The COVID-19 pandemic is highly affecting tourism and puts at risk the contribution of the sector to the 2030 Agenda compromising the prosperity of many developing countries, the livelihoods of communities in remote and urban areas, as well as the income generated for conservation.

Sustainability must be integrated in tourism operations, and be the new norm for future tourism development.

In order to build back better we must demand and drive change together in the tourism sector!

**Key steps for tourism businesses to Build Back Better:**

1. Learn about the **impacts the COVID-19 outbreak** has had on tourism, the Planet and related SDG’s. (slides 2-4)
2. Know your possibilities to **take action** and step up for a sustainbale future of tourism (slides 5-7)
3. Bear in mind the **collective goal** and strive for a Build Back Better tourism (slide 8, seek inspiration in slide 9)

Last but not least complete the **CHECK-LIST** in slide 10 and spread the word to inspire others!
COVID-19 impacts on SDG’s in tourism
COVID-19 impacts on SDG’s in tourism (1/2)

- **20% of all vulnerable positions** in the US are in accommodation and food services
- **Women** represent a great % of labour force

**Short term decline in global CO₂ emissions** expected by 8%, or almost 2.6 gigatons (Gt)

**Long term estimations of increase** in CO₂ emissions by at least 25% by 2030

**Decrease** in demand of **public transportation** by tourists due to concerns of exposure, while **increased** interest in **walking and trekking** (up to 300%) and **cycling**.

**Drop** in intention to **fly by Chinese travelers** in 2020 (by 70% in Asia & 50% in Europe and the Americas)

**Trend**: shift from international travel, to domestic & low carbon tourism models (mountain, nature, culture, eco & rural tourism)

- **Marine and riverine plastics pollution** as consequence of **governments reducing pressure** on environmental requirements and **Single Use Products (SUP) bans**. SUP are being regarded as safe and hygienic and hence material of choice.
- **Masks, gloves** and other PPE littering on beaches.
- **Infected waste** could be responsible of riverine and marine pollution.
- **Potential increase of illegal fishing** caused by suspension of marine controls, and surveillance programmes.

**Increasing need** of provision of safe water, of respect of **sanitation** and hygienic conditions

**Challenge** for tourism destinations, specifically those with existing **water scarcity** due to climate change.

Tourism has the **potential to protect** workers and vulnerable populations through **access** to hygienic services and education, while conserving water and improving sanitization conditions for local communities

- **20% of all vulnerable positions** in the US are in accommodation and food services
- **Women** represent a great % of labour force
Tourism destinations reliant on fossil fuel imports have shown to be vulnerable to disruptions of global value chains. Renewable energy demonstrates to be a resilient and climate-friendly option.

Challenges for waste treatment including recycling and collection (safety for employees & tourists) due to increased waste emergence, especially single-use products, that can be contaminated (food packaging, PPE), while decreased responsible waste separation. (Athens: 150% increase in the amount of plastic found in the general-waste stream)

Increased consumption of SUP items by 250-300% in America and estimation for global disposable-mask market to grow from $800m in 2019 to $166bn in 2020)

Increased food and packaging waste due to changes in operational procedures.

Enormous potential of tourism in the preservation of biodiversity (benefit/cost ratio of 3 to 75), while at the same time threat to endangered wildlife and sensitive ecosystems.

Increase in poaching and encroachment due to suspension of law enforcement, lack of surveillance and tourism dependent communities lacking alternative sources of income.

Potential increase of illegal hunting caused by suspension of wildlife rangers and surveillance programmes.

Increase in deforestation (April 2020: by 64% compared to last year)

Infected waste could be subject to uncontrolled dumping, leading to public health risks, and to open burning or uncontrolled incineration, leading to the release of toxins in the environment and secondary transmission of diseases to humans

Raise in chemicals and disinfectants use can lead to pollution when not soundly managed.
The tourism sector needs to align to “build back better”, to capture opportunities for leap-frogging to green investments, such as renewable energy, smart building, circular economy — all guided by the principles and standards of sustainable production and consumption.

**Three core dimensions** are key to a resilient and sustainable future of the tourism sector and to reaching the Sustainable Development Goals:

• strong stewardship of **nature and biodiversity**
• sound management of **waste and water**
• and a clear **commitment to “building back better”**, creating green jobs and facilitating the transition to a carbon neutral future
Call for Governments’ and Policy makers’ to Build Back Better

**Collaborate** for more sustainable consumption and production practices
- Build structures that allow coordination between all stakeholders to foster effective recovery plans and policies
- Pay particular attention to the most sensitive/vulnerable destinations in the recovery phase
- Mobilize the private sector to build back better via current tourism recovery plans and stimulus packages
- Capitalize opportunities of digitalization and new technologies which can support collaboration in times of crises, facilitate development of new products and value co-creation among stakeholders and enter new customer segments

**Invest** in a sustainable tourism sector
- Support the **decarbonatization** of the sector and **ban unsustainable polluting** practices through financial support
- Ensure alignment with sustainable development and climate agendas and targets through investment in **green infrastructure**
- Make bailouts for the hotel, events, leisure, and aviation sectors conditional to the increase in **energy efficiency** and use of technologies and systems with low global warming potential
- Provide stimulus packages to **finance waste/collection/segregation systems** and protect the most vulnerable people of the impacts of plastic pollution and virus spread
- Deploy digital and other emerging technologies and tools to support **environmental monitoring** and reporting efforts

**Drive** the market towards innovation and more sustainable products
- Integrate sustainability, health and safety principles equally in operational procedures and procurement
- Ensure new social distancing measures and safety protocols do not suppose new environmental burden

Please find a checklist-format to download here: https://www.oneplanetnetwork.org/covid-19-response-toolkit
Call for Tourism Businesses to Build Back Better

**Collaborate** for a more sustainable and resilient tourism sector
- Collaborate and engage with stakeholders along the value chain to mainstream sustainable tourism
- Raise awareness and improve communication and coordination channels in case of diseases outbreaks and future crises.

