



THE OLIVE TREE

Edition 10. November - December 2018

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 และการปฏิบัติ สำหรับการดำเนินชีวิตหรือประกอบกิจการงานใดๆ 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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THE OLIVE TREE

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INTRODUCTION AND BACKGROUND

The Olive Tree Awards Essay Competition – A Powerhouse of Thought-Leadership from Future Leaders

This 10th edition of The Olive Tree features all the 33 award-winning and shortlisted essays in The Olive Tree Awards essay competition, the first such project designed to give young people a voice in advancing the UN Sustainable Development Goals. Conceptualised and initiated by Imtiaz Muqbil, Executive Editor of Travel Impact Newswire, the competition is an extension of The Olive Tree, the first publication of its kind designed to help travel & tourism become a more enthusiastic part of the solution in achieving the UN SDGs.

The competition is open to millennials worldwide to submit essays of up to 1,200 words on the topic: “How Travel & Tourism can Contribute to the UN SDGs.” Writers must be aged under 30 at the date of submission. They need not be employees or students of Travel & Tourism, but their essays must have a Travel & Tourism angle. The winner gets prize money of US\$1,000 and two runners-up US\$500 each.

Writers are encouraged to 1) Study the SDGs carefully; 2) Think deeply about any aspect of Travel & Tourism which is relevant to the SDGs; and 3) [Download The Olive Tree publications](#) to access thought-prompting ideas on the topic.

They are encouraged to present a good idea, vent a frustration, or share an passion, experience or event, letting their creativity, and especially their conscience, be their guide. Controversial themes challenging conventional wisdoms are welcome, going beyond the traditional environmental issues and exploring SDG-advancing ideas in areas of peace & conflict, good governance, corruption, transparency and accountability, human rights, etc.

Although all essays had to be in English, they were judged on the quality of the ideas, NOT the quality of the English.

Two rounds of the competition have been held so far. The first was inaugurated on 21 September 2017, the International Day of Peace, and attracted 96 essays from young people in 20 countries. The winners were announced on March 20, 2018, the International Day of Happiness. The three winning essays and 13 other shortlisted essays were published in the [March-April 2018 edition of The Olive Tree](#).

The first round was sponsored by Mr. Sonu Shivdasani, CEO and Commercial and Creative Lead, Soneva Resorts, and Jetwing Hotels of Sri Lanka, courtesy of CEO Mr. Hiran Cooray.

The second round was launched in March 2018, and the winners announced on Sept 21, 2018. The number of second-round entries were more than double those in the first. A total of 190 essays were received from 30 countries, mainly in Asia, Central Asia, Africa and Latin America. The prize money was generously donated by a Dubai-based benefactor from the Islamic world who preferred to remain anonymous.

The second round was judged by a panel of six women and three men ranging in age from the 60s to the 20s. To ensure transparency in both rounds of the competition, all the judges were sent the final grading sheet to verify their scores. The second-round judges were:

(+) Mrs. Narzalina Z. Lim, President, Asia Pacific Projects, Inc., Tourism and Hospitality Consultants, Manila.

(+) Ms Shiromal Cooray, Managing Director, Jetwing Travels, (Pvt) Ltd, Sri Lanka.

(+) Mr. Mario Hardy, CEO, Pacific Asia Travel Association.

(+) Mrs Erina Loo, Secretary-General, Southeast Asia Tourist Guides Association, Jakarta

(+) Ms Yasmin Ahammad, Program Development Officer, Focus on the Global South, Chulalongkorn University Social Research Institute, Bangkok

(+) Mr. Dmitri Cooray, Manager Operations, Jetwing Hotels, Sri Lanka.

(+) Mr. Abdulla Ghiyas, President, Maldives Association of Travel Agents and Tour Operators and PATA Face of the Future 2018-19

(+) Ms Jennifer Kim, Public Information Assistant, Strategic Communications and Advocacy Section at the UN Economic and Social Commission for Asia and the Pacific (UN ESCAP), Bangkok

(+) Mrs Rosni Muqbil, retired businesswoman (and wife of Travel Impact Newswire Executive Editor Imtiaz Muqbil).

Here are comments from some of the judges:

Narzalina Lim: “I enjoyed reading most of the essays. These young people give me hope that the world will be a better place if we had more of them around. Congratulations on your continuing efforts to raise awareness on important issues.”

Shiromal Cooray: “Reading through the essays I was pleasantly surprised and very pleased to see how these young girls and boys are perceiving Travel and Tourism. It is no more simply a “Getaway”, it’s a learning, sharing, volunteering, conserving etc. etc. experience which enriches the life of the traveller and the host or the host community. They have written it with so much passion and creativity! Great effort, congratulations to the writers and to Travel Impact Newswire for creating this opportunity.”

Mario Hardy: “I must thank you for this great opportunity. I must admit that I’m not a great reader, but couldn’t keep my eyes away from these essays! The ones written by young people from developing countries or those who appeared to have a more difficult childhood seem so much more passionate than the ones from developed countries. I will most certainly take inspiration from those essays and will mention them in my speech at the PATA Youth Forum (in Langkawi, Malaysia, Sept 12).”

Jennifer Kim: “Evaluating the essays was a pleasure. The writers displayed innovative solutions and passion while critically engaging the role of tourism in achieving the SDGs.”

Dmitri Cooray: “It is really encouraging to see that many young people are taking so much interest and coming up with many ideas in relation to sustainability. As many will be future influences in the tourism industry it’s very positive to see such thinking at a young age.”

Yasmin Ahammad: “As I read through the essays, I grew increasingly impressed by the insights and analysis of these young writers. This generation of travellers will not only bear the brunt of climate change and its resulting socio-economic impacts, but they’ll also be the ones to work through the solutions. In this regard, this collection of essays gives me hope.”

The third round of the essay competition will be announced in November 2018. The prize money of US\$2,000 is being generously sponsored by the PATA Foundation.



MESSAGE FROM EXECUTIVE EDITOR

IMTIAZ MUQBIL

The SDGs open an opportunity for Baby-Boomers to fix the problems of their generation

The travel and tourism industry claims to be very concerned about the “future generation”. However, a closer examination will show that its real interest in millennials is predominantly as drivers of business. Industry events abound with research on their social media usage, how they can whip up fancy videos to win travel prizes, their start-up ventures, favourite destinations and spending patterns. Seldom do the events focus on real issues impacting young people, especially from the less-well-off segments.

The Olive Tree Awards essay competition fills that critical gap. In these award-winning and shortlisted essays, young people from 23 countries voice their concerns about the state of the world. It is arguably the first such collection of young people’s “voices” on how travel & tourism can contribute to the UN SDGs.

Free of academic jargon, the essays are brimming with passion and thought-provoking ideas on how travel can be a part of the solution and realise its true value, well beyond cold, heartless financial statistics. Potentially game- and agenda-changers, they cite the over-arching challenge: Is the outgoing generation truly cognizant of the mess it is leaving behind for future generations?

This is where the UNSDGs offer both hope and a potential solution. Their 2016-2030 time-frame tallies almost exactly with what will be the final life-time years of the Baby Boomer generation. Hence, Baby Boomers have just 12 years to implement the roadmap and revamp the global systems to make them more comprehensively and holistically sustainable, thus ensuring a better future for their children and grandchildren.

The clock is ticking. Every day generates new headlines that indicate more failures than successes. The world is facing the spectre of both global warming and what I have termed “The Other Global Warming” – the very real threat of socio-political clashes between peoples.

These fears, and many more, are cited in no uncertain terms in these essays. Travel & tourism industry forums always claim to be keen to give a “voice” to Future Generations. Here are 33 “voices” waiting to be heard.

Will the Baby-Boomer generation listen?

Even more important, will it heed and act?

Or just get on with business as usual?



MESSAGE FROM CHAIRMAN, JETWING HOTELS

HIRAN COORAY

Essays flag need to put People Planet and Profits on an equal footing

I am often told that young people these days don't like to read or write much. They prefer sound-bites and images. Not entirely true. This 10th edition of The Olive Tree, with 33 powerful essays written entirely by young people from 23 countries, proves that the art of intelligent and thought-provoking writing, is not entirely a lost cause.

Jetwing Hotels is proud to be associated with The Olive Tree Awards essay competition. In addition to being a supporter of The Olive Tree publication, two members of the Cooray family, my sister Shiromal and my eldest son Dmitri, were judges of the second round of the competition. In spite of being a generation apart, both were highly impressed with the quality and depth of the essays.

Personally, it is admirable to note that 26 of the 33 essayists are women, all reflecting real "thought-leadership" and "innovative thinking." The writers' passionate thoughts, ideas and viewpoints deserve to be closely studied and analysed by everyone involved in planning future policies and strategies on how to make Travel & Tourism a part of the solution in attaining the UNSDGs.

The essays are also searchable. Keywords such as peace, water, jobs and waste often come up. Adding to their value is the sheer diversity of the writers in terms of nationality, age, income levels, ethnicity and travel experience. Professionally, they range from school students to biologists to English teachers to entrepreneurs. The subjects range from peace and justice to a clash of civilisations, animal rights to food wastage, sex tourism to poverty alleviation, and much more.

Technically, the essay competition has only three "winners" but I consider all the essays to be winners. At a broader level, the entire travel and tourism industry can be a winner if we give all the challenges the priority they deserve and place People, Planet, Profits on an equal footing.

Co-Winner 1:

The Core Reason for Global Wars and Hatred



By Twinkle Malukani

Nationality: India

Year of Birth: 1995

Profession: Studying Law with BA Honors
at Institute of Law, Nirma University, India

Every nationality has zero tolerance towards at least one other nationality which becomes the core reason of wars and hatred all over the world.

Leisure has not been the sole purpose of moving from one place to another. From the time Plato propagated the concept of Cave Allegory in which his protagonist philosopher once breaks through the chains of darkness of the cave to adjust his eyes in the light of reality and develop perceptions anew to the times of Greek philosophers who travelled to explore, learn and import ideas and indulge in fruitful discussions at the religious festivals in the city of Athens which witnessed people from all parts of the world to the present day world and surely the future times, the planet has recorded a lot of movement. Plato's philosopher on coming out of the cave could see the reality of life which the present day traveler

sees while exploring. The Greek philosophers discussed the ideas of the country they represented and there happened an exchange of useful ideas and hence betterment of all the countries being represented. These festivals now happen as discussions among the political elites which offer no platform for the masses.

This is where the importance of tourism comes into the scenario. The exchange of ideas when people travel not only adds to their personal benefit and growth, it also introduces tourist to unseen, unexplored and misunderstood, whether people or places. To explain, an Indian who has never visited Pakistan constructs his notion about that country based on hyped rivalry in media or hyped conservativeness of Islamic approach followed there. ***Every nationality has zero tolerance towards at least one other nationality which becomes the core reason of wars and hatred all over the world.*** But those who have stepped out of their cage whether within their country which also has no less diversity, differences and problems or beyond the domestic borders and have actually erased the borders for themselves, they make themselves a global citizen who is tolerant to people from any nationality, ethnicity, religion, race, caste or creed, etc. Such kind of tourism that explores, helps in Peace which is no less essential in contemporary world fighting internally for resources under the garb of religion.

As tourism promotes group tours, our present day nomads undergo a change in their mentality. Just like Gautam Buddha once on his walk around his own city underwent a transformation that has given the gift of a beautiful religion Buddhism, the tourist develop compassion for the

The more one sees the unusual, the more he feels it to be usual. Tourism is the most effective means for economic integration and diversification.

“other” (their communal identity being the “self”) which makes them “just” as an individual in treating those “others” (UN SDG 16: Peace and Justice). People from diverse cultural backgrounds come together because of tourism industry and hence it can foster multicultural and interfaith tolerance and understanding thereby laying the foundation for more peaceful societies. Travel, which is fostered by Tourism industry, is the journey to truth, wisdom and peace infinite. This tolerance and compassion for the “other” developed in travelers eliminates the compartments created by financial inequality or based on skin color or religion, race, ethnicity, etc. Tourism

successfully reduces inequality (SDG 10), not to forget its contribution to elimination of poverty (SDG 1) and in reducing economic inequality.

The more one sees the unusual, the more he feels it to be usual. Tourism is the most effective means for economic integration and diversification. The sight of women working might make some happy, some agitated and some to eventually accept and find it usual. Not to mention the contribution of women working at par in male dominated sectors also, however this situation is not similar everywhere. There are variations in how women are treated domestically and professionally in Haryana, Maharashtra, Karnataka and West Bengal to represent the polar zones of India and such variation only increases beyond national boundaries. Tourism, apart from enlightening the role of women to the travelers also creates jobs for women. It also changes the ideology of tourists and contributes to Gender Equality (SDG 5). Tourism empowers women through direct jobs and income generation in tourism and hospitality becoming a tool for them to fully engage and lead in every aspect of society.

The jobs created have an ambit to cover educated and uneducated, being the only reputed industry offering jobs for semi-skilled with a pay enough for their growth in all aspects. A long list of countries depend on tourism considerably for their GDP and many regional places like Kutch Rann and Udaipur are domestic examples of tourism contributing to jobs and economy. This leads to tourism offering decent work and catalyzing the economic growth. (SDG 8). Decent jobs is a major positive socio-economic impact of tourism as it provides one in ten jobs and is top of the 4 major service export earners in the world. Low skills requirement and local recruitment helps to empower less favored groups, especially women. This job creation pulls out many at local and community level from vicious circle of Poverty (SDG 1) and hence takes baby steps to reach “Zero Hunger” (SDG 2). It can achieve food security and nutrition and sustainable agriculture encouraging sale of local products to tourists and supplies to hotel and agro-tourism.

To attract more tourism, policies focus on developing the infrastructure of the country through better transportation, urbanization and innovation. Whether it is a ferry transport from Hong Kong to Macau or trams/metros/bullet trains to tallest building Burj Khalifa in Dubai or Marina Bay Singapore, Tourism has paced up the infrastructure development and innovation and Industry (SDG 9). Apart from developing urban infrastructure, **Tourism can promote regeneration and preservation of cultural and natural heritage and invest in green infrastructure which will develop smarter and greener cities for both tourists and residents.**

Tourism can promote regeneration and preservation of cultural and natural heritage and invest in green infrastructure which will develop smarter and greener cities for both tourists and residents.

A Holiday is an unmatched stress reliever which contributes to physical and mental health.

Apart from maintaining and upgrading infrastructure, the host place attempts to live up to expectations of Clean Water and sanitation (SDG 6) and to sustain the excessive crowding, there will be solutions for Affordable and Clean energy (SDG 7). There should be efficient use of water, pollution control and technology efficiency and the sector can invest in clean energy sources to reduce green-house gases, mitigate climate change (SDG 13) and contribute energy access for all. Tourism should adopt sustainable consumption and production modes, and some projects

of keeping tourist places clean along with tools to monitor sustainable development impacts for energy, waste disposal, water conservation, biodiversity, etc. Tourism can promote Blue economy by contributing to sustainable use of marine resources (SDG 14 Life below Water) as Coastal and Marine Tourism rely on healthy marine ecosystems. It can also play a major role in conserving and preserving biodiversity which is a reason why tourist visit a destination (SDG 15 Life on Land).

A Holiday is an unmatched stress reliever which contributes to physical and mental health. To match up the tourist demands, roads are made for access to unexplored places which have a very low population. These roads make it possible for those people to connect with the outside areas to be able to access health care. Tourism contributes to health and well-being of tourist as well as the host crowd (SDG 3). Also, in some areas where visitor's fees/Extra charges are collected from tourists, the funds can be used to promote good health of the public. These roads also bridge that gap between kids willing to study to make it to the education in cities and sometimes the very idea of educating their children imported by tourist's personal interaction with the local crowd. Tourism provides jobs to youth and women and others with special needs who can benefit through educational means. (SDG 4).

Last but not the least, one of the most linkable SDG 17 can be achieved through Tourism that strives to strengthen public/private partnerships and arranges multiple stakeholders (local/regional/national/international) to work together for achieving SDGs and hence, public policy and innovative financing are at the core for achieving 2030 Agenda as prioritized by UNWTO and UNDP in the Conference on Travel and SDG.

All I can finally say is "Travel, Explore and make this world a beautiful place to live."

Co-Winner 1:

Travel and the SDGs Illustrate an Individual's Power to Create a Better World



By Vinita Srinivasan

Nationality: India

Year of Birth: 1995

Profession: Engineering graduate from Delhi Technological University

As more and more people venture out to explore the world, they realize that travelling is not just about 'checking out places', but engaging in a unique, cross-cultural interaction, that benefits both the traveller and the destination he/she is travelling to.

The writer has dedicated this essay to her sister Vidya Srinivasan.

The biggest appeal of travel for me has been its ability to show us that we are a tiny speck in this grand world, yet a powerful entity in itself. A drop in the ocean and the ocean in a drop, right? This virtue also echoes throughout the 17 Sustainable Development Goals (SDGs) of the United Nations (UN), revealing an underlying pattern strongly reliant on an individual's ability to initiate change in his/her immediate surroundings, and in this way, create an impact on the global scale. In this way, both travel and the SDGs, show us the remarkable power we house within ourselves to pave the way for a better world -- the former does so by expanding our horizons, our knowledge and our perspectives about the world we live in, and the latter by providing us a pathway to translate this wisdom into actionable goals!

A growing awareness towards responsible and sustainable travel has optimally positioned travel, as well as the tourism industry, as an effective change agent in the quest for realising the SDGs. People's perception of travel is steadily changing from a pleasure-centric to a purpose-centric one. ***As more and more people venture out to explore the world, they realize that travelling is not just about 'checking out places', but engaging in a unique, cross-cultural interaction, that benefits both the traveller and the destination he/she is travelling to.***

Today's enlightened travellers seek to connect with the soul of a place, and leave their unique impression on it. This has led to the advent of travel volunteering, through which spirited travellers seek to give back to the place they are visiting, by taking part in activities that help the people of that place - such as helping farmers on a farm and helping them adopt efficient farming practices, working with locals to help them create a self-help group and empowering them to start a small enterprise, teaching English to non-native speakers, thus preparing them for a myriad of opportunities, or preserving the place's ecological balance.

A mutual transfer of knowledge and wisdom can usher in huge strides in achieving Gender Equality (SDG 5), Reduction of Inequalities (SDG 10), perhaps even in Peace and Justice (SDG 16); as people of that place become increasingly aware of the various complex socioeconomic systems around the world.

Through this involvement, volunteers from a variety of backgrounds bring their diverse experiences and skills together on a plate, to help that particular place progress towards the SDGs, be it SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure) SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production) or even SDG 13 (Climate Action). In an indirect way too, such travellers have the ability to bring about revolutionary changes in the particular community through their unique experiences and wisdom. ***A mutual transfer of knowledge and wisdom can usher in huge strides in achieving Gender Equality (SDG 5), Reduction of Inequalities (SDG 10), perhaps even in Peace and Justice (SDG 16); as people of that place become increasingly aware of the various complex socioeconomic systems around the world.***

In a world where a growing number of people endeavour to do something meaningful with their lives, these volunteering opportunities provide individuals with a channel to realise their potential, and contribute to the advancement of a place, and the entire society in general. And travel and tourism are efficient catalysts in this process.

There's another way travel and tourism can have a mutual benefit -- for the travellers (and their country), and the country they are visiting. Travel entails a transfer of knowledge and cultures -- wherein both the traveller and the destination become malleable to influences from one another. In this aspect, travel has two direct consequences -- one can visit a place, understand its developmental challenges, and be inspired to work on overcoming them; or, one can visit a place that houses effective developmental strategies, and learn from them and implement them in his/her home country. This would be mutually beneficial because no country would be advanced in every sector - there's always something we can learn from someone. And in this way, a shared knowledge infrastructure is gradually built, which acts as a foundation for progress at a global level. Travel and tourism play a crucial role in facilitating this foundation-building process.

To elucidate the above point, I would like to present my very own example - a trip that turned out to be an enlightening experience by motivating me to take action on the causes of the environment. On a trip to Shimla and the surrounding areas in the mighty Himalayas in the year 2010, we got a chance to interact with villagers from surrounding villages. It was through this interaction that we learnt that many of them were shrouded in darkness, with no reliable access to electricity. This prevented students from being able to study after sunset and was also the major reason women had to devote their time and energy to cumbersome chores, instead of productive activities.

This ignited a spark in my mind - when I came back, I talked with the teachers in my High School and initiated the formation of Eco-Club in my school. As its President, I spearheaded several activities and campaigns, such as cleanliness drive and resource conservation campaigns, that brought about a positive impact in my immediate surroundings. But the spark led to something even bigger - it cultivated in me a strong interest in the field of Renewable Energy. Since then, I have been working on Renewable Energy projects, with the ultimate aim of enabling access to clean, inexpensive and

I am just one of the 7.6 billion individuals on this planet. If my travel sojourns have propelled me to work on the UN SDGs, I'm sure there would be several others like me who would have been influenced by their travels in a similar fashion.

reliable energy for all. This sentiment strongly resonates with the UN SDG 7.

I am just one of the 7.6 billion individuals on this planet. If my travel sojourns have propelled me to work on the UN SDGs, I'm sure there would be several others like me who would have been influenced by their travels in a similar fashion. Perhaps someone reading this article could become inspired to travel and make a difference in this world. And think about the mammoth effect this could have on our planet! Each positive action by an individual would create a ripple effect, bolstering the strides made by each other, and making way for further growth.

In this context, travel acts as both a stimulant as well as a platform for interaction- one can be inspired by travel, and can also meet fellow like-minded people during travels, thus opening up a further possibility for constructive collaboration that would be beneficial for our planet. The shared expertise of such strong, spirited, and knowledgeable individuals is crucial for accelerated development in all spheres- economic, social, institutional, as well as environmental!

So the next time you are looking to learn, get inspired, or contribute to the society, why not travel? There can be no better way to truly comprehend the world we live in, and discover the unique role we play in it, than by travelling! Perhaps, as you tread paths, you will also leave footprints for the world to follow.

Third Place: Education and Tourism – A Key to Advancing the SDGs



By Natasha Goel

Nationality: India

Year of Birth: 1992

**Profession: Candidate, Master of Public
Administration in Development Practice, School of
International and Public Affairs, Columbia University**

Through personal experiences, I truly believe that the intersection of tourism and education has the power to positively influence all the SDGs in one way or the other. Every city, town and village has something to offer for tourism.

In early 2015, during my travel to a vineyard in New Zealand it struck me how tourism can sustain profitable livelihoods in rural parts of a country. In the summer of 2016, while teaching in extreme remote parts of rural India, I realised how learning about tourism can help students gain important employable skills. Currently, I'm writing from Kigali, Rwanda where every day I see examples of sustainable tourism, where the country is earning from tourism and yet ensuring that the environment is protected.

Welcome to the 21st century, where the worlds are connected, technology has made communication instant and infrastructure has made travelling across the globe much easier. But there is the darker side of globalization, where inequalities are increasing, number of people without basic necessities has become stagnant and there is tremendous pressure on the environment. In the light of the above, the

United Nations adopted the Sustainable Development Goals (SDGs) 2030 to promote inclusive, sustainable and environment-friendly economic growth.

Through personal experiences, I truly believe that the intersection of tourism and education has the power to positively influence all the SDGs in one way or the other. Every city, town and village has something to offer for tourism. It can be historical stories, breathtaking landscapes, adventure activities, incredible architecture or the sheer diversity of people and cultures of a place. By opening learning centres or educational institutions solely focussed on developing skills required for the tourism industry, there will be major steps taken towards achieving SDG 4 - Quality Education and SDG 8 - Decent Work and Economic Growth. Opening these learning centres for students who are entering their teenage years would be the most beneficial. It would help them to develop skills which are relevant for the tourism industry. It would also include developing strong communication and literacy skills. At the same time students will learn business skills needed for tourism such as marketing, financing, advertising and entrepreneurship. Skill-based education

Tourism skill-based educational centres can help reduce the stress on cities in multiple ways. They can help curb unemployment rates in the city leading to reduced inequalities and better living conditions for people in slums.

is crucial for successful employment in the 21st century. By focusing on skills for tourism, students will get relevant education and at the same time have a greater opportunity to have a sustainable livelihood.

