



**Sector Dialogue Tourism**  
for Sustainable Development

# The Sector Dialogue on Tourism for Sustainable Development

»Self-Conception«



# Shaping change through tourism

## Who we are

The Sector Dialogue on Tourism for Sustainable Development is a [multi-stakeholder partnership \(MSP\)](#) set up by representatives of the German and European tourism industry. Our mission is to harness the power of tourism to promote sustainable development in developing countries and emerging economies and in this way help to achieve the [United Nations Sustainable Development Goals](#) and the targets of the [Paris Agreement](#).

Our members are well-known representatives of the private sector, civil society and the academic community – for example, travel companies, tourism associations, foundations and universities. The Sector Dialogue on Tourism for Sustainable Development was launched by the »Federal Association of the German Tourism Industry (BTW)« and the »German Federal Ministry for Economic Cooperation and Development (BMZ)« in 2016.

This partnership between development policy-making and the tourism industry is a cornerstone of »BMZ's« strategy to harness tourism as an engine for sustainable development across the entire industry.

## Our activities

As you can tell from the name of our group, we do a lot of talking. In fact, we're passionate about it! We believe that if we want to make things happen in the world, we need to agree on a common industry-wide approach and talk with a single voice.

We're not just a talking shop, though. Together with destination countries, we devise scalable activities to promote sustainable development in selected holiday regions. We see ourselves as the voice of tourism for sustainable development, bringing the issue to the attention of policy-makers, raising public awareness and promoting discussion in Germany. We also forge alliances and links between the tourism industry, policy-makers, civil society and the development cooperation sector. Our ultimate goals are to improve living conditions around the world, protect the environment and the climate and build a strong tourism industry.



# What drives us



Global challenges that affect us all can only be tackled by working together. That is the conviction underlying the United Nation's 2030 »Agenda for Sustainable Development«, in which the global community set itself a total of 17 sustainable development goals (SDGs) that range from eradicating hunger worldwide to creating sustainable patterns of consumption and implementing measures to protect the climate.

Germany has also aligned its policies to help achieve the 17 development goals. The German »Federal Ministry for Economic Cooperation and Development (BMZ)« supports efforts to implement the sustainability strategy – both in German development cooperation's partner countries and in Germany itself – through greater cooperation with civil society and the private sector. The tourism industry has a crucial role to play here, and setting up the Sector Dialogue on Tourism for Sustainable Development was a logical step in that direction.

As representatives of the tourism industry, we too have an interest in global sustainable development. After all, tourism is highly sensitive to political, social and health crises and natural disasters. With this in mind, as well as promoting the three dimensions of sustainability (economic, environmental and social), we want to make the tourism industry in developing countries and emerging economies more resilient. Acting together, and conscious of our responsibilities, we want to put tourism at the heart of sustainable development.

All our activities in travel destinations around the world are consistent with the following values:

- ▶ protection of the environment and climate
- ▶ compliance with human rights
- ▶ gender equality
- ▶ conflict sensitivity
- ▶ transparency and preventing corruption
- ▶ harnessing the power of digitalisation.

## Why do we need a sector dialogue?

From surfing in South Africa and backpacking in Peru to yoga retreats in Sri Lanka, travel is booming, and that also benefits developing countries and emerging economies. According to a study by the »[World Travel and Tourism Council \(WTTC\)](#)«, tourism generates around ten per cent of global GDP and as much as forty per cent of total economic output in some developing countries. Tourism can provide incomes and create opportunities. That makes it an important factor in any strategy to boost overall economic development.

Tourism is a complex system involving numerous stakeholders and sectors: hotels, restaurants, tour operators, administration, logistics, policy-making, agriculture, nature conservation, local production, crafts, art, culture, the media and many more. If you want to use tourism to promote sustainable development in developing countries and emerging economies, you have to bring together all the relevant players from every one of those sectors and work out common solutions. And that is exactly what we do in the sector dialogue – in Germany and for all our activities in destination countries.

# Our activities

## in tourist destinations



Starting in 2021, our work with the tourism industry in developing countries and emerging economies will focus on three key issues in order to promote sustainable development in those destination countries.

