# REPORT
## DELIVERY 1C

### G20 TOURISM WORKING GROUP

PROMOTE AND SURVEY BEST PRACTICES
ON THE PROGRESS TOWARDS THE
SUSTAINABLE DEVELOPMENT GOALS

G20
BRASIL 2024
BUILDING A JUST WORLD
AND A SUSTAINABLE PLANET

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G2O BRASIL
2024 BUILDING A JUST WORLD AND A SUSTAINABLE PLANET

**SUMMARY**

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**EXECUTIVE SUMMARY**

The "G20 Tourism and SDGs Dashboard" platform created during India's G20 presidency, presents best practices from member states to support progress on the SDGs across five priority areas: Green Tourism, Digitalization, Skills, Tourism Micro, Small and Medium Enterprises (MSMEs), and Destination Management. Under Brazil's G20 presidency, efforts have been made to maintain the platform as a valuable information tool, ensuring it is updated with the latest best practices from members.

The evolutionary process of the practices submitted by countries in each priority area defined on the Platform is presented. The encouragement from the current presidency, in partnership with UN Tourism, has resulted in a significant increase in case studies across all priority areas and allows for G20 to share good practices on the development and implementation of policies and initiatives that progress the SDGs. Maintaining this approach in future presidencies and optimizing the information and monitoring tool for the tourism sector is highlighted.

**Figure 1** - Evolution of best practices from February to September 2024

| | FEBRUARY 2024 | SEPTEMBER 2024 |
|---|---|---|
| GREEN TOURISM | 12 | 43 |
| DIGITALIZATION | 6 | 30 |
| SKILLS | 12 | 37 |
| TOURISM MSMES | 7 | 32 |
| DESTINATION MANAGEMENT | 4 | 28 |
| TOTAL | 41 | 170 |

Source: G20 Tourism and SDG Dashboard, (2024).

**Main Results:**

**1. G20 Tourism and SDGs Dashboard:** The existence of a platform that aggregates best practices from G20 members proves to be a positive tool for information sharing, dissemination, encouragement, and monitoring.

**2. An Increase in the number of shared cases from 109 to 170.**

**3. Promotion of the SDG Tourism Dashboard:** From February to September the Brazilian G20 presidency promoted the use of the platform to fully serve its purpose and increase visibility among G20 members as well as at the domestic level.

**Recommendations:**

1. **Update Campaigns**: The Tourism Working Group appreciates the efforts deployed by UN Tourism to promote the platform and give it visibility. G20 members could promote the platform in their own countries as a source of best practices for promoting the SDGs through tourism and showcase the leadership of G20 members. To maintain the relevance and effectiveness of the "G20 Tourism and SDGs Dashboard" platform, regular updates are essential. Future G20 Tourism Working Group presidencies are encouraged to ensure these updates are consistently carried out.

2. **Create synergies with other platforms:** gathering best practices and case studies, connecting destinations with similar challenges, encouraging peer-learning, etc.

3. **Best Practices Presentation Events**: Members are encouraged to organize and participate in events that showcase and promote the best practices of the G20 members.

4. **International Cooperation**: Leverage the Platform as a resource to stimulate partnerships among members, fostering international cooperation.

5.  **Promote Technological Improvements on the Platform**: The platform could benefit from further investment to enhance accessibility and intuitiveness, making it more effective in serving its users.

## 1. INTRODUCTION

This report is related to the "G20 Tourism and SDGs Dashboard," which aims to promote the partnership established with UN Tourism during India's G20 presidency. The Platform was launched as a tool to promote initiatives for advancing the Sustainable Development Goals (SDGs) through tourism.

A key aspect of disseminating best practices is the Case Studies list, which covers five priority areas: 1. Green Tourism; 2. Digitalization; 3. Skills; 4. Micro, Small, and Medium Enterprises (MSMEs) in tourism; and 5. Destination Management. The case studies on the Platform illustrate the notable progress made in developing these priority areas among G20 members. They are important information sources that encourage partnerships and international cooperation aligned with the G20 Tourism Working Group (TWG) priority areas.

The report focuses on encouraging G20 TWG members to update their best practices for further analysis and reporting. The Platform also helps promote sustainable and inclusive development in tourism, fostering innovation,environmental sustainability, and strengthening local capacities. Based on the priority areas established by UN Tourism, the report reinforces the efforts towards the SDGs, contributing to global economic recovery and sustainable tourism development.