This solution would also help curtail increased youth unemployment due to students dropping out of school after primary school education. The quality of primary school education has been suffering due to overcrowded classrooms. As the content gets tougher, students drop out. By providing education institutions focussing on skills, these out of school children get a second chance to finish their education. With focussed training on tourism it would create an army of skilled youth for the tourism industry. This also has a direct impact on SDG 16 - Peace, Justice and Strong Institutions as it will reduce out of school youth, who are the most susceptible to getting involved in violent activities.

The curriculum for tourism skill-based education can be adjusted to incorporate changing demands in the tourism industry. This would ensure that there is large space for innovation in the industry. By letting students, who are not biased by already present ideas, develop innovative solutions to the issues tourism industry faces, we can expect further growth in the industry. This would also fulfil some aspects of SDG 9 - Industry, Innovation and Infrastructure. This innovation would be used in all aspects of the tourism business including access to energy. More and more hotels and home stays especially in rural areas are using solar panels to generate electricity. By devising such innovative methods to run tourism businesses there will also be progress towards SDG 7 - Affordable and Clean Energy.

The world's most famous cities such as New York City, London, Beijing, Delhi and Jakarta, while expanding at rapid rates in terms of economic growth, are also suffering from increasing income inequalities and rise of slums. More and more people from rural areas come to cities to look for jobs which has put additional constraints on the city resources. ***Tourism skill-based educational centres can help reduce the stress on cities in multiple ways. They can help curb unemployment rates in the city leading to reduced inequalities and better living conditions for people in slums.*** The centres in the villages can help increase job opportunities which can reduce rural-urban migration. This way all three, SDG 1 - No Poverty, SDG 10 - Reduced Inequalities and SDG 11 - Sustainable Cities and Communities can be positively impacted.

The presence of tourism activities in any area has several positive externalities. To host tourists, there is development of hygienic water and sanitation facilities, restaurants which serve local cuisines and medical facilities. This leads to access to these services even in remote areas. More and more local communities are using the concept of homestays where tourists stay with local families to experience the culture. This enables communities to reach closer to SDG 2 - Zero Hunger, SDG 3 - Good Health and Well Being and SDG 6 - Clean Water and Sanitation. A lot of these community run initiatives are led by women cooperatives which also impacts SDG 5 - Gender Equality.

Tourism is often associated with degrading environment quality since tourists tend to waste resources while travelling. A key to caring for the environment is educating people around the concerns. By incorporating the environment aspect in the tourism skill-based education curriculum, awareness will be raised regarding environment issues in the tourism industry. The same students who graduate from these centres, will ensure that they use environment friendly

The intersection of tourism with education has the potential to positively impact all the Sustainable Development Goals, across all types of regions in the world.

tourism strategies and at the same time educate tourists on reducing wastage. This would be extremely critical for conservation of biodiversity, both on land and in water as more and more biodiversity is at harm due to increased tourism activities. For example, the Great Barrier Reef in Australia has been suffering from the unsustainable increase in tourism activities. Education is a key to informing tourism operators and tourists of the damaging consequences of unsustainable tourism. This would contribute to achieving SDG 12 - Responsible Consumption and Production, SDG 13 - Climate Action, SDG 14 - Life Below Water and SDG 15 - Life on Land.

The most critical aspect for the implementation of this idea would be to have strong partnerships (SDG 17 – Partnerships for the Goals) between the public, private and non-profit sector. Social Impact Bonds can be a good strategy to finance the idea and include non-profit organizations as implementation partners. Based on the success of the model, governments can introduce this as a part of the national education curriculum. Private sector would be important for both funding and providing technical expertise.

The intersection of tourism with education has the potential to positively impact all the Sustainable Development Goals, across all types of regions in the world. It is essential to tap in to this potential and create meaningful partnerships to advance towards the SDGs by 2030.

Burdens of War Fall Ever More Upon Those Least Able To Bear Them



By Khayrullayeva Bahor

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The burdens of war – famine, atrocity, starvation, displacement, forced migrations – now fall ever more upon those least able to bear them, upon women, children, and older people.

When you look at monetary flows, along with the creation of jobs, the tourism sector represents one of the largest industries globally. The preceding aspect is an important one, as tourism provides the opportunity for small and medium sized (5 through 500 employees) businesses to form, along with micro enterprises that typically consist of fewer than six people, and usually represent family operations.

In the late 1980s the increased concern for global environmental issues contributed to the emergence of interest in sustainability, developing not only in the tourism sector but also all other sectors within economy. The travel and tourism industry one of the world's biggest and fastest industries, has been battered by hurricane-force winds of change is our town industry mindset.

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environmental and host communities.

Imagine, aren't we just by travelling especially flying, creating a negative impact? "Yes" or "No". And industry or sector can have a negative impact and any industry or sector – tourism included – can be more sustainable. So in sustainable tourism decisions aren't taken just for bottom line profit, but on a triple bottom line basis which considers costs and benefits environmentally and socially as well as economically and seeks to find a sustainable balance between the three dimensions, to ensure long term sustainability.

It might be argued that putting a halt to global travel could massively reduce the carbon "footprint" of tourism, and the consequent impact on greenhouse gas emissions and man-made global warming. For us, in these first decades of the twenty-first century, again live in a world marked by war and the rumour of war, preparations for war that absorb not only the muscle and sinew of our physical labour, but the creativity of our intellectual labour; war built on fear of the other, ignorance and impatience as to different forms of economy presented and too often perceived as inevitable even if they are sustained by continuing injustice and deepening inequality. ***The burdens of war – famine, atrocity, starvation,***

We live in an era where terms like resource depletion, environmental degradation, climate change are not mere threats on paper, rather these are harsh realities and pressing challenges of the present.

displacement, forced migrations – now fall ever more upon those least able to bear them, upon women, children, and older people.

It is an absolute pleasure to pen my thoughts on the cause of sustainable development goals 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 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 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, 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. The travel industry will witness new and wide-ranging trends in coming years. However, if we study and explore the SDGs from this perspective, we may find many aspects of various as well that can be linked and acted upon by different stakeholders of travel and tourism .

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,***

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.

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

social and environmental benefits of sustainable choices, there should be a mechanism developed for assessment and rating the efforts of tourist operators. 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 because though mostly they are inter-connected, but to take up all 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.

A Temple that Unites All 16 Global Faiths in our Troubled World



By Anna Savchenko

Nationality: Russian

Year of Birth: 2002

**Profession: 10th Grade Student at a school in
Novosibirsk**

The temple is an architectural symbol of all the religions and their Museum. The idea of this construction was to proclaim the equality of all religions, cultures and civilizations of our planet.

The Temple of all religions -The Ecumenical Church, the international cultural center of the spiritual unity- is an architectural structure in the village of Staroe Arakchino in Kazan, Russia. This is the unique combination of the human idea and its embodiment by the great master. I came to Kazan to visit my relatives and the next day I went to the Arachino village, which is not far from The city. There is an extraordinary building near the house of Ildar Khanov.

There I experienced a lot of bright, but not quite meaningful impressions, and the most memorable for me was the soft look of the blue eyes of the smiling sculptor and the colorful buildings that looked unusually and very different from other temples. Of course, because of my age, I was not able to assess the scale of this amazing personality and his Grand

ideas, but much later, studying his biography and work, I found out extraordinary interesting facts about him. Many still can not stop admiring his genius talent, and some are perplexed by his creations. And last summer, I visited Arakchino again. That trip was a special moment in my life. Experiencing the ordinary peculiar teenagers crisis, trying to find the ground underfoot, I began to think often about faith, about the purpose of man on earth. And I went there to find peace of mind and prioritize my life values.

Unfortunately, Ildar Khanov was no longer alive (he died in 2013), and I had to look for answers to my own questions. Of course, first of all I would like to tell you about the master and how he built his universal temple. The amazing building is located on the banks of the Volga. The bright gingerbread domes clearly appear on the background of the private houses.

The Muslim minaret, surrounded by roofs and peaks typical for Catholic, Judaist, Buddhist and other temples is adjusted to the Central Orthodox domes. Amazing sculptor Ildar Khanov united sixteen religions: those that live now, those that remained in the distant past and those that humanity does not know yet. The universal Temple was not conceived as a place where people

This multicultural complex also has an art gallery, where exhibitions of different artists are held. Each exhibition is about the light, the kindness of the human heart, faith and God, who is one in all religions of the world.

of different religions would pray side by side, since people have not come to monotheism yet. ***The temple is an architectural symbol of all the religions and their Museum. The idea of this construction was to proclaim the equality of all religions, cultures and civilizations of our planet.*** In the rooms I saw a lot of sculptures, as well as the statue of Buddha. Sculptures in the house, murals, mosaics, stained glass in Indian, Chinese and Japanese styles, all made by the wonderful master's own hands. Inside the cultural monument has several completed halls:

Buddha hall, of course, is made in the Oriental style. By the way, the head of one of the South Korean corporations sent a massive Golden figure as a gift to the architect. The hall contains numerous images of Buddha. The Egyptian hall is a spacious room with white walls, carpets and stained

glass Windows. It is filled with imitations of artifacts of the Ancient East culture. Catholic-dark (in comparison with the others), under a stone hall with semicircular Windows, a dome ceiling and strict columns. Of course, it is difficult to call it a Church, but the tradition itself is recognizable.

The hall of Jesus Christ is an oblong room decorated with stone and wood. It reminds both cave monasteries, the first meetings of Christians, and small light village chapels, that one could find in Central Russia at the same time. There is a mosaic icon of the Virgin, the Trinity, the faces of the Holy Apostles — the classic iconographic scenes in the Byzantine style. Tea room, which can please visitors with traditional Russian and Oriental decoration and hot samovar (Russian national kettle). The table benches in the tea room, made of wood, also have unusual shape. They look like they grew up and intertwined their branches. These benches clearly remind us the scenery of N. Roerich, for example, to the "Holy Spring", which combined elements of pagan culture of Ancient Russia and Russian art Nouveau. The theatre hall is a bright, light-flooded room with numerous arched elements, large Windows, greenery and bright stained-glass Windows in good weather. Here one can hold various concerts and musical events, youth festivals of all countries and peoples. ***This multicultural complex also has an art gallery, where exhibitions of different artists are held. Each exhibition is about the light, the kindness of the human heart, faith and God, who is one in all religions of the world.***

Ildar Khans is a man of the world, a man of the planetary thinking. His task was to unite the humanity, put it on the path of solidarity, destroy the evil in a man and save oneself for the future!

I have come to the conclusion that the idea of building a temple of all the religions by a sculptor represents the great importance in our troubled world. It is through visiting this temple that people could come together from all over the world. There are many different religions in our world. But doesn't the common sense tell us that the God is one?

This is the beginning of the unification of all religious confessions. It is the endless conflicts that excite interest to the idea of uniting the all religions in order to eliminate competition and get rid of interreligious confrontation. If there would be the only one religion and faith in God on earth, then there would be no wars due to religious subjects, there would be no contradictions between the believers of different religions. These ***wars are killing millions of people, old people, children. If people from all over the***

I have come to the conclusion that the idea of building a temple of all the religions by a sculptor represents the great importance in our troubled world.

Wars are killing millions of people, old people, children. If people from all over the world would visit this temple, that is aimed to unite the most common world religions under one roof, and show the equality of all the people living on earth, then the life on earth would be better.

world would visit this temple, that is aimed to unite the most common world religions under one roof, and show the equality of all the people living on earth, then the life on earth would be better. Tourism brings together cultures, tourism contributes a lot to the preservation of cultural heritage, to the universal peace and mutual understanding. I believe that the UNO should pay attention to such a problem, because the unification of the whole world would happen thanks to the unification of all religions.

I advise everyone to visit this magnificent temple, especially the younger generation, who would build the future of our planet. After visiting the Temple of all religions, I feel peace in my soul and great satisfaction. A man who is obsessed with the idea of uniting all the world's religions brings good to people. And a piece of that good I carry with me in my heart.

An App will Allow Tourists to Rate Each Country on Achievement of SDGs



By Robiya Arslonova

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Therefore, now, tourism needs to enable all participants to see, to learn, to assess, and highlight each goal and each achievement as for one global community.

For the last four decades, tourism has become one of the biggest drivers of development around the globe. Establishing tourist destinations in remote areas has helped to create jobs for otherwise struggling communities while saving indigenous cultures for future generations. Even though tourism helped to fight poverty, malnourishment, and poor economic conditions as highlighted in Millennium Development Goals (MDGs), up to date tourism has been utilized as tool for solving local, isolated problems. Sustainable Development Goals (SDGs) as step up from MDGs recognize the problems facing the humanity today as global problems affecting the lives of all more than seven billion population of the earth and concedes that

achievement of each goal is interconnected with the achievement of other 16 goals outlined in the agenda. ***Therefore, now, tourism needs to enable all participants to see, to learn, to assess, and highlight each goal and each achievement as for one global community.***

SDGs are aimed at lifting standard of life for the poorest and most suppressed on the planet harmonizing lives of all people and their habitats and treating the planet itself better so the progress made via MDGs and SDGs can be maintained for the long run. All of this is expressed succinctly in 17 goals and in detail in 169 associated targets. The first look at SDGs give the impression that goals are mostly humanitarian, economic, political and environmental and tourism can play little role in other goals than environmental ones. Even World Tourism Organization administered by United Nations (UNWTO) concedes that tourism can contribute directly to the achievement of only goals 8, 12, and 14 while hoping that tourism will be able to influence other goals indirectly.

However, tourism can play vital role in achieving every goal as noted by UN Secretary General Ban Ki Moon in the aftermath of MDGs:

“Harnessing tourism’s benefits will be critical to achieving the sustainable development goals and implementing the post-2015 development agenda”. UN Secretary-General, Ban Ki-Moon on World Tourism Day 2014

They can be allowed to rate and comment on the work done to achieve SDGs in their destination countries be it developed or developing country. With the current available technology language should not be a barrier in implementation.

Currently utilization of tourism to achieve SDGs 8, 12, and 14 is in full force. UNWTO has launched 42 initiatives in 149 countries. Launch of website tourism4sdgs.org has created constant flow of ideas among UN tourism activists, and tourism industry beneficiaries. The website allows to create initiatives, to share academic expertise in the field, and to share life changing stories related to tourism. Main shortcoming of the whole initiative is that it involves only people earning money from tourism and has little to offer to end-users of tourism – tourist and travelers. Even if it does have little to offer in the form of information based on which tourists and travelers can make certain choice it is not popular enough to be used by the mass. If tourism is to seriously influence outcome of every goal outlined in the agenda, it needs to serve as platform that allows end-users of tourism and end-users of the whole planet, which is the same ordinary people – tourists and travelers, to assess the work done and work to be done for each of the 17 goals and

169 targets outlined in the agenda.

Since tourists are objective observers wherever they go, there is no better alternative for the assessor. ***They can be allowed to rate and comment on the work done to achieve SDGs in their destination countries be it developed or developing country. With the current available technology language should not be a barrier in implementation.***

With the hindsight of popularity of mobile applications in our life and their ubiquity, one universal mobile application needs to be developed as platform for global audience or users. Application developed for both iOS and Android systems needs to contain all the information from un.org and tourism4sdg.org for the users to acquaint themselves with the concepts and the goals. Country specific information and the information regarding SDGs that are most vital in the country being visited should be downloadable upon users' choice so they can read and familiarize themselves during transit (drive, flight, and cruise). Information regarding SDGs can also be included in the information packages offered by airlines to be watched during flight. Provided that they are listed alongside National Geographic programs viewership should be high.

Tourists and travelers should be able to choose the Goals that they feel closest to and rate the performance of the country that they are visiting and be able to comment on them. Ability to upload videos, photos and interviews with local people shall make the app more interactive and experience based. Power of participation in something so groundbreaking as Sustainable Development Goals

for the planet Earth should prove to have very high force of attraction and gravity for the global community. ***Provided that the application is properly maintained and the information is up to date the application should market itself with the word of mouth on social networks.***

Biggest advantage of the initiative will be the self-awareness that should awaken in destination countries and local communities. Currently most tourists and travelers seed out certain tourist destinations for those tourist destinations have high level of minor or petty crime. Even though tit bits of information in the form of warning is available on variety

Provided that the application is properly maintained and the information is up to date the application should market itself with the word of mouth on social networks.

The platform would also allow local communities have their say in what is being done to achieve the SDGs in their communities and they would be able to provide feedback as for effectiveness of measures being used to enhance the role of tourism in achieving SDGs

of blogs and websites online there is no one-stop source of information that is used by both local community and visitors. Availability of this platform would mean that local communities realize that potential tourists and travelers can see the same thing as the locals regarding their community and force them to improve the image of the community by deterring them from committing petty crimes and encouraging them to fight against these petty crimes. Indirect end-result of the initiative would be better living standards for the local community by ridding themselves from all sorts of crime, better tourist inflow, better employment opportunities and better experience for visitors. Other positive outcomes that will mushroom in the aftermath of the initiative is dependent on honesty of the people committed to the initiative and imagination.

Platform that is under discussion in this essay can serve as tool of communication between the tourism industry employees as service producers and the consumers.

Undoubtedly, all third parties starting from UNWTO to tour operators can be included in the conversation provided that the capacity of technology available currently is properly harnessed. Once the technology is in use needless to say businesses and academics will have access to endless quantitative data relevant to business and phenomena of tourism. By employing well-qualified data analysts much valued qualitative data can be quantified and the role of tourism in achieving SDGs can be measured with best approximation possible.

The platform would also allow local communities have their say in what is being done to achieve the SDGs in their communities and they would be able to provide feedback as for effectiveness of measures being used to enhance the role of tourism in achieving SDGs and allow them make their input regarding possible solutions be employed or alterations necessary to “proven” methods to suit the local needs.

To sum up, there is much conversation and debate regarding Sustainable Development Goals in academic and political circles. However, since the ultimate beneficiaries of each goal and each initiative are common men and women usually from lower stratum of society, we need to create platform that allows the initiators to go into direct conversation with the very people they want to benefit. Mentioned platform delivered in the packaging of tourism will awaken awareness in everyone and pull everyone into conversation.

Every Tourist Should Grade Destinations on an SDG Scorecard



By Wisdom Udoh

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Now, you speak of peace and justice been enthroned, by merely allowing for people of different cultures to mingle, the prejudice and fear one once held against foreign cultures is been knocked off giving room for tolerance which gives birth to treating one another fair and also ending wars.

Tourism can be described as people travelling to or staying in places outside their usual environment for leisure, business, sports, excursions and for other purposes. This may be within the same country or outside one's own country. Tourism is such a powerful tool that when properly harness would go a long way in achieving the SDGs. Its potential is limitless with such vast opportunity of accomplishing the Sustainable Development Goals. It possesses this potential because of its ability to break cultural barriers, in bringing people of different cultural and religious views together to share in and appreciate each other way and view of life. ***Now, you speak of peace and justice been enthroned, by merely allowing for people of different cultures to mingle, the prejudice and fear one once held against foreign cultures is been knocked off giving room for tolerance which gives birth to treating one another fair and also ending wars*** SDG16.

Example of the above is a program run by the Nigerian government known as the NYSC (National Youth Service Corp) whereby on yearly basis fresh graduates are deployed

to various parts of the country that one has not been to before to serve in that community for a period of a year. By so doing, the exposure helps knock off every stereotyped ideologies and antagonistic views one might have had against some groups initially.

Today, tourism is a major source of income for many countries. Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourists, this in no small way helps in empowering the local people of such designated places SDG1 & 2, as well cause economic growth for the country as a whole SDG8.

As of 2011, tourism accounted for 30% of the world's trade in services, and for 6% overall exports of goods and services. This invariably generated employment in the service sectors of the economy associated with tourism and travelling. Not only those the service sector grow thanks to tourism, but

I would strongly advocate in conclusion that every tourist centre be graded by tourist themselves after they're done visiting a place.

also local manufacturers, retailers, the real-estate sector and the general image of a location can benefit SDG9. Some tourist travel to some places for medical reasons and services SDG3. Also, some cities serve as tourist attraction like Paris, such places allow for needs to maintain as well as to keep up improving the conditions of such cities or communities SDG11.

But for tourism to really thrive the role of the government in making sure that she runs a transparent and accountable government cannot be overemphasized for these two entities

would cause tourism to not just only flourish but will also help to create a system that is corruption free so that the economic benefits of tourism do not just end in the hands of very few people SDG 10. ***I would strongly advocate in conclusion that every tourist centre be graded by tourist themselves after they're done visiting a place.*** I suggest a universal scoring system be adopted by the UN and every member nation, whereby, against each SDGs on a scale of say 1-10, a tourist could rate such a place, in this way alarm can easily raise and issues addressed quickly, this could easily check SDGs 5, 6, 12, 13, 15, 16, if they are really being met.

Beyond Caste, Creed, Culture there is a Human Being in Each One of Us



By Mandar Athavale

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Nationality: India

Profession: Junior Architect, M+P Architects, Pune, India

The whole world is large ocean of knowledge stored in various parts blooming with the glory of light. This knowledge can only be multiplied when it's shared across, boosting up cross border and cross country relationships.

The unique concept of responsible tourism challenges the whole spectrum and meaning of why tourism is necessary rather a perk enjoyed. It's not only, explains about travelling from one place to other but gives a meaning to the travel with a purpose. ***The whole world is large ocean of knowledge stored in various parts blooming with the glory of light. This knowledge can only be multiplied when it's shared across, boosting up cross border and cross country relationships.***

The world has now started blurring the boundaries between there states, countries and act in a union of various subsets of knowledge to bring a sustainable developmental change. The SDGs formulated can only be achieved if the focus of tourism shifts mere from understanding the places, there history and culture to a larger goal. I imagine a tourist and journalist to be a postman i.e. how a postman from olden

days used to deliver the letters to each and every one, the same thing the tourist does. The travel and tourism is a medium through which there is a huge transportation of knowledge and experiences which and even are first hand. These experiences the tourist transports from one country to other, mixing up cultures, learning from them and knitting the whole giant web of diversity all around the world with the common thread of making a world more healthier and happier place.

The SDG are nothing but a direction just to avoid becoming a wanderer. Each and every country or place has its own peculiar characteristics, the communities living in these places have responded to a particular set of challenges in a particular way. For example the problems of poverty or hunger are solved in a specific way in each place either through government schemes, or through empowering the people to take up businesses or by any other means. This knowledge to tackle the challenges differ in each community all around the world, in addition to the natural landscapes makes the challenges easy for some and difficult for others.

The travel and tourism provides an excellent opportunity to learn this solution by firsthand experience. Every community is different and is dotted with its own set of challenges, no community is 100% challenge free or self-reliant hence the sharing of this knowledge from one community to other is only served through a tourist wandering in these plains. I imagine this phenomena similar to

The unique aspect of diversity in economic values in each county also helps one understand the value of goods and communities and find out smarter ways to use the precious natural resources to their maximum but with replenishing benefits.

‘seed dispersion’ (how a bird disperse the seeds at various places help germinating the seeds); in a similar manner the traveller disperse the seeds of thoughts, ideas, knowledge, experiences throughout the various plains germinating the seeds of thought. The theoretical base of SDG’s can be envisioned through this unique concept of linking SDGs with travel and tourism, by encouraging the places and communities visited to self-start and bring into actions to achieve a self-sustainable inclusive development.

