



THE OLIVE TREE

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How travel and tourism can contribute to
the UN Sustainable Development Goals

พระเจ้าทรงเป็นนิรันดร์

FOREVER IN OUR HEARTS

ศาสตร์ของพระราชากับการพัฒนาที่ยั่งยืน His Majesty's Sufficiency Economy Philosophy for SDGs

หลักปรัชญาของเศรษฐกิจพอเพียงเป็นหลักในการคิด ตัดสินใจ และกาปฏิบัติ สำหรับการดำเนินชีวิตหรือประกอบกิจการงานได้ ด้วยการใช้ **ความรู้** และ **คุณธรรม** เป็นฐาน ผ่านการไตร่ตรองด้วยหลักสำคัญ ๓ ประการ ได้แก่ พอประมาณ ไม่มากเกินไป ไม่น้อยเกินไป มีเหตุผล ตามหลักวิชาการ มีภูมิคุ้มกัน หรือรองรับการเปลี่ยนแปลงหรือวิกฤตที่อาจเกิดขึ้น ซึ่งจะนำไปสู่การพัฒนาอย่างสมดุลในทุกมิติ ไม่ว่าจะเป็นด้านเศรษฐกิจ สังคม สิ่งแวดล้อม และวัฒนธรรม อันเป็นแนวทางที่จะนำไปสู่ **ความสุขที่ยั่งยืน** ได้อย่างแท้จริง

"Sufficiency Economy Philosophy" is a mindset for decision-making. We base our decisions on our **Knowledge** using our internal value - our **virtues** - through applying the three principles of **moderation, reasonableness** and **prudence**. We aim for the outcomes of our decision to be balanced among the four dimensions of human life: **economy, society, environment** and **culture**, in order to promote sustainable happiness for all.



The Sufficiency Economy Philosophy of Thailand's late monarch, His Majesty King Bhumibhol Adulyadej, designed in the aftermath of the 1997 Asian economic crisis, offers one of the best models of Alternative Development globally. It is now going mainstream, primarily because it has much in common with the UN SDGs. Thailand, where the 1997 Asian economic crisis started, is certainly according it more respect than ever before. The rest of the world needs to follow if true "Sustainability" is to be realised.



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MESSAGE FROM CHAIRMAN, JETWING HOTELS

HIRAN COORAY

All through 2017, his last year in office, UN World Tourism Organisation Secretary General Taleb Rifai called for travel & tourism to never forget its primary calling: to make the world a better place.

This pioneering publication is a perfect partnership between the public and private sectors and the media to help make the world a better place.

Sri Lanka has overcome the challenges of a long and bloody war, and is now pursuing a path to nation-building. Travel & tourism is a critical contributor to this task, and the private sector has a major role to play.

As one of the country's largest private sector players in the travel & tourism sector, Jetwing is proud to be contributing to the job creation, cultural preservation, poverty alleviation in an environmentally friendly way.

We hope this publication will rally the entire PATA fraternity to forge stronger links with the UN system and other multilateral agencies in pursuit of a common objective: Fulfillment of the Sustainable Development Goals, well before the target of 2030.



MESSAGE FROM GROUP MD, ASIAN OVERLAND SERVICES AND FRANGIPANI LANGKAWI RESORT & SPA

ANTHONY WONG

The travel & tourism industry, one of the world's biggest and fastest growing industries, has been battered by hurricane-force winds of change for the last two decades. Much has changed as a result, but one thing that has yet to change is our own industry mindset.

Because we sell dreams for a living, we in travel & tourism often see the world through rose-tinted glasses. Minus those glasses, a more realistic picture of the world emerges.

The UN Sustainable Development Goals are designed as solutions to the problems of the "real world". A mindset reset will help travel & tourism deal objectively and realistically with those same problems, all of which, sooner or later, affect us too.

The Olive Tree, the first publication of its kind in travel & tourism, is designed to help our booming industry elevate the awareness levels of these problems, and help us become a part of the solution.

Asian Overland Services (www.asianoverland.com.my) and its subsidiary Frangipani Langkawi Resort & Spa (www.frangipanilangkawi.com) have been striving to be part of the solution since 1976. We were the first hotel in Malaysia to set up constructed wetlands for treatment of waste and sewage water. Over the years, we have invested heavily in many other such pioneering projects such as the "200 ways to save energy, water, food, and reduce waste." Training programmes and advisory services have been carried out in Malaysia and across the Asia-Pacific.

We are passionate about creating a better world for future generations. I compliment Travel Impact Newswire for this unique initiative, and am proud to support it.

Foreword: Some thoughts for “thought-leaders” to ponder



BY IMTIAZ MUQBIL

**EXECUTIVE EDITOR, TRAVEL IMPACT NEWSWIRE,
FOUNDER, EDITOR AND PUBLISHER,
THE OLIVE TREE**

This edition of The Olive Tree includes 16 thought-leading essays by young people under 30 from the Philippines, Mexico, Pakistan, Sri Lanka, India, Ghana, Zimbabwe, Malawi and Nigeria on the topic of How Travel & Tourism can contribute to the UN Sustainable Development Goals. They are the winners and shortlisted top-scorers from among 96 essays received from 20 countries as part of the first global competition ever organised by a travel trade publication on this topic.

These exceptional essays voice opinions rarely heard at travel industry events. Reflecting the richness of their individual background and upbringing, all the young essay-writers discuss not just the issues facing travel & tourism in isolation but the impact of conflict, corruption, economic injustice, and much more, on what is widely claimed to be an industry of peace.

Collectively, they build a strong base to forge a new-era Magna Carta for the entire travel & tourism industry.

This is what I had hoped to achieve when I launched the essay competition on 21 September 2017, the International Day of Peace. I am proud to have succeeded.

Travel and tourism industry events are becoming boring gatherings of people who spend most of their time preaching to the converted. Such mind-numbing content is badly in need of disruption based on my new definition of OTA (Openness, Transparency, Accountability) and 3D (Dissent, Debate, Democratise).

Although millennials are now prominently featured at travel & tourism events, their thought-leadership is restricted by self-censorship. Anything that could even remotely offend the private corporations and/or governments which have either hosted or sponsored the event is out of bounds.

I felt the time was right for an essay competition that would liberate young writers and allow them to think and speak freely.

Hence, these essays reflect a much more realistic and holistic view of the world and the inter-relationship between travel & tourism and the UN SDGs. Their “content is king” repertoire ranges from cruises ships to aviation and hotels. They discuss indigenous peoples, SMEs, women’s rights and migrants. They call for a focus on root causes and seek new designs for conventional business models. At least one writer sees travel & tourism as being both a problem and the solution.

Overall, the 16 essays show that the emerging young generation has much more on its mind than

just economic growth. This group of writers is only a microscopic tip of the iceberg. Millions more young people no doubt feel the same way.

Will the travel & tourism now listen to these voices?

It may be easy to dismiss these voices as being a little naive and idealistic. In the “real world”, it may be argued, when sustainability is prioritised against the immediate financial needs of meeting bank loan deadlines or quarterly stock market reports, it falls lower down in the pecking order.

But reprioritising and rebalancing such priorities is exactly what these essay writers seek. The conventional wisdom so far has been all about growth, growth growth and more growth. Driven by purely economic targets and enhancing “competitiveness”, travel & tourism has grown beyond its wildest dreams.

More growth is still to come. This goose will be laying golden eggs for decades.

But the law of unintended consequences has kicked in. Suddenly, “over-tourism” has turned up on global agendas. Clearly, some destinations have “over-eaten” and are suffering the consequences of their over-indulgence.

In fact, this applies to the world at large. The operating environment, built entirely around the mantra of generating growth, is fraught with instability. In the (very likely) event of a global crisis, the tourism bubble could burst with great intensity. And the ripple effect would be just as bad.

The young essay writers seek to address this big-picture status quo because they would all fall victim to a global crisis. Between the lines, they seek accountability from the outgoing generation of Baby Boomers for bequeathing them a dangerous, unstable world. After all:

- Who starts wars, incites geopolitical instability and religious/ethnic tensions?
- Who has a greater carbon footprint by nationality?
- Who makes the decisions that trigger financial crises?
- Who violates the rules and regulations they themselves make?
- Who wastes more energy, water and food on a per capita basis?
- Who violates human rights, silences dissent, jails opponents?
- Who funds fake news, and profits from safety & security fears?
- Who stashes billions of dollars away in secrecy-shrouded tax havens?
- Who tries to evade justice when wrongdoings are uncovered?

And perhaps most important:

- Who profits from all this man-made mayhem?

Certainly not the poor. Not by a long shot.

So does it make sense for the travel & tourism to be trying to alleviate poverty and enhance sustainability while a small minority of misguided people are creating conditions that do exactly the opposite? Does it make sense for these issues to remain off the table at travel & tourism industry forums?

This essay competition will continue to provide opportunities for millennials to speak out on issues that really matter to them, warts and all. The first round is over, and the second round will

be announced soon.

I hope readers will enjoy them as much as the Judges and I did. March 20 is commemorated as the UN International Day of Happiness. Certainly, these young people will be extremely happy to see their work appreciated such. It is also well worth complimenting the University of Monterrey, Mexico, for the best response. Their students certainly generated some stellar essays, including one of the co-winners.

I would like to thank Sonu Shivdasani, CEO and Commercial and Creative Lead, Soneva Resorts, for backing the inaugural competition with US\$2,000 in total prize money for all the three winners, and one week stay for one of the co-winners. I also thank Hiran and Dmitri Cooray of Jetwing Hotels, Sri Lanka, for extending a one-week stay for the other co-winner.

Immense gratitude to all the judges for their time and support:

Ms Wong Peng Jun, Sales and Marketing Manager, [Frangipani Resort Langkawi](#), Malaysia.

Mr. Dmitri Cooray, Manager Operations, [Jetwing Hotels](#), Sri Lanka.

Mrs Sana Muqbil Shamsi, former Franchise Owner, [Escape Hunt, Hyderabad](#), India.

Mr. Sonu Shivdasani, CEO and Commercial and Creative Lead, [Soneva Resorts](#).

Mr. Mario Hardy, CEO, [Pacific Asia Travel Association](#).

Ms Punam Mohandas, journalist and lecturer at [Assumption University](#), Bangkok, Thailand.

Mr. Chattan Kunjara Na Ayudhya, Deputy Governor for Policy and Planning, [Tourism Authority of Thailand](#)

Mrs Naphalai Areesorn, Executive Editor, [Thailand Tatler](#).

Judging Criteria

The eight judges were very carefully chosen to include four women and four men. They include a broad range of journalists, industry practitioners, journalists, private and public sector representatives. Three of the judges, Ms Wong Peng Jun, Mr Dmitri Cooray and Mrs Sana Shamsi, are children of the sponsors and Executive Editor of the Olive Tree, but all budding young socially and environmentally conscious entrepreneurs in their own right.

They were asked to grade all the essays on a scale of one to five (five being the best). As there were eight judges, the maximum score any essay could get was 40. To ensure transparency, the scores were totalled up and sent back to the judges for verification. They could check that their own scores were correctly listed and compare them against the other judges.

All the essays were graded on the quality of their ideas and creativity, not the quality of their English. This was not supposed to be a language examination.

LEAD STORY

Without young people, Global Goals will not be achieved, UN forum told



Deputy Secretary-General Amina Mohammed (left) and Jayathma Wickramanayake, the Secretary-General's Envoy on Youth, in conversation during the opening of the 2018 Economic and Social Council (ECOSOC) Youth Forum. UN Photo/Eskinder Debebe

United Nations, (UN News Centre) 30 January 2018 - Today's young people are more connected, dynamic and engaged than ever and the Global Goals can't happen without them, speakers told an annual United Nations forum, where young leaders called on the Organization keep its promise to 'leave no one behind' on the road to creating a prosperous world for everyone on a clean planet.

Today's young people are more connected, dynamic and engaged than ever and the Global Goals can't happen without them, speakers told an annual United Nations forum, where young leaders called on the Organization keep its promise to 'leave no

one behind' on the road to creating a prosperous world for everyone on a clean planet.

The first day of the 2018 [Youth Forum](#), convened by the UN Economic and Social Council (ECOSOC), got off to a rollicking start with young people from every corner of the world leading discussions with ministers and high-level government officials, UN agencies and other international organizations.

One of the highlights of today's events was the dialogue between Deputy Secretary-General Amina Mohammed and Jayathma Wickramanayake, the UN Secretary-General's Envoy on Youth.

The conversation revolved around the Forum theme, 'the role of youth in building sustainable and resilient urban and rural communities' and how youth can engage in the implementation of the [2030 Agenda for Sustainable Development](#),

adopted by UN Member States in 2015.

Ms. Mohammed said that the Agenda 2030 was “shaped with youth” and young people were “the loudest voice” in the ground-breaking [My World survey](#), in which almost 10 million made their voices heard during the UN system-wide discussions on the landmark 17 Sustainable Development Goals (SDG).

She encouraged youth to “make noise” for their voices to be heard.

Stressing that the importance of youth engagement by Member States in their national plans to implement the SDGs, Ms. Wickramanayake said: “We talk about leaving no one behind but if we don’t keep up with that phase, young people will leave the UN behind.”

In a keynote address, Salina Abraham, President of the International Forestry Students’ Association, said: “Sustainable development is not having to leave your home, family and culture behind to provide your children with an adequate life. It’s not having to conceal your language or culture in an attempt to conform, only to never truly be accepted.

“Sustainable development is having the security, access, resources and tools to create new opportunities wherever you choose to call home,” she said.

For her part, ECOSOC President Marie Chatardová said that young people imbue urban and rural communities with energy, creativity, and innovation.

“Your drive for innovation and consumption choices are crucial to our goals of increasing the eco-efficiency, minimizing waste and pollution, and of promoting access to and the sustainable use of all resources,” she said.

“You are a key partner in efforts to make cities and

human settlements inclusive, safe, and resilient, and to build a global coalition to reverse land

degradation and protect biodiversity,” she added.

“We are here to listen to your voices. Our landmark frameworks – including the 2030 Agenda, the Paris Agreement and the [Sendai Framework for Disaster Risk Reduction](#) – already recognize you as the key partners in efforts to build a better future,” she stressed.

Also addressing the Forum was General Assembly President Miroslav Lajčák, who stressed that “if we neglect young people, we will not achieve a single SDG.”

He highlighted the role of youth in innovations that help reverse the trends that are harming the planet as well as in preventing conflict and building peace.

“I want to conclude with a blunt truth: our international system simply was not set up for young people. If you look at photographs of the signing of the [UN Charter](#), you will not see any young men or young women. That is why, for years, young people were not seen – and were not heard – in the conference rooms, like this one,” he said.

“Young people can no longer be dismissed as the rebel fighters; the terrorists; the disenfranchised. They are the innovators, the solution-finders; the social and environmental entrepreneurs,” he added.

One example is an episode on ‘Stop Sucking’ that inspires audiences to break the habit of using plastic straws, showing the damage they do to the environment.

The shows will also be clipped for easy social sharing and feature a call to action for viewers.

Importance to travel & tourism

It is precisely in line with the desire to promote and give voice to the young people of today that The Olive Tree award essay competition was organised. The statements and views expressed in this competition are the no holds barred kind of voices that one expects to hear. It is my fervent desire to see these views become part of the mainstream discourse in travel and tourism forums worldwide.

SECTION 1

Results of the First Global Essay Competition on How Travel & Tourism can Contribute to the UN Sustainable Development Goals

Co-Winner: Michael Jaleco Lacson (Score: 33/40)



Date of birth: 1 February 1989

Nationality: Filipino

Status: Social Mobilization Associate - World Wide Fund for Nature (WWF), External Partnerships Associate - (2030 Youth Force), Content Marketing Consultant - Freelance

Title: Registered Nurse (RN)

Travel and Learn: Let The World Teach You How to Change It

Time and again has proven that travelling is not done merely for the sake of leisure and image, but also for acquiring knowledge and wisdom, and applying them to create lasting changes. Humans, since the dawn of time, visited one place after another not just to discover and explore the eye-opening learnings offered by this complex world, but also to establish and create new ones.

Treating the world as a classroom is easier in this modern era than ever. Technology has allowed tourism to thrive with astounding progress, making its benefits accessible both for the travel industry's producers and their consumers. Plane tickets are more affordable, information is more visible, and communication is more convenient. Millennials in particular have elevated tourism to new heights due to their social media savviness, making travelling not only as a break from the daily grind, but the center of their way of life. With this kind of expansion, the prodigious learning experiences that travelling provides are now more far reaching. It allows more tourists and locals, even ones in the middle class range, to enjoy feeding their minds about the wonders of nature and culture, while also giving them the incredibly essential chance to participate in starting ripples of betterment in ways that could only be dreamt of in the past.

The most reliable guide that we can use as a reference to the positive changes that the tourism and travel sector can affect is the Sustainable Development Goals. United Nations announced the SDGs and made a call to communities all over the globe, both private and public, to participate in accomplishing interconnected priorities concerning issues such as economic inequality and climate change. There have been big milestones in addressing problems that plague our fellowmen, but there is still more that needs to be done. The Earth and its inhabitants continue to suffer numerous heart-wrenching crises like children suffering from deadly diseases, natural disasters destroying homes, and women being refused of basic rights. Actions are greatly needed to reverse these fates and all industries and sectors can play a substantial role in achieving this. The success of reaching one of the goals causes the domino effect of solving the issues concerning the others, and the ever increasing influence of tourism can increase the feasibility of forming a collective consciousness in adapting these endeavours.

For instance, as one of the world's fastest-growing industries, the tourism sector can help in eradication of poverty (SDG 1) and promotion of sustainable and inclusive work and decent

employment (SDG8) through an obvious solution: job creation. By creating more livelihood especially in developing countries to accommodate the growing number of tourists, tourism provides livelihood to thousands of people. Furthermore, this can also be a great opportunity to support local small to medium businesses, establishing enterprising partnerships and trading that may lead to more employment.

Businesses that conceive employment need to also bring changes in infrastructures, and this must be maximized as an opportunity. In fact, one of the main driving factors for travelling is the beauty and convenience of the places that tourists are willing to invest time and resources to visit, see, and use. Private businesses and the public sector must exert thoughtful attention in creating and maintaining infrastructures that are not only aesthetically pleasing, but also secured, technologically updated, and respectful of the culture and heritage of the place. They can do this by travelling to other countries and observing what they did right in terms of architecture, urban planning, and more, then adapting this in their own nation. This falls within building resilient infrastructure industrialization (SDG 9) and making cities safe, inclusive, resilient and sustainable (SDG 11).

Aside from the man-made wonders, everyone must also participate in maintaining the natural integrity of a country. Tourism thrives because of our curiosity and admiration of nature's complexities, and a country that takes care of its diverse wildlife is making a great investment. Coastal and marine tourism, a large segment of tourism, depends on the fragile marine ecosystem. Thus, it is of utmost importance that both locals and tourists must be educated on how to preserve the quality of this aquatic kingdoms (SDG 14). The same goes with terrestrial ecosystems such as mountains and forests, where biodiversity is often threatened (SDG 15) leading to dangers like landslides. The private sector must opt to minimize their business' negative impact to the environment, and the government must find ways to halt the companies that do not. Both should also promote eco-tourism and raise awareness on steps we can do to help the environment, such as proper waste disposal and choosing environmentally-friendly purchases. These steps can also help consumers and producers understand combating climate change (SDG 13), perhaps the biggest threat we have right now in a global scale. With the right environmental education directed towards tourists, they may even take what they learn back to their homeland and recreate the methods to keep their environment's dignity intact.

Taking care of our environment yields great rewards since nature is the source of our sustenance. Innovations and discoveries that help keep our wildlife and climate healthy may blossom into sustainable sources of food where humans and nature both survive and thrive. Food, after all, is a vital part of a country's identity and one of the major reasons we pick a destination, so creating sustainable agriculture that may decrease hunger and improve nutrition (SDG 2), can help keep tourism flourishing. This can also pave way to exchange in cultural knowledge, fabricating new advances in food production.

Infrastructures, the environment, and food supply also greatly affect people's health and wellness. Tourism presents a great opportunity to promote this with the emergence of medical tourism. Government agencies and private businesses should promote local health practices and resources as one of the reasons why people must visit a certain destination. By facilitating access to healthcare-related skills and knowledge provided by local professionals, tourists will find the right help to address their health needs that may not be available in their country.

Travelling is about learning; learning is a foundation of wisdom; wisdom is the remedy to ignorance; and most problems in discrimination stem from willful ignorance, which is not the inability to understand things, but the refusal to understand them. By harnessing the power of tourism, we can create dialogs and opportunities where people can understand others' cultures. Understanding

leads to wisdom, and wisdom leads to compassion. Businesses and government agencies in the tourism sector can take steps in promoting world peace by creating programs that embrace international understanding and cooperation, celebrate diversity, and encourage acceptance and equality. This will be beneficial to contributing to gender equality (SDG 10) and just, peaceful, and inclusive societies (SDG 16).

Everything in this world is connected; we co-exist in an intricate tapestry where all the threads are intertwined in glorious patterns. The world, after all, is full marvelous surprises, and exploring its wonders will be an even bigger adventure if we do it with the purpose of applying what it teaches us to make it better. Take a trip, leave a mark, make differences.

Co-Winner: Mariana de la Garza de los Santos (Score: 33/40)



Date of birth: 22 April 1997

Nationality: Mexican.

Status: Studying Innovation and New Business Creation,
University of Monterrey, Mexico

Excessive consumption cannot be sustainable

Travel is the action of visiting and touring various places or countries by any means of locomotion. All the people share a taste to travel and to know different cultures and places, be it in family, with friends or even alone. Traveling is an experience in which you can do different things to your daily activities, give you a break from your jobs and responsibilities or just enjoy and have fun. However, we often do not think about what travel implies and how the world can be affected, thus preventing sustainable development. In the following essay, we will focus on how tourism is affected in achieving the objective 12 Responsible Production and Consumption and in the objective 15 Life of Terrestrial Ecosystems of the page of the Sustainable Development Objectives and how we young people can contribute to fulfill with these objectives.

Sustainable consumption within the tourism sector is a matter of great importance today as it is proven that the tourists consumes much more resources than they normally consume when they are at home, for example: they do not turn off the lights, when they are not using them or when they leave the rooms, takes very long baths and uses more the bathtub. They eat or is served excessively without knowing if they are going to wasted it or not and does not consider the origin of the food and the waste of resources that does during his trip.

According to the World Tourism Organization (WTO), in 2014 there were 1,138 million international tourists who crossed distinct borders. Which means that more than one out of every seven inhabitants of the world made an international trip. It is for this reason that the responsible consumption of resources during the trips is very important to achieve a smaller impact.

Now, taking Mexico as an example, one of the most visited places is Cancun. According to the Integral Solution of Solid Waste Cancún (Siresol), the production in the hotel rooms is approximately one kilo per person and in holiday seasons it usually increases. And according to a study by the Mexican Institute for Competitiveness (IMCO) called “solid urban waste in tourist areas” indicates that each quarter generates 407 kilograms of waste. In the database of the Planning and Tourism Directorate, there are 145 hotels where more than 30 thousand rooms are distributed, considering these data an average of 12 million kilos of waste is generated, just talking about Hotels.

Due to this problem, Greenpeace established some sustainable criteria for tourism companies such as:

1. Measure the purchase of disposable items and consumables while reducing their use.

2. Measure energy consumption and water consumption.
3. The design and construction of buildings and infrastructure must comply with local zoning requirements and protected areas or heritage and use locally appropriate principles of sustainable construction, among others.

It is important to emphasize that as tourists it is necessary to investigate if the hotel where you are staying has these criteria of sustainability.

Also, all waste that is provoked inside hotels, it must be considered, the consumerism that is made out of them when traveling and that we can contribute with simple changes in our actions, that is why Greenpeace established some criteria for a tourist responsible where they stand out:

4. Protect the flora and fauna. Since buying souvenirs or products made from wild or endangered species of plants or animals promotes the capture of more specimens. Do not take souvenirs like snails, corals, shells, stones, plants, etc., of the place.
5. If possible, travel by land. It has been proven that airplanes are the main cause of greenhouse gas emissions in the tourism sector.
6. Reduce your consumption of water and electricity. A hotel room may require up to 2,500 liters of water per day, so specify whether or not you want to wash your towels and sheets. As for electricity, turn off the lights and do not use the air conditioning if it is not necessary, since even though electricity does not cost greenhouse gases are generated and it contributes to climate change.
7. Do not incur environmental crimes. Find out about the current legislation so that you do not commit any act that is considered criminal in the destination you are visiting.
8. Consume local. This is one of the points that in my opinion is one of the most important because if you are going to consume instead of doing damage you can help, by this I mean that your trip can contribute to economic and social development. When buying handicrafts and local products consequently these support the economy of the place and many families who live from that.
9. Do not throw waste. It is very important to throw the garbage in the indicated places, because if you throw organic waste in natural areas you are affecting the habits of the wild.

Another of the impacts, when traveling is in the life of terrestrial ecosystems. An animal species is in danger of extinction, when its existence is compromised worldwide. And this is a consequence of the destruction of their habitat or the same species, it can be due to different factors but one of them is the tourist development where the example that returns to Quintana Roo since it has been invasive with very important habitats like beaches, coastal dunes, seagrass, mangroves and jungles, among others. Among these highlights is the coral reef, one of the most important attractions of the destination where half of the living coral cover in the Maya River has already been destroyed, which is one of the main causes of groundwater pollution which carries nutrients to the ocean and the reef. Being an ecosystem low in nutrients, the reef begins to give algae that bloom and fight its place with the coral. Currently species like the Manatee are in danger of extinction because of the contamination of the water.