The 17 Sustainable Development Goals established by the UN outline the direction and action plans adopted by the 193 member countries to achieve a range of targets and promote sustainable development worldwide (Figure 2).

**Figure 2 -** UN Sustainable Development Goals



Source: Adapted from United Nations, (2015).

## 2. OBJECTIVES

### 2.1 GENERAL OBJECTIVES

This report aims to analyze and systematize the best practices provided by the G20 members on the "G20 Tourism and SDGs Dashboard" Platform".

### 2.2 SPECIFIC OBJECTIVES

- Encourage updates within the G20 Tourism and SDGs Dashboard;
- Conduct an analysis of the best practices from G20 members;
- Understand the progress of G20 members in the five priority areas in alignment with the SDGs;
- Foster further cooperation among G20 members towards the SDGs.

## 3. METHODOLOGY

Qualitative research was conducted to evaluate the development of new case studies on the Platform. On March 22, 2024, an email was sent to members requesting the submission of these case studies by June 10 of the same year. The data were recorded in a questionnaire developed by UN Tourism and answered by the members. The records of best practices were subsequently analyzed. On August 30, 2024, the newly validated practices were uploaded to the Platform. This action resulted in a significant increase in the number of case studies.

The process involved the following steps:

1. **Initial Analysis (February 2024)**: Evaluation of the best practices already present on the Platform.
2. **Preparation and Sending of Communications (February 2024)**: Emails requesting updates and information about new best practices to be collected.
3. **Refinement and Qualitative Analysis (August 2024)**: Processing of the received data, including cross-referencing with secondary data on updates made by G20 members on the UN Tourism Platform.

4. **Results Evaluation (August 2024)**: Analysis of the advancements during the period of best practice submission and preparation of a report on the observed progress.

This process led to a significant expansion of the Platform's database, demonstrating the success of the methodological strategy adopted by the current G20 presidency.

## 4. DISCUSSIONS AND ANALYSIS OF THE RESULTS

In 2023, in partnership with India's G20 presidency, UN Tourism developed the Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals. The roadmap is built around five priority areas:

- Green Tourism;
- Digitalization;
- Skills;
- MSMEs in Tourism;
- Destination Management.

A set of recommended objectives and actions was included for each priority area, highlighting the interconnection between the priorities and their contributions to the SDGs. To represent this, a series of case studies was created, showing how these priorities are being promoted by G20 members (Figure 3).

**Figure 3** - Number of Case Studies by Priority Area
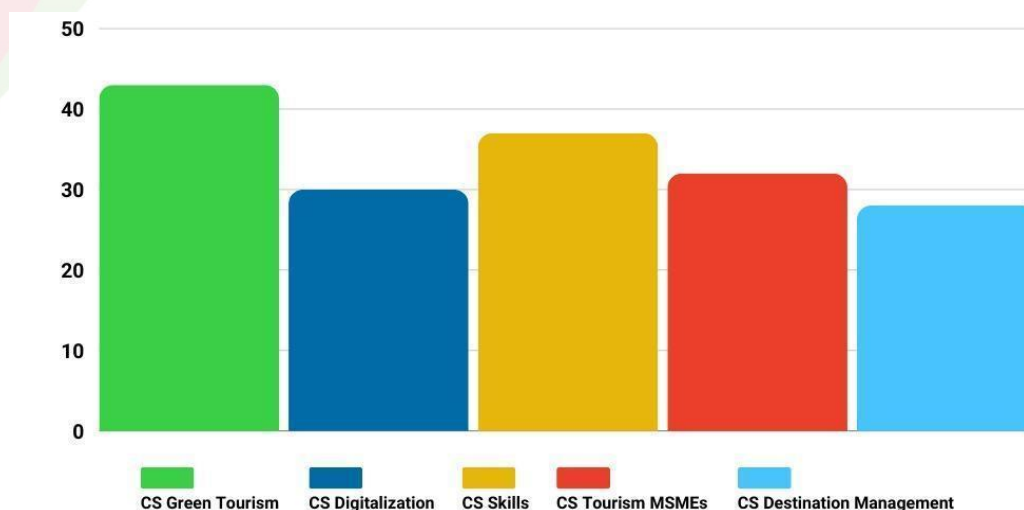
Source: G20 Tourism and SDG Dashboard, (August, 2024).

