

Build Back Better



Sector Dialogue Tourism
for Sustainable Development

Sector Dialogue on Tourism for Sustainable Development – COVID-19 Measures

Organisation	Sector Dialogue on Tourism for Sustainable Development
Project	COVID-19 tourism package 2021-2022 Build Back Better: Sector Dialogue – COVID-19 Measures
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Executing organisation	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Sector Project on Cooperation with the Private Sector/ Corporate Responsibility for Development
Intervention areas	Dominican Republic, Colombia and Tunisia
Term	1 January 2021 – 31 December 2022

The Sector Dialogue on Tourism for Sustainable Development brings together well-known representatives of the private sector, civil society and the academic community, public institutions, sector initiatives, foundations and tourism industry associations. Its primary objective is to promote ways in which tourism can make a contribution to sustainable development and therefore help to achieve the goals of the 2030 Agenda. More specifically, the sector dialogue focuses on:

- planning and implementing scalable innovations and activities at tourist destinations;
- agenda-setting and (policy) communication;
- networking as a key element of development cooperation and collaboration with the tourism sector.

Against the current background of the COVID-19 pandemic, and in light of the devastating economic and social impact of the crisis, especially on the tourism sector, the priority for BMZ and members of the Sector Dialogue is to build up the resilience of tourist destinations in developing countries and emerging economies so that they can respond to the challenges they face. BMZ has introduced a comprehensive package of COVID-19 measures for the tourism industry (Coronatourismspaket 2021-22) to help partner countries navigate their way through the COVID-19 crisis towards a resilient and sustainable tourism market. The package of measures includes initiatives launched by the Sector Dialogue on Tourism for Sustainable Development, whose activities in Tunisia will be replicated in Colombia and the Dominican Republic.

Context

The Sector Project on Cooperation with the Private Sector/Corporate Responsibility for Development, which is currently being implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, advises the German Federal Ministry for Economic Cooperation and Development (BMZ) on collaboration between development cooperation (DC) and the private sector. The sector project was commissioned by BMZ to coordinate and implement a sector dialogue on tourism for sustainable development.





Objective

In this context, the measures prepared by the Sector Dialogue are intended to strengthen and rebuild tourist industries as drivers of sustainable local development and to make tourist destinations more resilient.

Approach

In collaboration with bilateral projects and local partners, the focus is on supporting local tourism businesses and providers in tourist destination countries through a range of communication, training and change management activities.

- Our **training programmes** cover several topic areas with a combination of online and attended courses, workshops and practical exercises (blended learning).
- **Change management activities** are practical, coherent and actionable initiatives linked to the training programmes. For each topic area, there is a selection of measures that can be implemented in local tourism businesses. These include measures related to management systems as well

- **An exit strategy** that enables participants to keep running the training programmes and change management activities beyond the project term. Local actors and institutions must be integrated into these activities in order to mainstream good practice at local level.
- **High-impact events** are designed to highlight the results achieved by the measures. They also raise awareness and inspire other local actors to adopt good practices.

Priority areas:

- **Sustainable business management and the circular economy:** reducing environmental impact and promoting sustainability (resource-efficiency and climate change mitigation)
- **Locally sourced food:** focus on local value chains as part of wider efforts to diversify and raise the profile of local tourist provision.
- **Education and good jobs:** product improvements and diversification, sustainable businesses and decent working conditions.

Impressum

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Sector Dialogue on Tourism for Sustainable Development

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