Quintana Roo receives 4 different species on its coasts: the white tortoise, the loggerhead, the hawksbill and the lute. The dynamics of the beaches is very high, the passage of tourists as well as

the noise and lights of the hotels have affected their nesting. The pink snail is killed to offer them as souvenirs to tourists. The whale shark has become a tourist attraction that is starting to leave the hands without any regulation by the authorities.

After doing this research one of the ways in which I will contribute to the fulfillment of these objectives is informing people how important it is to be responsible when traveling, in terms of taking care of the quantity of things that we consume and also when investigating what types of tourist sites, I will visit, if they are not hurting the flora and fauna species habitat. In order to create awareness and invite everyone to be part of making change. We have to act immediately, the world it is already in irreparable rough times, being that, it is urgent to ensure that everybody has knowledge of the situation. If you choose to do something about it, I assure you that another person it is going to do it too and more and more and just like that until you get to your goal.

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Runner-up: Maryam Asim (Score: 32/40)



Date of birth: 20 September 1988

Nationality: Pakistani

Status: Technical Consultant

The private sector has to understand what's in it for them

It is an absolute pleasure to pen my thoughts on the cause of Sustainable Development Goals (SDGs) through travel and tourism, primarily because both sustainability and travel are of great significance to me and also because this way I got the opportunity of contributing to Sustainable Tourism while bidding farewell to 2017, the International Year of Sustainable Tourism for Development, and looking forward to 2018 with the hopes that travel and tourism will continue to flourish with an improved sense of responsibility and efforts towards sustainability.

The perception on travel may vary from person to person, personally I think that each individual traveling from one's own place to another, carries a part of one's culture, values and ethics towards the destination, and this way both places get to connect through the virtual threads of hopes, opportunities and understanding.

Travel and tourism is among the highest and growing economic sectors and optimally positioned to contribute towards globalization and in bringing the world closer together. This connection can be mutually beneficial if the stakeholders of this industry understand, appreciate and respect the respective identities and its unique manifestations.

Sustainability in the context of tourism is well expressed in the Sustainable Tourism Charter 2015, which states to "Preserve today's treasures for tomorrow's generations", to this I would like to add that preservation as well as building upon today's treasures is indeed the need of the hour. Appreciation of this fact is critical that travel and tourism industry can only flourish in the longer run if sustainability is consciously rooted in the foundation of this growing sector.

We live in an era where terms like resource depletion, environmental degradation, climate change etc. are not mere threats on paper, rather these are harsh realities and pressing challenges of the present. This brings us to the absolute realization that now is the time to act! With clear vision, well-defined path and concrete support of each other.

Belonging from Pakistan and being a frequent tourist to its spellbinding northern areas, I reflect on the fact that how oblivious we usually are to the considerations of sustainability, which are in actual so closely linked and impacted by our own choices and actions. Why didn't we as tourists and

our tour operators / service providers etc., didn't give due consideration to specifically notice any child labor in the places we stayed, or made an effort to know how was the waste being managed there, or which products/consumables etc. were they using and their consumption preferences, also why weren't we briefed on the specific do's and don'ts of a place in context to its cultural values as a standard practice. The major reason all of this did not happen is lack of awareness and responsibility towards the cause. Hence the first and foremost need is the consciousness for sustainability aspects in each stakeholder involved in travel industry, this is requisite to advance the cause of SDGs.

The travel industry will witness new and wide-ranging trends in coming years. It is encouraging to see UNWTO, RTI and other organizations working in the cause of sustainable tourism especially on Goals 8, 12 and 14. However, if we study and explore the SDGs from this perspective, we may find many aspects of various other SDGs as well that can be linked and acted upon by different stakeholders of travel and tourism industry. It is essential that concrete actions are extracted from relevant SDGs and specified for each stakeholder. They will have influence in their own domains and will be able to take on pertinent actions.

Like for example the travel agents/ tour operators have a wider influence as they directly coordinate with travelers, hotels, transporters and other service providers etc. They can advance the cause of SDGs by capacity building and influencing others' actions towards sustainability by making sustainable choices and categorically expressing the basis of such choices to drive the entire value chain to more sustainable mechanisms, services and products.

It is however important to make them aware of what is in it for them? Besides the direct and indirect economic, social and environmental benefits of sustainable choices, there should be a mechanism developed for assessment and rating the efforts of tourist operators (and other stakeholders etc.) and after due validation of their efforts from authorized personnel, they should be marketed on tourism portals so that they earn better visibility and get access to better prospects.

Each country should have specific actions listed against respective targets for each SDG and the data being maintained should be made publically available and may be emphasized in the visa documentation process of that country as well, to be read and understood by visa applicants to make them realize the significance of such endeavors and the country's commitment to the cause. The documentation should have expectation / desirable actions for the travelers as well, to guide them towards sustainable tourism as per the priorities of destination country.

There is also a need of transition from verbose guidelines towards info-graphics, which could be depicted on map-portal. To take it forward, I am in process of taking up this proposal with the UNCSD as well, whereby the world can experience the advancements in SDGS across the world through info-graphics on the map, detailing the efforts each country is doing in the cause of sustainable development and sustainable tourism can also be well integrated with that. Countries should also prioritize their actions towards SDGs because though mostly they are inter-connected, but to take up all SDGS together is definitely more challenging and can pose increased obstacles in the process, whereas if countries focus on selected SDGs per year depending upon the criticality and priority in those areas, it will give better chances to mobilize the resources on focused causes and work efficiently for that.

Approach to sustainable tourism is an integrated effort and specific to-dos are the necessity for all micro actions to a large scale transition. Hoping to see a more inclusive, sustainable and accessible world for all travelers and tourists to cherish their experiences while not exhausting the opportunities of future travelers and tourists and denying them their due pleasures.

Hiatlay Trejo Tarin (Score: 31/40)



Date of Birth: 20 December 1997

Nationality: Mexican/American.

Status: Studying accountancy and finance, University of Monterrey

Why do the rich and powerful always have the advantage?

First of all, we need to recognize that travel and tourism are already crucial for a sustainable development growth in all aspects. Tourism and travel moves the economy. It makes the government invest more in different areas to continue attracting tourists hence more jobs.

Jobs are created and people put their effort on decent and honorable jobs. Also they see for the security, for the tourists to feel safe, so there is less corruption, and other things where travel and tourism help to make conscious and do things better.

I'm going to start talking about tourism and some of the goals; tourism has all the tools to help cities and governments eradicate poverty, decent work and economic growth, but how?

The economy grows as money circulates around it. Touristic sights benefit from tourism as people spend in their currency. They benefit also in job creation by having descent jobs that ensure the future of many families and can provide them with means to survive, and also help the places to be more secure for tourists.

It can be seen as a cycle that starts with the consumer and ends with the government, let me explain. As tourists go on vacations they spend money on locals, this money gained by locals will be re-spent by them in their own city making the city's economy circulate even more and the government prosper. But here is where government should be in and assume their role in the process of achieving the goals by tourism. Government do want to improve tourism but there are not putting attention in all the benefits this can cause there are only looking at economic growth and helping businesses and people that already have money.

I do not understand why they don't help poor people to start their business. Yes there are small programs for small entrepreneurs, but that's not enough.

We all know that there are in disadvantage in front of big companies, big restaurants, people with power and money that also control the government. Some of the indigenous people move from their places because cities, especially the ones with lot of tourism are growing without control.

That's why nowadays government are regulating the thing of environment, helping some goals like climate action, life on land, life underwater, etc. But there's is always injustices. There is always the corruption for the people that is not powerful or rich and there are people that is always in

disadvantage and that's also our fault because we are always looking at the recognized hotel or the big restaurant, or stores that are in fashion right now.

And that's not always the best option we should give little local restaurant a try. In many cases the food there is better, and the attention is exceptional. Sometimes the local hotels have incredible views and a better experience that can connect you to the place, and also the local stores have the perfect handmade gift or unique articles to buy.

All this are caused also by these disadvantages because these places have the resources to be in social media and networks, or to use merchandising for itself and even though maybe there are not the best in place they are the ones that people can see.

This leads me to analyze that also social networks are crucial for tourism and travel development. In our millennial era, we have become tech frenzy and we want to show everything off to our friends and family through social media. Tourism prospers greatly from this. As we visit a new location, we post where we are at and everybody finds out. It essentially becomes free marketing for the tourism sight where we are at.

Our participation here can help for good or for bad. Hence, we need to start taking action, government should start regulate not only the environmental part but start putting attention to local working people, help them promoting them, but at the same time conserve their essence and not to lose their roots.

If government help this rural areas and give them a boost many families would have work and something to eat. This would make a full turn to poverty because tourism would benefit also the ones that are in disadvantage in front of that big brands and industries.

With our support and the government efforts this can be achieved because tourism is something that is all around the world and that would not end. So this is one of the ways that can be used to achieve not only these but many goals, like industry, infrastructure and innovation, hunger, and others.

But we need to be careful and balance all aspects, not only pay attention to this goal living aside that this can boost consumption, production and pollution and fix one problem or contribute to some goals and affect others, we need to balance both to take care of our planet.

Organizations should be in contact with governments and help with ideas to regulate tourism to benefit not only the country's economy but the world's good and also each people not only small groups. But it is very difficult because in every country we already have deep rooted ways of thinking and we all need to start working in that also so the ones in the power look at us being part of the good change so they move to our side.

There are many things left to fix in many areas but also in tourism, we should focus this economic activity to get more benefits.

But the thing is we left things to others. We responsible big organizations or only the government of what is or is not done. But big things start with little things. We need to imagine this like a pyramid we are the bottom part and to go to the bottom we need to start climbing there to go to the top and achieve the goal, to move the important parts in the top.

It is true that they can make great changes but we can't continue being here waiting for something to happen. Let's move to move the ones that can't help the most.

There are still remain lot of thing to approach about travel and tourism. This economic activity can help not only some but also all of the goals but only with effort, focusing on the good and balancing our human benefits and activities and the environmental activities.

Let's start and be patience because step by step is how we are going to help our world. Because participating and putting ourselves in action is how we are going to achieve the sustainability development goals the world need to survive and to be better for us and our future generations. Let's not be selfish and thing about what is around us.

Charlotte Chitambo (Score: 31/40)



Date of birth: 21 Dec 1989

Nationality: Zimbabwean.

Status: Environmental Advocate .

Sad how global injustices are accepted as “normal”

The world is full of injustices in many corners of life and it is sad how abnormalities are easily accepted as normal. Issues like poverty, hunger, land grabbing, extrajudicial killings all depriving people of their basic human rights that they deserve by the mere factor that they are human.

There appears to be a positive correlation between poverty and activities such as poaching, deforestation, stream bank cultivation and general disturbance of peace. Since the inception of the sustainability concept, from the Rio de Janeiro, Earth Summit, a basis of the Sustainable Development Goals. A match of hope was lit especially for the disadvantaged communities to benefit from. Slowly the light from the match is spreading in the communities that have been historically engulfed by the darkness of poverty. This essay sets to demonstrate the contribution that the Travel and Tourism Industry can have to advance the cause of the United Nations' Sustainable Development Goals by the year 2030.

Sustainable Development entails that people utilise resources and able to leave, or replenish them for future generations. The ability to use and live in an environment that is clean and safe, that can provide the necessities in life and generally contribute the wellbeing and development of individuals and communities, without compromising the ability of future generations to achieve the same. Subsequently, the Sustainable Development Goals were established to attain just that, in the hopes 'to end extreme poverty, fight inequality and injustice and fix climate change'.

Countries rely on the economic benefits of Tourism and Travel, because it's among the largest, fastest growing economic sectors in the world. People work in the industry in hotels, cruise ships, airfreights and travel agencies. It is imperative the industry to portray their host nations as places that offer what tourists seek, relaxation, thrills, engulfment in different cultures and cuisine, memorable memories and above all, safety. Most developing countries unfortunately lose a lot of income due to misconceptions and stereotyping of their countries because of bad publicity.

Notable Nigerian novelist, Chimamanda Ngozi Adichie accurately states that “the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story.” For example how Africa, with its fifty-four very different countries is dubbed unsafe, Colombia is synonymous with drug trafficking and many other examples. There are people like Nas Daily, a social media activist, who are fighting to end this notion and misconception, by painting a bigger picture and dousing the effects of the single story perception. This opens doors for more tourist to visit and engage in communities. The more a country receives tourists and foreign currency, the more it moves to lessening poverty through economic growth and job creation. Over

the past few years, general populations have been relying more on social media platforms for news and information. This is a movement that is accelerating information dissemination making the 2030 target doable.

The Industry contributes to achieving food security and improving nutrition through promoting sustainable agriculture. Tourism can encourage agricultural productivity. Hotels can adopt environmental management systems takes into consideration the use of local produce, waste management and use of environmentally friendly goods and services. Having adequate supply of food that is nutritious helps prevent and fight diseases ensuring healthy lives and promote wellbeing for all ages.

Victoria Falls, in Zimbabwe now has its own airport due to the high influx of tourists attracted by the thundering falls. This has created more jobs. The physical activities available at tourist destinations contribute to wellness and fitness of individuals as well. In Cape Town, South Africa tourists are amazed and opt to be shown around in carriages drawn by humans. In the Philippines, there are special bicycles used by locals, called sikads, that tourist find amusing as well. Using these promote local small businesses and does no harm to the environment, since there is no carbon emission from these modes of transport.

Agro-tourism benefits communities through job creation, income generation, spread of sound agricultural practices as well as promotion and celebration of culture. Tourist farms are popular in the Philippines and the South East Asian region. Emphasis is put on organic farming, and there is a variety of crops and herbs that are beneficial to health. In China, rice fields that have been transformed into works of great art.

The sector can ensure inclusive and equitable quality education and promote life learning opportunities for all through involving people that are usually side-lined by society. In the Philippines, indigenous peoples such as the Higanons do not have the same life opportunities that their counterparts have, without education the cycle continues. However, with the involvement of the tourism sector and positive portrayal of these communities, the cycle can be broken. Through provision of scholarships, vocational trainings other disadvantaged groups also benefit.

Water is a precious resource that should not be taken for granted. Tourism and Travel should be an instrument to spread awareness for its sustainable management and use through advocating for efficient use of water. In Hotels, encouraging guests to brush their teeth whilst the tap is closed, a practise they can take back to their homes. In resort places where there are beaches, swimming pool water can be taken to from the sea and rotated back there. Such practises demonstrate the importance of water. Staff and guests can implement these at a smaller scale in their homes and communities. Adopting a “Better holiday, better world strategy”, for water is necessary for supporting the functioning of the ecosystem as we know it.

Economic growth through engaging local populations and key stakeholders in developmental issues is vital. In most societies, the idea of traditional resource management is acceptable and encouraged. This brings the idea of working with communities, rather than for communities. Allowing the local people to make resource based initiatives is a capacity building tool that would carried on within that community. There are legends and superstitions surrounding some natural resources, and their management and perseveration, for example people being prohibited from cutting down certain trees lest plagues and misfortunes follow you and yours, certain pools being too sacred for people to fish in.

They develop their own unique legislative framework, with their own innovations and knowledge. If this is adequately blended within the tourism industry, not only will the nature be preserved but

other people will get to respect these cultures as the fact that there are the custodians would be endorsed. The Communal Areas Management Programme for Indigenous Resources is an example of such an initiative that has been implemented in the Southern African region.

In conclusion, the notion that the Travel and Tourism industry can advance the cause of the United Nations, Sustainable Development Goals and meet the targets by the year 2030, is undoubtedly true to a large extent, because the SDGs introduced a global language that focuses on all countries, in both the developing and developed countries and thus everyone is set to participate in the implementation and achievement of these goals. Tourism is vital in making our planet better through promotion of the peace and tolerance culture, perseveration and conservation of natural resources as well as appreciation of the aesthetic beauty.

Natalia Sofía Alvarado Ahumada

(Score: 29.5/40)



Date of birth: 31 July 1998

Nationality: Mexican

Status: Studying accounting at the University of Monterrey, Mexico.

Travel is a Truly Learning Experience

The first thought of the main SDG's development that came into my mind when I read the question, was the acquirement of knowledge and exchange of ideas from different countries/cultures when a person travels. How is that? Each country has its own way to run, therefore, its own strengths to accomplish the sustainable goals, so, when people travel to a different city or country, they learn several activities, politics, cultures, religions, type of education, and hundreds of different other things they don't normally see where they live. In other words, they learn the way of life they are not used to see.

As a result of this, new sustainable ideas come up every day in every country. It is natural, that when a person sees something new that helps people, the environment or the world, they try to copy it or make it better, and, on the other hand, when he/she sees something harmful or bad, learns how to appreciate what he/she has.

Poverty and economic growth are objectives that are fulfilled thanks to the travel and the tourism. People spend their money in transportation, hotels, touristic guides, and many other things when they travel helping economic growth. Most tourists buy food or souvenirs and reminders from local sellers, helping them economically and give them the opportunity to increase their life-quality; there are even specific places for tourist commerce, where people buy souvenirs or traditional food and costumes of the place. What is meant to say is that many cities around the world depend on tourism and that's how many people undertake and make money to maintain their families.

In terms of health and well-being, each country has resources to make medicines or different systems on health issues and hospitals. Travel helps SDG's to meet the targets given that way, countries can discover what they were looking for to cure a disease, or discover a new medicine already develop somewhere else and trade them. For example, the "nopal" (desert plant/cactus mostly born in Mexico) was discover by other countries like China or Japan who really noticed the medical value on it, causing Mexico to appreciate it even more, and giving a reason to people to spend less in medicines the plant can substitute given it can grow easily. This is one of the many reasons travel can help accomplish one of the goals.

On the contrary, quality education, decent work and other similar sustainable goals can improve with travel and tourism industry. How? Actually, there are many people travelling around the world sharing effective educational methods, teaching languages or simply teaching others who do not have enough resources to pay for an education of higher quality. Throughout my life I

have had foreign teachers who have helped me with my education, mostly in learning other languages. If it wasn't for them, I could never have learned what I learned; obviously they had more knowledge about their language, accent and culture than anyone and they shared their knowledge with their students.

Although this is one of the reasons why travel is important for education, exchanges between students are important and are becoming more accessible so that students can have the opportunity to learn thousands of new things, from educational themes (professional career, masters, doctorates and simple subjects like math, languages, etc.) to new cultures, history and life-enhancing experiences, not to mention, traveling helps a person to develop and perform their study or employment in a better way, since some consider a different country (from which they born) can give them more benefits or better opportunities. By this I mean that one travel, can achieve a significant change in a person's life and in the improvement of sustainable goals and if a person cannot be able to travel, he/she can always meet someone who did travel because there are always immigrants in each country.

On the other hand, travel and tourism can help sustainable goals like reduce energy consumption, responsible production and consumption, improve underwater and terrestrial ecosystems and reduce inequalities, among other objectives on each individual trip, that is to say, when visiting other cities or countries; people realize the improvements they have to make in their city / country in order to be better.

I dare to say this, given my experience (I live in Monterrey, México and last summer, I travelled to Milan, Italy, where I lived and studied for a month); I saw and learned so many things but what really got into me was the importance they give to public transportation and how any person can use it without categorizing social classes, for example, here in Monterrey and many cities, the infrastructure is not made for walking, ride bicycles or use any type of transportation that does not involve gasoline, and given the bad-quality of public transportation and insecurity in using them, it is consider "people with low economic resources" use them, while in other cities like Milan any person use them and prefer them, or rather walk, complying with objectives like reduction of inequalities better infrastructure.

On the other hand, I realized that plastic bags have a cost in supermarkets in order to reduce waste and contamination and make responsible use of plastics, while in Mexico plastic bags are free and used in excess. If I had never travelled and saw this, I would still use plastic bags, but now every time I go to supermarkets, I take my reusable bags and also made my family use them. Moreover, I learn how to appreciate Mexico's natural resources in every way, given I realized not every country has mountains all around the city, or as many as natural resources we have in our country and that's why I am more conscious about what we consume and waste that can affect the environment.

In addition, when a person travels, he/she have to be prepared to experience or see things he/she have never seen before, that is, to know and accept new cultures. Experiencing this makes a person learn how to respect different cultures in the world, which makes for a more inclusive environment and reduces discrimination. For example, there are still many countries where gender equality is far from being met, as women are viewed as "inferior" to men and have fewer rights or opportunities to be independent; women who travel and visit countries where there is no gender equality can encourage women who live there to fight for their rights.

To sum up, travel and tourism is the reason why goals are closer to being fulfilled every day; without it all countries in the world would not be as developed as they are right now, because countries, cities and cultures learn from each other and this is the only way new ideas come up in order to accomplish the sustainable goals by 2030. Traveling is a way to make alliances, exchange ideas or products, and improve the world for future generations.

Mónica Isabel Luque Zúñiga

(Score: 29.5/40)



Date of Birth: 22 Nov 1997

Nationality: Mexican

Status: Studying Global Business at the University of Monterrey, México.

Tourism Investment needs a “New Design”

Amongst one of the most important areas of development within the business sustainability sector is the tourism industry. The inclusion of society, economic growth, and environmental care in potential targets for tourism locations are some of the areas of opportunity that the industry has to include to achieve Sustainability Development Goals.

With tourism programs focused to develop the latter, a wider spectrum of possibilities can be opened to foment better practices and therefore save our planet. Perhaps the urbanization and over-commercialization of natural sites, such as beaches, can become threats to the preservation of biomes (for instance how cruise ships produce more than 70,000 tons of waste every year in Caribbean beaches) (GDRC, 2017) however, a careful reprogramming of the tourism models in high-demand locations, as well as a careful expansion of ecotourism, can shape to become a steady growth in sustainability.

I personally relate to experiences in sustainable tourism. About 2 years ago, I was able to visit Real de Catorce, San Luis Potosi. This central Mexican city is known for viniculture activity and historical facades. Though not being an urban community, it is highly popular destination because of its astonishing natural landscape and cultural colonial background. Visiting this town, I got the chance to get in touch with mountains and stone paths. The peace it gave me to feel the air touching my hair gave me a unique sensation of calm and beauty. Away from the crowded society and near new indigenous cultures, it made me value how underrated this kind of tourism can be, at least in Mexico.

The tourism sector has become unaware of this area, to such point of endangering marine ecosystems and contributing to pollution. Also, to mention how hotels are key centers to food and water waste (provoked by guests), and which are triggered by the over-demand of seafood (causing overfishing activity) and souvenirs (harming corals and reefs), as well the amount of water needed to cover for pools and rooms. If highly-demanded hotels were to configure their operations to such way waste was reduced, an inclusion of renewable energy sources, practices such as compost were used to take care of green areas, as well the respect to the establishment of hotel settlements according to environmental impact evaluations, these could contribute to accomplish goals like Life Below Water, Clean Energy, Life on Land, Responsible Consumption, and Justice & Strong Institutions respectively.

Another issue sustainable tourism may cover is the inclusion of communities in the strategizing of new tourism models. Jobs can be generated through tourism, both for the consulting of how tourism companies may open new resorts/facilities within the community, as of how the operation may be handled without ignoring cultural, spatial, and societal status quo.

For instance, communities in jungle ecosystems, like those in Yucatán, Mexico, are starting to foment ecotourism in such way Mayan communities are able to participate in the construction and management of new, small establishments. Local communities participate in the economic activity surrounding the ecotouristic facility with the selling of their goods, food, and the demonstration of their culture. As much as for a debate whether cultural appropriation may become a controversy in the latter a benefit must be noted: it creates awareness and contributes to the preservation of cultural heritage and traditions (which is included in Goal 11.4).

Further, these new sustainable tourism models must include fair share amongst those in the local community, bestowing decent jobs and economic growth (Goal 8). Consequently, investment towards the proper maintenance and care of these facilities may bring funds for communities to use in more schools, better equipped medical centers (or the opening of their first), and sanitation/clean water infrastructure (contributing to goals 4, 3, and 6 respectively).

Yet as ideal these proposals may sound, the question must be asked: What does it take for future tourism and business students to include SDG-based practices into practice? How can the future generations learn in regard to the design of tourism projects that properly take into account sustainability into their business models? Studies wrote this year in the *Journal of Teaching in Travel & Tourism* indicate that students, although think sustainability is important in the industry, they don't actually know basic principles or have skills to apply these types of practices into sustainable tourism (Camargo & Gretzel, 2017).

Therefore, youth might be able to get involved into Sustainable Development Goals by asking university tourism programs to include sustainability as part of their academic plan. Universidad de Monterrey is example of such, where the Business Department majors are set to take a Sustainability, Ethics, & Corporate Responsibility and a Social Entrepreneurship class to encourage student initiative to the SDGs. Moreover, its pedagogical model and university values are focused towards the development of integral and sustainable professional entrepreneurs, who are able to apply their skills into the real world. If most of the world's universities were to take a focus towards the implementation of more sustainability-related subjects in their academia, young generations would be able to understand, comprehend, analyze, and execute practical applications in their research and professional life (meeting goal number 4).

Young businessmen and women must understand the outlook here: detriment of natural spaces are causing endangerment of species; millions of people die every day from hunger or because of lacking proper medical care; millions of people struggle in poverty and have no resources to maintain a proper lifestyle; climate change is causing a rise in temperature which causes the melting of poles and propensity to natural disasters; economic complexity is setting more complicated standards for economy and finances to stabilize crisis, specially in developing nations; disparity and inequality in society is causing turmoil in issues like gender equality or prevention of discrimination and attempts of peace. The previous situation may be complicated to process all at once, and may seem as a pessimistic scenario. Though complicated to imagine, but sustainable tourism may be the source to solve some of these issues focusing in the impact it may have for economic growth, social development, and environmental care.

While over-commercialization is not the answer to make this upcoming industry more attractive to customers, it is with investment that new ecotouristic/sustainable touristic facilities can be taken

care of and properly preserved. As business students, it is our responsibility to be generators of new and fresh ideas that develop into the inclusion of these Sustainable Development Goals.