Green Tourism stands out, with more related case studies, while Digitalization is a growing area as per the Goa Roadmap. As detailed below, new case studies were added for each priority area in 2024.
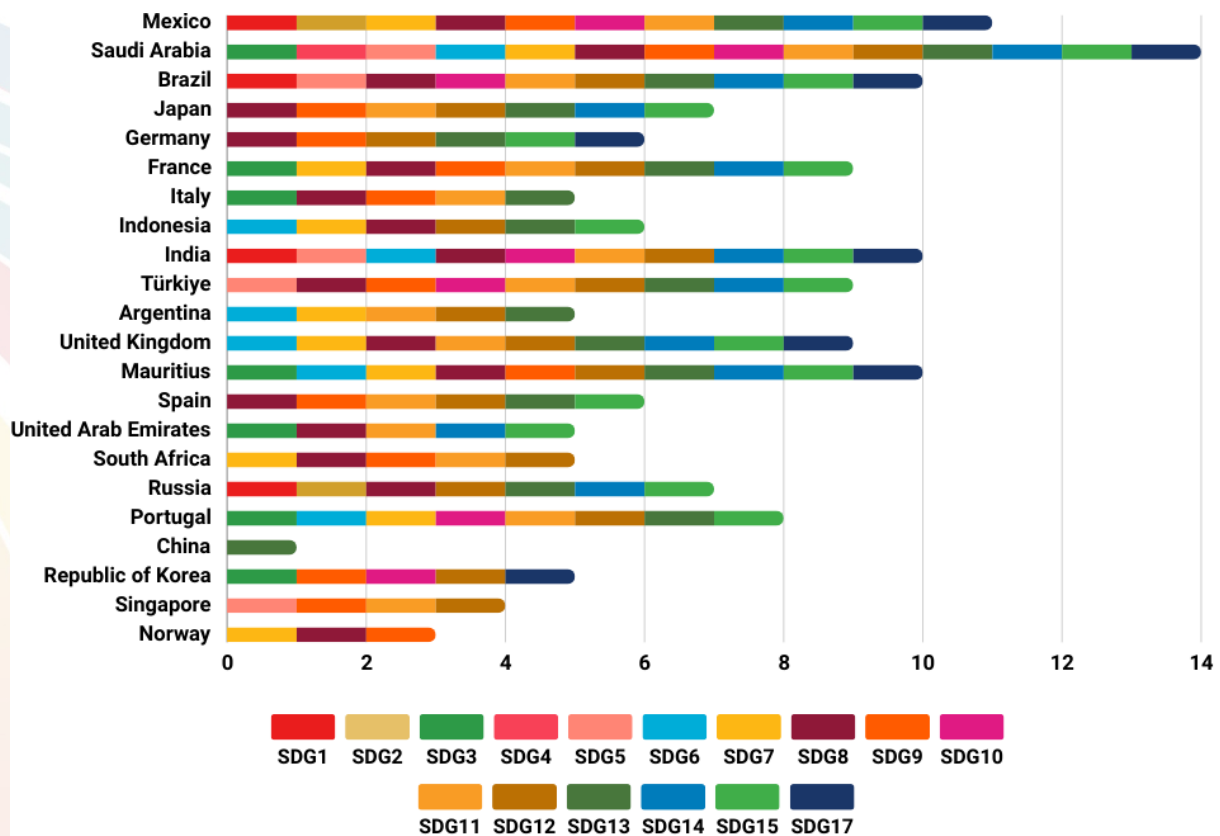
## 4.1. Green Tourism

This priority area focuses on greening the tourism sector to ensure it is sustainable, responsible, and resilient. The objectives outlined for this area as per the voluntary Goa Roadmap are:

a. Consider inclusive innovative finance models aligned with the UNFCCC provisions, models, and principles;
b. Prioritize energy efficient infrastructure and operations;
c. Facilitate efficient resource management, including land and water usage;
d. Integrate circular approaches in the tourism value chain;
e. Reduce and eliminate pollution levels;
f. Support Indigenous peoples and local communities to promote effective biodiversity and safeguard local cultures;
g. Prioritize the inclusion of local populations and encourage the preservation of land and ocean biodiversity;
h. Invest in regenerative tourism solutions to sustain local biodiversity and conservation;
i. Invest in sustainability to support inclusive development.

SDG 7 (Affordable and Clean Energy), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action) are strongly associated with the concept of Green Tourism. This area faces challenges such as promoting sustainable tourism among local populations, improving management based on accurate metrics, protecting and engaging communities, supporting biodiversity conservation, and transitioning to sustainable infrastructures. At the same time, it provides opportunities for creating sustainable infrastructures, strengthening local communities, and developing inclusive and equitable economies.