The unique aspect of diversity in economic values in each county also helps one understand the value of goods and communities and find out smarter ways to use the precious natural resources to their maximum but with replenishing benefits. The principles of savings, investing can be best learned by practical experience how every community thinks of such economic factors. The way in which people handle money and how has these things

helped the community to build their cultural, social circle and how the economy and ecology are responding to each other which are an important part of SDGs. Moreover to it the physical infrastructure or the social setting a community is immersed with, has its particular context responding to the specific natural landscapes or barriers, the financial constraints and the own communal set of rules.

Hence understanding these things are an important part of a tourist which automatically helps the SDGs to convert from theory to practice, in a similar manner an architect designs a building responding to context, the inspiration can be triggered from anywhere (from his past experiences, knowledge and other things), but these are the vehicles to drive the theoretical idea to a built mass. In a similar manner the tourist transports this whole baggage of ideas to other villages, cities, communities, etc., improving and making an impact free from lateral thinking but more towards a final sustainable goal and more importantly an inclusive growth. Life can be only realized when it’s seen from various perspectives. Every people have his or her own fascinating story.

The story lays down the truths, interpretations and a unique figure of the world outside settled inside them. These stories are an important part of the development in the next future, because people are the most important part of the future. These stories sometimes speak out agonies, distress and some speak blissfulness, it’s really important that while we are before a perfect sustainable world we also have rejuvenating healthy and suitable minds. The new civilization which we are in the process of building will crash down again if these energies are not aligned right. ***This is the greatest responsibility of the traveller on his shoulders as he is the thread knitting all the beads from everywhere into a beautiful necklace the world will like to embrace with.***

In this global eco village looking beyond caste, creed, culture there is a human being in each one of us, some are thriving to live everyday and some are waiting to die, in this whole dichotomy, to bring balance is an important factor fostering minds to rise above the derogatory politics and achieve a balanced barrier free living, dropping all the tags we humans have given to each other, it’s time to unite

This is the greatest responsibility of the traveller on his shoulders as he is the thread knitting all the beads from everywhere into a beautiful necklace the world will like to embrace with.

Every day we are creating an impact on the society and our environment, it's time now to make this impact worth rewarding and profoundly sustainable.

and spread the awareness into the entire world that we are 'humans' the most developed creatures on the world and it's time to for us for being humans and save the blunders we have created into a healthy and peaceful planet.

The traveller is nonetheless an alchemist bringing back to life the richness of our natural resources through the wealth of knowledge. The best understanding what is good and what is bad can only be known to a traveller who has experienced the severe conditions creating an awareness first him and handing over these torches of light. The goals are not just the written words on paper, but they are the triggers of an extraordinary moment, participating the people from all

over the world into this moment is the only solution. ***Every day we are creating an impact on the society and our environment, it's time now to make this impact worth rewarding and profoundly sustainable.***

The link of Sustainable Development Goals (SDGs) with travel and tourism, I imagine it as a global movement, lighting the torches all over the world and aligning all the human energies towards a better future, healing back the agonies and pains, creating stories of brotherhood, discovering a path again road back to nature.

Recognize Tourism as a Double Edged Sword



By Igbokwe Mesoma Andrea

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Year of Birth: 1998

**Profession: Student of Medicine and Surgery,
University of Nigeria, Nsukka**

***Sex tourism,
orphanage tourism,
child labor and forced
labor are some of
the less talked
about struggles
in the travel industry.***

When asked about tourism, one is quick to think about travel strictly for leisure like some fancy safari or a trip to one of the wonders of the world. But the World Tourism Organization gives a different insight to tourism, defining it as “people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. Other purposes could include education, research, healthcare, music, etc. Therefore, in the strict sense of the word, a Nigerian student who goes for an exchange program in Germany for 6 months is a tourist, although an educational tourist and a Ghanaian

woman who goes to India for a kidney transplant is a tourist, though a medical tourist.

Tourism as an industry greatly affects the society and the greatest evidence is that it impacts on the three dimensions of sustainable development which are; economic, social and environmental development.

It is evident that tourism as a growing industry fosters economic development through creation of decent jobs for citizens therefore helping to achieve goals 1 and 2. It is also easy to appreciate the impact travel and tourism has on wildlife and the environment thus aiding goals 13, 14 and 15. But the impact of travel and tourism on social goals of sustainable development is usually overlooked. In fact, tourism can be seen to have more of a negative influence on some of the goals of sustainable development than positive.

NEGATIVE IMPACTS OF TOURISM ON SOCIAL DEVELOPMENT.

As glorious as the travel industry is, it poses a great threat to achieving goals such as gender equality (goal 5) and reduced inequalities (goal 10) by 2030 if adequate curative measures are not taken.

Sex tourism, orphanage tourism, child labor and forced labor are some of the less talked about struggles in the travel industry.

As many tourism destinations become more commercialized, traffickers have taken advantage of victims and tourists looking for sexual activity. Although tourists travel for multiple reasons, the

This changes the mindset of tourist and makes them to see life from different perspectives, curing the myopia of the mind thus killing off social vices like racism, xenophobia, caste discrimination, gender inequality

opportunity to partake in sexual orgies arise. Some tourists go to brothels or strip clubs and some others hire prostitutes by the hour. Many of these sex workers, usually females, are victims of human trafficking and are usually subjected to degrading human conditions

The tourism industry also encourages child labor and forced labor especially in developing countries, like Nigeria where souvenirs and the mass production industries thrive on these practices. Orphanage tourism is also a growing menace, children are kept in deplorable conditions and used to attract foreign aid from tourists.

POSITIVE IMPACTS OF TOURISM ON SOCIAL SUSTAINABILITY

As gruesome as the earlier mentioned disadvantages of tourism are, it is also a 2 edged sword which if well wielded, would propel nations to the peak of sustainability by 2030. In his book 'Innocent Abroad', Mark Twain stated that travel is fatal to prejudice, bigotry and narrow mindedness. Travelling brings together a diversity of opinions, perspectives backgrounds and cultures, developing interesting ideas and products. ***This changes the mindset of tourist and makes them to see life from different perspectives, curing the myopia of the mind thus killing off social vices like racism, xenophobia, caste discrimination, gender inequality*** and other vices that aid inequality in all spheres of life, one person at a time.

On a personal note, travelling to Germany for a six-week long research exchange program as a female Nigerian student opened my eyes to the limitless opportunities, in academics as well as leadership, available for women in the world at large irrespective of gender, race or religion.

It is important to note here that the impact of tourism on a society can be viewed from two perspectives. Not just from the impact of tourism on the tourist, but also from the impact of tourism on the host society. In the developing world, travel outside the country is almost impossible for many people of lower socioeconomic status, but they can benefit from the influx of tourists into their own society. For example, women from parts of the world where women rights are more recognized, touring countries where they are not recognized and interacting with people there, may start up, without meaning to, a ripple effect that brings about the desired change leading to sustainable development.

Human right activist and youngest Nobel laureate in the world, Malala Yousafzai, seeing the importance of tourism in fighting her cause, has set the pace in travelling the world to encourage the education of young girls in the developing world, changing the impression of the world that women should only be seen not heard. Other influential figures have taken such approaches to reduce inequalities in the world, for example, David Beckham on his campaign to end bullying in Indonesia and its environs.

In some parts of countries in the sub Saharan Africa, female genital mutilation, forced early marriage, segregation

In some parts of countries in the sub Saharan Africa, female genital mutilation, forced early marriage, segregation of widows and other traditional practices harmful to the female are still rampant

Achieving gender equality and reduced inequalities specifically are goals that can be achieved by harnessing the mind opening effects of the travel industry

of widows and other traditional practices harmful to the female are still rampant although rarely talked about in the world news. Not surprisingly, these places also have preserved traditional art works and architectural heritages which are interesting tourist attractions. Through tourism and travel, these developmental blind spots can be uncovered and solutions to them, sought out.

By tackling gender inequality and other inequalities, especially through foreign exchange programs, education and employment opportunities would be made available to more people thus tackling goal 4: quality education. Like

a domino effect, increasing the quality of education would cause a resultant boost in the health care system by improving standard of living and imbibing healthy lifestyle modifications (goal 3). ***Through an education of the mind, the tourism industry is able to spread its arms widely across all the goals of sustainable development, generally foster decent work and economic growth (goal 8)*** and thus make an attempt in eliminating poverty and hunger (goals 1 and 2).

RECOMMENDATIONS

Recognizing that the tourism industry as a double edged sword can either promote the achievement of sustainable development or negate it, I suggest that the following measures be put in place both locally and internationally.

- Tourists should be taught to recognize the signs of forced labor and sex slavery in the countries where they travel to and to report to the appropriate human right organizations involved.
- Exchange programs and international conferences should be awarded as scholarships to deserving young people to enable them broaden their horizons and also expose them to international organizations to create beneficial partnerships to achieving the sustainable development goals (goal 17).
- Influential figures and celebrities should be encouraged to organize seminars for young people while on tour in order to propagate not just their entertainment, but also sustainable development.

CONCLUSION

Tourism is a powerful tool which if well utilized by the various nations and the international community, would create major changes in the world that would lead to sustainable development by the year 2030. ***Achieving gender equality and reduced inequalities specifically are goals that can be achieved by harnessing the mind opening effects of the travel industry*** because in the words of St. Augustine, “The world is a book and those who do not travel, read only one page.”

The SDGs can Help Limit “The Leakage Effect”



By Matthew Esper

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Nevertheless, one key phenomenon, which is preventing tourism from being wielded as a tool for development is the Leakage Effect.

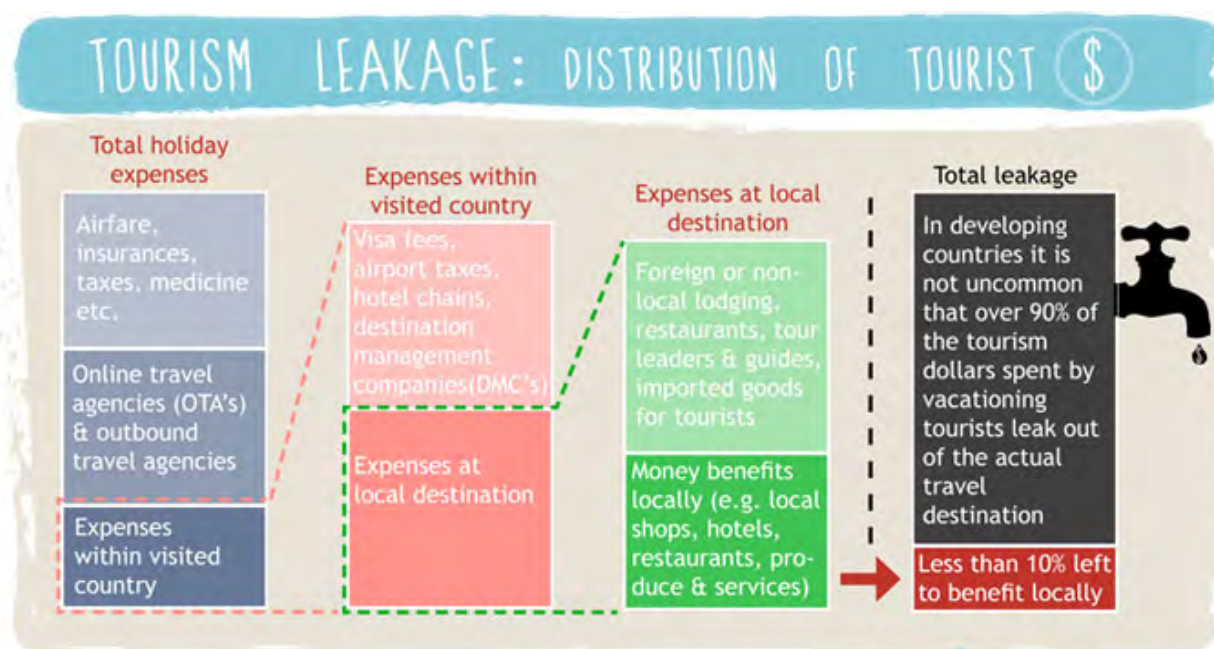
In a globalizing world, the facets of travel have changed dramatically. In 2012, World Youth Student Educational Travel Confederation calculated that young travelers spent approximately \$217 billion, which accounted for over 20% of the total global travel budget. In 2018, it is expected that there will be over 38.6 million flights, which is a 31.3% increase from 2008. According to data from the World Bank Group, the number of international tourist arrivals was 524,005,938.61, and in 2016 the number jumped to 1.245 billion arrivals.

Finally, the World Bank Group also reported over 1.212 trillion dollars (\$US) was spent on travel-related items in 2017. Regarding these statistics, it is undeniable that globalization has transformed the travel industry into one of the largest and fastest growing economic sectors in the world. Furthermore, the travel industry could have great economic benefits on the communities that are being visited. ***Nevertheless, one key phenomenon, which is preventing tourism from being wielded as a tool for development is the Leakage Effect.***

The Leakage Effect

While visiting a new place, travelers seldom think about where their money goes after a purchase. Eco-friendly products and increasingly green-minded consumer behavior has emerged in recent years; however, it is more focused on environmental sustainability rather than socio-economic sustainability. In tourism, leakage occurs when tourist dollars do not stay within the economy. However, it is not exclusive to dollars that are spent and filter outside the economy. Leakage also applies to those expenses related to travel that never entered the economy such as international airline purchases. The infographic below illustrates the leakage effect through the distribution of tourist dollars. As can be seen, a 10% retention rate is highly common in developing countries and communities. Destinations with many all-inclusive resorts such as Jamaica, which retains \$0.30 on every dollar, are the greatest victims of tourism leakage.

Figure 1: Tourism Leakage: Distribution of Tourist Dollars



The Leakage Effect on the SDGs

The United Nations World Tourism Organization (UNWTO) has identified Goal 8, 12 and 14 as the goals most closely tied to travel and tourism – Decent Work and Economic Growth, Responsible Consumption and Production, and Life Below Water, respectively. When assessing tourism from a global perspective this is accurate. However, the travel and tourism industry is the primary sector for many small island nations in the Caribbean & Latin America, and South East Asia. For these regions, the correlation of other SDGs is much more prevalent through the tourism lens. In relation to SDG #1, No Poverty, travel and tourism could be a powerful tool since it is the largest source of jobs in many of these countries such as Jamaica and the Bahamas. However, there are many unsustainable practices, outside of leakage, that are preventing tourism from being a propeller of societal and human development such as low wages.

Recommendations

Going forward, there must be a strong adherence to sustainable destination management. This should be undertaken through developing comprehensive tourism plans in destinations that address issues such as economic leakage, sustainable livelihoods and sustainable consumption. In addition, **various ministries of tourism should set up a council focusing on linkages between tourism and other sectors, such as agriculture, since it is such a highly-connected industry.** Furthermore, ministries of tourism should be actively researching the Sustainable Development Goals in order to incorporate through their policies, strategies and overall autonomy.

Conclusion

Tourism leakage is arguably the largest obstacle in tourism being used as a tool for development. Globalization has provided the means for affordable travel; however, tourism is an example where globalization has had an adverse impact. Due to the lack of available data and limited research being done on the topic, solutions for leakage are still relatively unknown to the general development establishment

Leakage can be accurately calculated through primary research methods. This is a great step in addressing leakage as innovation can be used to develop these practices.

This paper has been able to identify some key findings that may contribute to the research gap. First, it is clear that the first step in using tourism as a tool for development is addressing leakage. Therefore, it is recommended that future studies on tourism and development should focus on monitoring and reducing leakage, which is expected to be possible given advancements in technology and innovation. Another key contribution is the identification of primary data collection in small study areas. ***Leakage can be accurately calculated through primary research methods. This is a great step in addressing leakage as innovation can be used to develop these practices.*** Going forward, it is highly recommended that further studies

focus on how the scope of data collection methods in small study areas can be scaled to larger, more complex study areas. Once this can be understood, destinations and governments can begin to create policies that improve the sustainability of tourism practices. This is a key opportunity for practitioners attempting to achieve SDG #1 No Poverty.

Key to Achieving the SDGs is Not Just by Promoting Instagram-worthy tourism



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Rural communities that were previously living in dilapidated conditions are able to earn as tourist guides or by selling refreshments and souvenirs.

As the plane was gently flying over the beach of Marina, it finally dawned to me that my trip to India was coming to an end. There were many facets to my trip. The identity crisis of a progressive Indian sub-continent, perpetual destitution of slum-dwellers, astounding medieval architecture and acrid exhaust smokes all inter-woven, forming an intriguing tapestry of human survival.

Tourists like me fly across the globe looking for an escapade and attempt re-enact our own versions of “Eat Pray Love” or “Midnight in Paris” which sometimes seems silly but surprisingly refreshing. However, the impact tourism brings to a region often goes unnoticed. There are countless anecdotal and empirical evidence that suggest the industry is pushing United Nations Sustainable Development Goals (SDG) closer to success than any other industry today.

SDG 10: Reduced Inequalities is one of the goals that tourism has helped to achieve. Many obscure areas that lacked modern day amenities have slowly been rejuvenated by tourism. ***Rural communities that were previously living in dilapidated conditions are able to earn as tourist guides or by selling refreshments and souvenirs.*** Frequent visits by travellers into rural areas will instigate the government to build healthcare centres and improve basic infrastructures like electricity and water. Gradually, the economic and social rifts between cities and rural regions will reduce, creating a more balanced society.

The visit to a small village in Kumbakonam enlightened me on how far tourists can bring change to such remote areas. This village houses an ancient temple that over the years has grown in popularity thanks to pilgrims and historical aficionados, which inadvertently brought hope to the people here. Devastating drought has plagued this village for decades and made agriculture, the traditional source of income utterly impossible. ***Now, villagers have set up stalls selling flower garlands and religious paraphernalia along the road leading to the temple. Locals working as guides and drivers are able to earn a steady income.*** In this way, SDG 1: No Poverty is also achieved as the financial stability and quality of life continues to improve over time, bringing down the poverty rate. Slowly but surely, tourism will highlight and abate the plight of the people from remote regions all over the world.

Now, villagers have set up stalls selling flower garlands and religious paraphernalia along the road leading to the temple. Locals working as guides and drivers are able to earn a steady income.

Tourism also helps to create many employment opportunities to the locals as it is one of the most profitable industries of this age. The cult of travelling is no longer just a source of leisure but it is now firmly embedded as a lifestyle. Low-cost airlines like Air Asia have increased the connectivity to many remote regions in Southeast Asia like Bintulu and Sihanoukville, fuelling the tourist industry there. Investors would build rows of hotels and entertainment centres which will provide the local community with decent employment as tourism is a highly labour-intensive sector. This also cultivates entrepreneurship, encouraging creativity and innovation among the locals to sell local products and services.

Tourism provides the platform to create an appreciation to the richness of local culture. The cultural exchange which happens in such platforms is vital to form a sense of global togetherness and brotherhood which alleviates discrimination and significantly reduce xenophobia. The income earned will be used to improve the quality of life, provide locals with a well-balanced diet whilst aiding the education of their children. The fulfillment of SDG 8: Decent work and economic growth is thus inevitable as this industry creates employment opportunities that assures financial sustainability and a progressive economy.

Some fear that tourism in the long run, will harm local culture through gentrification and unnecessary developments but this argument can be easily refuted. A proof that runs against this can be found in the city of Georgetown in Malaysia. The city was listed as a UNESCO World Heritage Site in the 2008 and this has greatly benefitted this city, making SDG 11: Sustainable Cities and Communities a reality. In order to maintain this valuable status conferred by UNESCO, local authorities would have to ensure that part of the city remains unchanged, maintained and preserved. Rapid urbanisation which results in overcrowding of cities has taken a backseat as the pre-colonial buildings and the local communities there enjoy the status quo.

Cities like this also enjoy an optimum level of infrastructure and access to basic needs as tourism continues to boost the livelihood of the people there. Local municipalities will increase the frequency of public bus services and improve the overall image of public transportation which enhance the connectivity around the area. ***A surprising change which appears to be a byproduct of tourism is the emergence good governance, committed to maintain an uninterrupted flow of visitors.***

Thanks to tourism and declaration of cities as heritage sites, the identity and uniqueness of such townships are not lost in the grind to create bustling metropolises.

Tourism has brought many benefits but we must not fail to factor out the negative effects and strive to reduce it. Tucked away along the Malabar Coast is one of India's greenest regions. Kerala is a state that has serene backwaters, combing through the fertile land.

Unfortunately, ***irresponsible management of tourism is slowly harming the environment and the overall cleanliness of these backwaters.*** Renouncing tourism altogether would be unwise as over the years, this industry has fueled the economic growth of the villages dotted along these backwaters. However, it is high time to introduce eco-tourism into this part of the world to ensure both the environment and the economic gains of the community are

Irresponsible management of tourism is slowly harming the environment and the overall cleanliness of these backwaters.

The key to achieve the SDG is not just by promoting Instagram worthy tourism, but instead lies in creating a more sustainable tourism industry. The maximum level of reciprocity must be the goal of this industry.

maintained. Local authorities must take action by controlling the number of tour boats to prevent congestion and excessive oil spillage which directly affect the underwater ecosystem. In other parts of the world, governments must declare precious rainforests as national parks to curb the adverse effects of tourism while still allowing tourists to be close to nature.

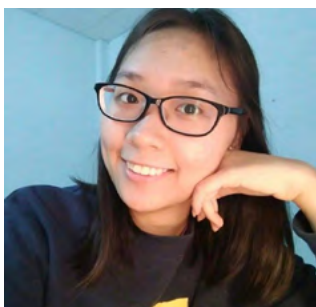
SDG 15: Life on Land is an excellent reference on this effort as tourists will be able to experience being close with endangered species in their natural habitat. Such experiences will help to carry the message of conservation to other parts of the world when the tourists return to respective their homelands. Our forests and their inhabitants are being destroyed at an alarming rate and without an international awareness, it would be impossible

to reverse the damage.

The key to achieve the SDG is not just by promoting Instagram worthy tourism, but instead lies in creating a more sustainable tourism industry. The maximum level of reciprocity must be the goal of this industry. Although the benefits of tourism is evident, there must be a control and a constant effort to educate the public so that the purpose of tourism is not limited to only increasing profit margins. Marcel Proust once said “The real voyage of discovery consists not in seeing new landscapes, but in having new eyes”, and staying true to his words, may tourism shed light into the darkest corners of humanity and the narrowest alleys of our minds.

I sigh a little as I step down onto the wet runway. Cold humid air blows against my face, unperturbed. I look around as thousands of neon lights welcome me home. My journey is finally over. But it never really ends, does it?

All Young People Have the Right to Act for the Future We Deserve



By Bui Le Ngoc Tram

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Year of Birth: 1998

**Profession: Bachelor of Nursing student at
Humber College (Canada)**

Some people may find it quite noisy and uncomfortable to sit with children in the cable cabin, yet for me, their natural curiosity, naivety and boisterous nature are definitely the most simple and adorable things in this life

*I looked down to the earth:
To the lush leafy green trees,
To the meandering gurgling stream,
To the pleasant fresh cool air beneath;
I looked up to the sky:
To the lovely fluffy white clouds,
To the wild and powerful spreading wings of those birds, And to
the tender peaceful sunshine that melted my heart;
One minute,
Two minutes,
Three minutes,
...then five, and six, and seven minutes passed by;*

There in a small cable cabin to the Debay Station, I still stood in awe of how fortunate I am, not just to be an ordinary witness, but also a little meaningful part of the ethereally beautiful Ba

Na-Chua Mountain.

It has been five years since the last time I visited this place. Though it is now growing and expanding like a young-and-free boy waiting for his gorgeous once-in-a-life-time adolescence, the way Ba Na pervaded every corner of my soul pristinely remained. It made me realize how rapidly the surrounding world has evolved and even how thoughtful the inner me has become thanks to the significant development of tourism nowadays.