While many may criticize the relevance of the sector in business, it is a great area of opportunity that professionals and academics are deepening their studies in order to comprehend how to implement more effective programs that comply with sustainable goals. Just as Goal 17 asks, the role of the inclusion of government and private sector to the efforts society might make to adapt tourism into their communities (such as the case of Yucatan, Mexico) are essential to success. If only these clusters gathered (academia, government, private sector, and society) to design and invest in sustainable tourism programs that could offer customers a unique, awareness-full, and accessible experience, this industry can grow not only to become an economic booster, but also a source to save our planet and our communities.

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(Score: 29/40)



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Tourism is both the problem and the solution

The UN Sustainable Development Goals is defined, as a development that meets the needs of the present without compromising the ability of future generations to meet their own needs, it calls for concerted efforts towards building an inclusive, sustainable and resilient future for people and planet. And it's important to achieve three core elements: economic growth, social inclusion and environmental protection (United Nations, 2017). These sustainable developments are divided in 17 goals/objectives that are divided to the three core elements previously mentioned. It's important to mention this context to answer the question, how travel and tourism can advance the cause of the UN SDGs and meet the targets by 2030? First of all, the sustainable tourism is the set of activities that are respectful to the natural, cultural and social environment and with the values of the community you are visiting, those things helps to enjoy the experience with the place and with the people in it.

In Mexico there is a commercial in the radio and television that has been sounded since the earthquake in September 19, that say that Oaxaca and Chiapas are now okay and the way you can help them is reactivating their economy by planning a trip to visit the tourism centers, archaeology centers, their traditions and gastronomy. I think the first thing that tourism do to help the Sustainable development it's with the poverty, because visiting a different culture is helping them with the economic growth and social inclusion. So with the previous example of the commercial, we can see how tourism has an impact with the commerce of the states because if you travel that means that you are going to help with different causes, which are the ones that gives job to people and help them with their expenses and needs.

Usually when we travel, we are use to buy a lot of food because it's different that the one that we are used to, maybe it's more delicious or maybe just different, and we just really want to taste the food and eat another thing, so the waste of food gets bigger. I think that the way that travel & tourism can help in the zero hunger objective, is by only buying the essential because a waste of food is a cause of hunger cause the food will not be used anymore, or sharing the meal with someone, or even giving someone in need the things that will be no longer consumed. The sustainable production and consume of food its essential in the sustainable tourism because, if you start consuming in local places it will give more employment to people and will help to improve the culture an local products. Also I think that importation and exportation is an important movement because it will help all communities and will give job to all the people that produce the food or the product. Tourism is the biggest source of economy growth in the world, and this advantage benefits in employment, because it gives an opportunity of a decent job, and the people can benefit in the improvement of

the place they are working and in their personal development. So if you go to work in a different state or someone comes to work in your state, it will help the place you are living because it offers a different perspective of how to solve and do things.

When I was in high school, a teacher invited me to Veracruz to help in the “Fundación Yezpe”, an association that helps baby turtles to get home with any problem, so it was really interesting because they explained that tourism and travel is the first cause of pollution and the first one to solve it. I think people are interested about the animal’s life because they are the one that are causing their extinction, so everyone is up to help to collect the beach garbage, or to make nest for the turtle’s egg, or to help the baby turtle get safely to the ocean. I had seen videos in Internet where people are saving dolphins and whales because they are trapped on plastic, but the same people are the one that put the plastic there. So I think that it’s important to share our values, and try to clean the garbage we see in the marine ecosystem, because we are making this living things suffer. I think this is what community on travel and tourism can do to advance the cause of UN SDGs, but what can our government and international organizations can do?

I think is important that governments and International Organizations make a sustainability plan to integrate it in the international tourism police, plans and operations, achieving the Sustainable development goals. Also they can make or encourage public and private companies to make plans and give support to the different sustainable tourism projects. They should keep making commercials and publicity for their countries about visiting the states that need economic growth. It’s important to ensure that the government includes all local stakeholders and the responsibilities of each one are defined. Also they should make local communities and indigenous people benefit from the tourism development.

I think that its important that government and international organizations make a good leadership, because the people will follow rules and accept the demanding if they comply what they are suppose to do. Mexicans have labeled the government as a corrupt one, that doesn’t comply with what they say, but if it will help everyone and it will help to improve and make the place a clean and peaceful spot, I believe that we will accept their demands. But even if the government doesn’t do a thing, I think people are good enough to help in the community they are living and to make a nice place to travel. So what can we, young people, do to advance the sustainable development goals? I think it’s important for us to keep studying, because it will help us to get a decent job that will help to improve the economy. I believe it’s important to defend our rights and fight for equity in all gender, race, religion, because if we don’t fight for it, no one will. I think is important to help our country and travel in it, to improve the social inclusion and the economic growth.

Talking about environmental protection, we should make a cleaner environment, trashing garbage in the right container, recycling, stop using plastic bags, stop wasting food. As young people we are the future so where do we want to leave in a clean space or in a polluted space, so if all young people start making a change in the environment, saving trees, helping animals, joining an sustainable association. So when we make a change, we can travel and share our experience and make the world a better sustainable place.

And don’t be scare to travel and tourism because if we do it in the right way, helping the country to make a sustainable environment, you are helping to advance the sustainable development goals.

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How travel & tourism can contribute to each of the 17 SDGs

Travel and tourism is the driving force of development in various countries. The more tourists sites are available, the more tourists visit, thereby generating revenue for that particular country and assisting in sectors such as health, education, among others. How can travel and tourism contribute to the UN Sustainable Goals?

GOAL 1: END POVERTY

Travel and tourism can contribute to ending poverty through the formulation of policies and strategies of intervention for tourism to contribute to the development of the informal sector, small businesses, community-based tourism initiatives and other businesses run by or benefitting the poor, linking tourism to local production and services. Local communities must participate in planning and decision making, tourism business, destination management and monitoring of benefits and effects as well. It the tourism industry can empower them through capacity building, training and skills development for their meaningful involvement. Effective taxation of tourism activities must be initiated to generate the resources needed for poverty alleviation and development

GOAL 2: ZERO HUNGER

Food is a major part of the tourism experience. Travel and food means people and land. Tourism can play a role in increasing the demand for traditional food. The kind of tourism which promotes local food supported by local community is the right way to achieving Goal 2. The influx of tourists has led to the mass commercialization of food produced by local communities thereby making it expensive for the indigenes to purchase. This may lead the local people to poverty. Tourism can contribute by letting its stakeholders understand the core values of people and agriculture to address issues related to food which are felt by the people in travel destinations. Tourism can play a role in increasing the demand for traditional food which would not increase the purchase price since it will be affordable for even the local community.

GOAL 3: GOOD HEALTH AND WELL-BEING

Taxes from tourist spending can be used to improve public health care systems, allowing for equity and access, particularly for vulnerable groups, in order to avoid further privatization and inflation of medical costs. It is the duty of governments to discourage a dual system of strong disparities where better quality services are reserved for foreign clients with a higher purchasing power while their citizens often lack access to basic health care. Tourism has great potential to foster healthy lives and well-being for both tourists and local communities so revenues generated from tourism

need to be invested in health care systems that are of good quality and accessible and affordable for all.

GOAL 4: QUALITY EDUCATION

Tourism can also be a vehicle to enhance children and youth awareness about the natural environment within which they live. Appreciating indigenous wildlife, children and youth may become better equipped to grasp the importance of conserving certain species. Initiatives aimed at preserving the environment could become a vector and a catalyst to engage children in issues such as climate change and practicing sustainable living. Stakeholders in the tourism industry can decide to contribute certain percentage of what is acquired to the education industry in order to help the government with the provision of quality education and a solution to Goal 1 in the future.

GOAL 5: GENDER EQUALITY

According to the International Labour Organization (ILO), the participation of women in the hotel and restaurant service industry is approximately 55.5 percent globally, and reaches 70 percent in some regions. The report concludes that women are often concentrated in low status, low paid and precarious jobs in the tourism industry. Allocation of responsibilities should not be based on how it is interpreted in the community. In Ghana for instance, there's a perception that women have to be in the kitchen and cook whilst the men go out to work. Due to this, better positions are not offered to the women. Travel and tourism can achieve gender equality by empowering women and girls and ensuring that the rights of the people are not infringed upon.

GOAL 6: CLEAN WATER AND SANITATION

Tourism cannot thrive in a destination that lacks water and cannot deal with its waste. Tourists surely have a moral duty to ensure that their travel does not endanger others. There is a need for a comprehensive regulatory framework to establish sustainable management practice. The tourist industry itself should look to its practice in order to ensure its own sustainability. Tourists themselves can play a part in supporting efforts to change for the better, putting pressure on government agencies and tourist companies to play responsible role. Use of the waterways needs to be properly regulated and monitored. Taxes raised from the industry should be used to gain improvements.

GOAL 7: AFFORDABLE AND CLEAN ENERGY

Access to clean, modern, sustainable energy is critical for improving the health and livelihoods of people. The tourism industry can contribute by ensuring that the local communities get equal access of affordable and clean energy as tourists.

GOAL 8: DECENT WORK AND ECONOMIC GROWTH

Tourism industry can create employment and ensure that the wages earned by many workers in the tourist industry should be sufficient to be able to maintain a dignified standard of living. Inclusive tourism necessarily involves the improvement of the labour conditions of both female and male workers engaged in this type of activity.

GOAL 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE

Travel and tourism can invest in infrastructure and innovation of the local communities to help in the development of that community. Electricity and internet should not only be provided for tourists because they are foreigners but local communities should also benefit.

GOAL 10: REDUCED INEQUALITIES

In many destinations local people are not involved in decision making processes and tourism planning. To reduce inequalities between countries, tourism needs to be embedded in an overall economic strategy to gain the highest local net product possible. This includes strategic support for small and medium-size businesses on site.

GOAL 11: SUSTAINABLE CITIES AND COMMUNITIES

The scale and speed of tourism development requires good urban and rural governance which is alert and responsive to the needs and concerns of the people and communities, and which makes use of its scope for flexibility, creativity and innovation while respecting all human and environmental rights. To contribute to sustainable and inclusive cities, tourism must be made an integral part of urban sustainability planning across disciplines. Better training, capacity building, financial resources and suitable collaboration mechanisms are needed to enable planners to adopt integrated, participatory approaches.

GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

Tourism products and services need to be designed in a manner that is mindful of the environment and social settings. They need to be of good quality and ensure a future for the tourism sector. Tourism managers must be aware of the problems in the destinations and must address them in a sensitive manner with full respect of the rights of the indigenous population. This includes problems such as water scarcity, limited access to clean drinking water, or health care for the local population. Tour operators should cooperate with local producers and service providers to strengthen the local economy and to create fair and secure jobs in the destinations.

GOAL 13: CLIMATE CHANGE

The sector can invest in less carbon-intensive (domestic, short-haul) tourism or by raising a small fee on long-haul travel to contribute to a special poverty alleviation fund. Their activities that endanger the climate should be avoided. Helping to plant more trees after they have fallen and the avoidance of certain activities can help.

GOAL 14: LIFE BELOW WATER

When developing tourism, marine and coastal areas should be protected, left intact and managed as ecosystems. Construction close to the shore should be prohibited and no construction should happen without proper management of water, sewage and waste. Educating tourists and especially people doing water sports may contribute to reducing impacts on ecosystems.

GOAL 15: LIFE ON LAND

Tourism needs to achieve sustainable consumption and production patterns from procurement to waste management. Without serious and significant reduction in waste, emissions and consumption, tourism will not be sustainable. Tourism destinations need strategies for sustainable development, which are tuned on the region and its natural resources. Tourism also raises the awareness of local people concerning environmental problems and thus increases their commitment for conservation activities.

G16: GOOD GOVERNANCE, PEACE AND VIOLENCE AGAINST CHILDREN

One step forward is to put in place regulations and local and national legislation that effectively protects local citizens and communities from harmful tourism as well as mechanisms that require travel and tourism businesses to compensate for losses and to clean up the damage they have created, especially if an operator ends their activities in an area. Through tourism we can understand one another, cultivate peace, recover justice and create a better world together. Activities and campaigns need to focus on travelers and tourists who stay in the destinations for longer periods of time. Investment in effective protection systems, with a focus on prevention programmes, must be designed and adequately funded to avoid heavy social and economic burdens in the future.

GOAL 17: PARTNERSHIPS FOR THE GOALS.

Our governments have the responsibility to ensure that we can all live in peace, security and dignity. Partnerships need to be developed between citizens and their governments for the creation and implementation of profound and creative solutions needed for people-centred recovery and change and to ensure that travel and tourism make a positive contribution to a more just, equal and inclusive world.

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Tourism can help restructure, re-engineer entire economies

Succinctly described as the “absence of those ethical, social and material resources needed to develop moral, intellectual and social capabilities of individuals, communities and institutions” (Oteje cited Nyeneokpon 2012), poverty is undoubtedly the single greatest social burden in the world today. In 2014, the Human Poverty Index (HPI) estimated that over 1.2 billion people around the world are living in absolute poverty (< \$1/day). This leaves no questioning why the United Nations placed premium on poverty eradication by declaring “End poverty for all” as the number one priority in the Sustainable Development Goals (SDG) which was launched on 25 September 2015. Concisely, the SDGs are a collection of 17 global goals set by the United Nations to address some of the most pressing global issues of the time. Through the “End poverty for all”, the United Nations intends to end poverty in all its forms everywhere (UN, 2015).

Although the result of this initiative has been remarkable, it is also not a fallacy that the menace of poverty is still wrecking unspeakable havoc on the lives of many people especially the developing countries—majorly sub-Sahara Africa. Consider Nigeria. The latest findings from the country’s National Bureau of Statistics (NBS) revealed that no fewer than 112 million people (representing 67.1 percent) of Nigeria’s total population of 167 million people are living in absolute poverty. Inferring from the fact that the country is endowed with abundant human and material resources makes such alarming poverty rate even more appalling.

As a surface-scratch of its multifarious resources, Nigeria’s tourism potential is a force to reckon with. It has enormous tourist attractions and products, among which are: caves, beaches, salt and freshwater lakes, waterfalls, forest reserves, rock formations, wildlife reserves, mountain resorts, rolling hills, monoliths...to mention but a few. Nonetheless, the country is also the proud home of amazing festivals, cultural heritages and products cum its excellent weather condition.

However, it is disheartening that the country has been operating a mono-economy based on crude oil. The discovery of crude oil in the country in the late 1960s and its blooming in the global market led to its over-dependence on the commodity, and a gradual but consistent neglect of other sectors of the economy, especially tourism (Anyaehe and Areji, 2015). Owing to some factors such as constant crash of oil price in the global market, corruption, limited employ opportunity in the oil

sector, gender discrimination in the sector etc, Nigeria have perpetually failed to eradicate poverty leveraging on oil resources. Against this backdrop, it is imperative that the country diversifies to a more sustainable sector such as tourism.

This is because of the broad consensus that tourism is a sustainable means of wealth creation, which if well harnessed; its accruals can engineer national development and tremendously contribute to poverty eradication. This was upheld by the World Bank (2015) when it succinctly opined that, “tourism is a powerful tool for reducing poverty, boosting economic growth, building social progress and ensuring peace.” In the same vein, after years of extensive and empirical research, economic experts of the UN also corroborated that “Tourism can be a positive force bringing economic, social, and environmental benefits to destinations around the world: increased revenue, job opportunities that help eradicate poverty, foreign investments, a positive contribution to trade balance, rural development, promotion of local culture and products, and protection of cultural heritage and conservation of natural habits.”

Evidently, many countries have succeeded in developing their economy and combating poverty from the accruals of tourism. For instance, “statistics shows that Britain, with a population of about 62 million earns not less than £70bn annually from tourism alone, while Spain with about 47 million people makes about \$68bn from the industry and South Africa with a population of about 46 million, earns \$56bn from tourism annually” (Fortune, 2010). Furthermore, Onyeabor (2016) buttressed that tourism has enabled developing countries such as Botswana, Cape Verde, and Maldives to transition out of the less developed countries. This is just a tip of the iceberg as there are many other countries where the role of tourism in poverty eradication clearly speaks for itself. With the abundant tourist attractions and products in Nigeria, the need for the country to borrow a leaf from these countries is not only desirable but inevitable.

Categorically, Tourism can help Nigeria combat poverty because it could serve as a linchpin for achieving the following:

(+) Employment generation

Unlike oil sector that engages mostly foreign manpower and higher class members of the society, tourism is more labor intensive. It caters for unskilled, semi-skilled and skilled indigenous manpower, and creates more equitably distributed wealth. Tourism facilitates the establishment of hotels, tour companies, restaurants, souvenir shops, mass transit companies, car rental agencies and lots more. Through engagement in these ventures, people earn reasonable income and alleviate themselves from the shackles of poverty. Moreover, such opportunity can eliminate the anger and frustration that accompany joblessness which has been the root cause of social vices in Nigeria. Consider the Obudu Mountain Resort in Obudu, Cross River state of the country. Notwithstanding its middle-developed stage, it has generated huge employment, accelerated physical development and has helped to alleviate poverty in the community.

(+) Economic diversification and Revenue Generation

As Nigeria’s economy is dependent on unsustainable crude oil, tourism is a beneficial area of diversification. It is capable of increasing government revenue through domestic and foreign earnings. Interestingly too, even as tourism propels speedy economic boom, it is, however, less capital intensive and also a clean and renewable industry as compared to mining, manufacturing etc.

(+) National Integration and Peaceful co-existence

Tourism if well developed can equally play a pivotal role in achieving the much-needed peace in

Nigeria. When people travel to different areas of the country to enjoy the tourist sites and cultural festivals of other people, it helps them meet new people, know more about their cultures and values. Such experience promotes mutual understanding, respect and sense of identity. Peace facilitates trade which is prerequisite for poverty eradication and sustainable development. Overall, aside these benefits elucidated above, tourism is also a pragmatic means of preserving the country's national heritage, the environment, as well as engendering development to the local communities which equally helps to reduce rural-urban migration. In fact, tourism is capable of impacting positively on every facet Nigerian economy— economic, social, political, technological and environmental.

Conclusion

Poverty eradication can be best achieved through the sector which a nation has a comparative advantage over the other. With the abundant tourist attractions and products in Nigeria cum its multifarious potentials, the tourism sector is a veritable area of advantage to the nation which if well harnessed is capable of engineering sustainable national development and effacing the menace of poverty in the country. It is therefore paramount that the Nigerian government and all relevant stakeholders quickly galvanize efforts to provide a robust institutional, infrastructural and political support necessary for the tourism sector to thrive.

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Tourism can provide decent work for low-income people

The tourism industry is the travel for business purpose. People think it is just about visiting historical or exotic places, in fact, it involves many other factors such as finance and economics, international legislation, a lot of marketing and it also requires a human resources management and hospitality studies. Tourism has experienced an outstanding growth with lots of positive effects on the country's economy and help directly to the development of many other industries as the wildlife, transportation and hospitality. It is also observed by the countries' governments that the benefits of tourism have an impact in environmental, economical, educational and socio cultural resources of each nation.

For the communities that have the potential to become a tourist stop, they have an extensive territory of benefits to compile. The first advantage that the landing-place would have is the jobs that the tourism industry will open the way for tour guides, hotel staff, transportation services, restaurants, souvenir sellers, among others. Also there is a huge amount of basic requirements that need to be purchased when travel like food, clothes, medical services, transportation, souvenirs and so on, which is good for the economy.

Travel has the capacity of being an economic benefit like changing the income of a country or state, helping its development; this market is also capable of transforming the perception of a place, making it look more attractive not only in the tourists market but also in the global by being an affordable option for investment; it also can be a factor that causes a growth of employment which can be generated as tourist guides, hotels and the staff that it requires and other businesses as food industry; linked to the last mentioned benefit, there is the increase of local community socioeconomic standard, this can be related to the demand of needs that tourists would generate, increasing local commerce and at the same time impulsing the generation of more stores from the people in the country or state, impulsing at the same time the consumption in the local economy; travel can also help a place developing some markets that may not be considered as a powerful income or also help generating some markets derived from the tourism.

The growth that a place can acquire from the traveling industry is something that may seem as a big or risk choice of finance, but it needs time to get strengthen; it can also happen on other economic variables, depending on the way the nation or place develops itself. On the other hand of the tourism economic effect, is the possibility of a bad reaction to what it brings into the place, maybe by being an inversion that surpasses what the tourism gives to the economy of the place;

also, this market can take different problems as contamination, insecurity and others, this doesn't mean that is always going to happen, is just a probability. In resume, tourist has a good potential for economic development, but is sure does involve sacrifices for it to have a good development (Bennet, 2014).

So how can the travel and tourism industry advance the cause of the United Nations Sustainable Development Goals and meet the targets by 2030? Honestly I do not think this industry would help reach all of the goals but it might help achieve some of them such as the goal number eight: decent work and economic growth; number fourteen: life below water and number fifteen: life on land.

As I have mentioned, the travel and tourism industry has a great impact in the economy so it also has an impact on the goal number eight which promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (United Nations, N/D). In fact the tourism industry is part of the targets that this goals seeks, the target says that "by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products." So I think this target is also related with goal eleven (sustainable cities) and twelve (responsible production). The World Tourism Organization states that the tourism industry is one of the propulsive forces of global economic growth and accounts for 1 out of 11 jobs worldwide. (UNWTO, N/D) The people in the community, principally youth, women and low-income people can benefit from the work opportunities in the tourism sector.

Life below water is another goal that integrates the tourism industry in one of its targets, but I've seen the consequences of letting unconscious people near the ocean, see how they do not care if they left trash or how others pass by it without picking it up because they did not threw it. So if they want tourism development to be a part of integrated Coastal Zone Management for Small Island Developing States in order to help conserve and preserve fragile ecosystems and serve as a vehicle to promote the blue economy, since there are developing states, I assume there is more low-income people living there than the ones who have a decent work. My proposal is that tourism agencies hire low-income people to watch that tourists do not throw trash on the coast and that what is already dirty clean it. Also, mulcts are imposed on tourists who pollute and those ticket resources are used for incentives to low-income workers.

Some of the objectives of life on land is to protect the terrestrial ecosystems and halt biodiversity loss. I know that nowadays there are a few protected green areas but they're not enough. First of all I can't with the fact that people have to take measures because of our stubbornness and unconscious being. We are running out of land in the Earth and tourism has a part on this, but there is still a way where the tourism industry can help instead of damaging our Earth. People like more experiences than tangible things so they should make their forests like really really private and like the hotels where you can "sleep under the stars" and charge the tourists if they want to visit the place. Also undo the zoos, literally forbid them and instead make like sanctuaries where the animals can be free, enjoy their lives how it is supposed to be and if people what to visit them or know how they are in real life instead than in pictures, then like in China, the visitors are the ones who traveled in cages and see the animals. In that way you are protecting the animals without keeping them from its freedom, its nature and because it is a protected area, hunting is not allowed so you aid to combat the extinction of the species that are illegally hunted.

It is important to mention that although tourism has a lot of benefits to help develop growth in a country, the effects of the industry are not always positive. The tourist behavior may have disturbing consequences towards the host community like a lot of noise, congestion, alcohol problems, drug sales, prostitution or increased the felony level. It also represents a threat to the natural and cultural resources of the region, like increased the pollution and contamination to the beaches and coral reefs, or damage to their ancestry places. So just be careful and make the best to keep things positive.

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Anuradha Bernard (Score: 25.5/40)



Date of Birth: 11 September 1992

Nationality- Sri Lankan

Status: TV Presenter/Journalist at Ask Lanka® media network

Messages from the heart for profit-oriented business leaders

Travel enthusiasm is the most beneficial trend which has happened to the World in 21st Century for sustainable human race on Earth. Previously, most of people will question my statement, because the travel wasn't new thing to the human since history. But, the travel interest on regular basis became popular among youth in orient because of awareness. Without Asia and Africa, the world trends will not be truth by practical. They are the half of Earth and India and China on top else US/ Europe.

In centuries before, orient had travel and tourism basically for pilgrimage. The leisure travel is quite new to orient which is widely and rapidly shocking now. So, it's time to sustain the Globe by this lucky trend. As my point of view, the travel and tourism is the most prominent solution for most of problems. Unfortunately, our World has lots of bad things and people and the World is suffering because of their activities. Huge consumption and business expanding on giant profit basis will be the most threaten problem than War and Conflicts. If the profit oriented people ready to hear, I have ideas to continue their cause without hurt mankind and Earth. It's just because of our only planet Earth and it's not for encourage limitless profit oriented business expanding.

Eco Friendly Green Tourism will be a strong solution for most of SDG (Sustainable Development Goals of UN)s. Let's take a look at cruising ships and their tourism business. It's time to get back sailor ships as cruising ships. I don't know that anyone ever tried to make a sailor ship with solar panel topped with electronic engines which can be used if in case. Further, they could produce power by solar panels for their day today needs. It will be great idea to travel lovers to explore the sea by sailor ship as Columbus or Marco-Polo.

If we switch into City Hotels, I really can't understand why they can't try rooftop garden for their own kitchen with paid workers. Even they can produce some level of O2 to cool our planet while feed their guests by their own Organic Foods. If we take a look at countryside, the cause will be easier than City Hotels with their large space of lands. I've visited some hotels with organic own gardens for their kitchen. Nowadays, the waste management is generating money. Hotels and tourism properties can modify their system to self recycling models to save their annual budget for buying goods. I assure that the travellers will be happy to stay on nature friendly hotel other than just looks like nature friendly one.

Leisure transportation doesn't require fast in all causes. Some tanks, lakes and irrigation systems no need of diesel powered motor boats. Unfortunately, most of tourism authorities in developing countries and their tourism operators couldn't catch that truth. Otherwise, lots of water pollution will be stopped forever and lots of happy customers will reviewed on tripadvisor or anywhere.