In this area, 31 case studies from 22 countries were added, with five countries standing out for their more significant number of best practices shared in the platform: Saudi Arabia, Mexico, Brazil, India, and Mauritius. The topics addressed in these practices include energy transitions, data measurement for sustainability in tourism, sustainable tourism funds, and circular approaches.

**Figure 4** - Number of Green Tourism case studies



Source: G20 Tourism and SDG Dashboard, (August, 2024).

The Green Tourism priority area analysis within the G20 context highlights the importance of greening the sector to make it more sustainable, responsible, and resilient, taking into account national circumstances, needs, and priorities. This transformation involves adapting current practices and continuous innovation to align tourism with global sustainability targets and strengthen its contribution to environmental preservation.

## 4.2. Digitalization

This priority area of Digitalization encompasses the importance of harnessing the power of digitalization to promote competitiveness, inclusion, and sustainability in the tourism sector. The specific objectives defined for this area are:

a. Develop digital integration plans that cater to visitors, tourism businesses and destination management organizations' needs to increase innovation and improve visitor experience;

b. Integrate tourism digitalization with efforts across other sectors to create an enabling environment for digital innovation;

c. Leverage  digital tools for data collection, analysis and reporting to better monitor and inform decision-making, and future innovation;

d. Encourage appropriate visitor protection standards that promote data privacy and cybersecurity;

e. Explore regulations that support fair competition for tourism businesses while promoting digital innovation;

f. Impact assessment for evaluating increased demand and supply for environmentally sustainable tourism services and products;

g. Impact assessment for evaluating increased demand and supply for locally owned businesses.

The goals most closely correlated with the Digitalization area are SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), SDG 11 (Sustainable Cities and Communities), and SDG 17 (Partnerships for the Goals). Digitalization faces challenges related to digital exclusion in many G20 members, requiring actions to ensure access to digital infrastructure and create a conducive environment with appropriate regulations. Additionally, it is valuable to digitally integrate all stages of the journey, maximize data digitalization and monitoring, and promote digital skills for the future. On the other hand, Digitalization offers opportunities to enhance the visitor journey and develop policies and regulations aimed at the Digitalization of tourism.

Progress in Digitalization has been observed in G20 members Mexico, Saudi Arabia, and Nigeria (Figure 5). The SDGs with the highest reported cases are SDG 8

(Decent Work and Economic Growth) and SGD 9 (Industry, Innovation, and Infrastructure).