Some people may find it quite noisy and uncomfortable to sit with children in the cable cabin, yet for me, their natural curiosity, naivety and boisterous nature are definitely the most simple and adorable things in this life – their cute mouths hanging open in amazement, joyous shouts exploding in excitement, and beams of elation sparkling on faces when they were totally enthralled by the majestic nature underneath their tiny feet. I asked those little strangers whether they loved the Mother Nature or not and they said loudly with an immeasurable pride, “Yes, of course, we do.”

Recent dramatic advancements of tourism and its connection with mass media in Vietnam have allowed

If the Earth is a huge circle of which its components, such as water, air, light, trees, animals and human beings, all involve in a close association mechanism, tourism plays a critical role as one of the balanced seesaws that regulate the mutual benefits between the other parts and us.

our younger generations to each step get closer to natural environment, not for damaging its vulnerable self, but learning to wholeheartedly love, treasure and make it everlasting than ever. We – the young, did not ignore, but gradually learned to face the harsh fact that there used to be excruciating agonies of woods because of merciless deforestation, painful deaths of rivers because of severe water pollution and pathetic wild animals being hunted for unjustified medical benefits in our country.

We, did not ignore, but progressively learned that no matter what genders we belong to – male or female, homosexual or bisexual, no matter where we live – mountainous areas or delta regions, countryside or urban places, we possess the rights to bravely voice and take actions for the nature, the life and the future we deserve to have, as evident in an increasing number of nation-wide active student campaigns, large-scale annual youth forums and different social organizations founded by young people.

We did not ignore, but perceived that each individual also needs to act as a responsible visitor, since ***the more we gain an effective and harmless access to the unique beauty of ecosystems, the better we understand the mysterious thousand-year stories about their extraordinary existence*** and the special origins of our own ancestors, the deeper respect and sympathy for the Creator are being cultivated within us, and therefore the more equitable and humane we become in each decision we make.

After about twenty minutes floating in the thinly foggy air, the cable cabin arrived at the destination. The children rushed out and yelled as if they had just accomplished a historic mission on their space shuttle to the outer space. From that moment on, perhaps somewhere deep down their heart, more seeds of love for nature had been sowed and trees of awareness had been reaching a new height. Like Neil Armstrong once said, “That’s one small step for a man, one giant leap for mankind,” I hoped this chance of travelling would be one small step for these kids, possibly one major shift for the entire generation. “Yeah, it surely will,” I spoke inwardly, then took my backpack on, slowly made my way towards the welcoming door and gently gave the staffs around a genial smile.

In my retrospect, the quantity of employees at Ba Na tourist area five years ago was only half of the current; and maybe for the following five, ten or twenty-year period, under such a fast-paced augmentation, this figure is likely to double and double, or even mount to somewhat out of my anticipation. But, from my perspective as a previous finalist in a national eloquent contest about responsible tourism, it is more of “a change agent” that can truly turn someone’s life over a new leaf than just a sheer recruitment index.

“I’m from a poor rural area of Quang Ngai province. I have moved to Da Nang city since last year. Honestly speaking, I’m a single mom of two children so I had to struggle a lot to make ends meet before finding a stable cleaning job at Ba Na Hills.” That was a heartfelt sharing of a middle-aged sanitation worker who had saved me out of my terrible navigating ability when I almost got lost on way to Linh Ung Pagoda. Tourism has undoubtedly brought about profound impacts on many people, giving them an opportunity of making a living and building a better prospect for themselves and their family.

The more we gain an effective and harmless access to the unique beauty of ecosystems, the better we understand the mysterious thousand-year stories about their extraordinary existence

Through travel and tourism, we can initiate a positive change from inside out – from billion beating hearts to billion environmentally-friendly and socially-conscious perceptions and finally to billion hands holding hands together – to protect our Earth, take care of our future and be our true selves.

If the Earth is a huge circle of which its components, such as water, air, light, trees, animals and human beings, all involve in a close association mechanism, tourism plays a critical role as one of the balanced seesaws that regulate the mutual benefits between the other parts and us. Nonetheless, is it good for mankind to break the rules and take the sole manipulation on that seesaw? Or is it sensible that mankind should stand out of the seesaw, neglecting the rights we are entitled to make this world developed and civilized? Tourism has, in fact, showed us, not only at an employees' level, but also on a management's scale conducted by the governments, investors and employers, a valuable lesson about the demand for a more constant and consistent profit equilibrium with other links in a gigantic ecological chain so-called the Earth.

"Ring ring ring ring," it was a call from Ngan, my best friend.

I picked up the phone, listening to her dear husky voice. "Hey girl, I found information about Olive Tree Awards Essay Competition. It's about travel, tourism and the SDGs, wanna

give it a try?"

"Why not? Sounds great! Thank you so much," I replied to her while quickly merging into a new train of thought about the topic.

I, thereupon, decided to lay my back against a big-trunk tree at a quiet corner near the bell tower in the spiritual zone of Ba Na, felt my own voice with the whole calmness and genuineness and deliberately penned an essay as I believed that ***through travel and tourism, we can initiate a positive change from inside out – from billion beating hearts to billion environmentally-friendly and socially-conscious perceptions and finally to billion hands holding hands together – to protect our Earth, take care of our future and be our true selves.***

Tourism and Travel can Make Us Happy and Productive



Jayne Nthanze
Nationality: Kenya
Year of Birth: 1992
Profession: Biologist

Whatever the reason all these people are looking for something, whether it is a thrill, a wanderlust, adventure or love.

Tourism is a kind of travel where individuals mostly travel for leisure or for holiday, it can be within their country or other parts of the world. As time passes by most people are not only travelling for leisure or business but for many other reasons. Travel and tourism is one of the great ways that can help promote good health and wellbeing. Which happens to be the third among the Sustainable Development Goals.

People travel for different reasons, some to find themselves, others to enjoy good weather, others to meet people, to enjoy

nature, enjoy the terrain, to swim in deep waters and to watch birds among many others. ***Whatever the reason all these people are looking for something, whether it is a thrill, a wanderlust, adventure or love.*** Some are running from routines, late nights, last minute deadline pressures, abusive relationships, transitions and some just won a trip and others are on their honeymoon just before their forever story begins. It is for all these reasons that the tourism industry has a very important role in promoting the well being of all individuals, those thinking of travelling for holiday and or are just on transit.

Tourism can be used as one of the many ways to pass crucial health information on some of the major illness/health conditions that have a high epidemic around the world, or within a certain country. People should learn about the health risks of them travelling, of the area they are travelling too and how to go about all the medical procedures if any. Health threats should not be a reason why people should not travel, with proper planning, investigation and good awareness, the world can be safe for anyone wishing to travel to any destination within and without the globe (who knows maybe someday we will be able to have vacation within outer space). Tourism industries or destinations can be centers for passing awareness, promoting health through advocating for good health practices, promoting vaccination, health information dissemination centers and also partners that support health research institutions that focus on health and wellbeing, forming partnerships with the aim of having a clean, safe and healthy environments occupied by healthy happy people.

The physical and mental wellbeing is a very crucial aspect for each individual's personal fulfillment and development, which in turn has great results to the quality of output each

Travelling changes something in people. You can often tell this from how they live their new lives once they are back, the excitement in the stories they share, the photos, the new energy they have towards life.

person gives back to the world. ***So as people travel they should get environments that make them more productive in terms of thinking and coming up with good ideas that promote growth all round.*** Holiday resorts can be places where people go to regain their mental strength, where their spirits are awakened so that when they go back home they are able to deliver more. There should be places that provide healing and a sense of restoration for the body and mind.

Let's imagine a patient who has just been released from the hospital, and they are mentally exhausted from all the routine diagnosis, the medication and all they want is

to relax, and take a break. Picture them having a holiday that perfectly suits them, where their mental health can be focused on, it is like they are in hospital but on holiday. They can have their physiotherapy while on holiday, they can start adjusting to their new diet while on holiday.

Travelling changes something in people. You can often tell this from how they live their new lives once they are back, the excitement in the stories they share, the photos, the new energy they have towards life. That is evidence that touring helps a lot when it comes to mental health. More research should be done to see how tourism can be integrated to promote mental health awareness. People should be told of places where they can travel to heal from depression, anxiety, stress, or trauma, other than the normal rehabilitation centers. Tourism and travel industry should have an inclusive approach, where any marginalized groups are made part of the process and thought. So that any tourist site can be a place where these groups of people can visit without discrimination and still have leisure and find restoration.

Having holiday hotels that specialize in mental health recovery only where people suffering from mental disorders and illness can go readjust and find healing. A place where they can make mistakes and still be safe, with no fear of hurting or harming anyone, where they are in contact with the natural environment. With proper research, travel for health benefits can be put in place, then the world does not have to only depend on medicine for mental treatment.

The Travel and Tourism industry should have policies that promote health and wellbeing. The health of a nation goes along way in helping it to achieve all the other SDGs goals. ***Travel should inspire wholeness. It should have a holistic approach. People should desire to travel anywhere around the world to just feel whole.*** Hotels, beaches, forests, holiday homes and nature trails; all Tourist attraction sites should uphold health and well being. We should not be afraid to modify places to meet travelers needs and desires. Getting new approaches on how to make health and wellbeing a part and parcel of all tourism endeavors.

Having a tourism industry that promotes wellbeing means that more people will travel far and wide, with no fear of harm or infection, because proper policies will be in place which help and guide both the travelling company and the traveler but in a safe and healthy monitored way, then maybe even travelling for medical check up would not be so bad. Hospitals can let their patients know where to go where they can relax before their diagnosis or after. Travel companies and hotels can advertise their services around host hospitals for such places and their rates.

Travel should inspire wholeness. It should have a holistic approach. People should desire to travel anywhere around the world to just feel whole.

So travel should not only be for the physically healthy and tired, but for all people, whether sick or well, because change of scenery, environment and people creates a new beginning for each soul

I believe tourism has the potential to reach higher levels in promoting health and well being, having people to travel to seek health and wellbeing is a very good way to vacation. So just having a healthy wing on each holiday hotel, the same way we have bars, seafood restaurants and the like, I believe having holiday resorts that target different diseases especially the terminal ones, like heart diseases, cancer, skin diseases, auto immune diseases etc. even mothers who are pregnant and want to have their pregnancy time peaceful, can go on holiday with doctors and nurses who will ensure they deliver well, while the mother is in a relaxing beautiful scenery, such that her life does not stop in case her pregnancy has complications.

So travel should not only be for the physically healthy and tired, but for all people, whether sick or well, because change of scenery, environment and people creates a new beginning for each soul and that is a great opportunity for each one of them to flourish into a new happy productivity individual and this will help make the world a healthy and safe place inhabited by healthy happy people.

Caring for Mother Earth is Caring for Our Very Selves



By Toch Ubabukoh

Nationality: Nigeria

Year of Birth: 1995

Profession: Graduate, Department of Ecotourism and Wildlife Management, Federal University of Technology, Akure.

It has become obvious over the past years that we have a responsibility as earth's inhabitants to care for it. This is because caring for Mother Earth is caring for our very selves.

If our planet Earth was self-replenishing, self-sustaining, without any worries as to the depletion of our environment and the repercussion of insatiable consumption, then we probably wouldn't be here today. Here, trying to save our planet, preaching peace, talking awareness, advocating for sustainability.

It has become obvious over the past years that we have a responsibility as earth's inhabitants to care for it. This is because caring for Mother Earth is caring for our very selves.

The sustainable development goals of the United Nations – which are set of goals that have a summary objective of caring for mankind through a 17-point agenda targeted at various spheres of life – are broad and yet somewhat

interdependent; for the achievement of one has a ripple effect for others to fall in place.

Humans are, by design, mobile creatures, built to move, to explore, to wander. The movement and interaction of people across race, language and creed can help actualize the objectives of the United Nations SDGs set in 2015.

The environment, which is a result of climatic conditions, is an integral part of human survival. Unfortunately, we have so many factors militating against a healthy environment for all. Factors such as land degradation, rapid deforestation without afforestation measures, water pollution, inadequate waste management and gas flaring, among many others, have been recognised on the international front. There is increased awareness of the negative impact some human activities have on the environment and climatic conditions as a whole. ***And as a result, Global warming is reward for our past negligence.***

The concept of eco-tourism encourages travel and tourism that is sustainable, with very minimal negative impact to the local environment and the host community. Eco-tourism encourages sustainability in various forms; responsible use of basic amenities, minimal human impact on flora and fauna species, conservation of resources, increased livelihood for host community members,

Peace and justice is only possible in an atmosphere of empathy and tolerance. In a world where negative stories sell, travelling provides a classic, lifelong learning opportunity (SDG 4) for all to see the true story, the one that reaffirms our faith in humanity but goes unreported.

and indeed, sustained peace among the human race. It is responsibility in production (on the part of producers) and responsibility in consumption (on the part of consumers) (SDG 12).

When travel and tourism is practiced sustainably in our cities and host communities, we build safe, resilient and sustainable cities and settlements (SDG 11) for all. We are then sure that our activities have not been to the detriment of our environment.

The interaction of people with the environment during tourism activities can help people understand better the magnitude of human impact. When people visit a national park for example and are made to understand animal migration due to habitats that have become unfavourable for them, they can better empathize with nature and lend their voices and actions for a better environment (SDG 13).

Aquatic and terrestrial ecosystems are the basis of tourism activities. Tourism thrives on people's admiration for the complexity of nature which is present in our fragile marine ecosystems, waterfalls, mountains, and beautiful scenery. Locals and tourists can contribute to ensure the conservation and sustainability of aquatic and terrestrial ecosystems when they are properly oriented at various tourist destinations (SDG 14 and 15). This knowledge is also carried back to their localities (for visiting tourists), and the message of sustainability is passed along.

Sustainable agricultural practices and the sustainable use of wildlife can improve nutrition of people worldwide. As people travel and interact with new methods and innovations in agriculture, they not only adopt new taste palates and delicacies, they also travel back to their localities and inculcate new practices to improve food supply and nutrition in their location (SDG 2).

The tourism industry provides sustained decent work inclusive of people of all ages, sex and level of skill (SDG 8). When every nation's populace is gainfully employed irrespective of their sex and level of skill, it empowers the people thus providing equality between gender (SDG 5) and bridging income inequalities among countries (SDG 10).

Tourism accounts for a large portion of several countries' GDP; Rwanda, the United Arab Emirates (UAE), to mention but a few, have all experienced massive infrastructural development in the last few years due to the influx of people and increased market demands. Responsive governments can key into the travel industry to promote sustainable industrialization (SDG 9).

Where there is sustained economic growth, sustainable industrialization and reduced income inequalities, poverty in all its forms becomes a thing of the past. The travel and tourism industry, if taken seriously, can provide jobs, encourage industrialization and reduce income inequalities within and among countries. Thus, contributing to the end of poverty (SDG 1).

The International Labour Organisation holds the proposition that Peace can only be built, and can only be sustained, when it is founded on a just and equal economic order, one capable of meeting the needs and aspirations of all people, in their diversity. ***Peace and justice is only possible in an atmosphere of empathy and tolerance. In a world where negative stories sell, travelling provides a classic, lifelong learning opportunity (SDG 4) for all to see the true story, the one that reaffirms our faith in humanity but goes unreported.*** Travelling and learning about other people,

A Yoruba adage goes thus: “Irorun igi ni irorun eiye” which loosely translates to “Problems for the Tree is equally problems for the Bird”

culture and religion not only helps us see the bigger picture of life, but also encourage and breed respect for others. We can thus lend our voices to live more peacefully and support justice all over the world (SDG 16). Travel and tourism is that vehicle to bring all people to a place of tolerance for each other.

There is need for international cooperation among countries to actualise the UN goals. Nations of the world need to understand that it is a win-win situation for everyone when it comes to tourism and travel. The visiting country gains

new ideas on agriculture, technology and lifestyle while the host country reaps all the accruing revenue from tourism activities.

A Yoruba adage goes thus: “Irorun igi ni irorun eiye” which loosely translates to “Problems for the Tree is equally problems for the Bird” and whilst this is just an adage, it's not far from the truth which is, we are our environment and we are only as healthy as the environment we live in. As we maintain sustainable environmental, agricultural and social practices that ensures the well-being of people, we can look forward to healthier lives (SDG 3). There would be increase in the quality of life and general well-being of people.

The UN Sustainable Development Goals are achievable. Travel and tourism can contribute immensely to the achievement of these goals so long as people move and learn.

It all begins with a trip.

Ije ọma! Have a safe trip!

Shame on Governments Which Talk Money Before Culture



By Yasmine Barakat

Nationality: Egypt

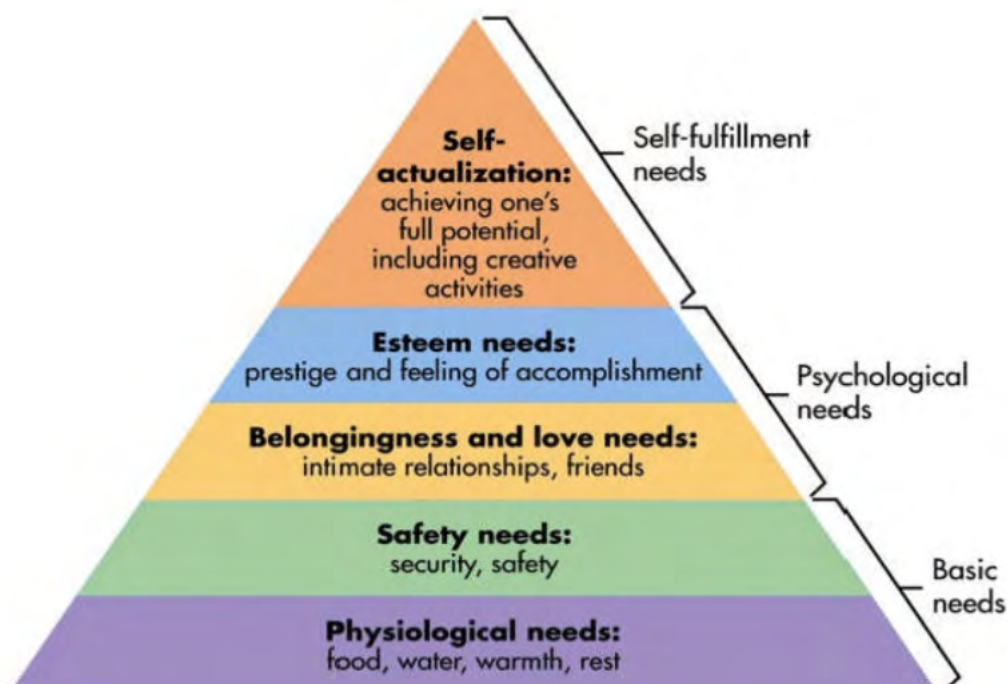
Year of Birth: 2002

**Profession: Cooperative and voluntary work,
Kawmeya Girls College**

Actually some governments are focusing on how to take money from the tourists without paying attention to the quality of the services they offer them.

Human development is one of the most important challenges that all the countries seek to achieve. We can define it as the process of promoting people's freedoms and improving their life on land.

Ordinary people have to decide who to be, what to do, and how to live. The United Nations Development Programme defines human development as "the process of enlarging people's choices," choices that allow them to "lead a long and healthy life, to be educated, to enjoy a decent living, as well as "political freedom", other guaranteed human rights and various ingredients of self-respect.



Tourism is not taught except in colleges therefore, students are not very knowledgeable about the importance of tourism because they did not study it in details in schools so it is suggested to make tourism as a subject.

We can recognize clearly that everything in our life from the political and economical conditions to the educational and health conditions are exposed to be changed by the change of time, except the human nature that prefers peace to war and friendships to malignity. So, have we ever asked ourselves how can we achieve the personal needs?

What I would like to explain is that each state is made up of an internal and external part. The internal one collects the students, youth and occupants; for the external class it carries the governors and state institutes. What we need now is to promote this internal class and to remove dust out. But actually this requires huge funds. Today the business volume of tourism surpasses the oil exports and food products. So, it will be a disaster if we ignore such business.

If we talk about the tourism sector I suggest concerning with the quality before the quantity. ***Actually some governments are focusing on how to take money from the tourists without paying attention to the quality of the services they offer them.*** Indeed we need to give tourism a new image with new properties accompanied by new amusement ways I mean that we need not to focus on the traditional ways of tourism like visiting milestones or even the natural reserves but we need new ways to be able to attract them.

The following points will explain some ideas to reach the tourism development in order to achieve sustainable development and also will discuss two fatal issues and ways to solve them:

(+) Putting the tourism as a subject in schools: ***Tourism is not taught except in colleges therefore, students are not very knowledgeable about the importance of tourism because they did not study it in details in schools so it is suggested to make tourism as a subject.*** Because by this way the students will know the importance of tourism and thus will preserve the facilities of the state and tourists will be shown some respect from the young to the small residents (SDG 5 will be solved).

(+) Application to reduce costs for the state: It is also possible to provide travel procedures and going especially for booking, in addition to the costs held out by the state, by making the booking of the tourist trips through an official site will be controlled by the state.

(+) We need to highlight what's new in our area: We need to showcase things that would seem interesting or using promotional materials that carry unforgettable remarkable things at which tourists will never forget.

(+) Clean energy consumption for a cleaner air and life: ***As the tourist hotels are one of the most energy consuming facilities and this certainly has side effects will appear in the near future*** as the global warming or the depletion of oil tanks. so, I suggest Transforming tourist hotels to work with renewable and clean resources, saving bulbs, solar heater and photovoltaic panels. By this way we will achieve the quality of lightening and electricity without interruption for tourists and we will protect our homeland from future crises. (SDG 3, 7, 11, 8).

(+) We need everything run as a piece of cake: Reception facilities should be number one in the national priority, ensuring good travel preparation and facilitating visa

As the tourist hotels are one of the most energy consuming facilities and this certainly has side effects will appear in the near future

For a better future we require all our hands on deck. We require esteem, safety of morality and opportunities. Shame on governments that talk money before culture.

procedures .(SDG 16)

(+) Tourism marketing plan (a coherent promotion): As we illustrate before that social media and technology have become very close to humans. So, we need to inspire tourists by our charming nature, our exciting competitions and our easy service.

Two Fatal Issues

Criminalize sex tourism: The global study reveals a crime that is filled by a toxic mix of power. A crime that records approximately 2 million victim children around the world. The definition of child in the United Nations is “every human

being below the age of 18 “. ***Child sex tourism causes many harmful consequences for the abused girls as pregnancy, malnutrition and social ostracisms.*** Actually we are in a bad need to end this heinous crime by Imposing strict penalties on the offender and its state, provide security in tourist areas especially in places where this type of crimes might occur and supplying surveillance cameras. (SDG 1, 3, 9, 10, 14, 15) .

The unemployment issue: The main reason for the problem of unemployment is the lack of coordination between the outputs of education and the requirements of the labor market for each city. Therefore, many young people may not find work once they have graduated from their colleges because there is no work for the field they studied. So I suggest that each country focus on its requirements and the nature of its investments. If it is an industrial country, it must take care to bring up an industrial generation. By this way graduates will find jobs immediately after graduating because their field of study will equalize the fields available in the state. (SDG 2, 10, 14, 16, 11).

The 2017 economic impact reported by the World Travel and Tourism Council indicate that the tourism industry generates one out of ten jobs worldwide. For that we cannot ignore that it is a serious responsibility should be carried by all the society members. ***For a better future we require all our hands on deck. We require esteem, safety of morality and opportunities. Shame on governments that talk money before culture.*** In fact the current political situation of states is very critical. It is like a complicated knotted thread if we don't break it in a tight way it will be more complicated than first. It is time to re-engineer our entire economies and to have detailed economic analysis. It is time for all the stakeholders to think about this issue seriously .