Most of human communities couldn't make the interest of use, public transportation system to travellers and their own citizens. Most of public transportation like trains will offer reserved cars or compartments for travel agents convenient. So, it's time to get down from private chartered shuttles. The technology is really on growth and it's time to get back our old ages style for more sustainable development. I just figured out the possibilities by little for better sustainable tourism. It's time to public interest and awareness make into business.

The travel and tourism became nearly religion or life goal for most of people. So we are on a step of growing business and one step before a sustain business. If customer has been offered two options to buy an artificial orange juice and fresh orange juice, what would be happened? If customer already informed that the artificial one is cheaper than fresh but looks like so impressive, would the customer choose artificial one? No and never. So, more nature friendly, authentic tourism experience could be bid for higher price and impressive to customer and to Earth too.

That's how young fresh ideas work. Not short term profit oriented but long term wealth oriented.

As I heard, India doesn't apply the best technology on their hands in everywhere to save employment. They just use human labouring than technology. That's the method to sustain community. If it is so we may use savings on people welfare too. That's how tactical management build up beloved employees for their business. That's not only applies on Tourism industry and but also in all industries.

Few times, I could participate on Home Stay tourism projects which are on community based business formulas. That's also really good way to build a business other than run a large hotel. An Agent can make packages of travel across the region while staying on home stay units. It's building up low consumption, high efficiency of green friendly method and community participation also. And there is a possibility to make travellers and hosting parties' awareness of Green Friendly industry ethics.

Travel and tourism is the best way to understand the lifestyle of each other in different part of the World and why not we should promote this as global affair to keep a peaceful Earth. Most of conflicts accused due to misunderstand of each other. So, let's invite people to come and visit each other. I've met lots of people who live to travel and earn to travel. So, this industry is the best way to encourage people to work for better World. We are suffering from unhealthy, toxic food and beverage in this World. As usual, the most demand on foods is on Tourism Industry while it may be local or foreign tourism. So, we could encourage people to ask non-toxic, non-preservation added, non-flavoured foods even they are on local or foreign travel. So that's how our travel and tourism trend to use on human betterment.

The travellers are the customers and they can require the host business cause for Green World. Let's teach that sustainable tourism is save nature for earning instead of current cause: Destroy nature for earn. That's the youth trend of most of countries to protect their beloved nature. So, the tourism industry must be enriched by youth with fresh concepts to create their direction of business. Most old fashioned think management cannot lead the business to nature friendly way. They even believe neither nature friendly tourism nor sustainability by it.

So we could use their expertise on customer service qualities, human resource management and financial affairs oriented method while we are replacing youth to business development and research oriented matters. As a young tourism journalist, I could assure about the youth involvement on SDGs by recent experiences like Mark Zuckingburg. If someone, wonder about my last statement; I just invite to surf facebook for travel and tourism related contents. New concepts will run the World and will not the rules and regulations. The youth will be driving the World Tourism Trends to its core industry of Globe under sustainable methods if our seniors let and guide them. Let bloom up concepts on your ponds.

Zandivuta Kankhuni (Score 24.5/40)



Date of Birth: 25 March 1989

Nationality: Malawian

Status: PhD student in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University.

Both Governments and corporations must be held accountable

Malawi is one of the poorest countries in the world. The World Bank reports that about 50 percent of the population lives in poverty. Weak institutions, corruption, environmental degradation and limited opportunities in non-farm economic activities all perpetuate poverty in the country. Nonetheless, the country is endowed with a wide tourism resource base. In cognizance of this, the government of Malawi has identified tourism as one of the priority areas that can contribute to economic diversification and growth.

Such prioritization was outlined in the Malawi Growth and Development Strategy II (2011-2016) which was crafted to guide the country's pursuit of economic prosperity while accelerating the attainment of the Millennium Development Goals. Currently, the Malawi Growth and Development Strategy (MGDS) II has been succeeded by the Malawi Growth and Development Strategy (MGDS) III (2017-2022). Like the MGDS II, the MGDS III takes into account the country's international commitments, more important in this case, the Sustainable Development Goals (SDGs). Interestingly for this paper, tourism is listed as one of the priority areas for investment in the MGDS III together with energy and industry.

The Sustainable Development Goals are aimed at addressing poverty and inequality, controlling over-exploitation of resources and correcting historical injustices. These broad objectives are to be achieved through interrelationships of factors that I shall call the "5 Ps": people, planet, prosperity, peace and partnerships. I believe the private sector, the government and local citizens in Malawi can together contribute to the achievement of the SDSs by the year 2030 through their involvement in the tourism industry.

Reliable and reasonably-priced electricity is one of the major stumbling blocks towards industrialization in Malawi. Businesses in the tourism sector have lamented that unreliable electricity supply contributes to poor service delivery and higher production costs in their establishments. The electricity generating and supplying entities have hinted that deforestation has led to erratic rainfall patterns and siltation in rivers which have resulted in lower hydro-electric power generation. Unreliable electricity has forced tourism businesses to turn to diesel powered generators and fuel wood for their energy needs, further exacerbating the environmental degradation problem. Madidi Lodge, an upscale establishment in the capital city Lilongwe for example, is working to help reverse the trend. The lodge is fully solar-powered, uses sustainable charcoal and buys its produce from local farmers. With proper investments in wind and solar energy, tourism businesses can help enhance industrialization while also protecting the environment.

The Malawi economy relies on agriculture. Agriculture contributes to about one-third of the country's gross domestic product and 90 percent of its export base. It has also been reported that over 11 million (65%) of the country's population live in rural areas and are involved in agriculture. A wide variety of cash crops, fruits and vegetables are grown in the country. Unfortunately, about half of the vegetable and fruit harvest is wasted due to lack of access to markets and food processing technologies. Interestingly, main supermarkets in the country stock processed foods that are mostly imported. Most hotels and restaurants buy their food supplies from these supermarkets. The ones that buy direct from farmers usually buy from well-connected and informed farmers who can negotiate for better prices.

Since small subsistence farmers usually do not belong to cooperatives, they sell their produce at lower prices when they have a chance to sell their products to the hotels. The current paper suggests that in the spirit of sustainability and community development the Government of Malawi can start an initiative of awarding badges of excellence to hospitality establishments that buy their supplies from small farmers. The establishments can then use these badges for marketing and promotion purposes the way they do with sustainable hotelier certifications. For public relations purposes and considering that many hotel customers are now concerned with corporate social responsibility and fair-trade practices, hospitality firms might adhere to such an initiative, thereby economically helping rural communities.

In the national tourism policy, the Government of Malawi has identified the citizens of the country as a tourism asset due to their friendliness and rich culture associated with various dance forms, ceremonies, carvings and artefacts. However, rural communities have perennially complained that benefits from the tourism industry do not directly trickle down to them, thus casting doubt on whether tourism can really improve their livelihoods.

Tourism has generally been seen as a sector that mainly benefits big businesses such as hotels, tour operators and fine-dining restaurants which are mostly foreign-owned. To reverse the trend, communities can be trained and encouraged to establish cultural tourism villages and lodges where tourists can visit to experience local foods, ways of living, etc., in exchange of some monetary reward to the communities. This would not only improve the livelihoods of the communities but also promote understanding and peaceful co-existence among different cultures, which is one of the objectives of the SDGs. With proper coordination by the Government and help from non-governmental organisations, rural communities can establish such villages.

There is also the issue of public accountability of governments and the private sector in the management and utilization of tourism resources. Recently, some governments in Southern Africa have adopted public-private partnerships as a model with which to manage tourism resources. In countries like Malawi, Zambia and South Africa important tourism assets such as national parks have been leased to private operators as a way to ensure efficiency and, most importantly, conservation of game and wildlife.

However, citizens and non-governmental organisations have raised concerns with how some of the concessions are given to private operators. For instance, a cabinet minister in Malawi was 10 years ago accused of receiving a bribe from a private company for her ministry to award the company a national park management concession. The case remains unresolved to this day. Recently concerns have also been raised on how concessionaires close the national parks to local communities, thereby blocking their access to natural resources such as fuel wood and grazing land that they have depended on for many years. In light of the foregoing, it is required of Governments and private enterprises to be transparent to citizens as regards the agreements set out in concessions so that the people, on whose behalf the Governments act, can appreciate the duties and obligations of all the parties involved before such concessions are agreed upon.

Conclusion

Tourism is a viable sector that can contribute to the diversification and growth of the Malawi economy. As the Government of Malawi takes steps to invest and create an environment that will enable the private sector to invest in the sector, it can simultaneously work towards fulfilling its Sustainable Development Goals commitments. There are several ways in which the Government and private firms can help in the realization of SDGs through travel and tourism. These include investing in and adopting alternative energy sources such as solar and wind power, encouraging tourism businesses such as hotels to buy their supplies from local communities, promoting the establishment of cultural villages and ensuring public accountability in the utilization of tourism resources.

Mrs Sumbul Fatima (Score: 23.5/40)



Date of Birth: 2 October 1989

Nationality: Indian

Current Profession: Research Scholar, Dept of
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Muslim University, Aligarh

Travel and Tourism contributes to the Overall Well Being of Humanity

In today's era of globalization and liberalization, the entire world has become a small village due to the advanced digitalization (with respect to connecting one country from another and one continent from another). Likewise, travel and tourism would also embark an opportunity to sustain resilience among the people of different regions and communities globally. This could be proven as one of the tools to achieve United Nation Sustainable Development Goals (UN SDGs) as well. This may strike some questions like, how this fact is practically possible in real life? And how this motion will justify, bringing resilience in the overall well-being of people?

The evidence back from history of human settlements and civilizations clearly points out that the travelling aptitude of humans' reversion of trans-humance lifestyle of people into proper human settlements started taking place, which gradually gave birth to various human civilizations in different parts of the world. Travel in terms of trade through the ideology of mercantilism led to the development of the people on the broad level. In fact, with the bird's eye view, the crux of travel among people became the reason for the development and advancement among human genre. Mercantilist became the only source to narrow down the gap among people's various regions, religions, cultures, customs, and languages, resulting different kinds of inventions at different places. Indeed, this enhanced the importance of precious metals, goods, and services among different communities for the betterment of overall living standard of people.

This travelling acumen in humans became the reasons for various discoveries and inventions. Numbers of explorers discovered the continents and land areas like Vasco Da Gama and Christopher Columbus. This factor made humans to invent currencies. Different types of socio-cultural exchange took place due to the movement acumen in humans. Innumerable invaders conquered different parts of the world, which became the factor of diverse intra-regional socio-cultural exchange. Apart from this, if we look back into the history of spreading different religions, this has been marked that the ritual of travelling made preacher to spread the teaching of their religions, which is still continued now. It is well said by St. Augustine that "The world is a book and those who do not travel read only one page".

In a one way or other from far sighted approach it can be said that Travel and tourism is not new aged concept but it had been existing since ages. Nonetheless, this aspect contributing lot in the development and growth of the economy all over the world. This would be used as a boon for the entire humanity as well. Focusing on the emotional instinct of human psychology, travel and tourism might be boosted to bring overall well being of people.

Giving importance to this sector will develop the emotional and psychological connections at micro and macro level. This will inculcate the emotional interpersonal relationships between the people of different parts of world which will drive the unique stimulations of oneness amongst different individual and groups. It will help to integrate the different economy as a universal economy, considering entire world as one nation. Subconsciously, the fight for power between different countries or regions will smash if entire humanity starts working as one nation. And this is only possible when people will have the feeling in their hearts that they all are same. And this is very true that warmth of closeness creates the respect and love for each other. Therefore, it is mentioned by Wayne Chirisa that “travelling unveils new dimensions of this world which is not known to the naked eye”.

And this phenomenon will not only work for human species but also for other creatures and whole nature of universe, instead. When people will get the chance to feel the importance of nature, they will definitely stop destroying nature’s wealth for the name sake of advancement and greed of development. This will lead to meet the requirements of UN Sustainable development goals at the faster pace.

When the terrestrial wars get ceased it will automatically controls the climate changes at vast level. It is because humans are the only reason to create destructions in nature which attacks the health and wealth of the people. To achieve more wealth and power, establishment of more and more industries, creation of nuclear weapons, deforestation and poisonings of water bodies are taking places. And this could be prevented only by creating emotional bonds among people of different countries.

In this way this will strike the last seven goals of UN SDGs i.e. Sustainable Goal 9 (Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovations), Goal 10 (reduce inequality within and among countries) Goal 11 (Make cities and human settlements inclusive, safe resilient and sustainable), Goal 13 (Take urgent action to combat climate change and its impacts), Goal 14, (Conserve and sustainably use the oceans, seas and marine resources for sustainable development) Goal 15 (Protect, restore and promote sustainable use of terrestrial ecosystems, sustainable manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss), Goal 16 (Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels), Goal 17 (Strengthen the means of implementation and revitalize the global partnership for sustainable development).

Hence, the entire elucidation of socio-cultural aspect of diversion of trade and tourism from monetarily perspective to its qualitative cum emotional aspect will undertake the new angle for the development of this sector as one of the important area to be considered in the overall welfare of humans and entire universe. Nevertheless, this not only increases the figures in the economic development of a country, rather it will enhance the knowledge and develop efficacy of peace and harmony on the blue planet. Researchers and scientists must develop some tools and techniques, focusing on the psychological crux of humans, to deviate people to explore this sector as the innovative substance in this modern and advanced world.

Policy makers should raise their eyebrows to intend government to pay attention in this sector which is definitely calling the shots. Thus tourism is a way to propagate worldwide inter-mingles approach of tradition and culture so that every human of this world can understand the importance of integration, diversity and unite thinking for achieving the UN Sustainable development goals. As Samuel Johnson highlighted that “the use of traveling is to regulate imagination by reality, and instead of thinking how things may be, to see them as they are”. Hence, exploration is became the need of hour for development of entire humanity.

Munosamishaise Hove (Score: 22/40)



Date of Birth: 19 December 1997

Nationality: Zimbabwean

Status: Student at the Association of Chartered Certified Accountants

Force-feeding of opinions worsens global conflicts

Sustainable development defined is, development that meets the needs of the present without compromising the ability of future generations to meet their own needs (without depletion of natural resources.) Unfortunately, tourism and travel are some of the biggest wasters of natural resources, but when regulated correctly, they can be used to achieve the sustainable development goals set and meet the targets by 2030.

I once read an article about a woman who once visited Tel Aviv, Israel on one of her trips and as soon as she landed there, there were multiple bomb threats and many reported stabbings all over Israel. The article did not go much into the politics of the issue but she immediately saw that some of these issues were even more complex than could ever be understood through a news channel. You just had to travel and see for yourself.

To begin with, I do not in any way believe that we can achieve the goals of reduced inequalities and peace and justice if we do not understand each other and are not able to view things from each other's point of views. A lot of conflicts that occur around the world occur not because humans are wired for conflict but simply because we prefer to force feed our opinions to other people and other cultures with different ways of life, without actually trying to understand theirs as well and where they are coming from. We still have that mentality that says if they are not doing it the way we are, then they must be wrong. However, travel gives us different perspectives and allows us to see the world through other people's lenses. Tourism allows you to immerse yourself in different cultures to the point that if you stay long enough you can be one with the people.

I was born in Zimbabwe but have lived in Botswana for a while and when I came to Botswana, I came with a predetermined opinion of "Botswana" borne from ignorance which made me not want to relate with them but the longer I stayed in Botswana, the more I understood the people of Botswana and began to see that our neighbors are actually beautiful people with a different way of life but a great one all the same. This is something I would have never realized if I had just stayed in my country and never travelled to a different place. Travel and tourism allows us to fight against xenophobia and racism as it allows us to meet with different people, cultures and ways of life and thereby enrich our own trains of thought.

If travel and tourism are used to their maximum potential, divisions caused by different skin color, religions and coming from different places on the earth can easily become a thing of the past. Tourism can encourage people to know that as long as you show the virtue of kindness and love, like every other human being, there is no need to hate you simply because you come from a different

side of the equator, hemisphere or from slightly different coordinates on the map.

Furthermore, Travel and Tourism are huge sources of income and foreign currency for many countries and as there are goals to eliminate poverty, travel and tourism will be key. The eradication of poverty will also result in better health because the biggest problem that we have seen is not necessarily the absence of healthcare but that many common people just cannot afford it. Tourism injects a lot capital into an economy and this can lead to job creation and therefore increase the standard of life for many people.

Travel can be used to achieve sustainable development goals by using it as an educational tool and as a hard-hitting informant on what is actually happening around the world. It is amazing just how many people do not do anything about the problem of poverty in the world, not because they do not care or do not want to, but simply because they do not know just how big a problem poverty is. They simply know that there are some poor people out there, but they do not know that there are five-year-old children going days without food and that to them, finding clean water is more precious than finding a fist-sized diamond.

We may also give credit to those that are aware of such situations through watching news on the television or reading a newspaper article, but the gravity of what is happening can never truly be felt unless you actually see these things with your own eyes. This is not helped by the fact that much of the news that we do watch and the newspaper articles that we do read always seem to leave out the more gruesome details in favor of maintaining their ratings and maintaining the number of copies of their newspapers sold.

The information we receive indirectly just seems too diluted and people have to be encouraged to travel and just see for themselves so they know the urgency of this. Despite the fact that I had read and heard much on the problems of health and poverty in Africa, I was not really moved until a number of years back I visited an orphanage and heard some of the stories that children there had to tell about how some of them lived before. One of these stories involved an eleven-year-old having to become the breadwinner of the family after their parents passed away.

My father even told me similar stories of having grown up in extreme poverty and having been denied basic education simply because, one, he could not afford it and two; he had to take care of the family by herding goats and cows for other people. He had grown up in a single parent lead family because his father had died when he was young and his mother could not even support them as she was uneducated as girls in the old Zimbabwe were not allowed to go to school. It did not get better when he was finally allowed to go to school because he had to walk almost ten kilometers barefoot to the nearest school, which was in itself impoverished and did not even have textbooks for them to learn with. Travel can inform people of cases like my father and that way we can unite more and more people towards contributing towards the problem.

As more and more corporations begin to see tourism and travel as a viable source of income, they will also begin to invest in the development of better infrastructures and buildings in various places, thereby also making neighborhoods safer and reducing crime.

There is a saying that goes, if everyone in the world uses their candle to light up their neighbor's candle, even though we did not do much, the whole world will be illuminated and I believe that travel and tourism, seeing the world through our own eyes, will go a long way to illuminating the whole world.

Santiago Carranza (Score: 22/40)



Date of birth: June 25, 1997

Nationality: Mexican

Status: Student at the University of Monterrey

There is corruption in tourism, too

Surely, most of the people state that Mexico is a corrupt country, and its government doesn't help so much to develop the country because there's no transparency in the country's administration and they keep a great part of the taxes the people pay. They are right, Mexico occupies the 123th place in the most corrupt countries in the world, and this year it dropped 5 points (Mizrahi, 2017). But they shouldn't focus on the negative things their country has, since Mexico has a lot of ways to advance and one of them is tourism.

Tourism is very important for all countries, because there is a global flow of money, which helps the economy of that country. People can visit other countries for a diversity of reasons, like knowing new different places, tasting different kinds of gastronomy, seeing different traditions and cultures or just getting to know different people. For example, Mexico is known for having thousands of visitors from other countries each year, and they come for various reasons. Research done in 2015 showed that Mexico is located on the top 10 most visited countries all around the world (INEGI, 2015).

It has many beautiful places, where the best known is Cancún, Quintana Roo. It has an amazing beach where you can rest and enjoy of spectacular views in and out of the sea because it has big and colorful coral reefs. Citizens of Cancún say that half of the prettiness of the city is at the sea. It has night clubs where the people can go and have fun and meet people. Also, Cancún is very close to the Chichen Itzá and Tulum pyramids so people can know a bit of the Mexican history. There are some islands nearby, like Isla Mujeres and Cozumel for example. Last year they were close to 16 million tourists, leaving a profit of 8 thousand billion dollars (Ortiz, 2017). That's a very significant amount of tourists. Cancún already has 17 million citizens, and more people come on their vacations and holidays here. They have a great opportunity area, since every year the number of tourists increases. We have to find the way to do long or short-term projects every year so more people can come visit Cancún.

However, in tourism there is corruption too, in the most important tourist places in Mexico where millions of pesos enter every year do not make changes for the state or the city. The hotel zones and the government stay most of the money. They have hotel projects, one of them is in two years there will be 18000 more rooms, a total of 98,964 rooms because each year is increasing the visits of the tourists to Quintana Roo. They have in mind more projects for their own benefits and thus generate more money, but do not make the Society of Quintana Roo, as there are many Mayan Indians struggling to survive every day, as the indigenous Tarahumara who live in the mountains of Chihuahua, where extreme poverty is living to the fullest.

Tourism can help meet some goals of the UN's sustainable goals, it is one of the main businesses where you can earn income. For tourism to be one of the main income to our country, we must have some important points. Educating our country is the best way to obtain a growth of tourism, so you know what the places, gastronomy, history, among other things that the other countries do not have to be able to sell to the foreigners unforgettable experiences or adventures. For that we need to educate ourselves in the best possible way to be able to give visitors important information of what they have visited and treating them in the best possible way. Reading is one of the ways you can learn easily and amusingly, however, in Mexico there are 6 million children between 3 and 17 years do not go to school.

Another important point is the infrastructure that has to have the country for tourists, as they like to be comfortable and be as safe as possible. The more modern the infrastructure is better for the country. By taking these steps to be a more sustainable country, we will be able to fight with the greatest goal of poverty. Because the United Nations Development Programme (UNDP), carried out its report on the human development of indigenous peoples in Mexico in 2010, where they commented that there were Tarahumara's towns in the mountains of Chihuahua, a lower human development index least developed country in the world Niger, Africa. An index of 0.310 against 0.330. the Tarahumara are in the worst living conditions of all the countries of the world. (Becerra, 2012).

Tarahumara's towns are located near the Chepe train and that makes the tourists who go up to the train to visit and know the way of living of these cultures. This place has mountains, a lot of vegetation and some amazing landscapes. I am talking of Barrancas del Cobre, Chihuahua and its surroundings Creel, San Rafael which are villages in the middle of Sierra Madre Occidental. On the tour, you can see Tarahumara people (an indian culture in Mexico) selling things that they themselves have done in order to survive and have a profit. This summer I went with my family and another family to make the tour of the Chepe train, and get to know the route that it follows. We were in the mountain for 8 days, visiting the villages and seeing tarahumara traditions.

We visited beautiful places like el Valle de las Ranas and el Valle de los Hongos, which are valleys that have huge rocks in the shape of a frog and a mushroom. We also visited some lakes and waterfalls. We all liked it so much. There were many places where you could just see the amazing landscapes. In each stop we did, there were a lot of kids selling things they did so they could have money to eat. I liked a lot of things, but my favorite was the Mexican hoodie done by hand, they are so warm and traditional.

What seems weird to me is that that place is not promoted as much as the beaches, and we know that the beach is quite different from the mountain and people are more attracted to the mess and fun there is on a beach instead of the mountain, the magic villages and the beautiful landscapes. Yet, there are people that like to do those things better instead of going to the beach. For example, Chihuahua's canyons are bigger than Arizona's, and they have more vegetation, but the government decides to promote beaches more and the kind of forget about other touristic places. Yet, in 2015 Chihuahua reached nearly 11 million pesos just from tourists (Urdiales, 2016). It is a major amount of money, and they want to do new projects to have more tourists, for example putting an airport in Barrancas del Cobre so people can go there easily on their vacations.

The ones in charge of tourism in Chihuahua have to think in the Tarahumara culture because many tourists go to see the culture and life of these people, and they are in an extreme poverty situation. Families of between 10 and 12 people live in caves.

There is a lot of opportunity to support the goals of the united organizations through tourism. Tourism is one of Mexico's main income, such as oil, some crops such as avocado, tomato, among others. We must take advantage of it in the best way because we know that we are a country rich in resources and ecosystems, where we can attract the greatest amount of tourism to our country; You just have to have very clear objectives, that is to say, where we want to arrive as a country and very well presented strategies.

The best example is Dubai, the UAE where they observed that oil was running out and one day it could end. For that reason they changed the strategy to generate income in the country, building modern infrastructure to attract people from all over the world to know Dubai. It is now one of the most important cities in tourism, however, they do not have the ecosystems and resources that Mexico has since in Dubai it is pure desert. For that reason Mexico can grow a higher percentage of what it currently has in tourism, only need to reduce corruption to be able to grow all together as a country.

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SECTION 2

**Other developments of
importance to travel & tourism**



SDG 1: Development indicators for the 47 least developed countries are trending downward





SDG 1: Development indicators for the 47 least developed countries are trending downward

Geneva, 05 Feb 2018, UNCTAD media release -- Economic development in the world's most-disadvantaged countries – mostly in sub-Saharan Africa – is stalling against the background of a lukewarm global recovery, risking widening inequality, new analysis from UNCTAD has revealed.

Data suggests that the 47 least developed countries (LDCs), a long-established category of nations requiring special attention from the international community, will fall short of goals set out in the 2030 Agenda for Sustainable Development unless urgent action is taken.

“The international community should strengthen its support to LDCs in line with the commitment to leave no one behind,” Paul Akiwumi, Director of UNCTAD’s Division for Africa, Least Developed Countries and Special Programmes, said.

“With the global economic recovery remaining tepid, development partners face constraints in extending support to LDCs to help them meet the Sustainable Development Goals.”

GDP growth rates will likely continue to fall short not only of their 2002–2008 average, but also of their 2010–2014 levels, Mr. Akiwumi said.



Related link: [Selected Sustainable Development Trends in the Least Developed Countries 2018](#)

The analysis highlights that LDC growth averaged just 5% in 2017 and will reach 5.4% in 2018 – below the target of 7% growth envisaged by target 1 of [Sustainable Development Goal 8](#) on promoting sustained, inclusive and sustainable economic growth.