**Figure 5** - Number of Digitalization case studies
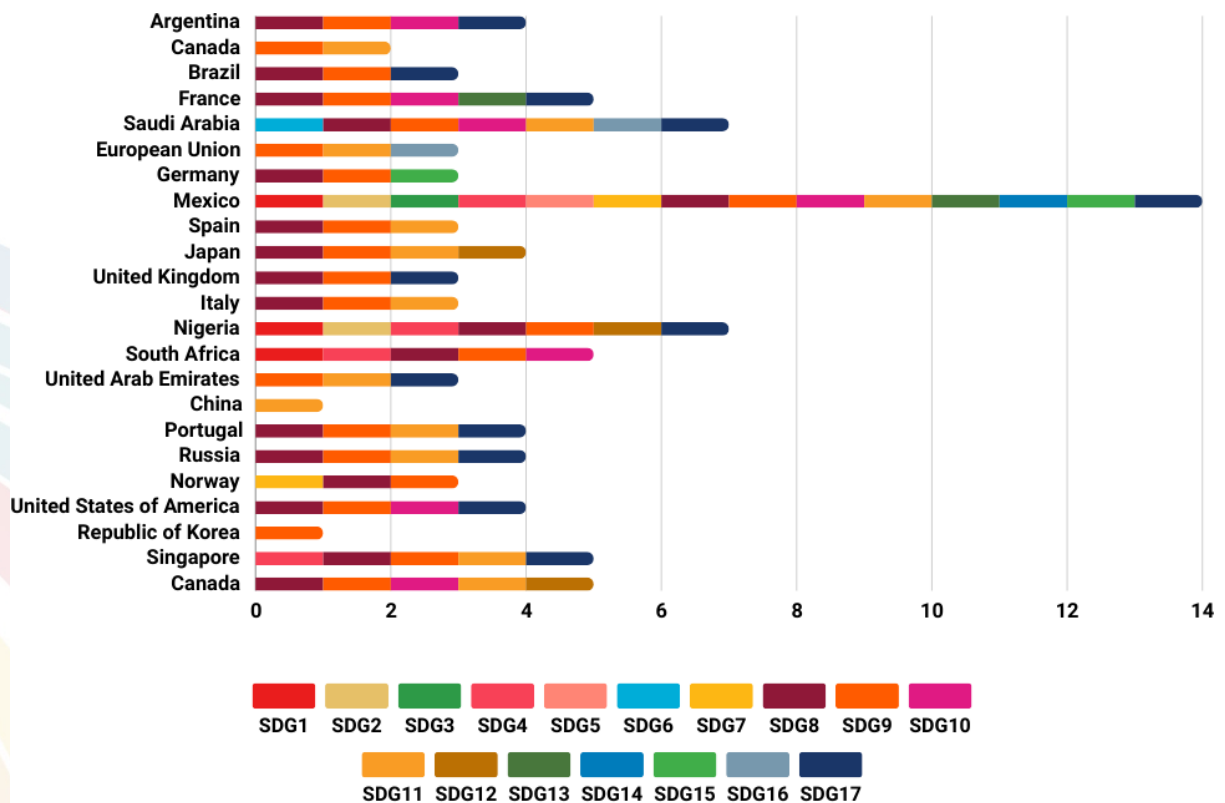


Source: G20 Tourism and SDG Dashboard, (August, 2024).

Digitalization should be considered an economic tool to promote social equity and environmental sustainability. By focusing on inclusive and sustainable Digitalization, G20 members can enable differentiated and intelligent tourism experiences, making tourist destinations more competitive. Digitalization can contribute to achieving the SDGs by fostering innovation, efficiency, and inclusion.

## 4.3. Skill

The Skills area aims to equip people, including people in vulnerable situations, youth, women, persons with disabilities, local communities, and Indigenous Peoples, as appropriate, with competencies for employment and entrepreneurship in the tourism sector. The specific objectives for this sector are:

a. Address the negative perceptions of the sector and enhance its viability as an attractive career;

b. Identify specific skill gaps and provide training and educational opportunities to better attract and retain talent;

c. Tailor upskilling, reskilling, and new-skilling programs for Indigenous Peoples and local communities to increase access to safe and decent work taking an intercultural approach to training based on respect for Indigenous and local beliefs and ways of life, while considering the tourism market demands and an increasingly digitalized economy;

d. Ensure skill trainings are lifelong learning initiatives to support individuals new to the sector and develop the existing workforce;

e. Generate digital skills training to upskill MSMEs and local populations.

In the Skills area, challenges include addressing negative perceptions of the sector, attracting and retaining talent, developing sustainable and digital competencies, and integrating local populations and people in vulnerable situations. At the same time, there are opportunities for requalification and new qualifications to build a resilient tourism sector that meets the industry's diverse needs and offers training opportunities.

Progress in skills development has been observed in countries such as the United Arab Emirates, South Africa, France and the United Kingdom. There is a strong correlation among the SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 10 (Reduce Inequalities) (Figure 6).