How Travel Brings Out the Better You



By Alifa Syamantha Putri

Nationality: Indonesia

Year of Birth: 1989

Profession: Psychologist and Founder of ASA Psychological Consultant and Community Development Palembang, Indonesia

At first, I traveled to prove myself. I went somewhere, took pictures, and shared it to the world hoping people will finally approve that I am good enough for them. It was my lack of confidence made me travel.

Why people travel?

When I heard this question, I do not know to be exact the purpose I keep traveling. I asked my friend who travels a lot. He said he travels to escape from his daily activities. He has 8 to 4 office job and he uses travel as a stress release. Not satisfied with his answer, I attended one of my favorite travel author book signing and ask his motives to travel. I did not remember his exact words but it was about find something you really care about and also a classic why not. Still in question about the reason people travel, I contemplated.

I cannot say I am well-traveled, but I have my fair share of traveling. ***At first, I traveled to prove myself. I went somewhere, took pictures, and shared it to the world hoping people will finally approve that I am good enough for them.***

It was my lack of confidence made me travel. It was contradictive, I was not confidence that I was good enough and did something to prove that was wrong by taking the way that need confident to do so.

Advantages and disadvantages of travel

Thus, I can say that improving confidence is one of the advantages brought out by travel. While traveling, we have chances to start over. When I decided to travel, the situation and the person was completely new, I can waved and say hello to random person or strike conversation to stranger without afraid that people will judge me. Another advantages of travel is in making people more tolerant and less judgmental. One time in a hostel in Yogyakarta, Indonesia, I met French traveler who travel because he does not want to be too comfortable. Travel trained him to be more tolerant with others and not easy to judge people. No thoughts equal to fact, you need to experience it to know what is actually happened. ***There are Israeli travelers who came to Indonesia with American passport because Indonesia does not have diplomatic relation with Israel decided to come to see that it was all right to be here, although they still careful not saying they are from Israel.*** One

There are Israeli travelers who came to Indonesia with American passport because Indonesia does not have diplomatic relation with Israel decided to come to see that it was all right to be here, although they still careful not saying they are from Israel.

of them said it was her dream to come to Indonesia after she took Indonesian language course in her university in Jerusalem where only 7 person including the lecturer who study Indonesian. She took the traveling as a challenge to make her dream come true despite all the controversies between two countries. By traveling, individuals can experience sense of satisfaction among many other positive effects of travel.

However, like every single thing in the world, there will be disadvantages of travel. Not long ago, beaches in Bali, Indonesia covered with a lot of plastics garbage brought by the tides. Part of it was because of the massive tourism industry which provided many disposable goods to cater the traveler needs. Another disadvantages is when travelers bring their own culture and refuse to take it off during their stay so the destination has to accommodate even if it was contrary to their own culture.

Travel brings out the better you

But, if travel brings disadvantages, why we still travel? I argue, because the advantages bring longer satisfaction than the disadvantages bring disappointment. Likewise, the travelers can opt in to turn the disappointments into satisfactions. Like the case of plastic garbage in Bali, now travelers have choices to take the green tour instead. While they travel, they will try to reduce their trash that can harm the oceans and the environment. In Gili Trawangan Lombok, Indonesia, a group of diver start a cause to replant the coral reefs destroyed by diving activities. They also hold weekly pick litters event every Friday.

There are also a lot of opportunities to travel with purpose, where travelers can choose to involve in the destination's culture that can contribute to tolerance and equality. They brought their talents to teach, share or build something for the communities. A Couchsurfer came to my city to learn how to cook traditional Indonesia food. Her long term attention is to make food a way to improve communities, she wants to show that the improvement can be done from a very simple thing that we do every day, eat. She did not have background in culinary but she used her time in Indonesia to learn culinary because she saw many inequalities happened during her travel. She decided to travel with purpose to give some example for the communities.

Also **sometimes, travel brings the better you in the most unexpected situation.** One time in Taiwan, I was lost in the middle of nowhere until I found a minimarket and asking for direction. They did not know what I was talking about but they brought me to the police station where one of the police speak English. ***When travel, you will know that humanity is not died and there are a lot of good person.*** So every time I was back from my travel, I brought back all the kindness I got from the stranger I met and tried to pay it forward to travelers who came to my country.

Travel and SDGs

Travel and SDGs is connected through person and their behavior. Thus, if the travelers become better in person or better in decision through travels, the SDGs also will be applied and improve. Like when I was confused how to pack my 6 months belonging to one luggage and one

When travel, you will know that humanity is not died and there are a lot of good person.

When travel is considered as one of need of this era where literally millions of people travels every year, its contribution cannot be ignored.

backpack, I pledged that every time I take a trip, I will only bring the necessities and only buy the essential that will not harm the environment. Travelers who chose to take green tour or to go to green eatery also part of supporting responsible consumption (SDG 12) along with decent work (SDG 8), climate action (SDG 13), life below water (SDG 14) and life on land (SDG 15). Travel also benefited the travelers themselves. It is good for their health, physical and mental as well as their well-being (SDG 3).

Travels became opportunities to remove for a while from stressful lives, recharged their energy and find another aspirations that make them more content. Travelers who decide to travel with purpose to teach in their destination can help to improve quality of education (SDG 4). It can be contributed to long term benefit to their student in having decent work and chance to reduce poverty and hunger (SDG 1 and 2). Places visited by the travelers can improve their industries and infrastructures (SDG 9) and with demands from the tourists, development also can be more sustainable in cities and communities (SDG 11).

Conclusion

When travel is considered as one of need of this era where literally millions of people travels every year, its contribution cannot be ignored. Despite all the problem might occur by travel and tourism, the mature travelers can express their choices and make travel more sustainable. The advantages of travel and tourism can affect travelers, providers, local and global communities. Therefore even if travel start with bring out the better you, with collaboration, it will surely bring out the better us.

Controversies Should Not Impede Tourism From Achieving SDGs



By Joan Elizabeth Nandiri

Year of Birth: 1989

Nationality: Kenya

Profession: Lawyer and social entrepreneur

The list of negative effects that tourism has led to is inexhaustible ranging from aspects such as encouraging corruption, environmental degradation, advancement of harmful stereotypes, sexual exploitation, drug and substance abuse and animal cruelty.

In 2014, I took part in a beauty pageant that won me the title of 'Miss Tourism' for my sub-county. All the title holders were tasked with the duty of marketing the tourism potential of our county. The magnitude and impact of the tourism industry was lost to me. I have since taken time to relearn about the place as well as intersection of tourism and the United Nations Sustainable Development Goals.

People travel for various reasons that may include leisure under which sports tourism, family tourism, religious and cultural tourism are included. Some travel for business, some to explore educational opportunities while others seek health in other places. Alternative tourism elaborated in forms such as agro-rural tourism, food tourism and eco-tourism has been regarded as a crucial key to sustainable development.

EFFECTS OF TOURISM

Tourism activities influence countries and communities socially, culturally, economically and environmentally. A 2014 report by the World Tourism and Travel Council suggested that tourism contributed \$7.6 trillion to the economy worldwide.

The list of negative effects that tourism has led to is inexhaustible ranging from aspects such as encouraging corruption, environmental degradation, advancement of harmful stereotypes, sexual exploitation, drug and substance abuse and animal cruelty. The following are controversies surrounding some forms of tourism:

- Slum tourism involves taking tourists through slums and informal settlements. Its aim is to appeal to the kindness of the tourists prompting them to financially support the poor dwellers. It is argued that the proceeds from this tourism more often than not end up in pockets of the for-profit companies that organize these tours. The poor dwellers do not benefit in any way.

These animals are subjected to cruel and degrading treatment that includes appalling living conditions, poor diet, overworking and inadequate veterinary care.

- Animal tourism is the kind where people travel to enjoy animal experiences. The most sought after animals are those that are exotic or from species that are in danger of extinction. ***These animals are subjected to cruel and degrading treatment that includes appalling living conditions, poor diet, overworking and inadequate veterinary care.*** The organizers of such events lay emphasis on the good money these animals fetch while ignoring the wellbeing of the animals themselves.

- Mountain climbing is fronted as one of the forms of tourism through which the environment continues to be exposed to harmful practices. Hikers litter and dump waste without a

care of the implications. There are also many accidents and deaths that have been associated with mountain climbing. A more careful approach should be adopted.

- ‘Voluntourism’ goes as far as orphanage volunteering is concerned. People visit orphanages bringing with them money and provisions. ***Studies have shown that most children develop an attachment to these tourists, making them feel abandoned upon the visitors’ departure.*** Some poor families deliberately send their children to these orphanages in order to benefit financially from well to do foreign tourists.

INTERPLAY OF TOURISM AND THE SUSTAINABLE DEVELOPMENT GOALS

Tourism plays a significant role in efforts geared towards attaining the Sustainable Development Goals. Interestingly, the tourism sector has a direct bearing on all the 17 sustainable development goals and here is how:

Goal 1 and goal 2 are on no poverty and zero hunger respectively. Whenever people travel for leisure, business and agro-rural exploration, the local communities benefit. The money they pay to acquire services is channelled back to building useful projects. A good example is at Kakamega forest reserve in Kenya where local entrepreneurs have come up with ventures such as pottery where they sell their wares to tourists to generate income. Orphanage volunteering has allowed children to access the basic needs of life.

Health tourism and educational tourism have led to attainment of goal 3 (good health and wellbeing) and goal 4 (quality education). People, especially from Africa, travel to India for cancer treatment. The United Kingdom has benefitted massively from educational tourism as it has opened its doors to offering international studies.

Gender equality (goal 5) and reduced inequality (goal 10) have been demonstrated in the fact that people of all genders are free to travel and interact with people from other backgrounds. Tourism has been a proponent of gender equality as even the people working in this sector are from all genders.

Clean water and sanitation (goal 6), affordable and clean energy (goal 7) and sustainable cities and communities (goal 11) continue to be attained through government and private

Studies have shown that most children develop an attachment to these tourists, making them feel abandoned upon the visitors’ departure.

The attitude towards sex tourism is complex with countries benefitting from it advancing both cultural and social reasons for their support.

sector plans and strategies. Making maximum benefits from tourism mandates the organizers to ensure the destinations have access to clean water and sanitation and affordable clean energy. These efforts result into sustainable cities and communities.

Tourism allows locals access to employment opportunities, contributing to decent work and economic growth (goal 8). The tourism industry is rapidly growing, promoting innovation and a boost to infrastructure (goal 9).

The devastating effects of climate change have called for a global climate action (goal 13). Through environmental tourism, scholars and researchers travel to deliberate and exchange climate change knowledge. United Nations parties are encouraged to ensure responsible consumption and production (goal 12).

Eco-tourism has greatly boosted research and sustainability of life below water (goal 14) and life on land (goal 15). Human rights advocates as well as peace ambassadors travel and work in other jurisdictions which promotes goal 16 that envisions peace and justice institutions.

Goal 17 fronts for partnerships to achieve the goals. Different forms of tourism have led to increased international interactions and collaborations that have struck partnerships.

SEX TOURISM, A NECESSARY EVIL?

Sex tourism is a form of tourism that stirs more negative than positive responses. The World Tourism Organization defines sex tourism as trips organized from within the tourism sector, or from outside this sector but using its structures and networks, with the primary purpose of effecting a commercial sexual relationship by the tourist with residents of the destination. ***The attitude towards sex tourism is complex with countries benefitting from it advancing both cultural and social reasons for their support.*** Countries opposed to it describe it as a norm that goes against their values. Other countries have kept away completely from debates touching on sex tourism.

In my view, this issue should draw guidance from international instruments and best practice. It is internationally agreed that any person above the age of 18 is an adult and free to make certain decisions concerning their lives. To this extend, the choice whether or not to travel for sexual escapades should be left to them. However, Child prostitution and sexual exploitation, human trafficking to advance sexual pleasures and engaging in sex without consent are crimes and should continue to attract harsh penalties the world over. Sexual tourism should never be used as an avenue to commit crime.

CONCLUSION

The world is alive to the great financial benefits of tourism. Every country should gear towards marketing their tourist potential in an effort to gain prosperity. As elaborated at the intersection of tourism and the sustainable development goals, ***it is clear that tourism bears directly on all the Sustainable Development Goals.*** The United Nations envisioned the 17 sustainable development goals as means to end poverty, protect the planet and bring prosperity to all. The controversies surrounding tourism should not be an impediment to this sector, instead a balance should be struck to achieve congruence.

Creativity and Efficiency of Private Sector is Crucial to Face this Challenge



By Pratik Kafle

Year of Birth: 1999

Nationality: Nepal

Profession: Freshman at Reed College, Portland, Environmental Activist.

They were malnourished, lived a low quality life and could not even afford a toilet in their household. However, introduction of art and crafts business to her in 2015 changed her life.

One Saturday morning, a few years ago, when I was walking down the stairs of Pashupatinath Temple with one of my cousins, he deliberately threw a chocolate wrapper in the pavements. I was astonished by the act of the 12-year-old boy who knew what it costs to pollute the UNESCO site. As I was about to turn back to pick up the wrapper, a tourist who was approaching us, silently picked it up and threw it in a trash-can around 10 feet away. Giving a gentle smirk, he quickly disappeared in the crowd. A few seconds later after seeing the thought-provoking deed of the foreigner from an unknown land, my cousin looked at me and sheepishly said, “I am sorry”. ***It was amazing to see my cousin realize his mistake and receive practical quality education (SDG 4) about considering for our environment/climate (SDG 13)***

through that minute but impactful gesture of the tourist. And ever since, I never saw him littering around, at least not in front of me.

While travel and tourism provides great opportunities to the tourists for gaining new experience and knowledge, it's also beneficial in broader aspects, such as bolstering the local economy. Samjhana Shrestha, 65, a local resident of Bhaktapur, whose family previously depended on her husband's income of about \$65 per month, lived a miserable life. ***They were malnourished, lived a low quality life and could not even afford a toilet in their household. However, introduction of art and crafts business to her in 2015 changed her life.*** Today, she sells beautiful hand-made crafts in the local market of Bhaktapur Durbar Square, a UNESCO heritage site, enough to make her financially stable and even afford to send her grandson to school.

While Samjhana is a mere example, there are millions of people who earn livelihood through tourism sector. In fact, 427000 direct jobs were created by tourism alone in Nepal in 2016, which is staggering 2.9% of all employment records and a whopping 7.5% of contribution to country's economy. Tourism is in fact one of the driving forces of global economic growth which currently accounts for 1 in every 10 jobs worldwide (UNTCC). Thus, tourism has been effectively helping to end poverty in its different forms by providing income through job creation at local and community

Sanitary habits of tourists can induce a behavioral impact on local, thus improving the sanitation facility of the place (SDG 6).

levels (SDG 1), helping inclusive and sustainable economic growth, employment and decent work for all (SDG 8) and thus, paving path to zero hunger (SDG 2).

While gender inequality remains one of the major issues in today's world, tourism can reduce this disparity in multiple ways, particularly through the provision of jobs and income-generating opportunities in small and larger-scale tourism related enterprises. As one of the sectors with the highest share of women employed and entrepreneurs like

Samjhana, tourism can be a tool for women to unravel their potential, helping them to lead in every aspect of society (SDG 5).

It is well established that tourism depends on a wide range of infrastructures such as airports, roads, bridges and services provided by hotels, restaurants, shops and recreation facilities. It is the combination of tourism, good infrastructure and industrialization that underpins the economic, environmental and social benefits. It is important to balance the decision to develop an area for tourism and the need to preserve fragile environments and cultures. For this, strong and sustainable infrastructure is essential. Thus, travel and tourism promotes the building of resilient infrastructure, inclusive and sustainable industrialization, and in a long run pave the path for sustainable cities (SDG 9 and 11).

Moreover, tourism's contribution to economic growth and development also has an inductive effect on health and well-being. Foreign earnings and tax income from tourism can be reinvested in health care and services, building new health care facilities to improve emergency medical facilities, foster maternal health, prevent diseases, and ensuring healthy lives and promoting well-being for all (SDG 3). Also, tourists seek destinations with clean drinking water and proper sanitation. This creates an obligation to hoteliers, government and stakeholders to build sustainable water management system and sanitation in tourist destinations. Also, ***sanitary habits of tourists can induce a behavioral impact on local, thus improving the sanitation facility of the place (SDG 6).***

In addition, tourism involves frequent encounters among people belonging to different cultural and religious backgrounds, and thus nurtures multicultural and inter-faith tolerance and understanding, ultimately strengthening the peace between diverse societies. For instance, I am raised in a society which believes in 'Vasudhaiva Kutumbakam', which translates to 'the world is one big family' and 'Atithi Deva Vava', which means 'guests are our God'. Whenever we see any foreigners in our vicinity, we greet 'Namaste' with a smile. This, I believe, develops a sort of intrinsic bond among us, thus fostering mutual understanding and increasing underlying respect for one another. Thus, tourism, creates a platform to appreciate other cultures, and kindle closer bonds and peace among peoples of different background, resulting in creation of a sense of respect towards diversity of culture and life styles (SDG 10 and 16).

Tourism also plays a significant role in clean energy consumption. I was always inspired by the initiative of the locals of a small village of Kharka to promote renewable energy resources. As tourism industry requires constant energy input, the villagers came together in search of a sustainable and reliable energy sources for lighting and other use. Thus, was born an innovative solar lamp 'Tuki', to meet the demand. This innovative energy solution didn't only solve the energy demand, but ensured an affordable

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supply of clean and modern energy to the place (SDG 7).

While tourism is based on enjoyment and appreciation of local culture, built heritage, and natural environment, it also induces a direct and powerful motivation to protect these assets. It provides an economic, moral and social incentive to conserve natural environments and habitats, helping to maintain aquatic, terrestrial and areal biodiversity (SDG 14, 15).

Tourism also encourages the establishment and strengthening of the partnerships between the private-public sectors as well as the governments. With the combined effect of increasing globalization and burgeoning middle-class, there is a continued growth of travel and tourism. In this regard, capturing, maintaining and encouraging the

growth of tourists remain the biggest challenge for governments across the globe. The creativity and efficiency of private sector is crucial to face this challenge and thus the cooperation between public and private sector is inevitable. Moreover, since tourism involves flow and interaction of people from different countries, the governments of those countries are obliged to cooperate, share common goals and maintain a symbiotic relationship. Hence, travel and tourism strengthens the means of implementation and revitalize the global partnership for sustainable development (SDG 17).

With the advent of technologies for faster and cheaper communication and transportations services, tourism has grown to become an industry with gigantic impacts on society, economy and environment. As such, tourism can also greatly contribute to achieving dynamic goals of the sustainable development. For this, all stakeholders including governments, private sector, and the consumer should recognize their common responsibilities to achieve sustainable forms of tourism where it meets economic expectations, environmental requirements, and respects the social integrity and physical structure of destinations.

The Power of Volunteer Tourism to Save the World



By Xu Yuecong

Year of Birth: 1994

Nationality: China

Profession: Postgraduate student of Soochow University, majoring in Business Administration

This summer, I attended an international volunteer program in Bali, Indonesia, and surprisingly experienced one of the best travels in my life.

For a long time, tourism has been considered with little help to the UN SDGs, and sometimes, even worse, overmuch travelers, poor sightseeing organization or unethical behaviors would bring damages to the goals. So, I've always wondered what kind of transformation can be conducted to make tourism contributive while providing more joy to the travelers at the same time. Hopefully, the dilemma can be perfectly solved through the improved international volunteer programs.

This summer, I attended an international volunteer program in Bali, Indonesia, and surprisingly experienced

one of the best travels in my life. To attend the program, I just easily applied it online and provided some documents and certifications, after being admitted, all I had to do were booking the air tickets and keeping in touch with the volunteer organization, which reduced the long process of accommodation arrangement and travel schedule planning compared to normal ways of travel. As soon as I landed in Denpasar, the local driver sent by the organization had already been waiting for me there, and my accommodation and meals was provided by a local family. In this way, my convenience and comfortability was also their employment.

When it comes to the program schedule, every morning, we had different cultural experiences. We learnt about Indonesian, went to attractions to do the sightseeing as well as to see the local dancing performance there, and I even learnt a bit from the dancers. We also experienced local religious worship, shopped at the ancient market and cooked traditional Indonesian dishes with our little students' mothers. What impressed me the most is our tour to the famous Luwak Coffee Plantation, the owner of the plantation introduced about the traditional Bali irrigation system, "SUBAK", to us.

In the afternoons, I was chosen to teach local young children both English and Chinese. There was a bus sent by the organization taking me and other volunteers from all over the world to the primary school, we enjoyed the time spent with the kids, they were very smart and lovely, and were keening to learn both the languages we taught and the cultures of our motherlands. ***Through the courses, I got to know about the lifestyle of the natives more and had deeper inspirations from the unique***

Through the courses, I got to know about the lifestyle of the natives more and had deeper inspirations from the unique culture of Bali along with communicating with like-minded volunteers around the world.

culture of Bali along with communicating with like-minded volunteers around the world. And thanks to the program opening all year round, children there can learn about the languages, mathematics, physics and the world overseas while their parents getting new jobs by providing goods and services to the volunteers and their families are better off.

Through experiencing in flesh, I'm convinced that volunteering programs will contribute to the UN SDGs a lot in the future. For the programs not only offer travelers abundant itineraries for them to be immersed into the splendid local cultures, but also provide considerable jobs, income (SDG1.2&8) and education resources (SDG4) for the natives, which would directly help them get rid of poverty and starve. Besides, there are many other kinds of programs doing different things to heal the

world, such as wild animal protection (SDG14&15), ecological reconstruction (SDG13), elderly care, HIV care (SDG3), vocational training for women (SDG5) and so on. People around the world can easily choose from them base on their own professions and interests, and enjoy a trip abroad while saving the planet at the same moment.

However, despite all the contributions volunteering programs can bring, there are also many problems to be solved. As far as the programs are organized by now, there's no sufficient methods to guarantee travelers' safety and volunteers' qualification. ***Meanwhile, as a student majoring in business management, I smell the opportunities of industrialization in the programs, which would ameliorate the poor facilities and services there as well as improve the locals' relatively low income.***

Firstly, I suggest all the volunteer organizations linking up to build up a union committee to evaluate each volunteer organization and program. To take this step, unified regulations are necessary. There should be rules and qualifications for both organizations and volunteers. For example, organizers must have certain certifications to start an NGO to conduct volunteer programs. As for volunteers, the selection should take place, too. You should have the language level certifications to participate the language teaching project, and prove that you are skilled in medical field, or you'd be rejected by the HIV care program. Only by selecting strictly, can the resources that developing countries and areas obtaining be the most useful and professional. Next, setting up a website with all the qualified organizations and their programs linked to it, so that attenders can find all the options at once and avoid being bilked by disqualified organizations.

To achieve the UN SDGs, we should not only bring profit to the people in need of help, but also make the business model sustainable. As the ancient Chinese saying goes, "give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime." Nowadays, though the locals are earning much more money than before due to the help of volunteers, they are still in short of professional knowledge and business thinking. ***To teach the locals "how to fish", the volunteer organizations can build up cooperation with local hotels, attractions, car rentals and restaurants, provide them with stable business at lower price,*** let the economies of scale bring benefits for both the locals and travelers and offer opportunities for local business to grow (SDG1.2&8).

Meanwhile, as a student majoring in business management, I smell the opportunities of industrialization in the programs, which would ameliorate the poor facilities and services there as well as improve the locals' relatively low income.

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As the industry develops, the facilities and investment environment will improve gradually (SDG9), as a result, a sustainable economic cycle will be built. Also, we can set up new programs to attract volunteers professional in business field to train local suppliers, in order to help them extend their business by teaching them how to use the Internet so that visitors all over the world can book their homestays on a website such as Airbnb, in this way, the gap between the locals and their competitors around the world will be narrowed (SDG10).

