

Nachhaltigkeit -Konzept und Entwicklungsziele

Nachhaltigkeit umfasst verschiedenste Bereiche, die sich über die gesamte Unternehmensstruktur hinweg erstrecken. Unsere **Nachhaltigkeitsstrategie muss also eine ganzheitliche sein**. Dazu gehört:

- nachhaltige Herstellungsprozesse
- Verwendung nachwachsender Rohstoffe
- Nutzung von Öko-Energie
- energieeffizientes Produzieren und Arbeiten
- soziale Gerechtigkeit und Diversity
- wertschätzender Umgang mit den Beschäftigten
- Gesundheitsförderung der Mitarbeiter*innen
- Work-Life-Balance
- nachhaltige Unternehmenskultur
- umweltfreundliche Büroeinrichtung
- nachhaltiges Reiseverhalten
- Einsatz für Umwelt, Tierschutz, benachteiligte Personengruppen
- etc.

Sustainable development goals SDG (UNO Agenda 2030)



SDG 1 – NO POVERTY

As one of the largest and fastest growing economic sectors in the world, tourism is well-positioned to foster economic growth and development at all levels and provide income through job creation. Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women.

SDG 2 – ZERO HUNGER

Tourism can spur sustainable agriculture by promoting the production and supplies to hotels, and sales of local products to tourists. Agro-tourism can generate additional income while enhancing the value of the tourism experience.

SDG 3 – GOOD HEALTH AND WELL-BEING

Tax income generated from tourism can be reinvested in health care and services, improving maternal health, reduce child mortality and preventing diseases. Visitors fees collected in protected areas can as well contribute to health services.

SDG 4 – QUALITY EDUCATION

Tourism has the potential to promote inclusiveness. A skilful workforce is crucial for tourism to prosper. The tourism sector provides opportunities for direct and indirect jobs for youth, women, and those with special needs, who should benefit through educational means.

SDG 5 – GENDER EQUALITY

Tourism can empower women, particularly through the provision of direct jobs and income-generation from SMEs in tourism and hospitality related enterprises. Tourism can be a tool for women to become fully engaged and lead in every aspect of society

SDG 6 – CLEAN WATER AND SANITATION

Tourism investment requirement for providing utilities 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 tourism, pollution control and technology efficiency can be key to safeguarding our most precious resource.

SDG 7 – AFFORDABLE AND CLEAN ENERGY

As a sector, which is energy intensive, tourism can accelerate the shift towards increased renewable energy shares in the global energy mix. By promoting investments in clean energy sources, tourism can help to reduce green house gases, mitigate climate change and contribute to access of energy for all.

SDG 8 – DECENT WORK AND ECONOMIC GROWTH

Tourism, as services trade, is one of the top four export earners globally, currently providing one in ten jobs worldwide. Decent work opportunities in tourism, particularly for youth and women, and policies that favour better diversification through tourism value chains can enhance tourism positive socio-economic impacts.

SDG 9 – INDUSTRY INNOVATION AND INFRASTRUCTURE

Tourism development relies on good public and private infrastructure. The sector can influence public policy for infrastructure upgrade and retrofit, making them more sustainable, innovative and resource-efficient and moving towards low carbon growth, thus attracting tourists and other sources of foreign investment.

SDG 10 – REDUCED INEQUALITIES

Tourism can be a powerful tool for reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development by giving people the opportunity to prosper in their place of origin. Tourism serves as an effective mean for economic integration and diversification.

SDG 11 – SUSTAINABLE CITIES AND COMMUNITIES

Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends.

Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for, not only residents but also tourists.

SDG 12 – RESPONSIBLE CONSUMPTION AND PRODUCTION

The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability.

Tools to monitor sustainable development impacts for tourism including for energy, water, waste, biodiversity and job creation will result in enhanced economic, social and environmental outcomes.

SDG 13 – CLIMATE ACTION

Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time.

SDG 14 – LIFE BELOW WATER

Coastal and maritime tourism rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, contributing to the sustainable use of marine resources.

SDG 15 – LIFE ON LAND

Rich biodiversity and natural heritage are often the main reasons why tourists visit a destination. Tourism can play a major role if sustainably managed in fragile zones, not only in conserving and preserving biodiversity, but also in generating revenue as an alternative livelihood to local communities.

SDG 16 – PEACE JUSTICE AND STRONG INSTITUTIONS

As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster multicultural and

inter-faith tolerance and understanding, laying the foundation for more peaceful societies. Tourism, which benefits and engages local communities, can also consolidate peace in post-conflict societies.

SDG 17 – PARTNERSHIPS FOR THE GOALS

Due to its cross-sectoral nature, tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core for achieving the 2030 Agenda.

The World Tourism Organization (UNWTO), supported by a wide range of donors and in partnership with other international organizations, civil society, and the private sector, has been providing technical assistance in countries across the globe for more than 40 years. UNWTO's knowledge and expertise in developing sustainable, responsible, and accessible tourism contributes to a better world.

UNWTO 2030 Tourism Roadmap for Inclusive Growth shall provide a new opportunity for partnerships for development – SDG 17. The projects proposals (to be found on the T4SDGs map) reflect UNWTO Member States needs to build a more resilient, sustainable and innovative tourism sector that generates jobs and promotes inclusive, low-carbon growth in line with all three dimensions of sustainable development: people, the planet and prosperity.

Investing in people, boosting infrastructure development, shaping better policies and institutions, building resilience, stimulating entrepreneurship, fostering innovation and digitalization, and making sustainable use of rich biodiversity and culture should be at the core of our efforts to unlock the potential of tourism growth while mitigating migration and preserving each destination's natural and cultural assets.