**Figure 6** - Number of Skill case studies
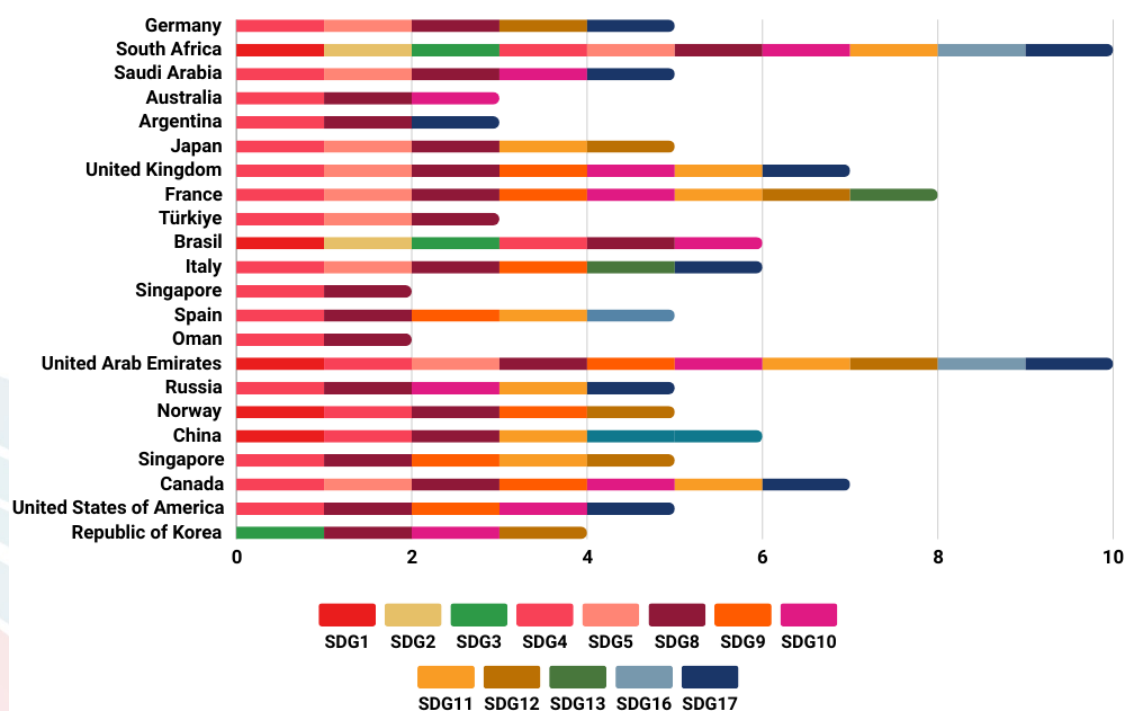


Source: G20 Tourism and SDG Dashboard, (August, 2024).

The Skills area impacts SDGs beyond education and employment. Access to education facilitates decent work conditions and economic development, reducing poverty and improving quality of life. Developing skills and competencies is directly linked to understanding the needs of businesses in the tourism sector, aligning and strengthening the connection between education and work.

Another key point is the predominance of young and female labor in the tourism and hospitality sectors. The significant presence of women in various roles highlights the relevance of SDG 5 (Gender Equality). Similarly, tourism's role as a major employer of youth aged 25 and under underscores SDG 10 (Reduce Inequalities). Offering them extensive training and educational support is essential to adequately prepare young and female individuals for successful entry and advancement in the tourism sector.

By creating conditions that encourage the development of skills and competencies, the tourism sector not only contributes to reducing inequalities and promoting gender equality but also enhances the integration between educational training and job opportunities, fostering sustainable and inclusive development.

## 4.4. Micro, Small, and Medium-sized Enterprises (MSMEs) in Tourism

In the area of Micro, Small, and Medium-sized Enterprises (MSMEs) in tourism, which is related to the private sector, the overall goal is to stimulate innovation and dynamism within the tourism sector. The specific objectives are:

a.  Support sustainable and digital transitions to ensure that MSMEs are not left behind;
b.  Support MSME's innovation and competitiveness;
c.  Support  MSMEs to adapt and build environmental resilience and sustainability;
d.  Incentivize and support inclusive and innovative financing models to increase investment in MSMEs;
e.  Cultivate diverse learning measures to support MSMEs on their learning journeys;
f.  Prefer and promote local products and Indigenous and local experiences;
g.  Prefer and promote women-led MSMEs.

MSMEs in tourism show a high correlation with SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), SDG 12 (Responsible Consumption and Production), and SDG 17 (Partnerships for the Goals). This area faces challenges in developing innovation and expansion, integrating MSMEs into the value chain and with other sectors, accessing financing, sharing knowledge and data, and supporting MSMEs through digital, green and sustainable transitions. On the other hand, there are opportunities to equip traditional MSMEs to remain relevant and to build an environment conducive to their growth and expansion.

Progress in achieving goals for MSMEs in tourism has been observed in countries such as Portugal, the Russian Federation, France and Germany, (Figure 7). The most frequently cited SDGs are SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure).