For more advanced opportunities, as far as I know, many big enterprises are raising awareness about SDGs, they are willing to offer help through their own programs, such

as the Hilton Inc. The hotel giant is offering over 70,000 intern positions for girls from backward countries to learn how to run a hotel, and after the internship, those kids would be the talents to construct their own hometown. I believe volunteer organizations can be the bridges between those enterprises and people in need (SDG17) by bringing information to them through volunteering programs.

In my opinion, traveling is not only about seeing beautiful views and tasting delicious food, but also about doing something meaningful. So, I suppose tourism can contribute to the UN SDGs and a bright future very much, if only we are willing to travel with the goals, and volunteer to save the world.

Small Ways to Achieve Big Goals



By Nguyen Thi Ngoc Ha

Year of birth: 1998

Nationality: Vietnam

**Profession: Student of International Business
at the University of Commerce (Vietnam)**

***It's not easy but tourism
encourage people
to want to change
themselves***

“Travel brings power and love back into your life.” – Rumi

In today society, life standard is upgrading and people get more spare time to travel and explore this world as well as to escape from their stressful lives. However, in other perspective, tourism and travel play a vital role in process of completing the collection of 17 SDGs set by the UNs in 2015. Travel not

only mean to satisfy ourselves but also to connect communities over the world and bring people opportunities to contribute to society. To the best of my knowledge, I will lighten the idea of what travel and tourism can do for the SDGs and if people can make use of their journey to make a small change for big goals. Besides that, my real journey to reach the goal 12 may help to inspire someone to share their hands to fulfill the SDGs.

The development of today world and the connection among a number of countries allow humans travel to every corners of the globe much easier than in the past. Each people has different opinions about an ideal journey but most of them may just call tourism and travel as a relaxation time. In reality, traveling brings about much meaningful things more than just relaxing moment cause tourism influence on people's mindset progressively. ***It's not easy but tourism encourage people to want to change themselves.*** When people come to beautiful lands or modern cities and observe the development of these places as well as the civilization of the citizen, they may look back themselves and draw a lesson from the others.

For instance, Singapore is one the most spotless countries in the world and people come there at the first time might get surprised cause trees are everywhere and no trash, no plastics in the streets or on the rivers. Tourists coming there have to follow the rules of keeping this country always clean and adapt to lifestyle of local citizens that maintain and protect environment around. Due to traveling, tourists gradually aware of their rights and their responsibilities to save environment if they want to create a safe future for themselves and next generations with friendly life spaces and no more natural disasters, greenhouse effect or climate change (SDG 13 - Climate action). Love for nature of people will be risen naturally through their steps to the world. Moreover, traveling mean greeting and connecting with citizens from over the world therefore it's perfect time for everyone to reach understanding of different religions, races, cultures and lifestyles. No more discrimination and no more distance among people when they really understand value of each other (SDG 10 : Reduce inequalities).

Tourists can taste traditional local cuisine but to avoid wasting food, they should order little food at first instead of ordering a lots but do not like and cannot finish it all.

Taking journey to new places for traveling and learning parallel with doing something meaningful definitely make sense not only for ourselves but also for outside society. After long periods of working nonstop, most of people tend to indulge themselves by paying more money in their traveling time so they may be over in consuming food, water and other resources. Just by changing something in this lifestyle, tourists completely have ability to contribute effectively to SDGs 12 - Responsible consumption and production. For example, ***tourists can taste traditional local cuisine but to avoid wasting food, they should order little food at first instead of ordering a lots but do not like and cannot finish***

it all. A huge amount of surplus food will be saved if tourists are aware of this problem and put effort to change it cause tourism industry is getting prosperous in every single day.

Besides, SDGs 14 - Life below water - also can be completed early with the tourists' help because the activities of tourists may partly lead to the bad situation of polluted ocean. Beach tourism is always one of the most popular activities attracting millions of people every years, especially in the summer therefore ecosystem of beaches and islands may be impacted more or less. It's hurt to realize that the ocean almost has more plastic than fishes and animals commonly mistake plastic for food so they will eat it. People who love beach and water can turn their vacations into the beneficial trips when they not only enjoy the beauty of nature but also protect it and encourage others to follow them. What tourist can do and need to do first is stop throwing plastic trash into the sea then they can help to pick plastic things left in the seaside and put in the trash bin. Asking other tourists to act together also brings more power to save water environment and save sea animals from death of sticking in trash. This act may just last for few days but if more tourists share their hands, surprising positive result can be foreseen.

I aware that what we are doing now will lead to what we get in the future so if we take action from now, we can avoid suffering from bad consequences later. At the age of 20, I applied for a global volunteer project lasting 6 weeks in Malaysia - a country being far from my home country three-hour flight. My volunteer program was created basically on goal 12 of SDGs - responsible consumption and production. In detail, my project, called Clean Our Plate, focus on decreasing the situation of food waste as well as raise awareness of people about food waste in Malaysia and in the world. ***I love traveling and the feeling of being a global citizen but I just realize this passion also bring back priceless moments after I am deep in my volunteer work.*** I got chance to work with and understand lots of partners from over the world, together we went to schools to initiate youngsters to save food, we reached far away places to encourage people to respect food and we also collected surplus edible food for the needy and homeless.

I traveled to different places, explored culture and traditional cuisine of Malaysia during 6 weeks but I did not waste time cause I figured out new amazing things day by day and I spreaded these knowledge to society. I consumed food more reasonably and tried to help others understand the importance of saving food to the world for now and for future. It's journey that make me pay attention to the serious problem of the world, clarify my responsibilities as the global citizen. Billions of people regardless of nationalities, genders or ages are struggling for our world so there is no reason for me and for you to be outside this circle.

I love traveling and the feeling of being a global citizen but I just realize this passion also bring back priceless moments after I am deep in my volunteer work.

Little but effective, tourism and travel are joining hands to reach SDGs and tourists also become significant factors in this mission. We take small action to make a change even when we are on vacation and enjoying life. Just do it cause if we wait until we can do everything for everyone instead of doing something for someone, we will finally end up and do nothing for anyone.

Travelling and the Sense of Belonging



By Clarissa Biscainho

Nationality: Brazil

Year of Birth: 1993

Profession: Chemical Engineer

Once I read a study that said we tend to have less judgment when talking to people in another language other than in our native one.

“Don’t talk to strangers”. I was laughing inside while this sentence told by my mom when I was young passed by. I explain the irony. I was 16 years old, travelling with my parents in the Caribbean and we were searching for a scrapbooking store, tired of walking into circles when we saw a completely unknown guy, full of shining gold hanging around his neck. Naturally, we decided to stop by and ask for directions and also naturally, he kindly searched on his phone and showed us the way. Suddenly, it came to my mind that when we are in our home places we avoid reaching people we don’t know, either

too afraid ourselves or afraid to scare them. Then, why while travelling we naturally approach them? That was the first time I found myself thinking about such a deep subject.

However, this topic rose into my mind many times later and I became so interested on it that I started both paying attention to people’s behavior towards others when travelling and to read essays about the topic. ***Once I read a study that said we tend to have less judgment when talking to people in another language other than in our native one.*** Whether this is the reason or not for being less judgmental and afraid from unknowns when outside our comfort zone, when living abroad, I knew some people that some kind of stereotype, gender, racial or other types of prejudice and I realized it was not their fault. They had been raised inside a community where everyone believed and spread these ideas as an absolute truth. After living abroad, however, they completely changed their minds.

All this made me think how travelling and especially living abroad is important to open our minds and break stereotypes. When we travel, we learn that it is important to be vigilant and we to be less naïve but sometimes we found ourselves into situations where we have no option than trusting others. In such cases, we normally don’t assume that the person can be a terrorist just because our background tells us so. In the end, we realize that there are more people to help than people to harm. We also tend to be more open to help as we have already been in the person’s shoes before.

The first way travelling can help UN Sustainable Development Goals is relatively simple and straightforward but very powerful. ***The more we travel, and especially when we have a life changing experience as living abroad, our sense of belonging to a specific country or community is, many times, surpassed by a sense of being a world citizen.*** And that is exactly when our sense

The more we travel, and especially when we have a life changing experience as living abroad, our sense of belonging to a specific country or community is, many times, surpassed by a sense of being a world citizen.

of justice starts to rise and we start questioning not only some beliefs under which we had been raised and our own behaviors towards others but also questioning governments and economic systems.

We want to guarantee that everyone has access to basic needs and rights. There is no need to mention that all of this is strongly related to the Sustainable Development Goals of Reducing Inequality, Zero Hunger, No Poverty, Peace, Justice and Strong Institutions. We cultivate food for thought when internal questions such as “Why should she earn less just by being a woman?”, “Why do people assume that he is a terrorist just based on his beliefs?”, “Why so many people still do not have access to clean and safe water while big industrial corporations waste so much water?”,

“What happens to all the fresh fruits that we throw away everyday just because they are not perfect and could be actually feeding so many people in need?” are not unusual.

Moreover, when we travel, especially when we have the opportunity to travel to naturally beautiful places, we feel more connected to nature. Besides the feeling of belonging to a greater community made up by humans, we also start to understand our whole inside our planet. ***We stop seeing ourselves as the Master Piece of Evolution and start to recognize that we are simply part of a greater ecosystem and therefore we have no rights to break its equilibrium.*** This thinking can have a strong impact on how connected and ready we feel to fight for the SDG of Responsible Consumption and Production, Climate Action, Life below Water and Life on Land and Air.

In this pathway, not only a sense of preservation of all kinds of living creatures increases but we also realize that everything is connected and all other species also take advantage of the nature resource, without, however, depleting them faster than they have time to be restored.

When all these thoughts collected when travelling and the willingness to change turns into ideas and actions to change, then comes the tangible way in which travelling helps UN Sustainable Development Goals. Many startups began when someone travelling saw a struggle of a specific group of people or was shocked when they saw nature being destroyed and came up with an idea to help minimize it. Many times, these ideas come from people from wealth countries (or families) that had never before got in contact with these struggles, not uncommonly related to lack of access to basic as human needs or rights.

In general, even if one does not have an epiphany to found a start-up, travelling also makes us relate to the SDG 8, 9, 10 and 17. Basically, we comprehend that change can start in our careers and daily work, understanding that through decent work and partnership for responsible production and consumption we can create innovation that will lead to sustainable cities and economic growth. Particularly for me, ***as a Chemical Engineer, I have always seen energy as a critical point to be targeted if we want to guarantee a sustainable economic growth to our planet.*** More than just moving to more clean energy sources, one of the most important is to develop more efficient systems, which could

We stop seeing ourselves as the Master Piece of Evolution and start to recognize that we are simply part of a greater ecosystem and therefore we have no rights to break its equilibrium.

One of the changing points of my behavior happened after living in Germany. Here we have to separate the garbage and it is impressive on how educational it was to me for becoming conscious on the amount of garbage we generate each day.

do the same with less energy, avoid the waste of energy so that all the energy used is actually consumed during the process.

To summarize, travelling is a life changing experience. It is a unique and personal experience, which will have different impact on each one, depending on our particular backgrounds, experiences and causes we support.

Speaking about me, ***one of the changing points of my behavior happened after living in Germany. Here we have to separate the garbage and it is impressive on how educational it was to me for becoming conscious on the amount of garbage we generate each day.*** This changed my mindset into trying to use less packaged things and rationalize my shopping.

But one thing is true: travelling makes us stronger. Stronger to face the struggles in life but, most importantly, stronger to stand for justice and respect, though others and through Mother Nature, even if it means going against the status quo and convincing people that had always lived under one story that there is more than what we know outside and mostly encouraging them, whenever possible, to go and witness it themselves.

The Right to Travel Should be an Extension of the Right to Education



By Carmen K Chan

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Year of Birth: 1990

Profession: Student, Bachelor of Tourism Management, Capilano University, Vancouver, Canada

The act of learning is therefore contextual: knowledge taught to one group may have no useful application when disseminated to another party.

In a world where our ancestors' wildest dreams are increasingly becoming reality, global issues, such as war, poverty, and barriers to education should have been reduced to anachronisms. Rather than moving closer towards these peace goals, it can sometimes feel like humanity is drifting further away. In testament, the global rankings on the Democracy Index have steadily declined year after year (Economist Intelligence Unit, 2018). Perhaps society's comfort zones are detrimental to societal advancement, which indicates a need to try harder and dream even wilder. In doing so, one may dare to imagine a world where travel is seen as a right, rather than a privilege for those who can afford it.

The culture, geography, and socioeconomic circumstances ascribed to each person—whether they serve as benefits or limitations—form the basis of how information is used and processed. ***The act of learning is therefore contextual: knowledge taught to one group may have no useful application when disseminated to another party.*** For example, it would be impossible to accurately describe the current world to someone who lived 200 years ago. It would be similarly difficult to articulate to a refugee from a war-torn country why suicide is a leading cause of death in developed countries. However, the ability to show and guide this hypothetical time traveller through a modern day would enable the individual to learn through inference.

While showing a refugee around a busy metropolis for a day will not convey the intricacies of mental illnesses or multidisciplinary social issues, it would be a crucial step in facilitating a stronger understanding of this complex world. Without sufficient tools to foster empathy, ignorance has historically been allowed to permeate through generations of humanity. ***The complacency of closed-mindedness has incited immeasurable acts of cruelty between members of the human race. The underlying cause—an astute lack of empathy—must be resolved at its root.*** As such, the right to travel would be an extension of the right to education. Immersion into the realities of other people allows individuals to infer knowledge about mankind in a highly relevant and deeply

The complacency of closed-mindedness has incited immeasurable acts of cruelty between members of the human race. The underlying cause—an astute lack of empathy—must be resolved at its root.

personalized way. More importantly, first-hand experience establishes direct communication where pessimism could have blossomed; this fosters a positive climate of understanding where it did not exist before.

Through the process of synthetic a posteriori, the expanded body of knowledge is processed into entirely new information. An exploration of the proverbial grass on the other side would empower society to create solutions for otherwise unidentified problems. It becomes irrelevant whether the grass is greener on the other side—the placement of gates in lieu of fences allows the global community to learn from each other's backyards. Fostered by the right to travel, these interactive problem solvers have

a platform to conceptualize increasingly better systems than those that currently exist.

However, current global circumstances do not match these optimistic projections. Instead, the unfortunate reality is that people continuously live in the margins and chronically struggle to attain basic human necessities. These groups are the ones that have been failed by a systemically unjust resource distribution system and there is no simple solution for correcting this inequality. Humanitarian programs in place today alleviate some of the worst symptoms of poverty, including hunger and homelessness. A commonality of these efforts is their focus on treating symptoms, rather than ameliorating problems at their roots. As such, ***a program that can feasibly provide the right to travel would gradually sustain benefactors with the tools to uplift their circumstances*** — on their own terms.

Consequently, the funds required for such an endeavor would take away from projects that provide immediate relief to those who are currently suffering. This would lead to moral quandaries about investing funds into an unproven experiment when they could have been directed towards crisis care. On a perceptual level, it would be difficult to gain initial public support for this radical concept and its abstract goals. However, collaboration from international and governmental organizations is mandatory for success. This includes the United Nations and its agencies; European Union; and World Bank. While the payoff for this long-term oriented project would be stable and overarching, it would be challenging to secure enough enduring commitment for the idea to become socially acceptable.

Organizations would need to work together to devise and fund itineraries that showcase the world in an informative manner. The first phase of the project would aim to provide each person in the world with one fully paid trip. This can be randomly allocated through a global lottery system or provided as individuals reach a certain milestone, such as turning eighteen. Three destinations would be visited over two months: a nation each that is developed, developing, and underdeveloped. Participants would have the opportunity to meet individuals from different cultures, experience other lifestyles, and feel empowered to build a future driven by hopes and dreams that previously seemed out of reach. Regardless of socioeconomic circumstances, each person would be able to travel at least once in their lifetime and internalize the world as an expansive place with many perspectives.

A program that can feasibly provide the right to travel would gradually sustain benefactors with the tools to uplift their circumstances

Global inequalities, such as violence and hunger, can indeed become anachronisms if they are given a spotlight for empowered citizens to act on them.

Developed countries can be treated as case studies by lower GDP nations to identify successes to emulate or actions to avoid. Those who live above global standards can enrich their perspectives through personal experience that privilege is an exception, not the rule. ***Humility is then earned through wisdom and helps bridge gaps in empathy between vastly different groups.*** Thus, western communities can be transformed to instill a greater appreciation for the global environment. As compassion spreads out, the planet becomes friendlier with fewer reasons to brushstroke others as those who deserve to live

with fewer resources and rights. Transcending artificial borders and social classes, this empowered international community would reveal itself to be ready for the second phase of treating travel as a right.

The omnipresence of travellers would have become such a familiar concept by this point that a centralized system of organizing universal travel would no longer be necessary. Global communications and the sharing economy would have developed enough for grassroots entities to be at the center of this second, and final, phase. For example, a reciprocal trip may be awarded to an individual who has hosted a number of travellers. Similarly, schools and workplaces may partner with organizations to train students or employees abroad more effectively than in classrooms or workshops. Such conditions would support the natural transition to expanding the right to travel more than just once while international borders consequently decrease in importance.

Regardless of how communities devise solutions to their problems, the result would be self-evident that humanity is the best version of itself when people are provided with tools and opportunities to succeed autonomously. ***Global inequalities, such as violence and hunger, can indeed become anachronisms if they are given a spotlight for empowered citizens to act on them.*** While such an idea as fully sponsored travel for every person is an admittedly radical one, so too were jet travel and video conversations in recent history. When people are encouraged to work towards realizing their wildest dreams, their successes are also gifts that bring humanity closer towards achieving its collective peace goals.

How Student Travel can Contribute to the SDGs



By Nguyen Thi Diem Quynh

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Status: Student of International Business Administration, Foreign Trade University.

How about turning school trips or parts of them into sustainable trips that would be both beneficial for students and meeting the goals of Sustainable Development?

The tourism industry has now been one of the largest industries in the world with 7.6 trillion US dollar contributing to world economy in 2016 (according to the statistics of the website: statista.com). With the vast contribution to economy, this industry also places a great impact on the development of society and environment. A question lingers in my mind: In what ways, travel and tourism can help to meet the UN Sustainable Development Goals (SDGs)?

I come to think about the target customer of tourism industry. Hardly anyone can resist the enjoyment of travelling, regardless of age, gender and race. People can

travel by individual, families and relatives or with their communities such as colleagues within their companies if they are adults, schoolmates if they are still students. Then, the previous words of the last sentence fire up an idea in my head. ***How about turning school trips or parts of them into sustainable trips that would be both beneficial for students and meeting the goals of Sustainable Development?***

In my country, Vietnam, students usually take 1-2 trips per academic year, from primary to high school. The trips usually last for 1-2 days with many activities to help students to explore the world outside, connect their relationships and enhance their social skills. It would be great if during these trips, student can gain knowledge about sustainable development and do something to help to meet these goals. In my imagination, there would be an agent or an organization specialized about Sustainable tourism for school formed by UN. Their mission is together with all schools, co-organize and co-ordinate sustainable trips for students.

First of all, through the trips, students will be learned about SDGs, perhaps, heard from an ambassador of UN SDGs. This will contribute directly to attain the target 4.7 of Education goal, where it states: By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development. Each trip will focus strongly on one goal of Sustainable Development of UN and continue gradually until finishing all 17 goals. Playing games and conducting competitions about SDGs topics is a way to encourage them to fully attend the trip and have a better understanding.

Collecting the garbage and planting trees at the same time enjoying the beauty of nature will bring student not only an unforgettable memory but also the sense of helpfulness to the world they are living in.

Secondly, to get satisfactory learning results, Sustainable school trip should include both theory and practice parts. Some activities like collecting the trash and garbage at the beach would help to reduce the pollution at sea indicated in target 14.1. After cleaning the beach site, student will continue swimming and playing. Let them experience and compare the trip themselves before and after their action. It is not hard for student in Hanoi, for example, to travel to the sea. They just need to pass 150km, equivalent of 2.5 hour on a coach to Doson Beach, the nearest beach from Hanoi.

What if other locations make it impossible to get close to the sea? No problem! There would be a trip to mountain and forest. Beside cleaning, student can build up the forest by planting trees. This action will help UN get closer to target 15.3 to “combat desertification”. The countries with no direct ocean access such as Mongolia, Laos, Switzerland, Hungary and so on surely can take care of their forest because 31% of the earth land is forest and forest destruction is equivalent to 36 rugby fields per minute (According to a local newspaper, Vnexpress). ***Collecting the garbage and planting trees at the same time enjoying the beauty of nature will bring student not only an unforgettable memory but also the sense of helpfulness to the world they are living in.***

Furthermore, student can adjust their behaviors or form a good one just by observing what others do. What I mean is we can take them to visit some factories or manufactures that exploit mineral or produce energy like electricity. Seeing thousands tons of mineral are taken out of the mountains, the ocean, the ground minute by minute makes each of the student appreciate and change their action to save the energy they are using: turn off the electricity when not in use, treat water resources well, etc, which brings the us closer to the target 8.4 - Improve progressively, through 2030, global resource efficiency in consumption.

After the trips, we might let each student write about the thoughts and emotion, what they have seen, what they have learned and what they have done. Let them have the rights to raise their voice about the big problem happening around them. We have a lot, a lot to learn from these young people.

Some people might say: “These actions are too small. They will have no or hardly any impact on SDGs”. In contrary, I would say: “Children are our future”. Teaching each student about sustainable development is the same action as planting a tree. The nature of education inherently is a sustainability because of its long-term and widespread to others. Therefore we can take advantage of an annual activities - the school trips, combine tourism with Sustainable Development activities to meet directly and specifically the targets 4.7, 8.4, 14.1 and 15.3 of SDGs and perhaps, indirectly to other targets.

Student, they can do small action. A small action makes a small change, but many many small actions would make huge impact. Eventually, I believe, like thousands of green trees, we can advance to a world full of individuals caring and doing good to develop the society, economy and environment in a balanced way. I would like to end my essay by the famous sayings of Mikhail Gorbachev, which also was reappeared on Emma Watson’s impressive speech for UN Heforshe campaign in 2014:

Student, they can do small action. A small action makes a small change, but many many small actions would make huge impact.

“If not me, who? If not now, when?”

How Travel & Tourism can advance the SDGs in Africa



By Misumbi Sarah

Year of Birth: 1989.

Nationality: Uganda

Profession: C.E.O of Sarami Agencies, a company that helps small businesses market themselves.

When students travel and get new experiences, they use this knowledge acquired from these trips to understand the theoretical information given in class.

I will try to explain how tourism and travel can contribute to the UN SDGS while drawing examples from Africa and mostly Uganda since that's where I have most information about.

1) Creation of income for both government and individuals. Government earns income in terms of taxes for the tourist sites, charging of visa fees for tourists and other indirect taxes levied on the tourists when they consume other goods and services in the country. Individuals gain income when they offer goods and services to the tourists like food and drinks, accommodation, artistic works, name them. This helps to meet agenda no.1. No poverty.

2) Source of foreign exchange. Taking a case study of Bangladesh, a research done by Most. Asikha Aktar and his friends in 2014 showed that tourism was one of the most promising sectors in terms of providing foreign earnings to the economy. Foreign exchange is achieved when there more visitors coming into the economy. Both direct and indirect benefits make foreign exchange possible.

3) Publicity of a nation. Tourism and travel do market the economy to other nations which in turn helps to promote other goods and services available in the country. For example when foreigners travel to South Africa to see the place where Nelson Mandela the freedom fighter was buried, they get to know more about South Africa's economy. This brings in investors who then inject resources into the economy of South Africa.

4) Sharing/transfer of knowledge. Nothing new or better can be done without borrowing or discovering new ideas from other people /nations. Africa, for example is developing because of borrowed knowledge from Europe, Asia, Korea and Russia, name it. For instance Uganda's agricultural sector is improving gradually due to the knowledge that most Ugandans get from get when they visit Netherlands, Israel, China, and other states. Every year different companies including the government choose some farmers to take to these successful agricultural nations. This will help to meet the agenda of Zero hunger.

