



# 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

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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 LaRochelle (FR)

Ministry of Economics of the Republic of Latvia (LV)

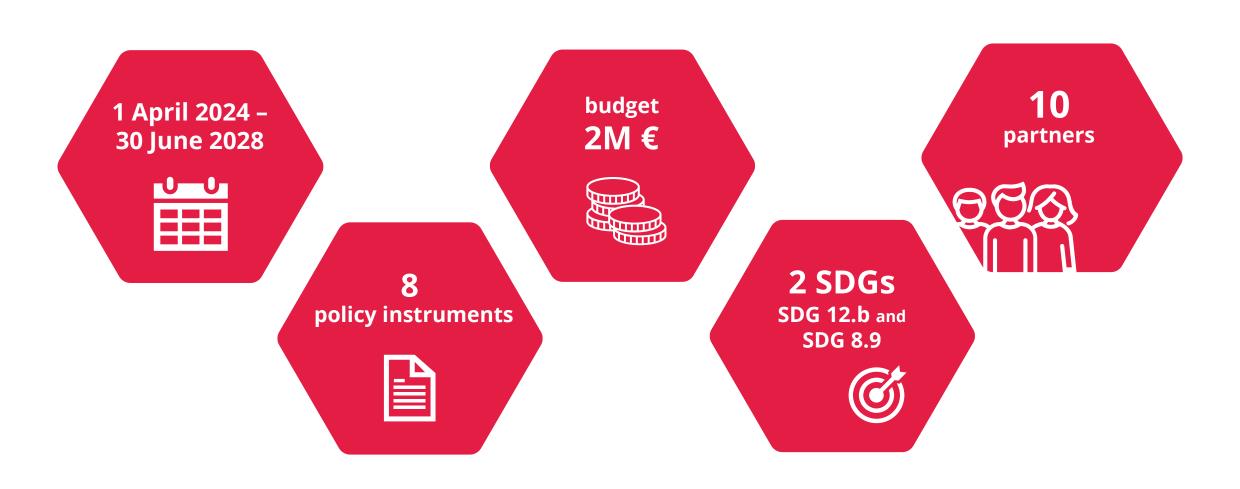
Tartu County Tourism Foundation (EE)

Regional Council Durres (AL)

Municipality of Sokobanja (RS)



# Tourism4SDG in numbers



- Integrated Strategy of Territorial Development of Coimbra Region
- Coimbra Region Intermunicipal Community
- Programme Castilla y Leon ERDF 2021-2027
- General Directorate for Budget, European Funds and Statistics, Regional Government of Castilla y León
- 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
- Plan Destinatiemarketing Dit is Parkstad
  City region Parkstad Limburg
- **Strategy for balanced tourism 2023-2030**Communauté d'Agglomération de La Rochelle
- National Industrial Policy Guidelines 2021-2027
- Ministry of Economics of the Republic of Latvia
- New Tartu County Development Strategy until the year 2040
- Association of Municipalities of Tartu County





#### 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**

"Pomote 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 <u>partners' policy instruments to achieve sustainability</u>.

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

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

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