Relying on commodities

In 2017, only five countries (of the 45 LDCs for which data is available) achieved economic growth at 7% or higher: Bangladesh (+7.1%), Djibouti (+7%), Ethiopia (+8.5%), Myanmar (+7.2%), and Nepal (+7.5%).

The analysis contends that too many LDCs remain dependent on primary commodity exports.

While international prices for most primary commodity categories have trended upwards since late 2016, this modest recovery barely made a dent to the significant drop experienced since 2011, particularly in the cases of crude petroleum and minerals, ores and metals.

In 2017, LDCs as a group were projected to register a current account deficit of \$50 billion, the second-highest deficit posted so far, at least in nominal terms.

This stands in contrast to figures for other developing countries (not LDCs), all developing countries taken together and developed countries, all of which, as groups, registered current account surpluses.

Projections for 2018 suggest that the current account deficits of the LDCs are expected to grow further, making worse possible balance-of-payments weaknesses.

Only a handful of LDCs, according to estimates by the International Monetary Fund, recorded current account surpluses in 2017, including two recipients of relatively large amounts of aid – Afghanistan and South Sudan – as well as Eritrea and Guinea Bissau.

All other LDCs recorded current account deficits of varying sizes, ranging from less than one percentage point of GDP – Bangladesh and Nepal – to more than 25% in the cases of Bhutan, Guinea, Liberia, Mozambique, and Tuvalu.

Aid levels

Special foreign aid commitments for LDCs amounted to \$43.2 billion, representing only an estimated 27% of net aid to all developing countries.

This suggests a 0.5% increase in aid in real terms year-on-year.

This trend supports fears of a levelling-off of aid to LDCs in the wake of the global recession.

“This analysis signals a clarion call for action,” said Mr. Akiwumi. “The international community needs to pay increased attention to their commitments toward LDCs.”

The analysis was presented to UNCTAD member States at a meeting of its governing body in Geneva, Switzerland, on 5 February.

LDC trends

Among other trends highlighted in the analysis are:

- LDCs will not achieve the Sustainable Development Goals unless they speed up wholesale restructuring of their economies.
- The pace of LDCs structural transformation remains sluggish, with many of them falling short of the inclusive and sustainable industrialization envisaged in target 2 of Sustainable Development Goal 9 on building resilient infrastructure, promoting inclusive and sustainable industrialization and fostering innovation.
- Between 2006 and 2016 real manufacturing value added increased in nearly all LDCs although in most countries this was accompanied by a relative decline in the manufacturing share of total value added, pointing to a widespread risk of premature de-industrialization among LDCs.
- In 2016 LDCs accounted for barely 0.92% of global exports; roughly the same level as in 2007.
- LDCs’ combined trade deficit has been widening significantly in the wake of the financial crisis, rising from \$45 billion in 2009 to \$98 billion in 2016, pointing to the association between the weak development of domestic productive capacities and structural deficits in the trade balance.

- Aid to LDCs remains far below the target of 0.15–0.20 per cent of donor countries gross national income agreed in 1981.
- In 2016, only a handful of donor countries appear to have met the commitments under target 2 of Sustainable Development Goal 17.
- Denmark, Luxembourg, Norway, Sweden, and the United Kingdom provided more than 0.20 per cent of their own gross national income to LDCs, while the Netherlands met the 0.15 per cent threshold.
- Aid tends to be skewed towards a relatively small pool of LDCs, with the top-ten recipients – which often include countries affected by humanitarian emergencies and conflict – accounting for roughly half of total disbursements to the group.
- Recent data suggests that levels of external indebtedness have been surging across LDCs, both in terms of stocks (relative to gross national income), and – even more so – in terms of burden of debt services.
- Resources sent by individuals to LDCs as a group (remittances) totalled \$36.9 billion in 2017, down by 2.6% compared to the peak of \$37.9 billion in 2016.
- In absolute terms, the largest recipients of remittances among LDCs included Bangladesh (\$13.6 billion in 2016), Nepal (\$6.6 billion), Yemen (\$3.4 billion), Haiti (\$2.4 billion), Senegal (\$2 billion) and Uganda (\$1 billion).
- In 2016, remittances accounted for as much as 31% of GDP in Nepal, 29% in Haiti, 26% in Liberia, 22% in the Gambia, 21% in the Comoros, 15% in Lesotho, and they exceeded 10% of GDP in Senegal, Yemen, and Tuvalu.

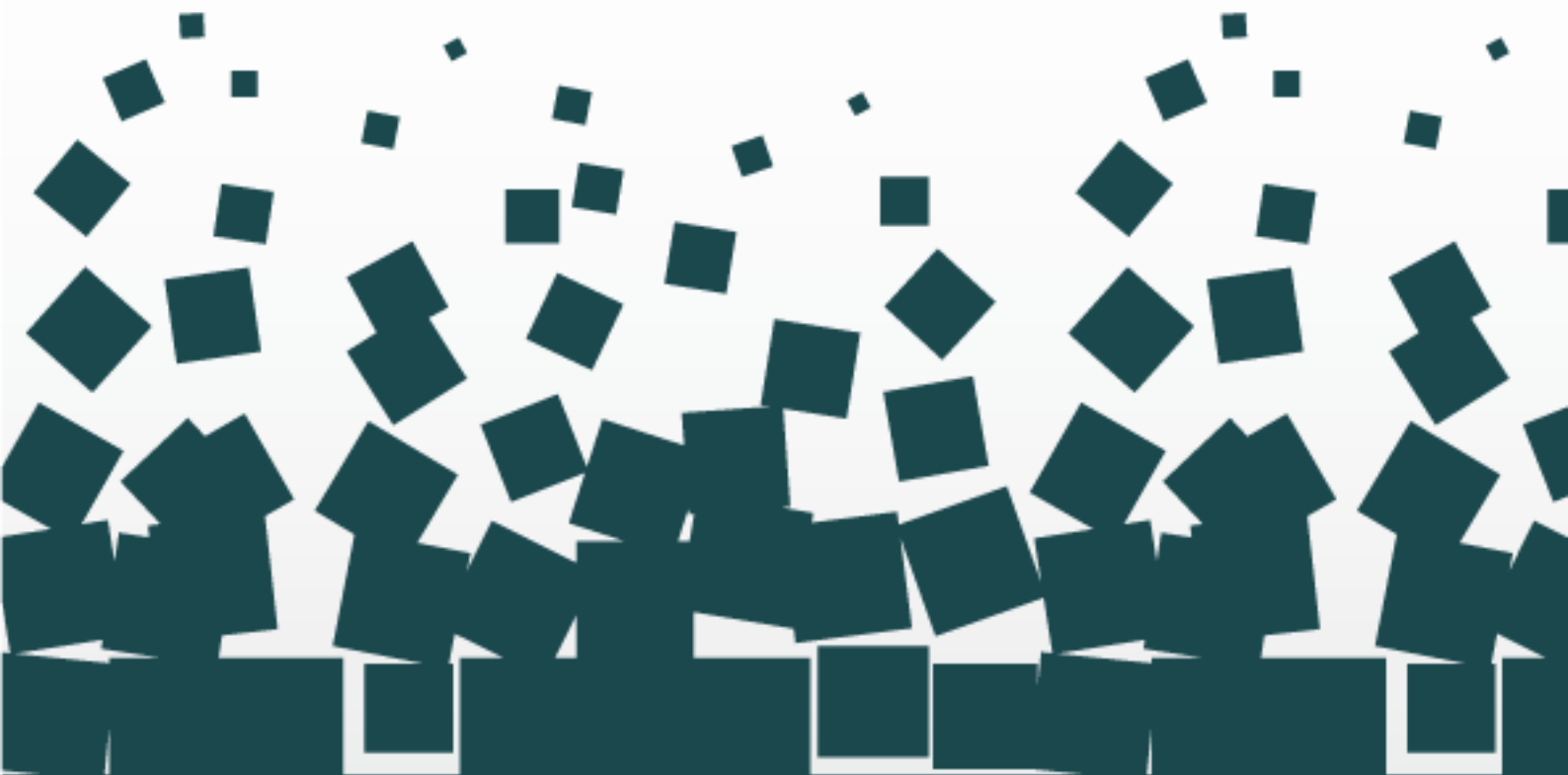
Importance to travel & tourism

This UNCTAD report is actually a perfect template for the travel and tourism sector to use for setting its own goals and monitoring progress. There is no need to spend more money hiring fancy consultants to reinvent the wheel. The report is easily adaptable. UNCTAD also has a unit that monitors travel and tourism, focusing specifically on issues related to globalisation, SMEs and economic leakage. Their experts would certainly be very willing to extend their cooperation to their counterparts in travel and tourism.

3 GOOD HEALTH
AND WELL-BEING



**SDG 3: Non-communicable
diseases cause of seven in 10
deaths globally**





A blood glucose test is used to check for gestational diabetes, which may appear for the first time during pregnancy. WHO/PAHO/Sebastián Oliel



SDG 3: Non-communicable diseases cause of seven in 10 deaths globally

United Nations, (UN News Centre) 16 February 2018 - Bold, innovative solutions are now on the table to accelerate the prevention and control of deadly noncommunicable diseases (NCDs) – such as heart and lung disease, cancers and diabetes – as a new United Nations health agency high-level commission gets set to begin its work.

“NCDs are the world’s [leading avoidable killers](#), but the world is not doing enough to prevent and control them,” said Tabaré Vázquez, President of Uruguay and co-chair of the World Health Organization’s ([WHO](#)) Independent Global High-level Commission on NCDs.

“We have to ask ourselves if we want to condemn future generations from dying too young, and living lives of ill health and lost opportunity. The answer clearly is ‘no.’ But there is so much we can do to safeguard and care for people, from protecting everyone from tobacco, harmful use of alcohol, and unhealthy foods and sugary drinks, to giving people the health services they need to stop NCDs in their tracks,” he added.

The NCD Commission is also co-chaired by President Maithripala Sirisena of Sri Lanka; President Sauli Niinistö of Finland; Veronika Skvortsova, Minister of Healthcare of the Russian Federation; and Sania Nishtar, former Federal Minister of Pakistan.

Each year, seven in 10 deaths globally are from NCDs, mostly from tobacco and alcohol use, unhealthy diets and physical inactivity.

More than 15 million people between 30 and 70 years old die annually from NCDs. Low- and lower-middle income countries are increasingly affected – with half of premature deaths from NCDs occurring in those countries.

“For the first time in history, more people are dying of noncommunicable diseases, such as heart disease and diabetes, than infectious diseases. This loss of human life spares no one – rich or poor, young or old – and it imposes heavy economic costs on nations,” said Michael R. Bloomberg, WHO Global Ambassador for Noncommunicable

Diseases and Commission member.

Many lives can be saved from NCDs through early diagnosis and improved access to quality and affordable treatment, as well as a whole-of-government approach to reduce the main risk factors.

“The more public support we can build for government policies that are proven to save lives – as this Commission will work to do – the more progress we’ll be able to make around the world,” Mr. Bloomberg added.

The Commission was established by WHO Director-General Tedros Adhanom Ghebreyesus and runs until October 2019. It will contribute actionable recommendations to the Third UN General Assembly High-level Meeting on NCDs scheduled for later this year.

“Everybody deserves the right to a healthy life,” Mr. Tedros stressed. “We can beat the drivers of the NCD epidemic, which are among the world’s main obstacles to health.”

Dr. Nishtar argued that while there have been improvements in some countries and regions, the overall rate of progress has been unacceptably slow, “resulting in too many people suffering and dying needlessly from NCDs, and leaving families, communities and governments to bear the human and economic costs.”

“This year, governments will be held to account on progress they have made in protecting their citizens from NCDs,” she underscored.

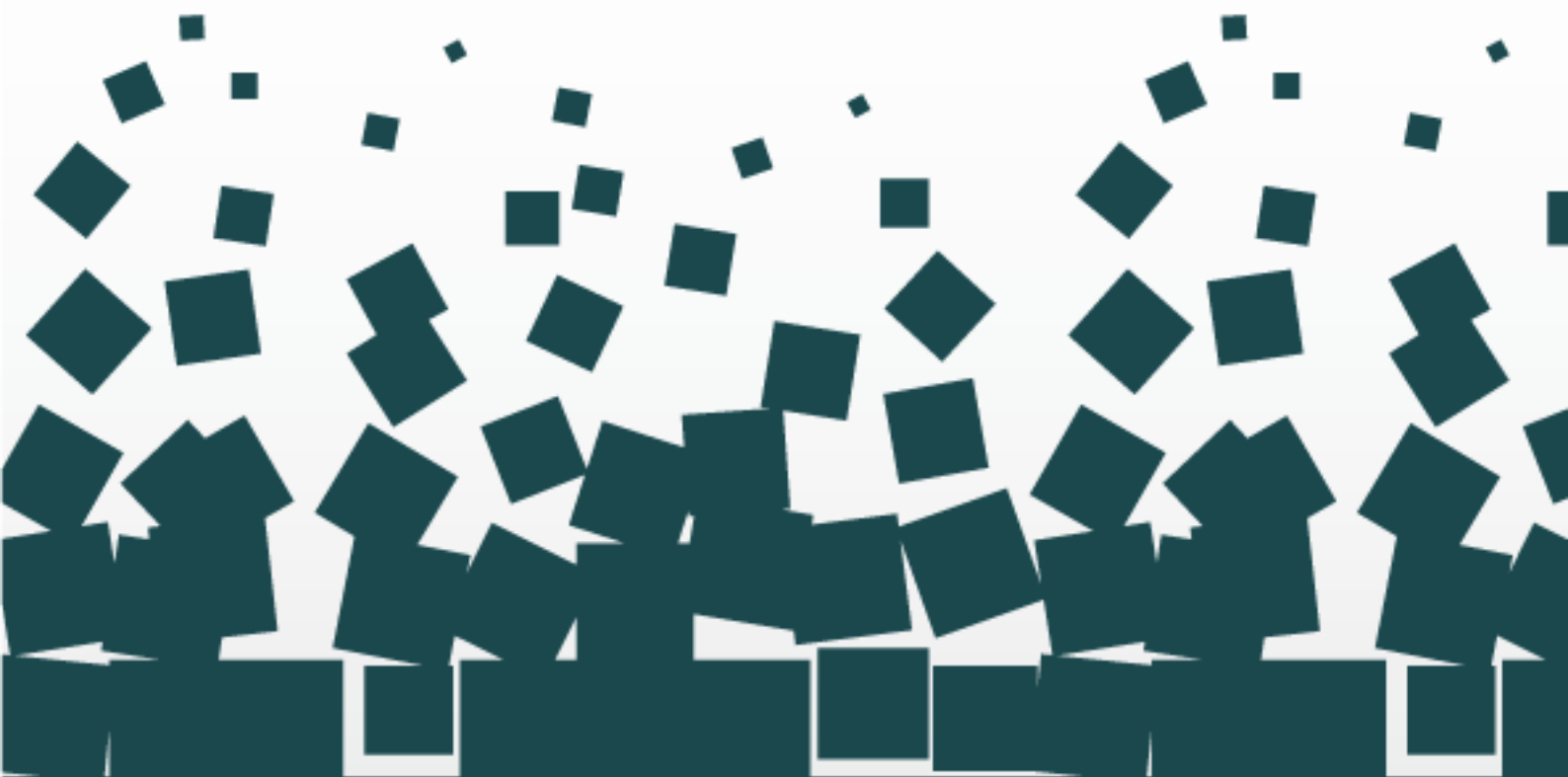
Importance to travel & tourism

Health problems are killing more people today than conflicts, terrorism, global warming and natural disasters. Many of these problems are actually caused by stress which in turn can be directly related back to the pressures of dealing with constant change. It’s all interrelated. Travel and tourism benefits because a holiday break helps people cut stress. But it is only a temporary fix. At some stage it would be very useful to study the health problems suffered by those who work in travel and tourism itself.

3 GOOD HEALTH
AND WELL-BEING



SDG 3: High levels of antibiotic resistance to world's most common infections





Lab assistant growing culture viruses and bacteria in the “Infectious Room” of the Cancer Institute of Columbia. PAHO/WHO



SDG 3: High levels of antibiotic resistance to world's most common infections

United Nations, (UN News Centre) 29 January 2018 - Antimicrobials have been a driver of unprecedented medical and societal advances, but their overuse has resulted in antibiotic resistant bacteria, with the World Health Organization (WHO) reporting new surveillance data on Monday which reveals widespread resistance to some of the world's most common infections, including *E. coli* and pneumonia.

“The report confirms the serious situation of antibiotic resistance worldwide,” Dr. Marc Sprenger, director of WHO's Antimicrobial Resistance Secretariat, said at the launch of the agency's new Global Antimicrobial Surveillance System (GLASS)

The most commonly reported resistant bacteria were *Escherichia coli*, *Klebsiella pneumoniae*, *Staphylococcus aureus* and *Streptococcus pneumoniae*, followed by *Salmonella* spp.

Although the system does not include data on the resistance of *Mycobacterium tuberculosis*, which causes tuberculosis, WHO has been tracking and providing annual updates on it since 1994, in the Global tuberculosis report.

Among patients with suspected bloodstream infection, the proportion that had bacteria resistant to at least one of the most commonly used antibiotics ranged widely – from zero to 82 per cent – between different countries.

Resistance to penicillin, which has been used for decades to treat pneumonia, ranged from zero to 51 per cent among reporting countries. And between 8 to 65 per cent of *E. coli* associated with urinary tract infections presented resistance to the antibiotic commonly used to treat it, ciprofloxacin.

“Some of the world’s most common – and potentially most dangerous – infections are proving drug-resistant,” Dr. Sprenger observed.

“And most worrying of all, pathogens don’t respect national borders,” he added.

To date, 25 high-income, 20 middle-income and 7 low-income countries are enrolled in WHO’s Global Antimicrobial Surveillance System. For the first report, 40 countries provided information on national surveillance systems with 22 also providing data on antibiotic resistance levels.

“WHO is encouraging all countries to set up good surveillance systems for detecting drug resistance that can provide data to this global system,” Dr. Sprenger asserted.

The quality and completeness of data in this first GLASS report vary widely. Some countries face major challenges in building their national surveillance systems, including a lack of personnel, funds and infrastructure.

“The report is a vital first step towards improving our understanding of the extent of antimicrobial resistance. Surveillance is in its infancy, but it is vital to develop it if we are to anticipate and tackle one of the biggest threats to global public health,” explained Dr. Carmem Pessoa-Silva, WHO surveillance system coordinator.

WHO is supporting countries in setting up national antimicrobial resistance surveillance systems to produce reliable, meaningful data, with GLASS helping to standardize data collection for a more complete picture of patterns and trends.

Solid drug resistance surveillance programmes in tuberculosis, HIV and malaria have been functioning for years – estimating disease burden, planning diagnostic and treatment services, monitoring control interventions effectiveness and designing effective treatment regimens to address and prevent future resistance. GLASS is expected to perform a similar function for common bacterial pathogens.

Importance to travel & tourism

These issues are going to the core of health and wellness, one of the core niche market customer segments in travel and tourism. It is paradoxical that the more people fall sick, the better it is for the financial health of health and wellness tourism. Clearly, one person’s poison becomes another person’s food. The growing resistance to antibiotics certainly highlights the need for more prevention rather than cure strategies, applicable not just in the medical field.

4 QUALITY
EDUCATION



SDG 4: Global Partnership for Education seeks to address the Learning Crisis





*From left: President Emmanuel Macron, President Macky Sall, and Julia Gillard.
Picture source: Global Partnership for Education*



SDG 4: Global Partnership for Education seeks to address the Learning Crisis

DAKAR, Senegal, Feb 5 (Bernama-GLOBE NEWSWIRE) -- Ten current and three former heads of state and more than 60 ministers gathered at the Global Partnership for Education (GPE) Financing Conference, making this the highest-level education financing event of its kind.

The conference, co-hosted by President Macky Sall of the Republic of Senegal and President Emmanuel Macron of the French Republic, marks the first time an education financing conference has been hosted by a G7 leader and the president of a developing country.

More than 1,200 participants attended including leaders from UNESCO, UNICEF, the World Bank, civil society, philanthropic foundations and the private sector. Rihanna, GPE's Global Ambassador supported by Global Citizen, also participated.

The size and nature of the attendance at the conference was a visible demonstration of the strengthened global political will to ensure every

child is in school and learning. This heightened momentum will enable the Global Partnership for Education to reach the goal of providing US\$2 billion a year by 2020 for education planning and delivery to support children's learning in developing countries.

Donor countries pledged US\$2.3 billion in financing to GPE. This is a substantial increase in funding compared to the US\$1.3 billion contributed over the past three years. In addition, several donor countries have indicated their intention to pledge further funds over the course of the financing period.

The biggest source of education financing comes from developing countries themselves. More than 50 developing countries announced they would increase public expenditures for education for the period of 2018 to 2020 to a total of US\$110 billion, compared to US\$80 billion between 2015 and 2017.

GPE encourages developing countries to increase their share of education spending to 20% of their overall budget. Of those governments committing today, over two-thirds will have reached that goal by 2020.

“I am energized by the generosity and determination we have seen here today to ensure every child and young person has access to a quality education. After today’s commitments, we are seeing a clear trend to seriously address the global learning crisis,” said Julia Gillard, Board Chair of the Global Partnership for Education and former Prime Minister of Australia. “The success of the conference marks a turning point for global political support for education financing and brings a new breadth and depth to our partnership.”

At the conference, the United Arab Emirates joined GPE, becoming the first Arab donor and pledging US\$100 million. Senegal, in addition to pledging to increase its own expenditure on education, became GPE’s first African donor. The Netherlands and Spain renewed their involvement, and China attended for the first time.

“The unprecedented support today means that the Global Partnership for Education can continue to focus on the most excluded and vulnerable children and work to extend assistance to up to 89 countries, which are home to 870 million children and 78 percent of the world’s out-of-school children,” said Alice Albright, Chief Executive Officer, Global Partnership for Education.

The Global Partnership for Education’s funding model is a catalyst for education investment, working hand in hand with governments of low-income and lower middle-income countries to strengthen their education systems. The Global Partnership for Education supports governments to develop robust national education plans so that funds can then be channeled into their priority areas with confidence that they will contribute to improved quality of education for all children.

The conference was sponsored by: Ecobank, the Pan African Bank; Fondation Sonatel; and Altissia, and supported by Girls Not Brides; Global Campaign for Education; Global Citizen; Malala Fund; ONE; Plan International; RESULTS; and Women Deliver.

Video: <https://www.youtube.com/gpforeducation>

For more information on the work of the Global Partnership for Education visit: www.globalpartnership.org

Importance to travel & tourism

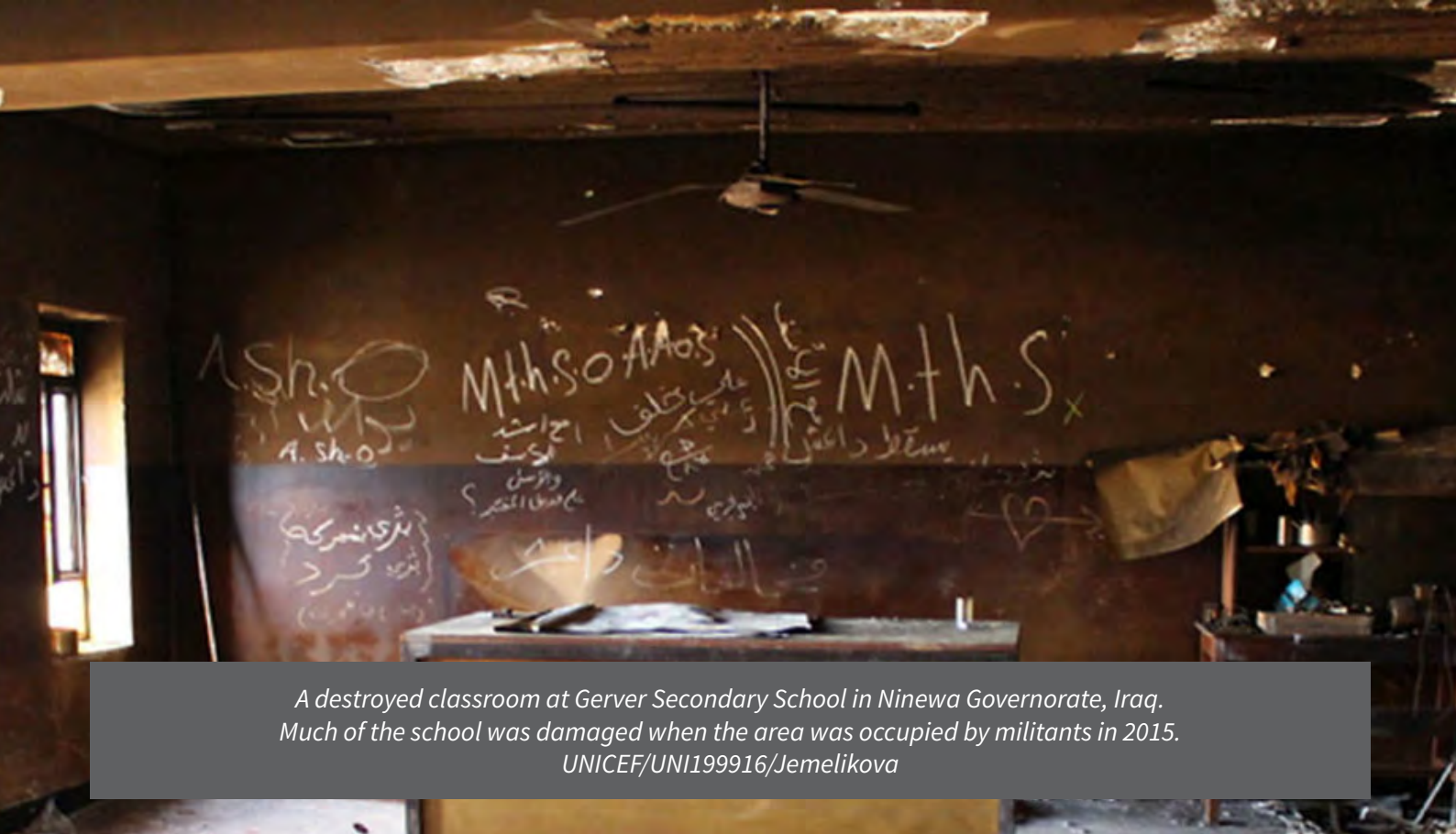
Yes, there is certainly a very major learning crisis. That is not the fault of the educational system. Too much change is taking place too fast, well beyond the capabilities of the educational system to constantly reengineer and restructure itself. Throwing more money at the problem may do some good. The most important education that can be imparted is Lesson Number One: The need to learn from history and past mistakes. That is the **real learning crisis** plaguing the world today. Unless that is rectified, the next generation is doomed to repeat all those mistakes. A famous saying that has repeatedly proven itself right over the centuries and continues to do so.