**Figure 7** - Number of Tourism MSMEs case studies
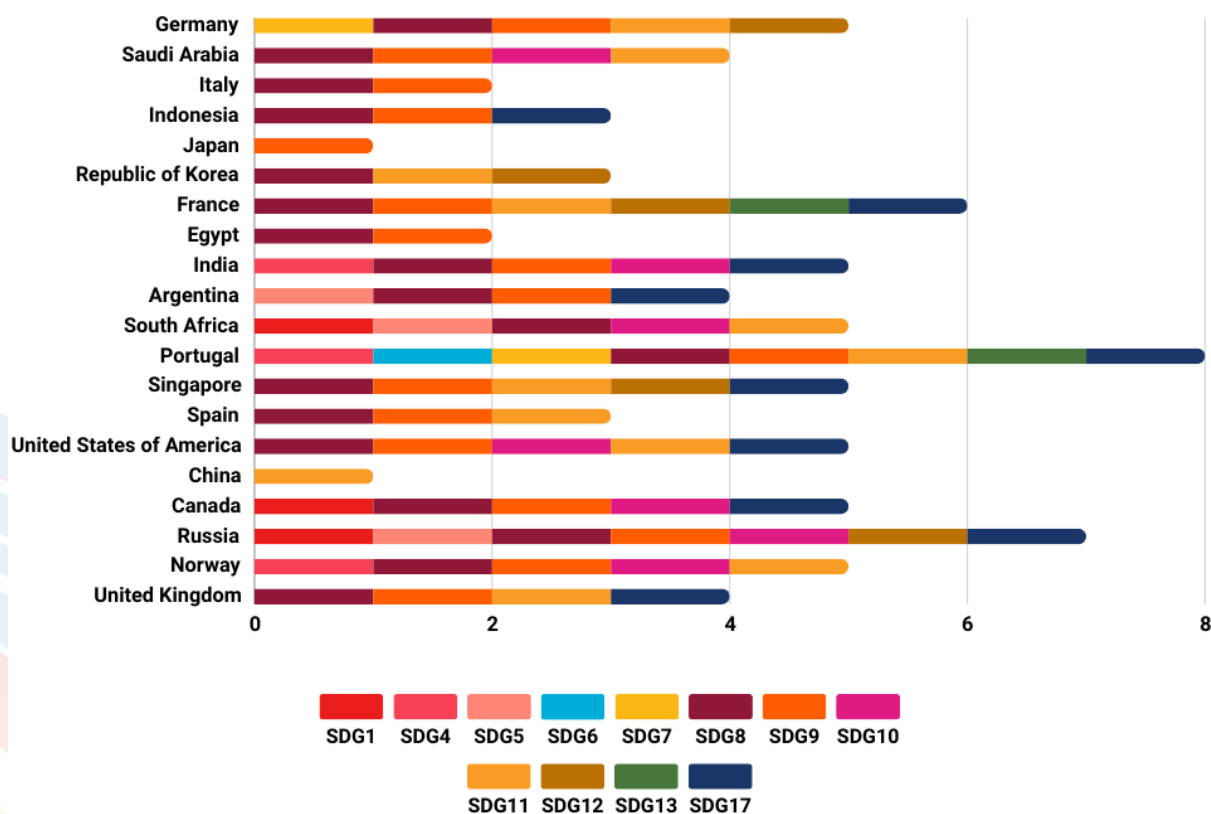
Source: G20 Tourism and SDG Dashboard, (August, 2024).

The cases highlighted align with the information on the Dashboard and underscore the crucial role of MSMEs in the tourism sector. These businesses are essential for generating employment and income for the members, as well as for fostering innovation and the development of tourism infrastructure.
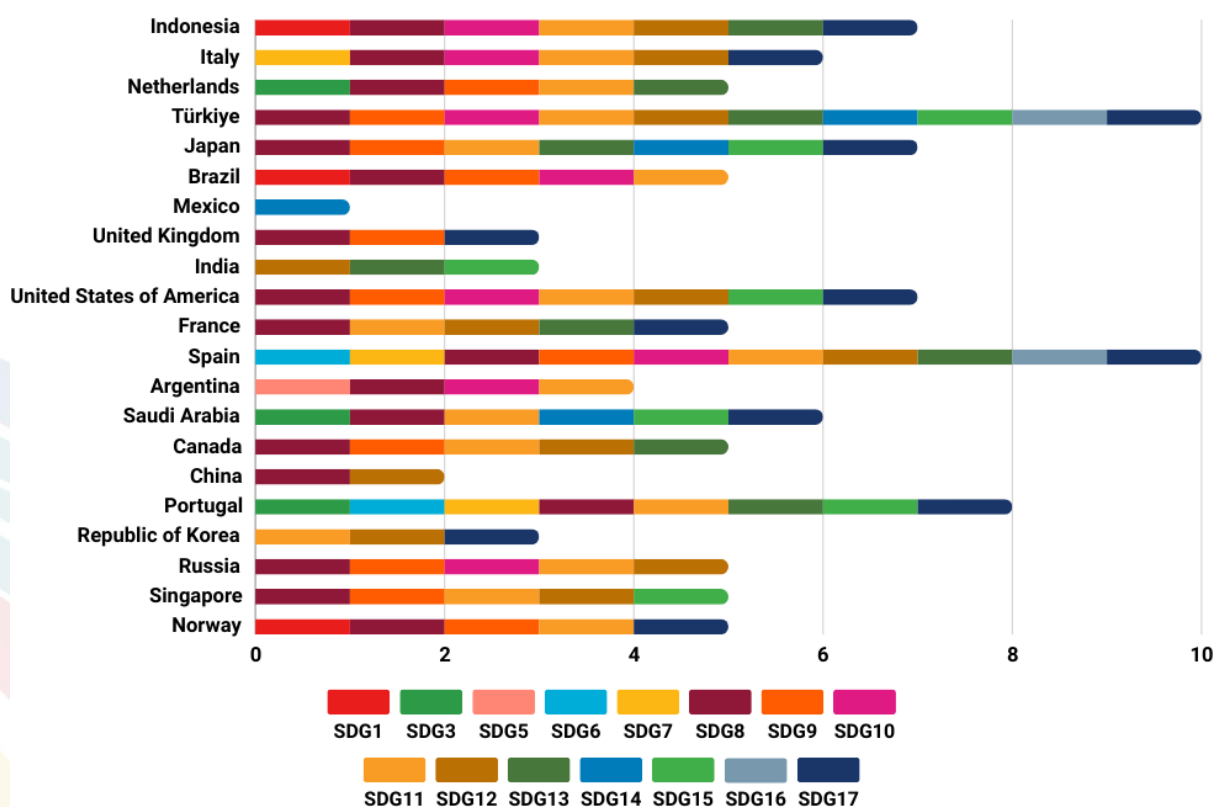
## 4.5. Destination Management

