With far-sighted and responsible policy decisions it is possible to get off the path on which the economy has been relying on increasing resource inputs. This path has increased disparities instead of reducing them.

Policy decisions must take all impacts into account in a comprehensive manner, not just economic impacts, but also social and ecological impacts. Political will, accomplishing the step from knowledge to action and reversing trends within companies and among consumers are indispensable for a successful transformation – particularly in tourism.

Political will and concerted efforts are needed to transform tourism.

The United Nations have declared 2017 the International Year of Sustainable Tourism for Development. In this context, it may already become visible how serious the international community and the states are taking the 2030 Agenda and if they have started to initiate rigorous countermeasures in tourism or if a business as usual approach may block the way to achieving the Sustainable Development Goals.

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About us

The **arbeitskreis tourismus & entwicklung** (Working Group on Tourism and Development) is concerned with the social, cultural, economic and ecologic impacts of tourism on development. It aims to raise public awareness, advocates fair trade in tourism in a critical dialogue with the travel industry, and encourages travellers to be informed consumers.

TourCert, the non-profit company for certification in tourism, awards the CSR label to tourism companies. CSR stands for Corporate Social Responsibility and describes the responsibility assumed by companies for their environmental and social impacts. To be certified, companies must – beyond legal compliance – fulfil social and ecological requirements in their core business. All companies commit themselves to continuous improvements of their sustainability performance. To obtain CSR certification, a company must fulfil management, reporting and performance requirements. Advisors provide support for the development of CSR in a company through coaching, training, and online tools. TourCert's set of criteria for tour operators has officially been recognized by the Global Sustainability Tourism Council (GSTC).

Bread for the World is the development service of the Protestant Churches in Germany. Its working desk **Tourism Watch** is committed together with partner organisations worldwide to a sustainable tourism development. Human rights, climate justice and corporate responsibility are core issues.

Tourism Watch is a critical dialogue-partner to the tourism industry in Germany and qualifies political debates on tourism with a profound developmental position. The quarterly TourismWatch provides information on recent trends and developments in destinations.

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