4 QUALITY
EDUCATION



Conflicts and disasters forcing 59 million young people into illiteracy





*A destroyed classroom at Gerver Secondary School in Ninewa Governorate, Iraq. Much of the school was damaged when the area was occupied by militants in 2015.
UNICEF/UNI199916/Jemelikova*



SDG 4: Conflicts and disasters forcing 59 million young people into illiteracy

United Nations, (UN News Centre) 31 January 2018 - Nearly three in ten young people between the ages of 15 and 24 living in conflict- or disaster-affected countries are illiterate, the United Nations Children's Fund (UNICEF) said Wednesday, calling for greater investments in the education, particularly for the most disadvantaged children and youth.

The situation is particularly dire for girls and young women in that age group, with 33 per cent of them in emergency countries failing to learn even the basics, compared to 24 per cent of boys.

"These numbers are a stark reminder of the [tragic impact that crises have on children's education, their futures](#), and the stability and growth of their economies and societies," said Henrietta H. Fore, the Executive Director of UNICEF, in a news release announcing the findings.

"An uneducated child who grows into an illiterate youth in a country ripped apart by conflict or destroyed by disasters may not have much of a chance."

The findings, calculated using literacy data from the UN Educational, Science and Cultural Organization (UNESCO) in 27 emergency countries, also revealed that Niger, Chad, South Sudan and the Central African Republic – all with a long history of instability and high levels of poverty – recorded the highest illiteracy rates among those aged 15-24 with 76 per cent, 69 per cent, 68 per cent and 64 per cent, respectively, unable to read or write.

Globally, the number stands at 59 million.

Ensuring adequately funding for education programmes, particularly during humanitarian crises, is critical to improve these statistics.

At present, only 3.6 per cent of humanitarian funding goes toward providing education for children living in emergencies, making it one of the least funded sectors in humanitarian appeals.

UNICEF estimates that over the next four years, it will spend approximately \$1 billion a year on education programmes.

In its [2018 Humanitarian Action for Children appeal, launched on Tuesday](#), the UN agency called for \$900 million for education in countries affected by conflicts and natural disasters. Some of its key interventions include accelerated education and non-formal learning opportunities, training teachers, rehabilitating schools and distributing school furniture and supplies.

RELATED: [Millions of children in crisis zones face 'bleak future,' UNICEF warns, launching emergency appeal](#)

At the same time, UNICEF also called on Governments and partners to provide young children with access to quality early education programmes to support their development and set them up to continue learning throughout their childhood; and offer illiterate young people the opportunity to learn to read and write and further their education through specially designed alternative and accelerated education programmes.

“Education can make or break a child’s future,” said Ms. Fore.

“For all children to fully reap the benefits of learning, it is key that they get the best quality education possible, as early as possible,” she stressed.

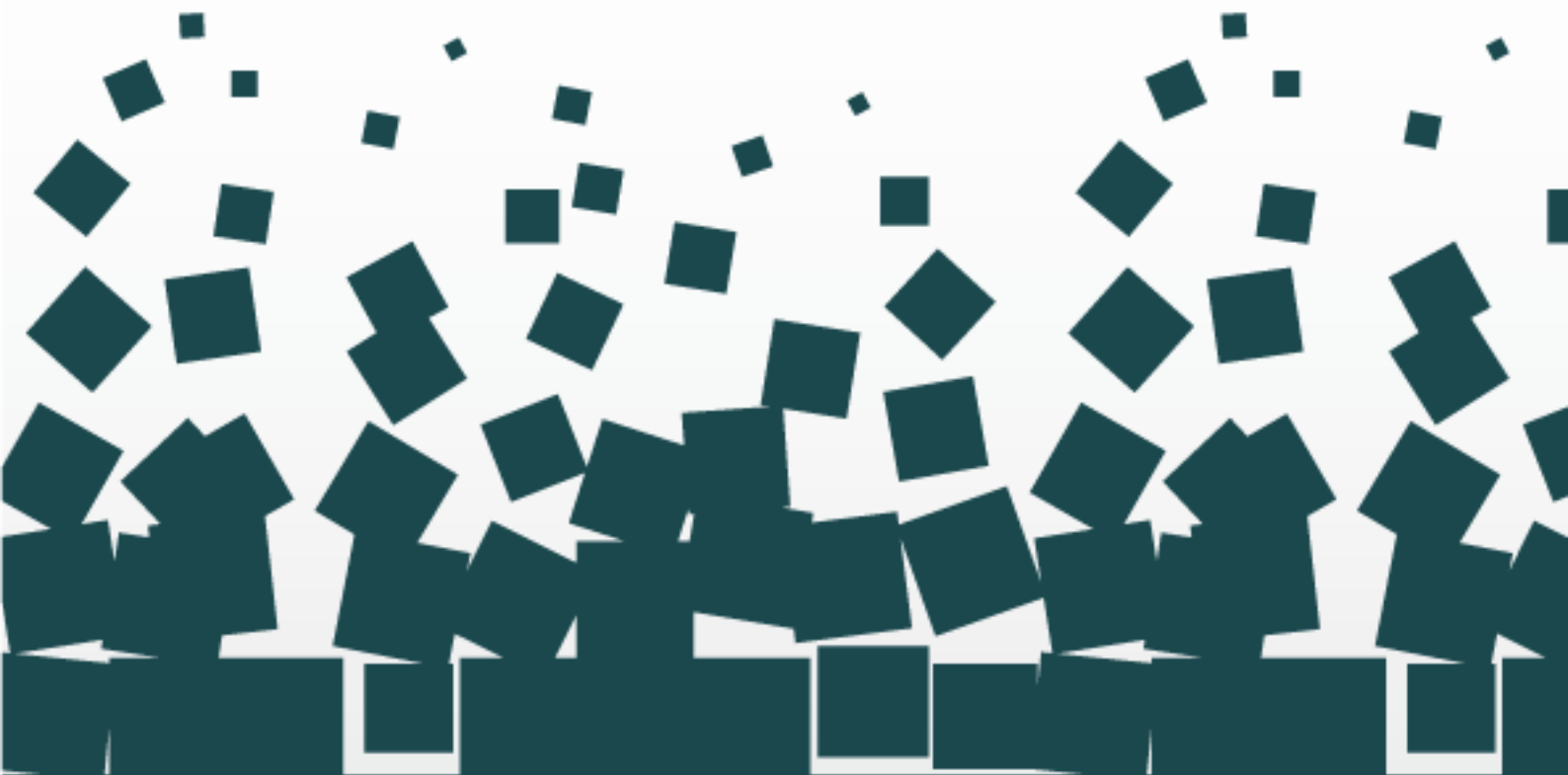
The UNICEF analysis has been released ahead of the Global Partnership for Education Replenishment Conference in Dakar, Senegal, (1-2 February) which aims to raise funding for education from partner countries, and current and new donors in order to ensure that all children and youth are in school and learning.

Importance to travel & tourism

As always, the statistics from the UN system are quite sobering. These focus on the educational impact of conflicts and disasters on young people. But another story in this edition of The Olive Tree looks at the impact of conflicts and disasters on children in a different light. Children bear the worst brunt of all forms of conflicts, crises and disasters. In travel and tourism, we are fond of claiming to be merely custodians of this planet for the next generation. However, we seem to be far focused on millennials in terms of their spending power and technological progress rather than looking one generation beyond and analysing the mess this generation is leaving behind for those who are under 10 today. Another blind spot well worth addressing.



SDG 5: New UN Women report puts forth robust agenda to boost empowerment





SDG 5: New UN Women report puts forth robust agenda to boost empowerment



United Nations, New York February 14, 2018— UN Women today launched its flagship report, “Turning promises into action: Gender equality in the 2030 Agenda for Sustainable Development”. The report demonstrates through concrete evidence and data the pervasive nature of discrimination against all women and girls everywhere, and puts forth actionable recommendations on how to fulfil the 2030 Agenda for Sustainable Development.

Two and a half years after the adoption of the 2030 Agenda, this first-of-its-kind report examines through a gender lens the progress and challenges in the implementation of all 17 Sustainable Development Goals (SDGs).

The Agenda’s focus on peace, equality and sustainability provides a powerful counter-narrative to the current rise of conflict, exclusion and environmental degradation. Yet, women are up against an unprecedented set of challenges in all these areas, and urgent action is needed to address them.

For instance, new analysis from the report shows that:

- In 89 countries with available data, women and girls account for 330 million of the poor. This translates to 4 more women living on less than USD 1.90 a day for every 100 men. The gender gap is particularly wide during the reproductive years.
- More than 50 per cent of urban women and girls in developing countries live in conditions where they lack at least one of the following: access to clean water, improved sanitation facilities, durable housing, and sufficient living area.
- Eliminating all forms of violence against women and girls is a pre-condition for peaceful societies, yet 1 in 5 women under the age of 50 experienced physical and/or sexual violence by an intimate partner in the past 12 months.
- Between 2010 and 2015, the world lost 3.3 million hectares of forest areas. Poor rural women depend on common pool resources and are especially affected by their depletion.

Presenting the report, UN Women Executive Director Phumzile Mlambo-Ngcuka, said: “As a world, we committed through the SDGs to leave no one behind. This report’s new data and analysis underlines that, unless progress on gender equality is significantly accelerated, the global community will not be able to keep its promise. This is an urgent signal for action, and the report recommends the directions to follow.”

The report highlights how, in the lives of women and girls, different dimensions of well-being and deprivation are deeply intertwined: a girl who is born into a poor household and forced into early marriage, for example, is more likely to drop out of school, give birth at an early age, suffer complications during childbirth, and experience

violence—all SDGs targets—than a girl from a higher-income household who marries at a later age.

The report also looks beyond national averages to uncover the yawning gaps between women and girls who, even within the same country, are living worlds apart because of their income status, race/ethnicity, or where they live. In the United States, poverty rates among black, Native American, and Alaskan Native women more than double those of white and Asian women, with disparities in education also staggering. Thirty-eight per cent of Hispanic women in the poorest quintile did not complete high school, compared to a national average of 10 per cent. Other case studies and data sets from the report take an in-depth look at the situation in Colombia, Nigeria, Pakistan, South Africa, and Uruguay.

The report also provides wide-ranging recommendations for change, highlighting four key areas of action:

- Integrated policies that can leverage synergies and help achieve several goals at the same time. Achieving gender equality is not only an important goal in and of itself, but also a catalyst for achieving the 2030 Agenda and a sustainable future for all. For instance, the report shows that reducing the burden of unpaid care work for women by providing free and universal child care would allow them to access employment opportunities, create decent jobs in the social services sector, and improve children's health and nutritional outcomes. And, as simulations for South Africa and Uruguay show, the investment would at least in part pay for itself by generating new jobs and additional tax revenue.

- More and better statistics. Currently, we cannot actually assess what is happening to women and girls across all 17 SDGs. Six of them have no indicators with explicit mentions of women and girls, and the lack of timely and regular gender data hampers adequate monitoring.
- The financing gap to achieve a sustainable world can in fact be closed, by addressing the unrecorded capital flight, including illicit financial flows that developing countries face; by reversing the public expenditure cuts that erode safety nets and essential services in both developed and developing countries; and by using all strategies available for raising domestic revenue.
- Ensuring that those in power are held accountable for gender equality commitments. Indispensable in this effort is a vibrant civil society with space to express itself.

The report and its executive summary are available at <http://www.unwomen.org/en/digital-library/sdg-report>.

Follow the online conversation on Twitter by using the hashtags [#PromisesToAction](#)[#GlobalGoals](#), and by following [@UN_Women](#).

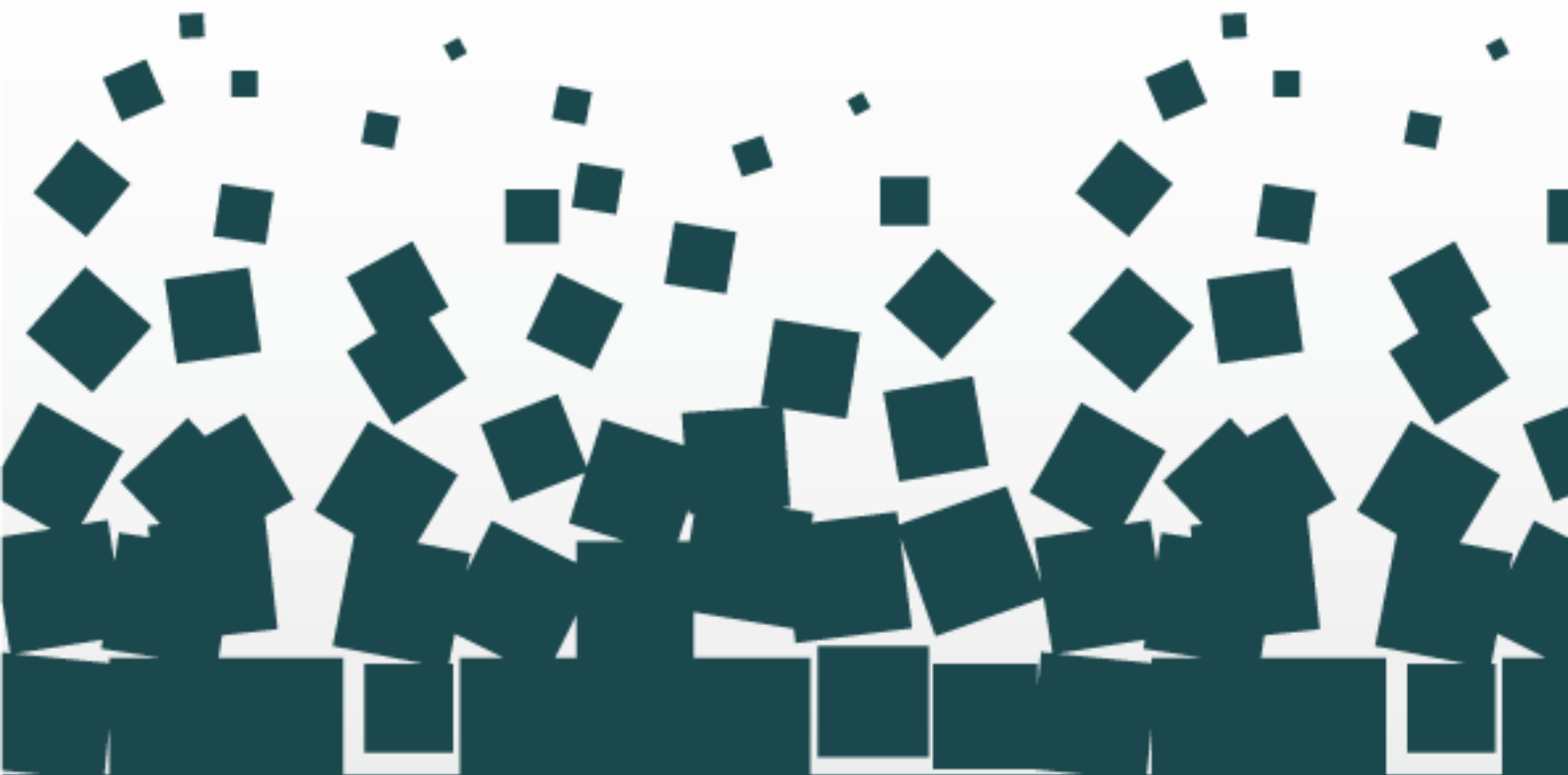
Importance to travel & tourism

The month of March is always a very important one for travel and tourism because there are loads of events marking the role of women. This UN Women report goes a long way towards providing very, very useful guidelines and background on how travel and tourism can advance the cause at all levels. It would be very useful for everyone in travel and tourism to download this report and use it as a benchmark for achieving what would be one of the core UN sustainable development goals.

8 DECENT WORK AND
ECONOMIC GROWTH



SDG 8: Efficient national tax systems critical for sustainable development and inclusive growth





Source: UN in collaboration with Project Everyone



SDG 8: Efficient national tax systems critical for sustainable development and inclusive growth

United Nations, (UN News Centre) 16 February 2018 - Countries need to strengthen the effectiveness of their tax regimes to unleash much-needed domestic resources to ensure the realization of the Sustainable Development Goals (SDGs), as well as the promotion of inclusive economic growth, United Nations and as key international economic and financial organizations have urged.

At a three-day conference, from 14-16 February, held at UN Headquarters, in New York, under the theme of taxation and SDGs, the United Nations, World Bank, International Monetary Fund (IMF), and Organisation for Economic Co-operation and Development (OECD) also urged support for developing countries to address tax transparency and base erosion and profit shifting, including on treaties.

“I call upon the international community to establish effective mechanisms to combat tax evasion, money laundering and illicit financial flows, so that developing countries could better mobilize their own resources,” the UN Secretary-General, António Guterres, said at the opening of the forum

In the same vein, IMF Managing Director Christine Lagarde underscored that funding the global development goals is an economic and ethical imperative and that it has major implications for taxation.

“Countries themselves need to raise more revenue in an equitable way. And the entire international community needs to eradicate tax evasion and tax avoidance,” she noted.

Domestic resource mobilization presents a challenge for developing countries, who need to raise tax revenue of at least 15 per cent of their gross domestic product (GDP) to be able to provide basic services, such as infrastructure, health care and public safety.

Presently, in almost 30 of the 75 poorest countries, tax revenues are below this threshold.

At the same time, more advanced economies need to pay greater attention to spillovers from their tax policies and step up their support for stronger tax systems in developing countries.

All countries and stakeholders need to continue working together on establishing a fair and efficient system of international taxation, including efforts to fight tax avoidance and tax evasion, the organizations urged. At the same time, good governance is also critical.

According to Jim Kim, the President of the World Bank Group, fair and efficient tax systems, “combined with good service delivery and public accountability, build citizens’ trust in government and help societies prosper.”

“Effective taxation is essential to promote a more inclusive and sustainable growth. It is fundamental to making globalisation work for all,” added Secretary-General of the OECD, Ángel Gurría, noting that this is crucial for achieving the global development goals.

The conference, organized by the Platform for Collaboration on Tax (PCT), also provided a unique opportunity to address topics related to eradication of poverty, protecting the planet and ensuring prosperity for all.

It also provided an avenue to discuss the social dimensions of taxation, such as income and gender inequality and human development, as well as capacity development and international tax cooperation. In a statement issued at the end of the conference, the four organizations announced the establishment of the Platform for Collaboration on Tax.

Subject to resource availability, the Platform intends to undertake or continue work in a range of areas, including strengthening international tax cooperation, building Institutions through medium term revenue strategies, and promoting partnerships and stakeholder engagement.

They also announced a list of immediate and concrete actions in these three areas, including the launch of a multi-year tax and SDGs programme, that will include components on taxation and health, education, gender, inequality, environment, and infrastructure; as well as establish a regular dialogue between the Platform and stakeholders – including, most importantly, the developing country.

- Read the full conference statement [here](#).

Importance to travel & tourism

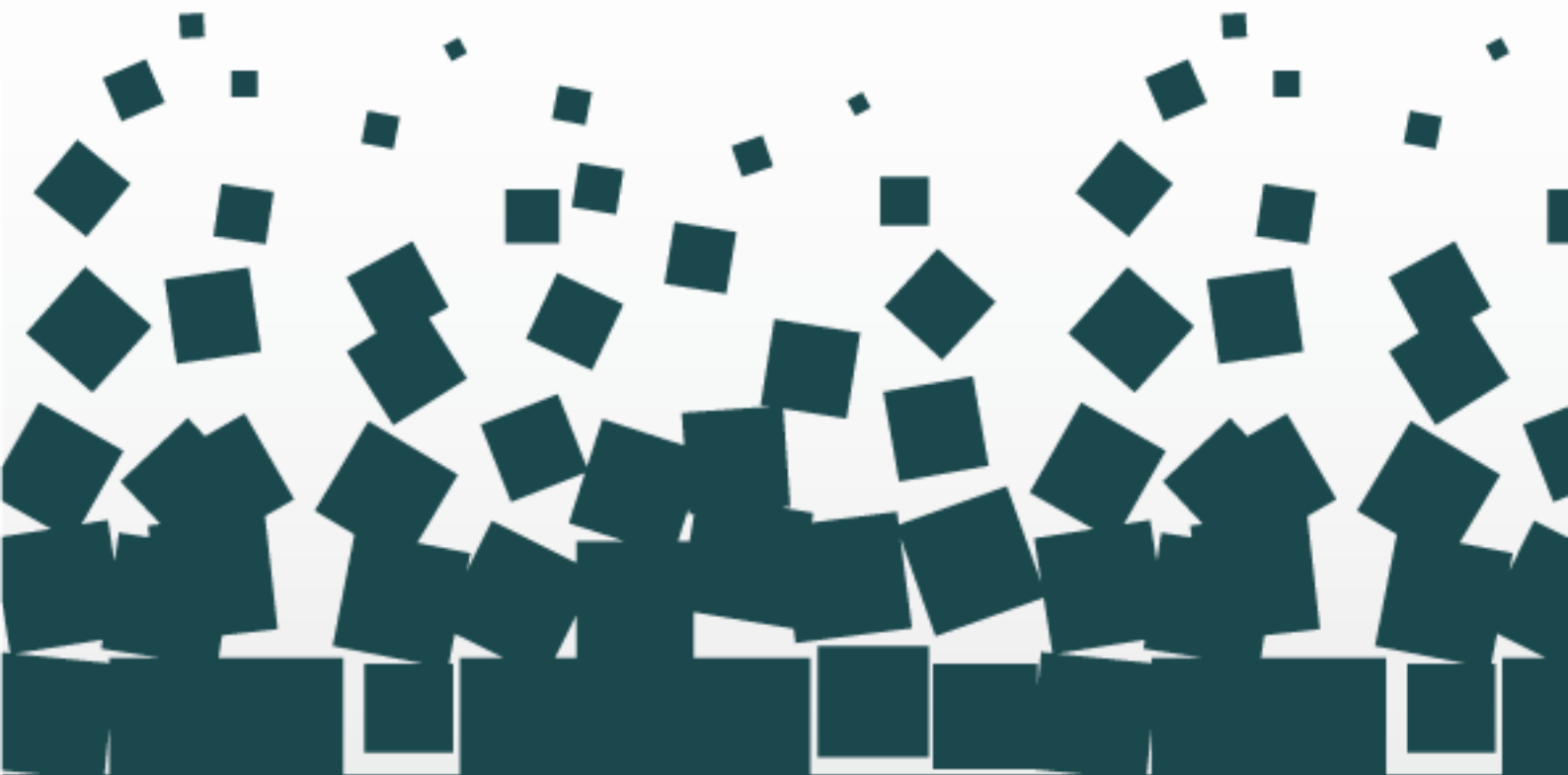
Ah yes, that dreaded word, taxation. Ever since travel and tourism began to take off in the 1980s, reduced taxation was seen as one of the major drivers of growth. Many government certainly took that seriously and give numerous tax breaks across the board. As travel and tourism is an extremely cash-rich industry and involves enormous transfers of money around the world, there is also a high level of probability that many of its brand-name companies could be implicated in investigations of tax avoidance and tax evasion. It is only a matter of time before some of these companies see their names in the media for all the wrong reasons.

8

**DECENT WORK AND
ECONOMIC GROWTH**



SDG 8: Evidence-based approach crucial to migrants and migration





*Distributing non-food item kits to families in Al Habanyah displaced from west Anbar.
Source: UN Migration Agency (IOM) 2017*



SDG 8: Evidence-based approach crucial to migrants and migration

United Nations, (UN News Centre) 21 February 2018 - As Governments begin to negotiate a global compact on migration, an accurate portrayal of migrants, and of migration, is needed more than ever before to help shape public discourse and policy, senior United Nations officials said Wednesday, underscoring the importance of an evidence-based approach to the issue.

“Over the long-term the [evidence is clear](#): the benefits of migration vastly outweigh the challenges. And without a clear understanding of migration, negative narratives surround migrants,” Louise Arbour, Special Representative of the Secretary-General for International Migration told a multi-stakeholder event held at the UN Headquarters.

“We must not allow xenophobic political narratives about migration distort our objective to enhance international cooperation on migration,” she added, stressing that “it is only with facts and context that we can have a respectful and realistic discussion about migration, one that pushes back on the many

inaccurate and negative narratives being touted for short-term political gains and misguided policies.”

The event, titled ‘Facts instead of Perceptions: Promoting an Evidence-Based Discussion on Migration,’ comes on the heels of the start of intergovernmental negotiations on the Global Compact for Safe, Orderly and Regular Migration – the first such international instrument on the issue – to be adopted later this year.