This priority area aims to rethink the strategic management of destinations. It is primarily related to SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 17 (Partnerships for the Goals). The specific objectives are:

a. Develop Destination Management Organizations (DMOs) with a holistic focus on the life cycle and ecosystem of tourism to help destinations advance these priority areas and the SDGs;

**b.** Facilitate learning across DMOs and sector stakeholders to centralize information sharing around best practices;

**c.** Facilitate  public-private-community partnerships including employers' and workers' representatives for more holistic and inclusive destination governance;

**d.** Develop frameworks that involve visitors to promote more sustainable tourism and empower them to protect destinations.

Destination Management faces significant challenges that require adaptation to new governance models, including a whole of government approach and community engagement, cross-sector collaboration, enhanced data collection, and creating resilient, future-ready organizations. There is also a need to develop effective partnerships between the public, private, and community sectors and to adopt a multi-level approach, government on the different levels. At the same time, opportunities arise to position DMOs as central coordinators of the system and implement innovative governance models.

Advances in Destination Management have been observed in Spain, Türkiye, Portugal, Indonesia, Japan and the United States (Figure 8). These practices include topics such as indicators for sustainable tourism, smart tourism models, and examples of sustainable municipalities and tourism destinations.

**Figure 8** - Number of Destination Management Case Studies



Source: G20 Tourism and SDG Dashboard, (August, 2024).

This priority area, focused on the strategic management of tourism destinations, proposes a profound reconfiguration of DMOs for a more holistic and integrated approach. Adapting to new governance models, fostering cross-sector collaboration, and strengthening DMOs as central coordinators are essential strategies to address challenges and capitalize on identified opportunities.

**5. CONCLUSIONS AND RECOMMENDATIONS**

The report indicates that the G20 Tourism and SDGs Dashboard is a vital tool for organizing, informing, disseminating, and monitoring the best practices developed by the G20 members. For the G20, fostering international cooperation and sharing best practices is essential to ensure balanced progress among all members.

The analyses show that the five priority areas established by the Indian Presidency on the Dashboard integrate best practices and drive the achievement of

the Sustainable Development Goals. It is recommended that the following G20 presidency continue to encourage regular updates to the Platform.

Strategic tourism management, particularly in Green Tourism and Destination Management, highlights the need for evidence-based governance. Additionally, it is crucial to invest in skills development, support micro, small, and medium enterprises, and promote digitalization to strengthen the sector. Implementing these practices requires a commitment to the outlined guidelines and a continuous focus on integrating accurate data and effective indicators.

This is a possible path to monitor initiatives and adapt strategies as local and global needs evolve. By strengthening these mechanisms, the G20 can advance in greening the sector, promoting destination resilience, and positioning its actions as a worldwide benchmark in pursuing more sustainable and inclusive tourism aligned with the SDGs.

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