**Capitalize opportunities and invest** to build back better
- Capitalize opportunities to restore and repair ecological infrastructure, while benefitting financially
- Capitalize existing financial models that provide energy efficient, renewable energy, and climate-friendly cooling
- Improve sustainability performance to attract additional investment and customer segments
- Integrate environmental indicators to monitor epidemiological surge e.g. sewage monitoring
- Capitalize opportunities of digitalization and new technologies

**Drive** the tourism sector towards more inclusiveness, sustainability and resilience
- Deploy circular principles for single use products, that provide credible alternative solutions
- Eliminate problematic and unnecessarily single use plastics and packaging to reduce contamination touch points
- Increase the share of climate-friendly renewable energy.
- Increase energy efficiency and the use of technologies and systems with low global warming potential
- Diversify your tourism products and services to increase resilience and align with consumers’ sustainable and responsible preferences

Please find a checklist-format to download here: https://www.oneplanetnetwork.org/covid-19-response-toolkit
Opportunities for *Building Back Better* Tourism

- The tourism sector will become more **competitive and resilient**, as tourists demand intact nature and unpolluted environment.

- **Resilience** will be strengthened to mitigate risks of future crises by developing national, and sustainable regional tourism, improved trade flows, sustainable usage of resources and decoupling of developing economies from the very outward focused consumption and production patterns.

- **Carrying capacity** of destinations will be limited by sanitary restrictions and their management facilitated by technology and artificial intelligence.

- Tourists will be distributed across territories thanks to a **diversified tourism sector** to stay within the carrying capacity of urban and natural spaces, as mass tourism had reached its peak.

- **Sustainable travel** mobility options and more domestic and local travel will compete with decarbonized air-travel.

- Future tourism will be characterized by increased outdoor scenic attractions, **ecotourism**, nature, heritage, cultural and adventure tourism.
Good tourism and travel practices of **Build Back Better**

Ecotourism Australia and WWF-Australia are joining forces to restore bushfire-affected tourism.

In France, the $10.8 billion **bailout package** for Air France-KLM included provisions that Air France must end short routes that compete with train routes and cut its emissions per passenger in half relative to 2005 by 2050.

In Italy, city officials in Milan, announced that they would modify 22 miles of roads to improve **sustainable mobility**, especially walking and biking.

Reef-World have developed **guidelines** to help dive and snorkel operators manage and dispose of chemical cleaning agents in an environmentally friendly way.

Portugal established the label “**Clean & Safe**” to build consumer confidence and safety of tourist.

**New Zealand Future Tourism Taskforce** has been established to identify benefits and challenges that existed in the tourism system before Covid-19, and opportunities for reinventing future post Covid-19 taking into consideration the resilience to future impacts of climate change crisis.

The EU goals for climate neutrality and environmental protection (EU Green Deal), Biodiversity strategy and the Farm to Fork strategy remain at the heart of the recovery and long-term strategy for tourism.

Norway and the United Kingdom have both identified the important role of destination management organisations (DMOs) in providing crucial support and expert guidance to tourism SMEs in the post-COVID period.
Integrate sustainability in recovery plans
- Contact government officials and influence recovery plans for the tourism sector by providing comments and integrating sustainability aspects from the roadmap developed in the course of Transforming Tourism Value Chains.

Promote collaboration to collectively Build Back Better
- Approach implementation partners of your country roadmap to increase energy efficiency and the use of technologies and systems with low global warming potential to decrease energy costs while minimizing climate impacts.
- Encourage tourism businesses to approach their energy supplier and transition to renewable energy or self-supply which demonstrates to be a resilient and climate-friendly option.
- Encourage tourism businesses to establish synergies with marketing experts to diversify their tourism offers.

Assist with identification of financing opportunities
- Encourage tourism businesses to identify synergies with existing partners to restore and repair ecological infrastructure, while benefitting financially.
- Encourage tourism businesses to capitalize existing financial models that provide efficient, climate-friendly cooling with minimal upfront costs, which in turn, lead to a faster path back to profitability.
- Call on tourism businesses for them to contact existing partners to improve sustainability performance and attract additional investment and customer segments.

Checklist for partners of the Transforming Tourism project

Please find a checklist-format to download here: https://www.oneplanetnetwork.org/covid-19-response-toolkit
Thank you!

Feel free to use the content provided to approach other tourism businesses, government officials or other stakeholders to collaboratively Build Back Better!

For more details and to further discuss next steps, please do not hesitate to contact us!

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