Ms. Arbour said that there are currently 258 million international migrants today, 3.4 per cent of the global population, an increase from 2.8 per cent in 2000, and the figure is expected to increase in the coming decades.

The McKinsey Global Institute estimates that migrant workers in higher-productivity settings contributed \$6.7 trillion – or 9.4 per cent – to global GDP in 2015, \$3 trillion more than they would have produced in their countries of origin.



Louise Arbour, Special Representative for the Secretary-General on Migration (centre) and Miroslav Lajčák, President of the General Assembly (centre right) address the fourth informal interactive multi-stakeholder hearing of the Intergovernmental Conference and its preparatory process to adopt a global compact for migration.
- UN Photo/Manuel Elias

In 2017, nearly \$600 billion was remitted internationally – three times greater than all development assistance. Some \$450 billion of that was sent to developing countries. And even with these large sums, migrants put 85 per cent of their earnings back into host countries through taxes and spending, Ms. Arbour said.

“Migrants are frequently presented as security threats, but they are statistically less likely to be involved in crime than local populations,” she stressed, adding that there are, of course, those instances when international migration might have negative impacts: when large inflows of migrants have short-term destabilizing effects on local labour markets if they are not properly regulated.

For his part, General Assembly President Miroslav Lajcak said that Governments should make decisions and policies on migration based on the latest, and most concrete analysis and information, also underscoring the important roles the UN and other partners can play in promoting an [evidence-based approach](#) to the issue.

“I want to stress that migration is a fact. It is not an idea. It is not a theory. It is not a trend. It is a fact,” Mr. Lajcak said.

“And we need to respond accordingly. Not with ideas or theories. But with facts. Data. Information. And evidence,” he added.

Mr. Lajcak said that during the Compact’s consultation phase, there were repeated calls for more disaggregated data on migration.

He warned when facts and information are absent, a vacuum develops in their place, and the vacuum can quickly be filled by emotional rhetoric, politicized messaging, or even hate speech.

The private sector, civil society, regional organizations and the UN can act as crucial sources of data and facts needed for Governments to make decisions and policies on migration, he stressed. Furthermore, an objective media is key because it can distil sometimes technical, or complex, data down to information products, which are accessible to wider audiences.

“We must do more to build partnerships between all these key players,” Mr. Lajcak said, highlighting the need to ensure that data collection and disaggregation receives proper funding and support.

Importance to travel & tourism

Migrants and migration are very much in the news these days. Nationalistic, xenophobic politicians are castigating them as threats to local cultures, identity and security. But many sectors of the travel & tourism would collapse without migrants. Again, it is curious that travel and tourism will indulge in heavy-duty table-thumping to combat discrimination against gays and lesbians but has little or nothing to say about blatant racism, xenophobia and discrimination against migrants by mainstream politicians. Perhaps the gays and lesbians themselves need to start speaking out.



SDG 11: Well-planned and managed cities can drive sustainable development





Cityscape in Tianjin, China. Source: World Bank/Yang Aijun



SDG 11: Well-planned and managed cities can drive sustainable development

United Nations, (UN News Centre) 7 February 2018 - The head of the UN Human Settlements Programme ([UN-Habitat](#)) said on Wednesday that a week-long conference on sustainable urban development that kicked off Wednesday in the Malaysian capital, Kuala Lumpur, will open a “global conversation about our cities and human settlements.”

“With its genuine openness and inclusive nature, the World Urban Forum ([WUF9](#)) is unique on the United Nations conference circuit,” said Maimunah Mohd Sharif, Executive Director of UN-Habitat in her remarks to the opening of the Forum, which runs through Saturday, 13 January.

“It is a chance for stakeholders from all over the world – from ministers, local government and urban planners, to civil society groups, the private sector, academia and the media – to contribute to the global conversation about our cities and human settlements,” she added.

Ms. Sharif called WUF9 a platform where people from all walks of life share their experience of finding homes, jobs and lives in urban spaces around the world and a chance for some of the world’s most marginalized to highlight their experiences in being denied some of the advantages cities pose.

For current and future partners, the UN-Habitat chief saw the Forum as an opportunity to showcase the innovative ideas and solutions to challenges being confronted in urban and rural human settlements – and to learn from experts in the field.

Ms. Sharif maintained that WUF9 is “the ideal platform to debate the contribution that positive urban development makes to delivery of the Sustainable Development Goals ([SDGs](#)), in particular Goal 11, and the [New Urban Agenda](#),” which was adopted in 2016 by the UN conference known as [Habitat III](#).



Maimunah Mohd Sharif, Executive Director of UN Habitat addresses the joint opening of the World Urban Forum 9 in Kuala Lumpur, Malaysia., by UN-HABITAT

Recent debates and studies have indeed acknowledged that sustainable urbanization is an essential tool for addressing the global challenges of poverty, exclusion, conflict and climate change.

“The New Urban Agenda comes at a critical moment, when for the first time in history over half of the world’s population is residing in cities,” she said, which, if planned and managed well, can be “the main tool for sustainable development and a solution to many of the challenges our planet is facing today.”

WUF9 is the first major milestone after the adoption of the New Urban Agenda, which lays out the vision for future cities based on the science of urban development providing tools in crucial areas.

Barely three weeks into her tenure as the UN-Habitat chief, Ms. Sharif said it is “an honour and a privilege” that the Forum, which is held every two years in different parts of the world, was being hosted in her native Malaysia, saying “Kuala Lumpur will have the chance to showcase some of its own urban innovations.”

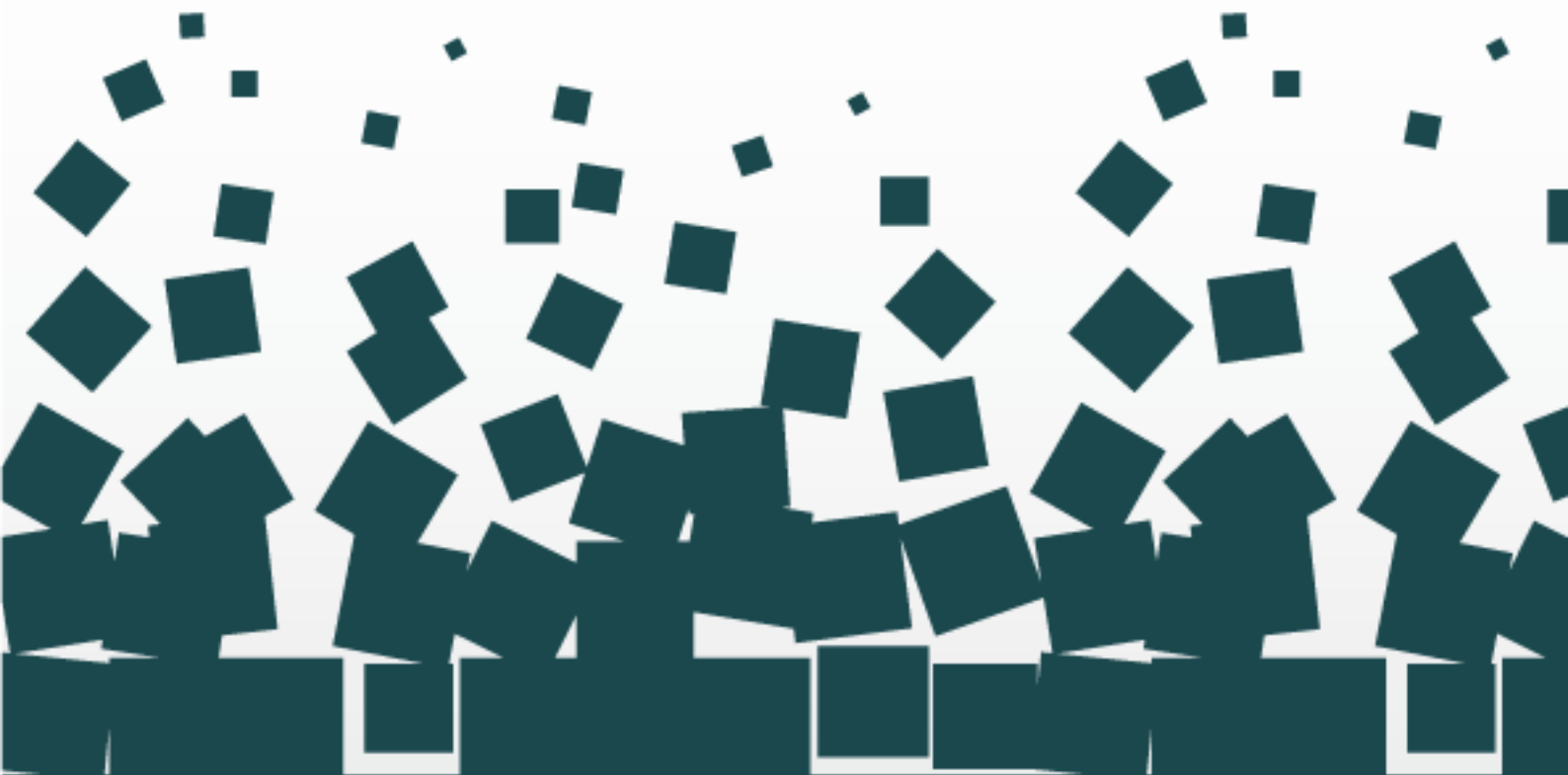
She concluded her statement with the assertion that she looked forward to joining “the global conversation on promoting socially, economically and environmentally sustainable cities for all.”

Importance to travel & tourism

A lot of awards are being handed out these days to “best tourism cities”. The criteria for these awards of course does not involve sustainability. Many of the cities getting the so-called awards are choked with traffic congestion, poorly designed buildings and numerous environmental problems. But they win awards anyway. A clear window of opportunity here for the many emerging cities in the Asia-Pacific to learn from the mistakes of the main cities and create new models of urban habitat friendly to both residents and visitors.



SDG 12: Valentine's Day call to end love affair with single-use plastic



Plastic bottles and garbage waste from a village in Timor-Leste wash on the shores of a river and then spill into the sea. UN Photo/Martine Perret



SDG 12: Valentine's Day call to end love affair with single-use plastic

United Nations, (UN News Centre) 12 February 2018
- As many countries prepare to mark Valentine's Day, the United Nations Environment Programme (UNEP) is calling on people to end their "toxic relationship" with single-use plastic and find "new love," with more environmentally sustainable options.

In It's not me, it's you, a short video for its #CleanSeas campaign, the UN environment wing takes a lighter look at the very serious problem of marine litter and urges everyone to give up the use of single-use plastic products such as disposable cutlery, water-bottles, food containers and shopping bags.

These environmentally unfriendly products ultimately end up in seas and oceans where they endanger fish, birds, turtles and other creatures who mistake it for food or become entangled.

Plastic waste has also entered the human food chain with health consequences that are not yet fully understood.

In addition to the impact on human and animal health, such pollution also hurt local businesses such as tourism, not only in areas where the pollutants originated but in far-away places, carried by ocean currents, and washing up on tiny Pacific islands and Arctic and Antarctic regions.

The UNEP's #CleanSeas campaign aims to "turn the tide on plastic" by inspiring action from governments, businesses and individuals on ocean pollution.

A simple, conscious, switch to glass or metal tumblers or cups, or carrying a reusable shopping bag can have a lasting impact on ridding the planet from the menace.

- Find more information on the campaign and pledge your commitment to 'break up' with single-use plastics [here](#).

Importance to travel & tourism

One hears a lot about beach cleanup campaigns. The vast majority of the debris is plastic, mainly water bottles. It is baffling why travel and tourism as a whole simply cannot stop using plastic water bottles. Just declare a moratorium and end it. I find it absolutely incredulous that whiz-bang technology exists to create fancy robots which can replace human beings but not plastic water bottles. Think about that for a minute.



SDG 15: World has knowledge and tools to stop deforestation





Boreal forests line a misty fjord in southeast Alaska (file). FAO/Bill Ciesla

15 LIFE
ON LAND



SDG 15: World has knowledge and tools to stop deforestation

United Nations, (UN News Centre) 21 February 2018 - A future with zero net global deforestation is possible with the right mix of policies, social action and political will, the United Nations Food and Agriculture Organization (FAO) said as a major international conference on sustainable forest management kicked off this week in Rome.

[“We have the knowledge and tools to stop global deforestation](#) [...] but it calls for ambitious, concerted action across all agricultural sectors and beyond, underpinned by political and societal will,” said Maria Helena Semedo, FAO Deputy Director-General for Climate and Natural Resources, at the conference’s opening on Tuesday.

With rapid population growth driving global demand for forest products and services – timber, fibre, fuel, food, fodder and medicine – institutional, governance and policy innovations are vital to address those interlinkages.

Such efforts are all the more critical in tropical and low-income countries, where one of the major causes of deforestation is the demand for agricultural production, and converting forests to arable land.

Noting that over the past 25 years, the global deforestation rate has slowed by more than 50 per cent, Manoel Sobral Filho, the head of the UN [Forum on Forests](#) said that if the trends continue and forest restoration and plantation efforts continue, a future with zero net global deforestation “can go from being an aspiration to reality.”

Hosted by FAO, the three-day conference will promote dialogue across sectors and stakeholder groups on how to collectively achieve the global development targets, including under the [2030 Agenda for Sustainable Development](#) and the Sustainable Development Goals (SDGs) of halting deforestation and increasing forest cover.

The outcomes of the event will be submitted to the High-Level Political Forum on Sustainable Development – the UN body for all matters relating to sustainable development and the implementation of the SDGs. In addition to Government officials, civil society, cooperatives and private sector, the conference will also see the participation of indigenous peoples associations.

Importance to travel & tourism

“Planting a tree a day will keep climate change away.” How’s that for a new mantra in the travel and tourism industry? Simple solutions first. If every travel and tourism company can just take this simple little action, if not on a daily basis perhaps even on a weekly or monthly basis, imagine the contribution it would make towards greening the world. Remember, you read it here first.



SDG 15: 'Our values, beliefs and identity' are embedded within language, UNESCO says on Mother Language Day





Students in Primary Seven at Zanaki Primary School in Dar es Salaam, Tanzania, during an English language class. Sarah Farhat/World Bank

15 LIFE ON LAND



SDG 15: 'Our values, beliefs and identity' are embedded within language, UNESCO says on Mother Language Day

United Nations, (UN News Centre) 21 February 2018 - Every two weeks, one of the world's languages disappears, along with the human history and cultural heritage that accompanies it, the chief of the United Nations cultural agency warned on Wednesday, calling for greater efforts to preserve and promote mother languages and indigenous languages, to bolster inclusion, diversity and ultimately, sustainable development.

"A language is far more than a means of communication; it is the very [condition of our humanity](#). Our values, our beliefs and our identity are embedded within it," said Audrey Azoulay, Director-General of the UN Educational, Scientific and Cultural Organization (UNESCO), on the occasion of International Mother Language Day.

"It is through language that we transmit our experiences, our traditions and our knowledge. The diversity of languages reflects the incontestable wealth of our imaginations and ways of life," she added.

The 2018 theme for Mother Language Day is "Linguistic diversity and multilingualism count for sustainable development."

Calling the Day an "essential component of the intangible heritage of humanity," Ms. Azoulay underscored UNESCO's long-standing commitment to preserving and vitalizing language, defending linguistic diversity and promoting multilingual education.

"This commitment concerns mother languages in particular, which shape millions of developing young minds, and are the indispensable vector for inclusion in the human community, first at the local level, then at the global level," she elaborated.

UNESCO supports policies, particularly in multilingual countries, which promote mother languages and indigenous languages and recommends using them from the first years of schooling, because children learn best in their mother language.

The UN agency also encourages their use in public spaces and especially on the Internet, where multilingualism should become the rule.

“Everyone, regardless of their first language, should be able to access resources in cyberspace and build online communities of exchange and dialogue,” said Ms. Azoulay, calling it “one of the major challenges of sustainable development, at the heart of the United Nations 2030 Agenda.”

According to the UN, at least 43 per cent of the estimated 6,000 [languages spoken](#) in the world are endangered. Only a few hundred languages have genuinely been given a place in education systems and the public domain, and less than a hundred are used in the digital world.

Pointing out that every two weeks a language disappears, Ms. Azoulay underscored that “promoting multilingualism also helps to stop this programmed extinction.”

Ms. Azoulay quoted Nelson Mandela in saying: “If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”

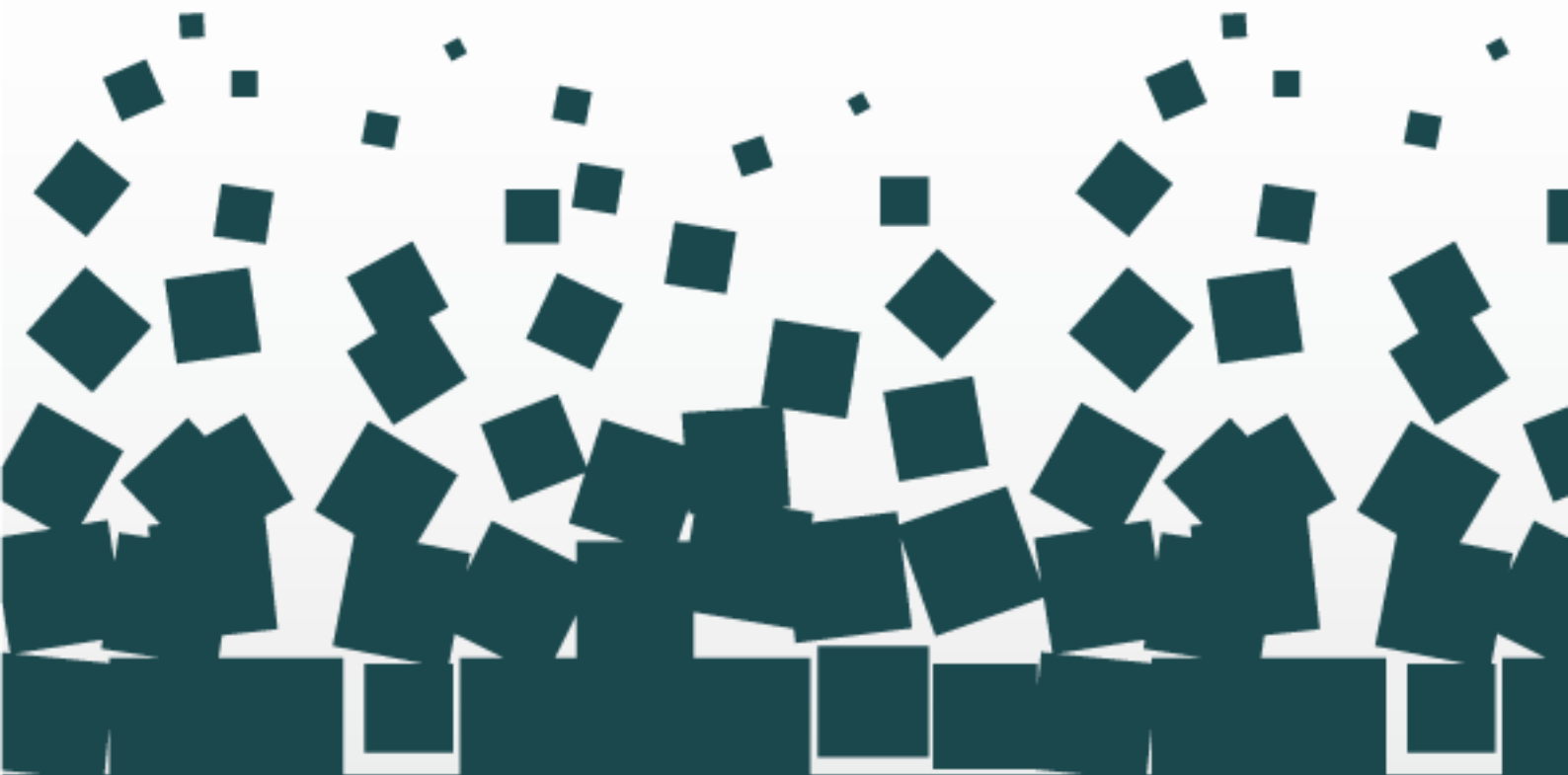
“On the occasion of this international day, UNESCO invites its Member States to celebrate, through a variety of educational and cultural initiatives, the linguistic diversity and multilingualism that make up the living wealth of our world,” she concluded.

Importance to travel & tourism

Can anyone remember the last time a speaker was invited to address a travel and tourism forum on this challenge?



SDG 16: Olympic message of peace is universal, UN chief says in Pyeongchang





Secretary-General António Guterres (left) and Thomas Bach, President of the IOC, hold a joint press encounter at the IOC office in Pyeongchang, Republic of Korea. UN Photo/Mark Garten



SDG 16: Olympic message of peace is universal, UN chief says in Pyeongchang

United Nations, (UN News Centre) 9 February 2018 - As the world comes together for the Winter Olympics, which kicked off Friday in Pyeongchang, Republic of Korea, United Nations [Secretary-General](#) António Guterres called on everyone to recognize and promote the Games' universal message of peace and tolerance.

“The Olympic spirit allows people to be together, from all over the world, to respect each other, to assert the values of tolerance, of mutual understanding that are the basic elements for peace to be possible,” Mr. Guterres [told](#) journalists in Pyeongchang.

Obviously, in the present context, he said, there is a lot of attention for this message of peace in relation to the Korean Peninsula, but the Olympic message of peace is not local.

“It is universal. It’s for the world. It is valued in Korea as it is valued everywhere where we struggle to try to address the many complex conflicts that we are facing,” he said.

The UN chief also extended his appreciation and pride to be at the Winter Olympics and highlighted the cooperation between UN and the International Olympic Committee (IOC), as well as the values for which the IOC and its sister organization, the International Paralympic Committee, stand.

The Winter Olympics opened earlier today (local time) with cultural and artistic performances as well as the customary parade of athletes, which was the delegations from the Democratic People’s Republic of Korea and the Republic of Korea under one flag, carried together by a sportsperson from each team.



*Miroslav Lajčák, President of the General Assembly, taking part in the Olympic torch relay in Pyeongchang, Republic of Korea.
Office of the President of the General Assembly*

The opening ceremony saw the conclusion of the long journey of the Olympic Torch that started in November 2017.

In the last leg of its journey, the flame was carried, among others, by Miroslav Lajčák, the President of the UN General Assembly and Thomas Bach, the President of the IOC.

Outlining the commonalities between sport and diplomacy – both about peace and bringing people together – Mr. Lajčák highlighted that the Olympic torch is “probably the best symbol in our times in our world.”

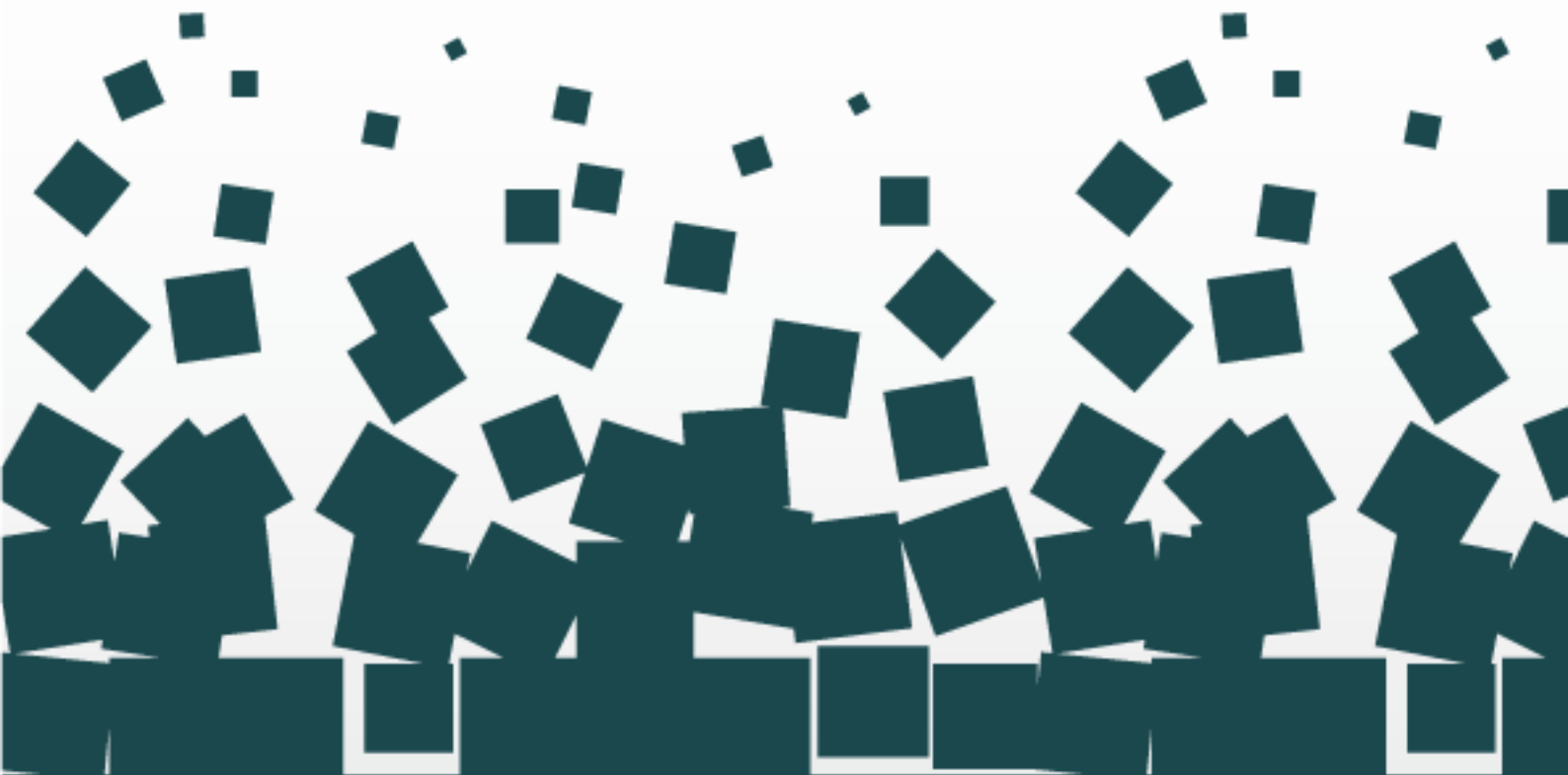
“[It] is a symbol of peace, a symbol of youth, a symbol of sport, communication, a symbol of tradition, a symbol of hope.” he said.

