

**Interreg  
Europe**



Co-funded by  
the European Union

**Tourism4SDG**

# Tourism4SDG

Improving the effectiveness of  
tourism policy instruments for SDG  
achievement



# About Tourism4SDG

**Tourism4SDG** is set to ensure that **sustainable tourism** is achieved by focusing on the **improvement of tourism policy instruments (PI)** in the scope of the **Sustainable Development Goals (SDG)** of the United Nations.

Tourism4SDG is co-financed by the European Union in the framework of the Interreg Europe Programme 2021-2027

[www.interregeurope.eu/Tourism4SDG](http://www.interregeurope.eu/Tourism4SDG)



# A partnership spanning **10 countries**

**8 EU members + 2 European countries**

Coimbra Region Intermunicipal Community (PT)

Asociación Ibérica de Municipios Ribereños del Duero (ES)

Lubelskie Voivodeship (PL)

Nyíregyháza Municipality (HU)

Visit Zuid-Limburg (NL)

Communauté d'Agglomération de LaRoche (FR)

Ministry of Economics of the Republic of Latvia (LV)

Tartu County Tourism Foundation (EE)

Regional Council Durres (AL)

Municipality of Sokobanja (RS)



# Tourism4SDG in numbers

1 April 2024 –  
30 June 2028



budget  
2M €



10  
partners



8  
policy instruments



2 SDGs  
SDG 12.b and  
SDG 8.9



1. **Integrated Strategy of Territorial Development of Coimbra Region**  
Coimbra Region Intermunicipal Community
2. **Programme Castilla y Leon ERDF 2021-2027**  
General Directorate for Budget, European Funds and Statistics, Regional Government of Castilla y León
3. **Programme of tourism development in Lubelskie Voivodship till 2020, with a perspective to 2030**  
Lubelskie Voivodeship
4. **Territorial and Settlement Development Operational Programme Plus**  
Nyíregyháza Municipality
5. **Plan Destinatiemarketing Dit is Parkstad**  
City region Parkstad Limburg
6. **Strategy for balanced tourism 2023-2030**  
Communauté d'Agglomération de La Rochelle
7. **National Industrial Policy Guidelines 2021-2027**  
Ministry of Economics of the Republic of Latvia
8. **New Tartu County Development Strategy until the year 2040**  
Association of Municipalities of Tartu County

## Policy Instruments



[Image - pch.vector on Freepik](#)

Currently,

**Policy Instruments** still **do not fully align with the SDGs** at all levels of tourism governance

+

**Sustainable tourism initiatives** are **not being measured** in terms of sustainability results

There is the necessity for...

... a **self-assessment and reflection** to **identify weaknesses** of the current **tourism policy instruments** and **pinpoint lines of action** for the future.

The question is no longer “***how to make tourism (more) sustainable?***” but instead

***“to what extent tourism is, in fact, becoming more sustainable?”***

# Tourism4SDG focus

During a **4-year interregional learning**, Tourism4SDG aims to **enhance the efficacy of tourism policy instruments**, answering the challenge proposed by SDG 12.b and to positively impact SDG 8.9

## SDG 12.b

“To develop and implement tools to monitor sustainable development impacts for sustainable tourism”

## SDG 8.9

“Promote Beneficial and Sustainable Tourism”





# Tourism4SDG approach

Tourism4SDG will incorporate **monitoring methodologies, tools**, and specific **indicators to improve the capacity** to measure tourism sustainability. Aiming to support partners' policy instruments to achieve sustainability.

Through a collaborative learning process, Tourism4SDG seeks to ensure that **strategic decisions** regarding **sustainable tourism** are **guided** by valuable information and data, thereby **fostering successful outcomes in sustainability** for participating regions.

# Tourism4SDG objectives

1. **Align tourism policy instruments** with **SDG 12.b** to effectively monitor and measure sustainability impacts, and contribute positively to **SDG 8.9**
2. **Strengthen** the ability of **project partners** to **measure and track sustainability** in **tourism** activities.
3. **Ensure** that **strategic decisions** regarding tourism are **informed** by reliable and relevant data.
4. **Facilitate collaboration** among 10 European countries to **produce and compare data** on tourism sustainability.

# Thank you!

[www.interregeurope.eu/Tourism4SDG](http://www.interregeurope.eu/Tourism4SDG)

**Follow:**

[linkedin.com/company/tourism4sdg/](https://www.linkedin.com/company/tourism4sdg/)

[youtube.com/@tourism4SDG](https://www.youtube.com/@tourism4SDG)

**Interreg  
Europe**



Co-funded by  
the European Union

## Tourism4SDG

*The project Tourism4SDG is implemented in the framework of the Interreg Europe programme and co-financed by the European Union.*

[www.interregeurope.eu](http://www.interregeurope.eu)