### 1 Sustainable business and the circular economy

Energy efficiency? Regulated sorting of waste? Systematic recycling? These things are simply not in place in many developing countries and emerging economies. The resulting impact on the environment is massive. We therefore want to do everything we can, in collaboration with local tourism industries, to establish sustainable value chains and circular economies. We are working with hotels, restaurants and other tourism industry businesses in holiday regions to reduce their use of energy and resources and set up more environmentally sustainable waste disposal systems.

### 2 Locally sourced food

Import fruit, vegetables, meat and fish from outside the country? It doesn't have to be that way. We promote collaboration between local food producers and restaurants that make an effort to source their ingredients from their own area. That engagement allows us not only to strengthen local economies and build up local networks but also to reduce the distances involved and therefore the resulting transport costs and CO<sub>2</sub> emissions.

### 3 Education and good jobs

Low wages, long working hours and temporary contracts – the employment conditions offered at many hotels and restaurants in developing countries and emerging economies are not exactly attractive. Together with our partners on the ground in the tourism sector, we are working to improve the skills of local businesses and their employees in areas such as digital marketing, entrepreneurship and foreign languages. That support enables them to offer higher-quality services, good working conditions and skilled jobs while also improving their competitive position.

All our local activities have to meet the following **quality criteria**:

- ▶ scalability and replicability
- ▶ clearly defined target groups
- ▶ measurable results
- ▶ rapid implementation with medium-term and long-term impacts
- ▶ encouraging regional and local networks
- ▶ use of digitalisation

# Our structures



## Host: »German Federal Ministry for Economic Cooperation and Development (BMZ)«

The Sector Dialogue on Tourism for Sustainable Development is hosted by »BMZ«. As the host, it represents the interest of the German Government in reaching the goals of the sector dialogue together with the partnership's members.

## Members

Responsibility for structuring the dialogue and implementing its results lies with the partnership's members, all of which are well-known representatives of the private sector, civil society, the academic community, public institutions, sector initiatives, foundations and tourism industry associations.

## Secretariat: The »Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH«

»GIZ« has been commissioned by »BMZ« to coordinate all the sector dialogue's activities. As the secretariat, its role is to help members jointly prepare and implement activities in destination countries. It keeps an eye on the partnership's objectives and advises on development cooperation issues.

## Friends of the sector dialogue

We also bring in outside experts and actors from development policy networks, who advise on our ongoing bilateral projects in their role as 'friends' of the Sector Dialogue for Sustainable Development.

## How we work together

We set up working groups, each of which is tasked with devising solutions and activities. To ensure that we harness the expertise, experience and synergies of our network as effectively as possible, we follow a four-step approach:

### 1 BRAINSTORMING

The first step is to brainstorm ideas within the working group. All proposals at this stage have to meet our own quality criteria and the requirements of tourist destinations.

### 2 PLANNING

The next step is to flesh out a concept and devise a project plan specifying our objectives, target groups, partners, resources, time frame and the tasks and contributions of each member of the sector dialogue.

### 3 IMPLEMENTATION

Step 3 involves implementing the agreed activities inline with our plan.

### 4 EVALUATION

Working groups present their results at a plenary meeting. The conclusions are documented, and we decide together how to proceed.



# How do I join the sector dialogue?



## Membership is open to all organisations that:

- 1 have established a strong profile within the tourism industry, including representatives of the private sector, civil society, the academic community, public institutions, sector initiatives and business associations;
- 2 identify with the vision of the sector dialogue and wish to support the goals set out in the 2030 Agenda;
- 3 declare their intention to contribute actively to the sector dialogue by:
  - ▶ participating actively in the half-yearly plenary meetings
  - ▶ providing conceptual input and innovative ideas for activities within the working groups
  - ▶ jointly implementing activities at tourist destinations
  - ▶ jointly drafting proposals and positions related to the development of 'tourism for sustainable development'
  - ▶ providing resources such as funding, knowledge and networks.

All member organisations (and »GIZ« as the secretariat) are entitled to propose new members. »BMZ« reserves the right to veto membership proposals.

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