Importance to travel & tourism

Tourism, sports and peace go hand-in-hand. Countries such as Thailand actually have a Ministry of Tourism and Sports under one umbrella. Regrettably, these are all seen as nothing more than drivers of visitor arrivals. The possibility of peace breaking out on the Korean peninsula actually began with public signs of friendship and peace at the Winter 2018 Olympics in Pyeongchang. It is certainly worth soul-searching on how future sports events, especially widely televised tournaments such as tennis, cricket and football, can be used to deliver a wider message of peace and friendship rather than just boosting advertising revenues and lining the coffers of the organising bodies.



SDG 16: UN chief says SDGs must be a blueprint for fair globalization





Secretary-General António Guterres makes remarks during the opening session of the first Global Engagement and Empowerment Forum on Sustainable Development (GEEF). UN Photo/Mark Garten



SDG 16: UN chief says SDGs must be a blueprint for fair globalization

United Nations, (UN News Centre) 8 February 2018 - United Nations Secretary-General António Guterres on Thursday highlighted the importance of engagement and empowerment to transform the Sustainable Development Goals (SDGs) into benefits for all people worldwide and called on all sectors of the society to actively involve themselves in this endeavour.

Speaking at the inaugural Global Engagement & Empowerment Forum on Sustainable Development, held at Yonsei University in Seoul, the capital of the Republic of Korea, the Secretary-General stressed that efforts to implement the [2030 Agenda](#) for Sustainable Development need to “go beyond diplomatic efforts and Government programmes.” The civil society, academia and the private sector – all have to be mobilized – to find the resources needed to achieve the Goals and apply them in the best possible way.

Mr. Guterres also cautioned against rising inequality across the globe and said that this feeling of being “left behind” undermines the confidence of people, communities and regions, in governments as well as international organizations like the UN.

He told the audience, which included former Secretary-General Ban Ki-moon and the President of the General Assembly Miroslav Lajčák that this undermining of trust ultimately results in increased instability.

At the same time, massive challenges such as climate change, rapid population growth, unplanned urbanization, large scale movement of people, food insecurity and water scarcity also contribute to further fragility multiply the negative impacts of the threats to global security.

“This means that we need enormous efforts, engagement and empowerment to make the blueprint of the [SDGs](#) the tools with which we are able to reach a fair globalization,” said the UN chief.

He also highlighted that financing is critical to ensure that there are sufficient resources to implement the sustainable development agenda and in that context, urged the international community to strengthen their fight against tax evasion, money laundering, and illicit flows of capital.

For instance, in Africa, these illicit activities account for more than total official development aid (ODA) that flows into the continent, said Mr. Guterres.

Further, in the implementation of the SDGs, he urged everyone to not only respond to the problems of the past but also respond to the problems of the future and on all actors to create conditions for these transformations to be absorbed by the society to enable people to adapt to new scenarios.

It is critical that everyone joins into these discourses to ensure that we can translate all these new tools into tools that work for the improvement of humankind, said Mr. Guterres.

Departing Seoul, the Secretary-General and his delegation drove to the site of the PyeongChang Olympic Winter Games. On site, he toured the Olympic village at Gangneung, where he was able to meet with a number of athletes, including Cheyenne Goh, the first Singaporean ever to qualify for the Olympic Winter Games. The Secretary-General also met and encouraged competitors from Switzerland, Hungary and China.

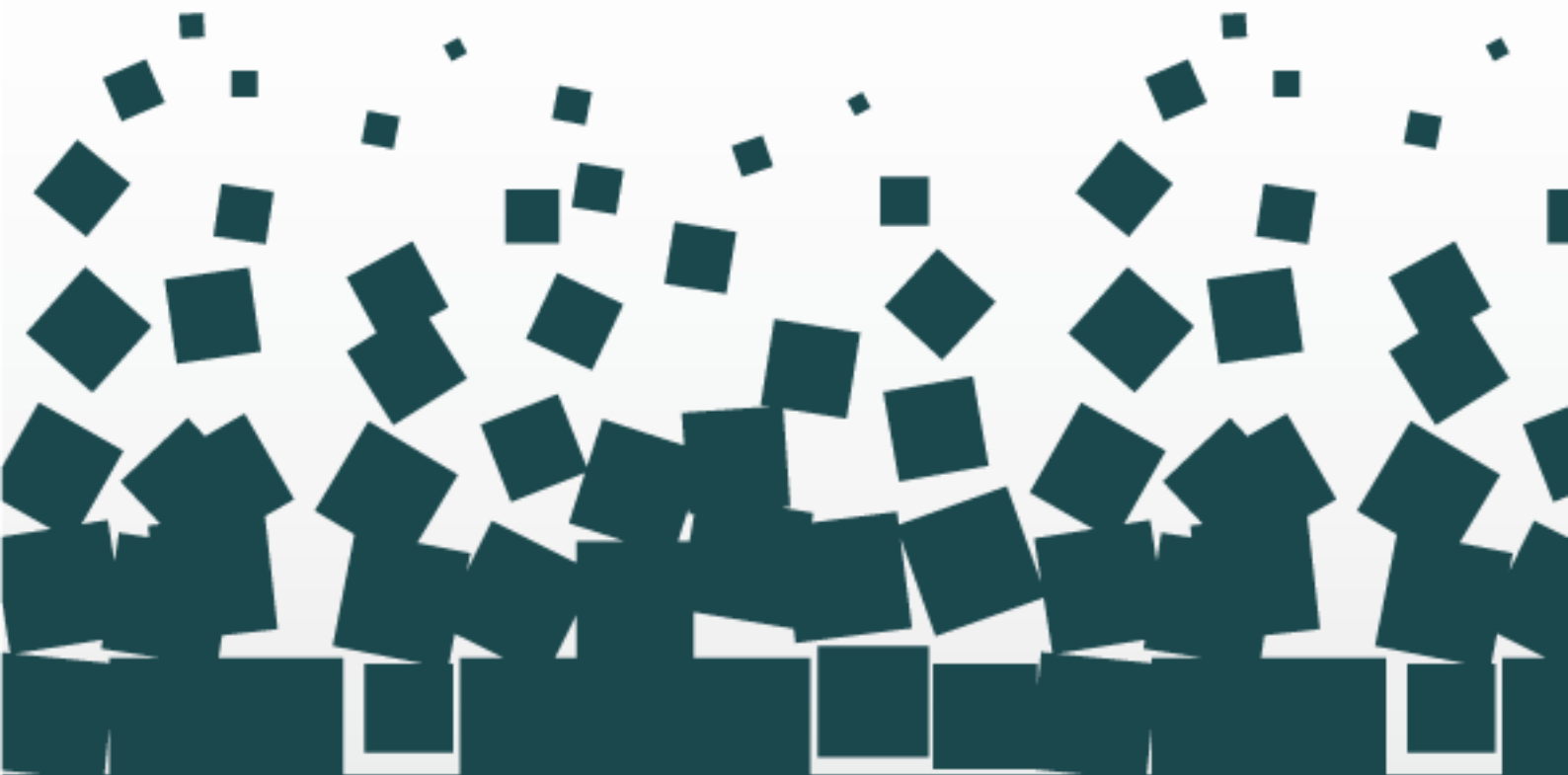
In the evening, the Secretary-General attended the official dinner hosted by the President of the Olympic Committee, Thomas Bach, for visiting dignitaries.

Importance to travel & tourism

Here is the magic word, “fair”. Its first cousins are “balance” and “justice”. All are interrelated and go to the root cause of many of today’s problems including the very design of many of the economic, geopolitical and social structures of national, regional and international governance. Promoting “competitiveness”, for example, has certainly promoted economic growth but it has not contributed to **fair** economic growth. The next generation of challenges is already looming - to level the playing field.



SDG 16: 'Protect children and their digital footprint,' urges UNICEF on Safer Internet Day





A student at St. Francis of Assisi School and other girls, check their smart phones after classes in the Central Visayas city of Cebu, Philippines. UNICEF/Joshua Estey



SDG 16: 'Protect children and their digital footprint,' urges UNICEF on Safer Internet Day

United Nations, (UN News Centre) 6 February 2018 - Every half a second, every day, a child goes online for the first time – tapping into all the great opportunities the Internet has to offer, but facing grave risks, the United Nations Children's Fund ([UNICEF](#)) said Tuesday, calling for urgent action to protect them from sexual exploitation, cyberbullying and the misuse of their private information.

Every half a second, every day, a child goes online for the first time – tapping into all the great opportunities the Internet has to offer, but facing grave risks, the United Nations Children's Fund ([UNICEF](#)) said Tuesday, calling for urgent action to protect them from sexual exploitation, cyberbullying and the misuse of their private information.

"The [potential of connectivity](#) makes it easier for children to connect with their peers anywhere in the world [...] is a tool for children's empowerment and engagement with their communities. However, this connectivity puts them at risk of their private information, access to harmful content, and cyberbullying," said Sheldon Yett, UNICEF Pacific Representative.

As outlined in [The State of the World's Children 2017: Children in a digital world Worldwide](#), one-in-three internet users is a child, and yet too little is done to protect them from digital world perils.

"Every day, thousands of children are going online for the first time, which opens them up to a flood of dangers we are just coming to appreciate, let alone address," said Laurence Chandy, UNICEF Director of Data, Research and Policy.

“While governments and the private sector have made some progress in formulating policies and approaches to eliminate the most egregious online risks, more effort must be made to fully understand and protect children’s online lives,” he added.

UNICEF is working with governments in the Pacific to deliver cyber safety programmes particularly in Tonga and Samoa and provide tips to parents on how to protect their children online.

“Collective action – by governments, the private sector, children’s organizations, academia, families and children themselves – is needed to level the digital playing field and ensure safer internet spaces for children,” Mr. Chandy affirmed.

The report underscores that everyone is obliged to protect children in the digital world, including governments, families, schools and other institutions – with a special note that technology and telecommunication industries have a significant responsibility to shape the impact of digital technology on children.

UNICEF is calling for renewed urgency and cooperation among governments, civil society, UN agencies and, most significantly, the private sector, to put children at the centre of digital policy by coordinating global, regional and national responses; safeguarding children’s privacy; empowering children online through more equitable access and digital literacy; and investing in better evidence about access, opportunities and risks for children online.

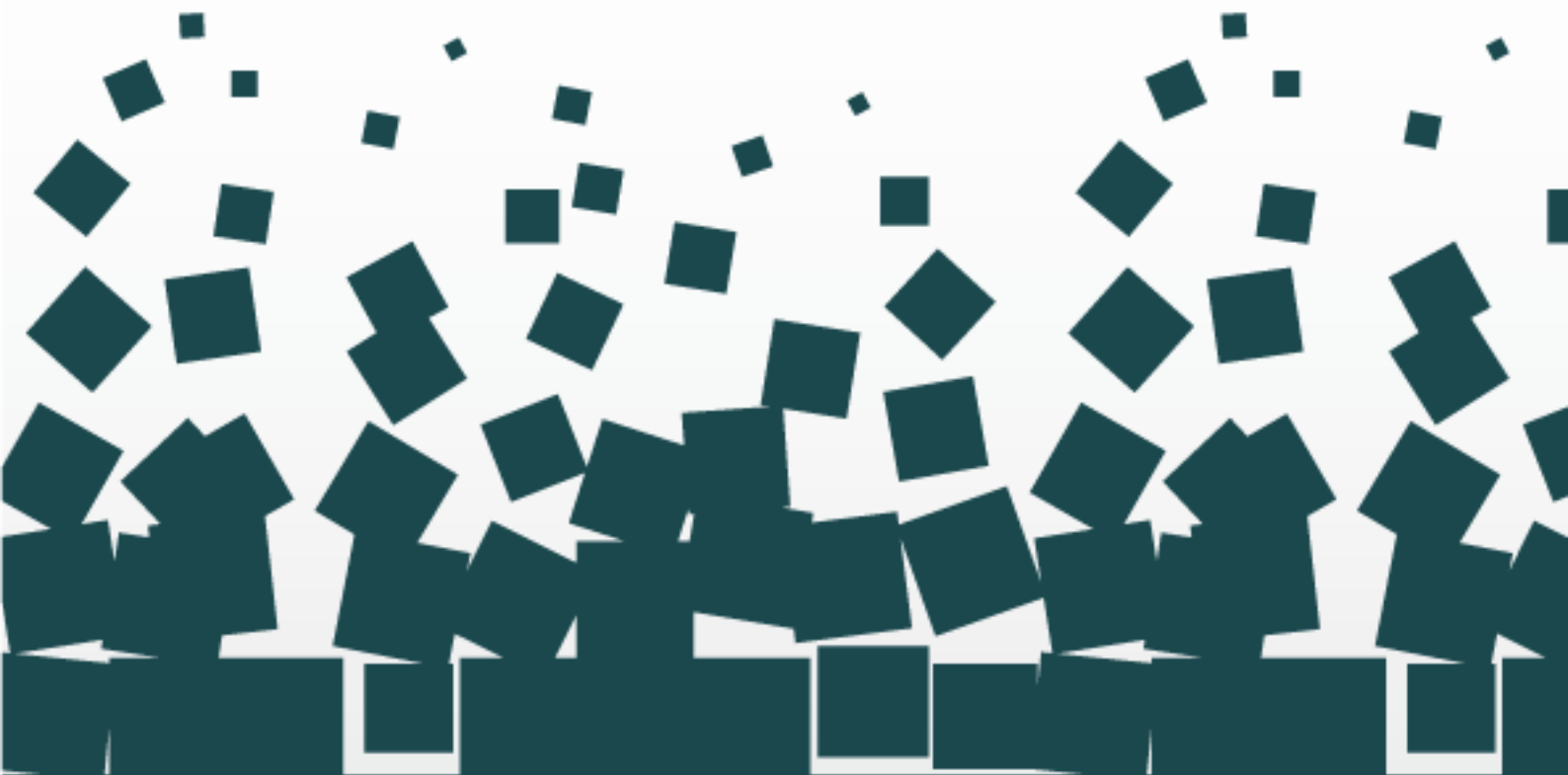
“In the time it takes to click on a link, a child somewhere begins creating a digital trail which those not necessarily considering the child’s best interest can follow and potentially exploit,” Mr. Chandy stressed. “As younger and younger children join the Internet, the need to have a serious discussion about how to keep them safe online and secure their digital footprint becomes increasingly urgent,” he concluded.

Importance to travel & tourism

Numerous travel & tourism groups of activists are seeking to end exploitation of children. Perhaps it might be useful to hear from some of our travel and technology gurus on what they are doing to alleviate **this particular problem**, even as a philanthropic exercise.



SDG 16: As relevant as ever, UN Charter is 'our living template' for tackling global challenges



CHARTER OF THE UNITED NATIONS
AND
STATUTE OF THE
INTERNATIONAL COURT OF JUSTICE



SAN FRANCISCO - 1945

A close view of the original copy of the Charter of the United Nations which is kept in the United States National Archives in Washington D.C. UN Photo/Mark Garten



SDG 16: As relevant as ever, UN Charter is 'our living template' for tackling global challenges

United Nations, (UN News Centre) 21 February 2018 - The Principles outlined in the United Nations Charter remain the foundations of international relations and global harmony at a time when conflicts have come more complex, new threats and challenges have emerged and impacts of instability are felt far beyond their source, Secretary-General António Guterres said on Wednesday.

“So, while the Charter’s Principles are [as relevant as ever](#), we must continue to update its tools, we must use those tools with greater determination, and we must go back to the Charter’s roots for inspiration as we strive to deliver for ‘we the peoples,’” Mr. Guterres told a [ministerial-level briefing](#) of the Security Council on the purposes and principles of the [United Nations Charter](#).

Calling for rebalancing the approach to international peace and security, the UN chief underscored the need to help countries avert the outbreak of crises – both natural and man-made – as well as the importance of full commitment to all human rights and inclusion of women in peace efforts.

“Preventing crises is primarily the responsibility of Member States. [Chapter VI](#) of the Charter [on Pacific Settlement of Disputes] describes the tools that are available to them for that purpose – negotiation; enquiry; mediation; conciliation; arbitration; judicial settlement; and other peaceful measures and means,” stressed the Secretary-General, adding that the UN, including his own good offices, stand ready to help prevent, manage or resolve conflicts.

Mr. Guterres also highlighted the role of Chapters [VII](#) and [VIII](#) on action with respect to threats to the peace, breaches of the peace, and acts of aggression; and regional arrangements, respectively, and said that regional perspectives are critical in understanding challenges and regional ownership essential for sustainable solutions.

In that context, the UN chief noted the partnership between the Organization and the African Union on peace and security, and the alignment of the 2030 Agenda with Africa's Agenda 2063.

"The Purposes and Principles of the Charter speak to today's challenges as firmly as they spoke to people who had just lived through the most horrible war the world has ever seen," said Mr. Guterres.

"The Charter is our living template for serving 'we the peoples'," he added.

Speaking alongside Mr. Guterres, former Secretary-General Ban Ki-moon, also highlighted that the primary responsibilities in the Security Council to maintain international peace and security are "[needed now more than ever](#)."

"In order to effectively respond to non-traditional and transnational security challenges such as climate change, terrorism and violent extremism, nuclear proliferation, and cross-border insecurity, the Security Council should undergo reforms to be more flexible in its decision-making process," he said.

Mr. Ban also noted that multilateralism cannot be upheld by only one Member State or a group of states and urged the UN system, including the Security Council to strive to overcome "whatever challenges may loom over the horizon."

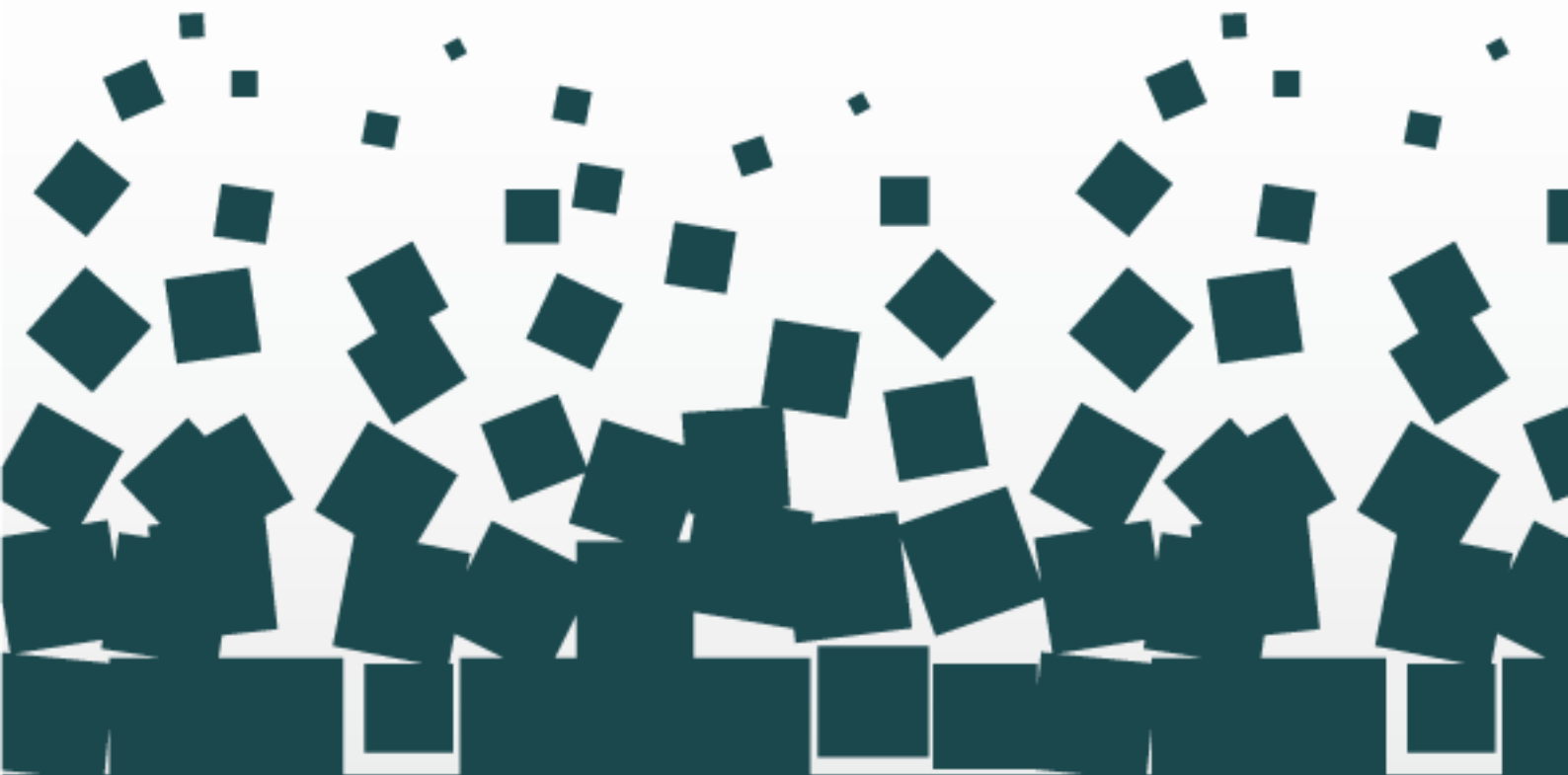
He also emphasized the need for the entire membership of the Organization to faithfully and thoroughly implement the [2030 Agenda for Sustainable Development](#) and the Paris Agreement on climate change while coping with other new challenges including, among others, the proliferation of weapons of mass destruction.

Importance to travel & tourism

Interestingly, the UN Charter is never mentioned at travel and tourism forums. It is quite probable that very few people in travel and tourism even know that it exists. Along with the UN Sustainable Development Goals, the travel & tourism industry needs to be made more aware of the UN Charter so that it can become more conscious of the need to address the bigger picture and move away from the constant obsession with generating growth.



SDG 16: Global summit highlights solutions to end violence against children



Agenda 2030 for Children

End Violence Solutions Summit

Stockholm, Sweden 14-15
February 2018



SDG 16: Global summit highlights solutions to end violence against children

GENEVA 9 February 2018 (World Health Organisation media release): Globally, up to 1 billion children aged 2-17 years – or one in two children – have suffered physical, sexual or emotional violence or neglect in the past year. WHO will be joining global efforts next week aimed at promoting solutions, and reinforcing global commitments, to end all forms of violence against children.

WHO Director-General Dr Tedros Adhanom Ghebreyesus will participate in *The Agenda 2030 for Children: End Violence Solutions Summit*, being held in Stockholm Sweden, from 14-15 February. Also participating will be HM Queen Silvia of Sweden, 30 ministers, the heads of UNICEF and the United Nations Office on Drugs and Crime, as well as senior officials from development agencies, foundations and nongovernmental organizations.

Violence is the second leading cause of death in boys aged 10-19 years, with a global homicide rate for that age group of 7 per 100,000 population. Across their lives, more than 1 in 5 children have experienced physical abuse, while more than 1 in 3 children have experienced emotional abuse. Around 18% of girls and 8% of boys have experienced sexual abuse.

Dr Etienne Krug, from WHO, says experiencing violence in childhood has lifelong impacts on the health and well-being of children, their families and communities.

“We must not tolerate that half of the world’s children suffer violence each year,” explains Dr Krug, Director of the WHO Department for the Management of Noncommunicable Diseases, Disability, Violence and Injury Prevention. “The sad fact is that we know what needs to be done, yet we do not do it. Violence is not inevitable. Its causes are understood and it can be prevented; only the will is needed.”

“Evidence-based measures include those reflected in the WHO-led *INSPIRE: Seven strategies for ending violence against children*, namely:

- Implementing and enforcing laws (e.g. banning violent discipline and restricting access to alcohol and firearms);
- Norms and values change (e.g. altering norms that condone the sexual abuse of girls, or aggressive behaviour among boys);
- Safe environments (e.g. identifying neighbourhood “hot spots” for violence and then addressing the local causes through problem-oriented policing and other interventions);
- Parent and caregiver support (e.g. through the provision of parent training to young, first time parents);
- Income and economic strengthening (e.g. providing cash transfers to families on the condition that their children attend school);
- Response services provision (e.g. ensuring that children who are exposed to violence receive effective emergency care and appropriate psychosocial support), and
- Education and life skills (e.g. providing children with life and social skills training, including the skills to manage emotions, maintain self-control, empathize with others and express themselves assertively).

Strong evidence shows that the consequences of violence go much beyond death and injury. Because children who are exposed to violence are more likely to smoke, misuse alcohol and drugs, and engage in high-risk sexual behaviour, they are also more likely to attempt suicide and endure a range of illnesses later in the life. These include anxiety, depression, cardiovascular disease, cancer and HIV.

WHO’s work on violence prevention is reflected in its *Global plan of action to strengthen the role of the health system to address violence* and in its 13th General Programme of Work 2019-2023.

Importance to travel & tourism

The United Nations likes to claim as one of its main slogans that “no one should be left behind”. This story indicates that millions of children are in fact at high risk of being left behind. Worse, the physical, mental, psychological trauma they suffer will keep them behind all through their lives. This will then see the emergence of another generation whose problems could land up affecting societies as a whole. Another soul-searching challenge for travel and tourism.