5) Employment opportunities for skilled and non-skilled. Employment is acquired indifferent forms, an example the luggage carriers earn small incomes from the travelers/tourists, the hotel attendants are paid, the tour guides, the owners of transport vehicles, name them. In my country Uganda for instance, a certain gentleman called Amos Wekesa has grown from a mere tour guide to now a millionaire through the promotion of tourism. He owns so many tourists sites in the country

A lady by the names of Hope Nankunda, organizes tours to different places every year and the money got from there is used to provide free pads to poor girls in Uganda.

and is said to be employing more than 500 people both directly and indirectly.

6) Activators for the private sector. The private sector is very important for the growth of an economy. This is seen when the private sector contributes huge amount of capital towards the Gross Domestic Product (GDP) of an economy. When individuals come up with investments to promote tourism and travel, they earn from this as businesses, in return the government charges these businesses and it collects taxes which in turn are used to develop an economy.

7) Promotes good health. A healthy population is very productive in terms of work productivity hence contributing to the growth of an economy. Healthy people work more often, they think straight and are energetic enough to perform big tasks. Healthy people are wise enough to be able to bring about new solutions to the challenges facing the community or nation.

When people visit recreational facilities, they go and rest in good hotels, walk, sweat, and see inspiring sites; they improve their mental and physical health which makes them more happy and strong enough to work. The agenda of good health and well being can be solved through this.

8) Technological advancement: This comes from borrowed ideas from new places and the visitors that the nation hosts. For example, tourism was one of the first sectors worldwide to accept and adopt the use of technology in terms of websites, documentaries and others. Tourism has fought so hard to improve its marketing and this has been acquired through the use of technology. An example are the television channels that promote tourism and travel for example Wild Channel, Development channel, name them. These have both direct and indirect benefits to both individuals and the whole world at large.

9) Promote education: Many schools have incorporated travel and tourism in their study programmes. ***When students travel and get new experiences, they use this knowledge acquired from these trips to understand the theoretical information given in class.*** This then helps the students to learn to relate what they learn in class to the issues surrounding them in their communities.

Furthermore, school tours are another way of encouraging youths to stay in school, especially here in Africa where the students find education as boring. It really helps them to change their perspective of education, to stay in school and be able to complete school so that they can be able to get money and travel the world more often. SDG of quality education is acquired through this.

10) Promotion of gender equality and development. This is seen in the employment sector where many women are men are employed to work in the different places. Many women for example have been employed as hotel managers, tourist guides, catering services, beauty pageants (promoters of tourism), name them. In Uganda for example, every year the ministry of tourism organizes a beauty contest for girls below the age of 30 to show how tourism is an important part in economic development. In return, these girls are given awards and others given scholarships to study.

Other women in Africa are using tourism to fight for the rights of children in society. ***A lady by the names of Hope Nankunda, organizes tours to different places every year and the money got from there is used to provide free pads to poor girls in Uganda.*** Most of these girls are seen to be struggling with menstruation stigma and they are not able to study well. So in the long run we have seen more girls in Uganda accept their status of being girls and are now actively taking up the challenge to study.

I believe some of the above explanations show how travel and tourism can contribute to the attainment of the UN SDGs.

Tourism & Travel: The Impetus for SDGs in Pakistan



By Shaza Arif

Year of birth: 1996

Nationality: Pakistan

Profession: Studying for a B.Sc. Defence and Diplomatic Studies

Travelling is filling your mind with knowledge and experience, the more information you fill in the wider your brain gets and you want it to fill even more and yet the lust continues

History has shown that different circumstances lead us to develop certain goals that seem appropriate for the moment. May it be making efforts towards democratization in the 19th century, making policies to end the World Wars, seeking a safe way out of Cold War or finding ways to counter terrorism.

Recently Sustainable Development has been brought into light as the world community realizes that the most important factor in our lives is lives itself, hence efforts should be made to improve the quality of life but improvement should not be done at the expense of damage that the future generations might suffer. In the light of the above the UN-SDGs has set out a pathway that can be followed to achieve sustainable

development. When I read about linking Travel and Tourism with the UN-SDGs for the essay, I was a bit confused but when I thought about I was super excited because I realized that traveling and tourism in my country can be related to all the 17 UN-SDGs.

Hence I will try to cover my own country.

Travelling is filling your mind with knowledge and experience, the more information you fill in the wider your brain gets and you want it to fill even more and yet the lust continues and it cannot be fulfilled to the maximum.

I am from Pakistan, a country that has suffered refugee problems, economic crisis, terrorism and poverty, basically the country has faced a number of issues and these have posed hindrance to the progress in the country. Wait a moment!!! I won't carry on with the problems all along there is a bright side as well. My country has one of the most beautiful sites to visit. The northern areas: Hindu Kush Mountains and Himalayas with their mighty peaks resemble those Titlus and Matterhorn in Switzerland. The Swat Valley, Mohenjo-Daro and Kashmir are no less. Not to forget the mighty K-2 in Skardu (the Second Highest Peak in the world) where thousands of mountain climbers try to reach the peak every year.

Tourism is playing a big part in fulfilling the UN-SDGs in our country even though only some people might be aware of it.

The ladies over there who are not educated but yet highly skilled make beautiful dresses and head bands. The foreigners who come there can't resist purchasing those.

I remember my brother going to Hunza (Northern Pakistan) last summer, he told us that ***the ladies over there who are not educated but yet highly skilled make beautiful dresses and head bands. The foreigners who come there can't resist purchasing those.*** Hence providing them means to end poverty (GOAL-1) and they can provide their children with food (GOAL-2) as they earn a significant amount of money and at the same time allowing them to do decent work and lead towards economic growth (GOAL-8).

Similarly last October, when we were looking for a maid for our house, a lady who was a suitable candidate told us that she would only be available for the winter season, when inquired the reason for this, she told us that in summer season she goes up to the north and serves as a tour guide for the foreigners thereby earning a good amount of money for herself, this was previously not practiced, but with time women have realized that this job can also be done by females, thereby fulfilling (GOAL-5) and (GOAL-10) at the same time. The only pre-requisite for these kind of jobs is to get educated (GOAL-4) and hence people are more aware about the importance of education.

It is amazing how in order to fulfill one SDG, 2-3 SDGs are automatically fulfilled and I think this is the real essence of the UN-SDGs and Traveling and Tourism has played a great driving force in order to achieve them.

Four months ago I went to Murree and there I saw very organized sitting arrangements and beautiful marble structures which were not previously available there. I asked a shopkeeper in an adjacent shop that by whom are these facilities being installed by, he replied that the Tourism Association has recently installed these. I was so happy to hear this and I realized that the infrastructure of the country might gradually become more developed due to tourism because the industries are uplifting the infrastructure (GOAL-9). Similarly many new roads have been built to connect places in remote areas in order to attract more tourists and make them comfortable during their stay.

Our country was among those countries that suffered from Polio virus but since many international NGOs have travelled to Pakistan and saw the health circumstances, many countries and people such as Bill Gates have contributed financially to this problem and Pakistan has been able to curb this disease and Polio is close to being eradicated (GOAL-3).

The environmental experts in Pakistan have visited western countries and similarly many foreign environmental experts also visit Pakistan. It came into light that Pakistan would be affected greatly by Global Warming. Hence ***the government of KPK (Province of Pakistan) initiated a plan called "Billion Tree Tsunami" and planted one billion trees in the province*** before its due date i.e. December 2017. This will have a very positive impact on climate change (GOAL-13). In addition it automatically fulfills (GOAL-15).

Chinese businessmen have often traveled to Pakistan. After long negotiations and meetings together both of these countries have decided to work together on a project named "China-Pakistan Economic Corridor". This will lead to the development of the Southern areas of Pakistan which was previously very scarcely populated. Hence the conditions of the rural areas will also be upgraded and there are

It is amazing how in order to fulfill one SDG, 2-3 SDGs are automatically fulfilled and I think this is the real essence of the UN-SDGs and Traveling and Tourism has played a great driving force in order to achieve them.

The government of KPK (Province of Pakistan) initiated a plan called “Billion Tree Tsunami” and planted one billion trees in the province

chances that people will move from the overly populated Punjab to Baluchistan in the south and hence it will lead to sustainable cities (GOAL-11) and stability rather than unstable distribution of people.

The valley of Swat had a mighty Buddha sculpture carved on stone, this was destroyed by the Taliban in 2007, but the government knew that this sculpture was something that the tourists would want to see, hence they collaborated with the Italian government and they worked together for the goal (GOAL-17). This shows the importance of tourism which

can be source of partnership between different states.

Lastly I will mention a very personal change that I have been practicing. In 2007 I went to U.S.A, I noticed how nobody even throws a single slip of in the water bodies (seas, lakes etc). However in our country, throwing garbage in water bodies was common. ***That visit to U.S.A had an impact on me that ever since I have not thrown any plastic bag or any piece of garbage in any water body (GOAL-14) and I have also been persuading other people to do the same.***

Hence I believe that tourism and traveling leads to the fulfillment of the UN-SDGs even though we only realize this fact when we read the UN-SDGs in detail.

Tourism & Travel can be a Powerful Antidote to Tackle the SDGs



By Rhona Tetteh

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Year of Birth: 1999

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Platforms should be established for further training and equipping of individuals such as artists with the necessary skills to open up their own businesses.

Tourism! It is truly amazing how you can go around the world basically with the aim of having fun but also benefit from learning so much as well. It's honestly the best of both worlds. Tourism is also indisputably among the best of the world's rapidly growing industries. Travel and tourism however can mean so much more when we think deeply about how it can ameliorate the UN Sustainable Development Goals by the year 2030. I believe tourism has the potential to promote faster, sustainable and more inclusive growth in a nation's economy. It could also be used as a powerful antidote to tackle most of the goals.

To begin with, a way to annihilate poverty (in line with goal 1), is through the provision of well-paying jobs. Various talents are exhibited currently in the tourism sector and these can open up to innumerable job opportunities. Employment of people into the tourism sector is key but then individuals should be encouraged to set up their own small scale businesses using their talents. For instance, ***platforms should be established for further training and equipping of individuals such as artists with the necessary skills to open up their own businesses.***

In Ghana for example, an annual street arts festival known as "Chale wote" held annually which attracts a massive amount of tourists provides a platform for both Ghana based and international artists to exhibit a good number of works which include graffiti murals and paintings. Beadmakers and Kenteweavers are given the opportunity to exhibit and sell their works. Musicians and dancers are not left out as well. This provides individuals with the opportunity to make good use of their talents. So all efforts should be made to encourage the training of individuals to improve their talents and start their own businesses and not necessarily being employed by any individual or organisation. This would go a long way to greatly reduce the level of poverty and solve goals 2 and 8 (being zero hunger and decent work and economic growth) as well.

More events and celebrations that involve more women should be held in countries by the travel and tourism industry to foster gender equality (in line with goal 5) and unity among male and

Jobs in the tourism sector should not be highly dominated by males. Females should be given an equal opportunity to occupy such positions.

female tourists from all around the world. Correspondingly, ***jobs in the tourism sector should not be highly dominated by males. Females should be given an equal opportunity to occupy such positions.*** Long ago, it was believed that a woman's place should be in the kitchen instead of school or the workplace.

Everyone, both men and women deserves the right to have a decent job. There should be equitable representation of both men and women in the tourism industry. If more females are employed, it would lead to an increase in the

workforce of countries and thus women can support their husbands and families. On the other hand when there is lack of job opportunities for women, they tend to get married at young ages and there is a higher risk of them spending their lives in poverty. In South Africa by way of example, the tourism sector involves a good percentage of women and thus enabling them to be effective contributors to the development of their economy.

A good number of people believe that "An investment in knowledge always pays the best interest", (Franklin, n.d). Travel and tourism are critical contributors to this task. Education can be improved by learning new things from foreigners. They should be employed in countries as teachers to increase the teaching workforce of every country. The educational system in developing countries especially should be flexible enough for students to get opportunities to travel and pursue higher education in schools in other countries if the need arises. Traveling abroad provides lifelong benefits which include learning a good number of languages, networking with people, having vast knowledge of different countries and the like. This would ensure that there is quality and holistic education (goal 4) which is not only restricted to the area of only academics but involves diverse culture as well.

Furthermore, natural resources should be protected by tourists as well as those facilitating the tourism industry. These natural resources include forests, water-bodies and the like. Forests cover a large percentage of our planet's land area. It should be protected because it contributes to obtaining the food we need to combat hunger (in line with goal 1). The unwarranted cutting down of trees should be prohibited to protect all life forms on land (goal 15) and sustain it. Water-related ecosystems such as rivers, seas, lakes and the like should also be sustained.

Quite an alarming number of countries have polluted water bodies and it is appalling. To illustrate, the "Citarum" river in Indonesia contains high amounts of mercury and "Marilao" river in the Philippines also containing industrial waste and non-recyclable objects due to dumping by its inhabitants. Also, the "Korle" lagoon in Ghana which was once a recreational site for tourists has become very toxic and lifeless, with a foul stench! This is as a result of untreated industrial waste that is emptied on its surface and thus disrupting its natural ecology.

Laws should be implemented on the dumping of refuse by tourists into water bodies. Tourists should recycle as much plastic waste as possible instead of the indiscriminate littering and also go in for foods that are much more cheaper and do not contribute to the disruption of natural ecology as a whole. A high percentage of people in the world depend mainly on water-related ecosystems to survive, therefore all efforts are required to sustain them to resolve goal 14.

Energy is being consumed in our daily lives. It is estimated that 1 in 5 people lack access to modern electricity and about 3 billion people still use kerosene, wood, coal etc.

Quite an alarming number of countries have polluted water bodies and it is appalling.

In hotels and other facilities, tourists should opt to use fans instead of air conditioners because the latter consumes more energy. Also, if possible they should consider walking if distances are within moderate range instead of driving or picking other means of transport to save fuel.

(UN 2017) Energy needs to be consumed responsibly because it is depleting over the years. The burning of fossil fuels should be checked and replaced with more affordable forms of energy sources that do not release carbon into the atmosphere when burnt. This would prevent climate change (in line with goal 13). ***In hotels and other facilities, tourists should opt to use fans instead of air conditioners because the latter consumes more energy. Also, if possible they should consider walking if distances are within moderate range instead of driving or picking other means of transport to save fuel.*** The use of water by tourists should also be regulated, since there is no access to energy in some countries. It is more likely to affect their businesses and thus they will remain poor. This can be prevented! We can save as much energy as possible so that other individuals can benefit from it.

We have access to the best of both worlds! The Travel and Tourism industry keeps on reaching its highest peak in this rapidly growing world and it should indeed be encouraged in all its forms. It is time for us all too collectively work hand in hand together with the tourism Industry and also contribute in the little ways that we all can to provide a lasting solution to the Sustainable Development Goals by 2030.

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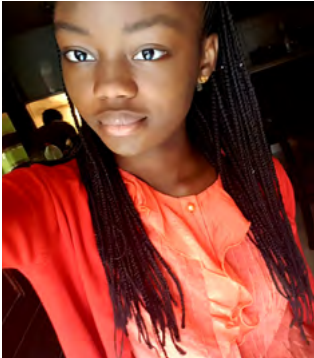
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SDGs can help Africa Rediscover Its Identity



By Jihane Bakounoure

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And the best ambassadors are us: The youth. Our challenge: to fight back for its valorisation or let it go under.

Contrary to other countries, some would describe my country BENIN as “small”. Attracting very little the media sphere perhaps because of the absence of conflicts (thanks God) or the lack of extraordinary actions which would make talk about it for a while. It is clear that for those who know my country, they did not do it thanks to his football team (maybe yes finally! Who knows?). We have the chic to shine in this area by our absence. But do not worry guys; the voodoo is almost ready to take action. Yes I say voodoo, the

first word that comes up on minds referring to Benin.

So let’s go to a short discovery of the Republic of BENIN. We’ll spare the historical details. Just remember these few words: Dahomey- Colonization- Amazons-Voodoo.

As an old French colony, we got our independence to show our ancestors they did not fight in vain. End up with poverty is one of our wills. My Benin is that one where people struggle each blessed day to live or should I say survive. The Benin that witnessed the slave trade with the “Porte du non retour” (the non-coming back door). The ground of the fierce amazons who constantly fought for freedom, justice and so on. They used to have to have a dream for their descendants: keep on fighting to get that freedom they died for and be proud of our patrimony. We must let shine brightly that legacy they left us. ***And the best ambassadors are us: The youth. Our challenge: to fight back for its valorisation or let it go under.*** Many of young people are unemployed today in Benin and the promotion of our culture is a sign of a new departure. Benin story itself could last as long as you want. From our wild warriors kings to our voodoo. What is it really?

I invite you to discover that power our ancestors used to consider as God before any civilization. Their protector, their guardian, their tormentor when they act badly. The idea that kept them alive during the slavery when they were deported from their land to an unknown place. That spirit which brought them back into their lands when they passed away (they strongly believed that despite their slave condition, their soul belongs to their land and their spirit will come back there when they’ll die). Many of us take it as bad today: sorcery. Maybe because of the use they have done of it. Malicious actions.

Benin is full of heroic stories. From the residues of slave trade in the South and the majestic cavaliers of the northern zone, you'll surely enjoy visiting this awesome country

Tourism is full of potential in Benin we could not imagine. We should be educated in terms of valorisation of our tradition. And we're on that path. No one can talk about his country development without its tradition and culture. It's our identity. And when you remember where you come from, it's obvious for you to know where you're going. Many among us, Beninese, have lost that identity or never had it. Let's at least help each other to discover again him and then carry the non-Beninese to get to know our rich country and its wonderful culture.

We used to say we're one Africa. I agree. But in this unity appear a lot of variance because we don't know each other culture. Each African country itself is a huge patrimony we need to promote. ***Benin is full of heroic stories. From the residues of slave trade in the South and the majestic cavaliers of the northern zone, you'll surely enjoy visiting this awesome country*** with its spicy food and swinging dances. So are you ready to come and experience one of Africa treasures? And for sure, we're on our way to end up with poverty. Nobody will do this for us. Let's kill two birds with one stone: develop our country and show it to the world.

More Than Just Profit: Lessons from the closure of Boracay



By Audrey Kirsten R. Dela Vega

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It is no question that the country is a hotspot of commodities that captivate domestic and foreign attention, which is why it is not surprising that tourism and travel has become one of the major players of the nation's advancement.

Tourism irrefutably plays an integral part on the growth of a nation, making up a sizeable amount of its socioeconomic development and global competitiveness. Not only does it give individual countries a chance to boost their awareness and exposure, but it also sustains the livelihoods of everyone involved, with a vast number of opportunities given to people who are willing to become part of the industry. With the staggering amount of benefits that come with supporting tourism and travel on the country and its people, it is no surprise that several nations have grown dependent on it as the backbone of their economy.

The Philippines is a developing country in Southeast Asia, stretching across a patch of the Pacific Ocean as a cluster of 7,641 islands, regions of the country being distinct in terms of climate and natural resources. It boasts a wide array of

land and water forms which have led to the construction of ports and harbors, as well as the right balance of rural and urban areas. It has encouraged the upbringing of several types of culture and language, diversifying the way people make a name for themselves and their regions, spanning a multitude of attractions and spots. Indeed, ***it is no question that the country is a hotspot of commodities that captivate domestic and foreign attention, which is why it is not surprising that tourism and travel has become one of the major players of the nation's advancement.***

Prioritizing the improvement of the Philippines as a tourist attraction has led to the industry thriving, and during this process it was able to provide many job openings for the locals, supporting all kinds of people with different skillsets. Not only does this help in the implementation of tourism campaigns and improve the interactive aspect of Philippine tourism, but it also does wonders to the economy. Employment and stability have been major rewards of tourism, as it does more than contribute to the ingress of national revenue—it also gives residents a chance at decent work by promoting productive employment.

Boracay island, located on the midwestern area of the archipelago, is one of the well-known attractions of the country, considered a part of the top eight (8) tourist destinations in the country. While the Philippines is covered in coastlines and beaches, Boracay stands out because of its fine,

Drastically changing many aspects of their day-to-day routines has led to the improvement of their living standards, taking them from fourth to first grade economic conditions.

white sand and its crystal-clear sea. Its pristine beaches have been a magnet for unbelievable amounts of tourists each year, which is why there are plenty of markets and establishments there that have been made to improve the Boracay experience. For many years, locals have taken it up to themselves to build henna tattoo stalls, gift shops with merchandise, restaurants that serve local cuisine, rides, resorts, and a whole lot more. In 2017 alone, there were a total 2,001,974 tourists received by the island, as recorded by the Aklan Provincial Tourism Office. It rakes in up to 56 million pesos (PHP) every year, approximately one million USD.

Last 5th of April, 2018, Philippine President Rodrigo Duterte announced that the island be closed off from the public for six (6) months, calling it a cesspool and recommending it for rehabilitation. It stirred much controversy and uproar both in the general public and other members of the government. Several government bodies and agencies, especially the Tourism Congress, were taken aback by the sudden decision as it will lead to not only loss in profits and traction, but more importantly, jobs and sources of income for the people who have been catering to the tourism in Boracay for decades.

The shutdown was feared mostly because of how many lives would be devastatingly affected. Takashi et al. outlines some of the most notable impacts of tourism development in Boracay on its residents, some being: changes in lifestyle (1), structural changes in fish supply (2), improvement of living standards (3), conservation of coral reefs (4), and how rules are set when it comes to travelling beyond or across the shorelines (5) (i).

The development of the tourism industry on Boracay island has affected the residents' lifestyles and overall living standards by so much—they put so much effort into mastering their traditional knowledge of fishing, as well as their familiarity with the island in order to be able to guide tourists around and in doing activities. The increased demand for seafood due to establishments and restaurants built along the coastlines has led to the development of strategies for dealing with the larger consumer market. And remarkably, the locals have learned to prioritize healthier methods of fishing because of a greater care for the conservation of coral reefs. ***Drastically changing many aspects of their day-to-day routines has led to the improvement of their living standards, taking them from fourth to first grade economic conditions.***

Direct tourism employment in Boracay reached 17,737 employees in 2017, which was at the time the largest in Western Visayas, a major island group in the country. According to local stakeholders, up to 36,000 people would be affected by the shut-down, 19,000 of them being workers from the informal sector, while 17,000 directly affected by the total closure of businesses on the island (ii). While this was proven to lead into major losses in revenue and economic activity, this has led to drastic repercussions on the locals, having no source of stability for months.

Unemployment deals several individual and social consequences, because of how much it damages income, health, and mortality. Decline in living standards and spending power will also lead to severe economic damages, as they no longer have a way to contribute to economic activity and total revenue. It also makes them more prone to problems with mental and physical health, tension at home, insecurity, and even social outing (iii). Holding jobs does not only deal consequences on the individuals relying on them,

Unemployment deals several individual and social consequences, because of how much it damages income, health, and mortality.

Investing in the progress of the industry will enable it to reach out to more people and provide them revenue, with the promise that each and every one of them will do their part in making the experience tourists will have in the country memorable and fulfilling.

but also on the society in which these individuals belong to. To be able to play a part in community development while also fending off for themselves is a right that everyone has and deserves, and taking them away from it will lead to serious consequences.

Tourism and travel serve as venues for employment and sustenance. ***Investing in the progress of the industry will enable it to reach out to more people and provide them revenue, with the promise that each and every one of them will do their part in making the experience tourists will have in the country memorable and fulfilling.*** It is more than just marketing individual nations and aiming for global awareness—it is supporting a way of life that helps both people working behind it, and visitors that they are working towards impressing. Nations that continue to finance and improve tourism and travel have more chances of prospering in the future.

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Every Tourist could be a Traveling Artist Writing Stories for the Next Generation



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For any artist imagination is important, because he must see to some extent the future, something that does not yet exist, but very soon will appear.

Pondering over the topic of this essay, I tried in my head a whole bunch of thoughts about the beautiful places where I was, so I decided to tell you my vision of how to improve everything around through travel... This world is so beautiful with its unknowness that in the aggregate inspires not just to exist any person, namely to live! It does not matter which life span you are in - being a student living in pocket money, or already a person with a great life experience, you can always discover something so much simple and beautiful in this world for yourself. This is one of the greatest charms of life - writing your own story, becoming an integral part of these places.

It's amazing how symbiosis between sketches of mountain nature and man-made beauties of megacities, seas and islands with bizarre thatched roofs, a mixture of cultures of different peoples has settled. The world seems to be full of colors, and at this moment you have to become an artist to leave your mark on the canvas. ***For any artist imagination is important, because he must see to some extent the future, something that does not yet exist, but very soon will appear.*** On the other hand, any artist should have some life experience in writing pictures, certain ideas, moods and inspiration, what he also carries on the canvas. So I suggest you also at one point become a traveling artist and try to paint together a picture of a happy world in steps.

1 - Choose the necessary shades for the canvas, create a background for the place of your rest. Coming to a new place for you, a point of interest, try to take with yourself something new and leave here a part of yourself. It can be your mood, tips, valuable experience to local people, your own idea, for example, how to make this territory more attractive for others. Your view will always be very helpful, as it is fresh, not bored and can significantly affect the situation in this place in a positive way.

2 - Bring your picture to the ultimate ideal with your efforts.

Breathe life into a new place for you, become an activist for the time of arrival, who wants to help and share experience with absolutely everyone. Give the poor alms, help the old man, take part in

Each of us in the present or in the future can and should become such a traveling artist who writes a story on which the next generation will learn.

any action in the place of your holiday. You have to become an example for others, but for this you must work hard. Promote with the local, listen to their opinion and desires, take from them the experience in exchange for your own. Help the authorities and the government, tell them how wonderful this place would be if it could attract investors here, agitate to remove the park or clean the local pond. Our planet also loves, when we care about it, because it is friendships and cooperation that open the real path to the prosperity of the world.

3 - Show and tell about your efforts to the whole world.

Try to make sure that after your departure this resort, in which you invested along with the rest of the soul did not wither. Become a living advertisement, inspire other people for what you could achieve. Be persistent, because victory and success always go for strong people, and even from seemingly hopeless deserts can grow oases. Interest in people to go to where you visited, share information, you can even create an Internet group for communication. You should always remember that your efforts are not in vain, and descendants will always be able to thank you for the safety and well-being of these places of rest.

In the end, I can say with confidence that ***each of us in the present or in the future can and should become such a traveling artist who writes a story on which the next generation will learn.*** We must preserve and multiply all the wonderful things that are in ourselves and in the environment. Friendliness, a thirst for knowledge, cooperation over solving problems will only help us in this. Travel and write your picture of the world, because in your hands is his fate!

Indicators of 47 Least Developed Countries Are Trending Downward



By Fabrice Muhoza

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We don't have to look travel as simple thing of only leisure or enjoyment of eyes but exchange of culture, studying different things like getting knowledge from people you meet.

The world set Inter-government goals known as the Sustainable Development Goals (SDGs) these replaced Millennium Development Goals ended in 2015 these SDGs will end in 2030 these include 17 global goals and associated 169 targets for the world so we are going to see how travel& tourism can contribute to achieve these SDGs.

Most of people take traveling as enjoyment, happiness and done for leisure but traveling is a good way in which we can change everything. We can eradicate poverty, improving quality of education from traveling & tourism.

My county Rwanda is one of 47 least developed countries (LDCs) most of the LDCs located in sub-Saharan Africa and are the ones which are more attractive and have nice places to visit but are the ones continue downtrend in development, the only Issue I see there is that, they don't take real strategies of producing and exploiting from traveling & tourism.

Here I can use an example of Rwanda how is heavily trying to leverage from tourism, now days Rwanda is putting more efforts in the sector of tourism. That is to say this sector is the most untapped here in Rwanda.

In this year President of Rwanda was featured in a short documentary film shows how Rwanda is lovely country and some special things you find in Rwanda like (Gorillas), amazing forest. Again Rwanda did a deal with Arsenal football club to use visit Rwanda logo to their T-shirts all of these marketing strategies done to attract foreign tourists and they are doing all of these because they have seen that there are more interests in tourism sector so I think other counties especially these least developed countries (LDCS) can put more efforts in this sector.

Travel & tourism is a sector in which gives job to different people like those who work in parks, in different sites like Museums, in hotels, Transportation... this may help to decrease poverty (SDG1).

As I said before ***we don't have to look travel as simple thing of only leisure or enjoyment of eyes but exchange of culture, studying different things like getting knowledge from people you meet.***

Most of people working in this sector of Travel and tourism are ladies so when ladies are empowered through tourism it can be a good way for women to be fully engaged.

This helps population to create their own activities like making handicrafts (Arts) related to their culture and sell them to foreign tourists so these people will get money from their arts products but tourists will get some ideas about that culture all of these lead to the increase of GDP, GNP, HD... of these least developed countries.

Travel and tourism can be linked with national poverty reduction (SDG1) strategies and by achieving this SDG1 may immediately lead to achievement of other different SDGs like SDG2, SDG3, SDG5, SDG10... and achieving all of those SDGs can help trending upward development indicators of these

47 least developed countries.

Let's see how achieving SDG1 can help to achieve other SDGs.

- When you eradicated poverty means per capital income increase because people are working and earn money, when per capita income increased GDP increase, purchasing power increase too, taxpayers will be more so government will earn more money from taxes and then reinvest in healthcare and services, improving maternal health, reduction of child mortality SDG3.

- When you eradicated poverty (SDG1) in girls and women, we all know that ***most of people working in this sector of Travel and tourism are ladies so when ladies are empowered through tourism it can be a good way for women to be fully engaged and lead in every aspect of society.*** This increases the level of gender equality because women have confidence too (SDG5).

- Eradication of poverty may reduce gap between rich people and poor people (inequality) SDG10 When low income earners get a chance to work in Travel and tourism sector they earn money, everyone can understand that inequality is being reduced.

Here I was trying to explain how achieving SDG1 from travel and tourism can contribute to achieve other SDGs, and when you achieved SDGs means Development indicators trend upward, because life expectancy will increase, Infant mortality and death rates will decrease (SDG3) and increase of GDP, GNP, HD... (SDG1&SDG2)

So for me achieving SDG1 through travel and tourism can be a good strategy to achieve other SDGs to these 47 least developed even if travel and tourism can immediately help to achieve all of SDGs without passing through SDG1. I can support passing SDG1 by achieving other 17 SDGs but travel and tourism can affect to every single SDG.

In my Conclusion I can say that it is sad to see some of these 47 least developed countries are those countries which have some special places and things to visit, like DRC, RWANDA have Gorillas you can't find everywhere in the world. These are very lovely animals because of some similarities with human being, like Kenya they have a special cultures like Masai...you see these are some special things everyone can wish to visit but the undoubtedly issue, they don't exceed exploit from tourism.

They don't put more efforts in travel and tourism sector and for me what I can say as ***developed countries put efforts in producing manufactured products it's because that they have industries to produce those manufactured products at high quality so these least developed countries must put efforts in travel and tourism as well.*** That's what they have to export because they don't have industries to produce quality manufactured products to compete with those from developed countries.

Travel and tourism the most and the first sector which can help these least developed countries in this journey of achieving SDGs by 2030.

Making Tourism Really “Fit” the Community Requires Work



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***It is a wonderful
reason for local people,
especially people
suffering from high
stress levels, forge new
friendships and widen
their horizons, shifting
the disease to its full
recovery.***

There is a widely held perception in every part of the world today that technology has definitely brought a revolution into nearly all spheres of our life. Likewise, technology has allowed tourism to spread its beams incomparably acting as a medium between various travel company agencies and the world.

Perhaps some of the fields over the globe remained unchanged for more than 10 years. Nevertheless, since 2010, travel and tourism have changed beyond recognition. Tourists have an opportunity to travel without confronting difficulties or cumbersome circumstances. Everything is transparent, there are observation cameras almost everywhere and the most primary thing is that visitors have a sigh of relief that something bad will

not happen. Shortly speaking, cross-country travel has seen positive changes in all respects.

United Nations declared Sustainable Development Goals falling into 17 objectives with three core elements: economic growth, social inclusion and environmental protection. (United Nations 2017) When analyzing how travel and tourism can contribute to UN SDGs, we must consider potential problems that may arise from existing constraints.

For instance, as one of the globe's rapidly growing industries, the tourism sector can help in good health and well-being (SDG 3) by creating the atmosphere of fulfillment. According to Michael R. Bloomberg, for the first time in history, more people are dying of non communicable diseases, such as heart diseases and diabetes than infectious diseases. No communicable diseases cause seven in 10 deaths globally. Patients suffering from a massive heart attack or diabetes want to enjoy good health or reduce their stress level, as they already know that the primary reason for their ailment is stressful life. In these circumstances, there is no use in going on a healthy diet in one's fainting hope to build up resistance to disease.

Tourism can help though. Nowadays it is no difficult to notice that practically all countries have cordial relations with each other. And ***it is a wonderful reason for local people, especially people suffering from high stress levels, forge new friendships and widen their horizons, shifting the disease to its***

Every person should consider planting a tree at least once in their lifetime. Because ‘planting a tree a day will keep climate change away’.

full recovery. It is proven that plethora of patients noticed positive results following this treatment. Another sphere, medical tourism, also shows a way to quick recovery to patients seeking medical help in other countries. Government agencies should provide local health practices as one of the reasons why individuals should visit a certain place. By facilitating access to healthcare-related knowledge, both patients and local economies will benefit tremendously.

Creation of small-scale businesses can contribute to eradication of poverty and promotion of sustainable and inclusive work and decent employment. (SDG 8) It will open

direct opportunities to both local people and the ones from neighboring countries. When people have had a major role to play in determining procedure, they are more likely to follow and abide by these rules.

Thanks to incredible ability of a humankind to advance, modern societies enjoy the use of versatile types of industries. Like for instance, establishing knitwear industries and providing local people with workplaces leads to innovation and infrastructure development in country's economy (SDG 9). It is apparent that if products are available for trade, neighboring countries will start purchasing them. Government - run schemes, traffic agencies must pay attention to forging technologically updated and secured infrastructures. When a flow of visitors to one country increases, proactive measures should be taken to avoid traffic-related problems.

Apart from these elements of SDG, every individual himself should draw attention to climate change (SDG 13), life below water (SDG 14) and life on land (SDG 15). It is vital that we change our way of life before it's too late. Parts of Europe that used to be cooler decades ago are now reporting annual temperatures soar above the average level. Other areas suffer widespread flooding on a regular basis. People cannot continue this way without there being dire consequences.

Individuals can all reduce our carbon footprint by flying less and reduce our food miles by buying local produce. Some airlines have schemes now for offsetting carbon emissions. Most of problems come from vehicle emissions and power stations, but there are things we can do about that too. Buying a hybrid car, developing alternative energy sources for homes, solar heating for instance, and building more offshore wind farms. Oil supplies will run dry within 50 years. Renewable energy can make a real difference. Thus, politicians shouldn't be afraid of introducing green taxes and incentives to encourage eco-friendly schemes in architecture. Also, ***every person should consider planting a tree at least once in their lifetime. Because ‘planting a tree a day will keep climate change away’.***

If travel and tourism companies take this simple little action and attract people to this work, it will prevent compiling of the existing environmental problems. People will have a chance to plant unusual, unique trees native to other geographical areas, which will not only be an exciting experience for some but will also help to slow down climate change.

Further and more importantly, tourism sector's one obligation is to install the urge of taking care of our natural environment into the psyche of each and every member of our planet. Water contamination is a serious form of pollution that can be challenging to rectify. Contaminated water can lead to dwindling numbers or even extinction of species. Perhaps the most effective way of preventing explosive expansion of pollution would be going hand in hand with 'fast-growing' cities. Because in those cities there is a viable option.

Further and more importantly, tourism sector's one obligation is to install the urge of taking care of our natural environment into the psyche of each and every member of our planet.

Often, dwindling interest in host cultures is revived by reawakening cultural heritage as part of tourism development, which increases demand for historical and cultural exhibits.

Authorities set up controlled landfills in every street and even more importantly, waste processing industries are well developed. Well-developed cities take effective measures to handle the problems arising by having long-term developing prospects.

Government has the responsibility to ensure that every person can live in peace, security and dignity. (SDG 17) Tourism can improve the quality of life in the area by increasing the number of attractions, recreational opportunities, and services. Tourism offers residents' opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives. Experiencing different

cultural practices enriches experiences, broadens horizons, and increases insight and appreciation for different approaches to living. ***Often, dwindling interest in host cultures is revived by reawakening cultural heritage as part of tourism development, which increases demand for historical and cultural exhibits.*** This interest by tourists in local culture and history provides opportunities to support preservation of historical artifacts and architecture. By learning more about others, own differences become less threatening and more interesting. At the same time, tourism often promotes higher levels of psychological satisfaction from opportunities created by tourism development and through interactions with travelers.

Directing tourism growth toward local needs, interests, and limits can greatly enhance tourism's value to the community and help create a sustainable industry. Many small communities have the skills and resources for successful tourism development. Creating a local tourism industry is not a daunting task, but making tourism really "fit" the community requires work. Creating a successful and sustainable tourism industry is like creating any successful and sustainable economic activity - it takes vision, planning and work!

Living in a World Where Peace Thrives

By Gutierrez Kiel
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Year of Birth: 1999
Profession: Not stated

The Tourism Industry could undoubtedly contribute to the economy of a certain country due to reasons that could lead to the rising of income; hence, attaining one of UN's 17 SDGs, "No Poverty"

We all know that Tourism involves traveling to destinations that are of great interest or importance to us, mainly for leisure, for our families and relatives, or for plain vacations when we want to take a break from our everyday routines. Some consider it as an 'escape from reality', while some think of it as added expense. Yet, some look forward to it as a way to help shape a better society among individuals.

The Tourism Industry could undoubtedly contribute to the economy of a certain country due to reasons that could lead to the rising of income; hence, attaining one of UN's 17 SDGs, "No Poverty". And considering that poverty leads to

more major problems that the UN also aims to deteriorate, such as starvation, thirst, homelessness, and the incapability of people to be properly educated, accomplishing more SDGs could truly make an implication that Tourism contributes a lot for the betterment of our society.

In addition, knowing that Tourism, as an industry could improve the economy of a country including its respectful government, developments on the country itself, specifically on the infrastructures, technology, and to the different departments of the government, could easily be a possible outcome. With that said, problems with employment, pollution, energy consumption and production could definitely be overhauled. Also, maintaining tourist destinations could benefit the place itself and its surroundings, potentially including all life in it.

This pertains to the maintenance of both flora and fauna living within the premises of the said place. In line with this, visiting destinations, both foreign and domestic, may be a way to promote equality between all sides and views of life. All forms of inequalities could be moderated; thus, leading to a better society.

Tourism could help diminish famine and poverty, along with hunger, thirst, and other complications associated with finance and economy. This is due to the fact that it boosts the income of a certain country. Simple visits of foreigners to famous landmarks and destinations could be a huge help to the economy. As more people visit and enjoy the country's beauty, the better the economy of that country would be. And with a better economy, consequently comes the solutions to financial problems such as hunger, thirst, and the likes. The government could better aid the citizens and help deteriorate social problems.

Yet Tourism isn't just about helping the economy. It's also about building a better nation; a better country – better people – that work together to be within a better society.

More people could experience quality education. More individuals would be knowledgeable enough to find better jobs for themselves; hence, providing them and their individual families better lives. And with better jobs, they could afford food, water, shelter. More could feed their stomachs and quench their thirst. More could sleep under a roof, which mainly creates an implication that more could live healthier lives. More people would be far from sickness. So basically, to sum it all up, less people would suffer.

Also, with a better economy, governments may have more opportunities to develop their own countries to be better in terms of technology and its infrastructures. Both may

eventually lead to better innovations that could help solve energy problems, faulty productions, and may also be a way to increase the employment ratio by a ton, considering that more job openings would be available for the people. More schools to accommodate more students could eventually lead to improved lives of individuals in the future. New power plants or more affordable ways to harness energy may both help in issues regarding energy production, consumption, and sufficiency. Windmills and the likes, in addition, could help save the atmosphere knowing that less or no smoke at all would be released.

Yet Tourism isn't just about helping the economy. It's also about building a better nation; a better country – better people – that work together to be within a better society. A society without any inequalities, no racism. A peaceful society where crimes are few and proper justice is prosperous. These could all be possible since Tourism could promote certain ways to persuade people to change.

The industry could bridge gaps between cultures, knowing that traveling involves going from one destination to another. One of traveling's most essential variable is to discover cultures, traditions, beliefs, and basically the ways of living of people outside our boundaries at home. We tend to travel because we want to explore the world around us. Those wallpapers in our computers have their own backstories. Yet those are merely digital, and nothing compared to seeing it in real life. ***The moment we see something new, we tend to learn. And knowing that Tourism promotes traveling, people get to learn ideas about different cultures.*** Perceptions about different races may undoubtedly change, decreasing racism in our society and potentially, crimes and social injustice. Peace could be attained by lessening or if possible, preventing both crimes and social injustice.

Living in a world where peace thrives is something that most of the human population dream of. And again, through Tourism, this could be achieved. Connections between people are what's important in starting a change, and considering that Tourism revolves around people's lives, one could say that Tourism may indeed start a change to make our world a better place to live in.

The moment we see something new, we tend to learn. And knowing that Tourism promotes traveling, people get to learn ideas about different cultures.

Move Tourism Sustainability to Progress: Reaching the SDGs

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The viability and development of small and medium-sized enterprises generates direct and indirect jobs and a remarkable economic growth in the surrounding community.

According to Henry Miller, “one’s destination is never a place, but a new way to seeing things”. As tourism plays a major role in the world economy - contributing annually with US\$8.27 trillion and 1.23 billion tourists around the world - it’s necessary to think and foster it as a great way of pursuing the United Nations Sustainable Development Goals - 17 targets that have to be achieved until 2030, in order to “end poverty, protect the planet and ensure prosperity for all” (UN, 2015) - and, thus, start seeing and planning Travel & Tourism in a “new way” - sustainably.

In the current essay, the analysis will focus in the Tourism importance to reach seven major sustainable development goals:

- 1) SDG 1: No poverty.
- 2) SDG 8: Decent work and economic growth.
- 3) SDG 10: Reduced inequalities.
- 4) SDG 11: Sustainable cities and communities.
- 5) SDG 14/15: Life, below water or on land.
- 6) SDG 16: Peace, Justice and Strong Institutions.
- 7) SDG 17: Partnerships for the goals.

In addition, four fundamental aspects of tourism sustainability will be addressed, in order to analyze their relationship with society and the SDGs: the economic, socio-cultural, environmental and political sustainability.

In regards to economic sustainability, it’s necessary to start first with the economic analysis of the importance of tourism to reach the SDGs 1, 8 and 10. The main purpose of the first SDG is, according to the UN, “to end poverty in all forms everywhere”. The objective of the remaining two SDGs is, respectively, “to promote inclusive and sustainable economic growth, employment and decent work for all” and “to reduce inequalities within and among countries”.

10 thousand tons of rubbish are produced every day on Roosevelt Island, New York City - which receives, every year, more than 50 million tourists.

As the tourism industry, as said above, has a major participation in the global economy, it can promote opportunities for the poor in a global scale, since traveling activities aren't restricted to a single region. In addition, ***the viability and development of small and medium-sized enterprises generates direct and indirect jobs and a remarkable economic growth in the surrounding community.*** To illustrate what was said before, micro, small and medium-sized enterprises worldwide account for 70% of the jobs generated, a number that increases to 80% in emerging countries. Besides, one in five of all new jobs

created globally in 2017 are related to Travel & Tourism, according to the World Travel & Tourism Council (WTTC).

Economic sustainability, also, has its importance in the analysis with the guarantee of an efficient tourism growth: the conciliation between the creation of jobs with satisfactory levels of income, and the control over the costs and benefits of the resources, which guarantees the continuity for future generations. By empowering and developing tourism industry, it is possible, therefore, to: 1) create new jobs, giving opportunities to poor people; 2) as the lower classes of the society would have more opportunities, the inequality would gradually reduce as well; 3) in an equal society with plenty of decent work, the economy would grow. This way, one of the benefits of thinking and planning tourism as a mean to reach SDGs is to ensure that the economy not only will grow, but doing it in a sustainable and balanced way.

The next analysis, under a socio-environmental perspective, refers to the SDG's 12, 14 e 15 – which are concerned, respectively, with the governance of the production and consumption of resources with sustainability, as well as the management and conservation of aquatic and terrestrial life. The environment, therefore, being the basis of natural and cultural resources, makes any socioeconomic activity, especially tourism, relying on the long-term environmental protection.

The importance of the sustainable tourism planning for the SDGs mentioned above is also undeniable: according to the United Nations Environment Program (UNEP), 4.8 million tons (14% of all solid waste in the world) is produced each year solely by tourists. In particular, ***10 thousand tons of rubbish are produced every day on Roosevelt Island, New York City - which receives, every year, more than 50 million tourists.*** Besides, 80% of the 12.2 million tons of plastic pollutants that enter the sea annually comes from sources in land, with litter like drinks bottles and other general packages being the largest damaging agents, following a 2017 report of Eunomia Research & Consulting.

Therefore, actions such as the adoption of environmental responsibility in activities related to Travel & Tourism, in addition to the awareness of tourists in preserving the environment in which they are settled, reduce the critical indicators above and, consequently, the local degradation, which interferes positively in a substantial way in SDG's 12, 14 and 15. If the environment is preserved indefinitely, the tourist attractions will bring development for the region, as the circulation of foreign currency brought by tourists becomes reversed in progress and, as a consequence, there is social and economic development for all. In addition,

Also, one of the challenges of this partnership between the two sectors above in managing the regional tourism development process is to avoid situations such as the lack of continuity of public tourism policies, shady political interests, low transparency in public tourism management, and so on.

when preserving the environment, resources are not exhausted, the whole region benefits, and the society around progresses along with it.

In regards to the political analysis of the importance of tourism to reach SDGs, it will be particularly emphasized the SDG 16: the construction of stronger institutions in the society.

Tourism activities are substantively related to this topic as, in the particular case of the regional tourism development, there is an interdependence between government, which needs local actors to formulate effective public policies, and the local actors - entrepreneurs, community leaders, students, civil society organizations in general - who need a government that recognizes local difficulties and stimulates the organization of production systems for the sustainable development in the region.

Also, one of the challenges of this partnership between the two sectors above in managing the regional tourism development process is to avoid situations such as the lack of continuity of public tourism policies, shady political interests, low transparency in public tourism management, and so on. This way, a strong and robust cooperation, in addition to the active participation of local actors, strengthens both of the institutions of society, which begin to dialogue and bring more demands to the governments, just as the governmental organizations themselves, which, by having more contact with the social demands of tourism unions, associations and NGO's in general, are able to plan more effectively public policies that take into account the realities and particular needs of each location.

The example above is also a great example of an application of the SDG 17, the last one to be analyzed in the present essay: an integrated partnership in a local level, but which could be replicable in a global scale. In conclusion, partnerships should not only be thought in macro levels, as in the cases above which concerns government and well established society organizations, but also partnerships between the government and each citizen, and from one citizen to another. If, as tourists, we think also about each step of sustainability, reducing the generation of garbage, valuing the work of those who have tourism as their source of income and their pride, and consuming more economically and efficiently, we will build not only better Travel & Tourism activities, but a better world as well. For us and for everyone, be it a tourist or not.

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