



TOURISM AND SDG 10 REDUCED INEQUALITIES

Tourism can be a powerful tool for reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can serve as an effective means for economic integration and diversification and poverty reduction; it can impact on earning income and people's livelihoods, development of local and rural economies as well as on the natural and cultural environments. Tourism can contribute to urban renewal and the development of rural areas by giving people the opportunity to prosper in their place of origin.

Achieving the SDGs through tourism: Toolkit of Indicators

(TIPs) publication will allow users to explore tourism's role in achieving SDG 10 and discover links and connections tourism have with selected SDG 10 targets.

Each chapter in Part II of TIPs is dedicated to one SDG. In the chapter for SDG 10, users will be introduced to selected targets and potential indicators (note: Indicators are non-exhaustive and adaptable) for tourism projects to reduce inequality.

Selected SDG 10 Targets : 10.1 | 10.2 | 10.4 | 10.7 | 10.b

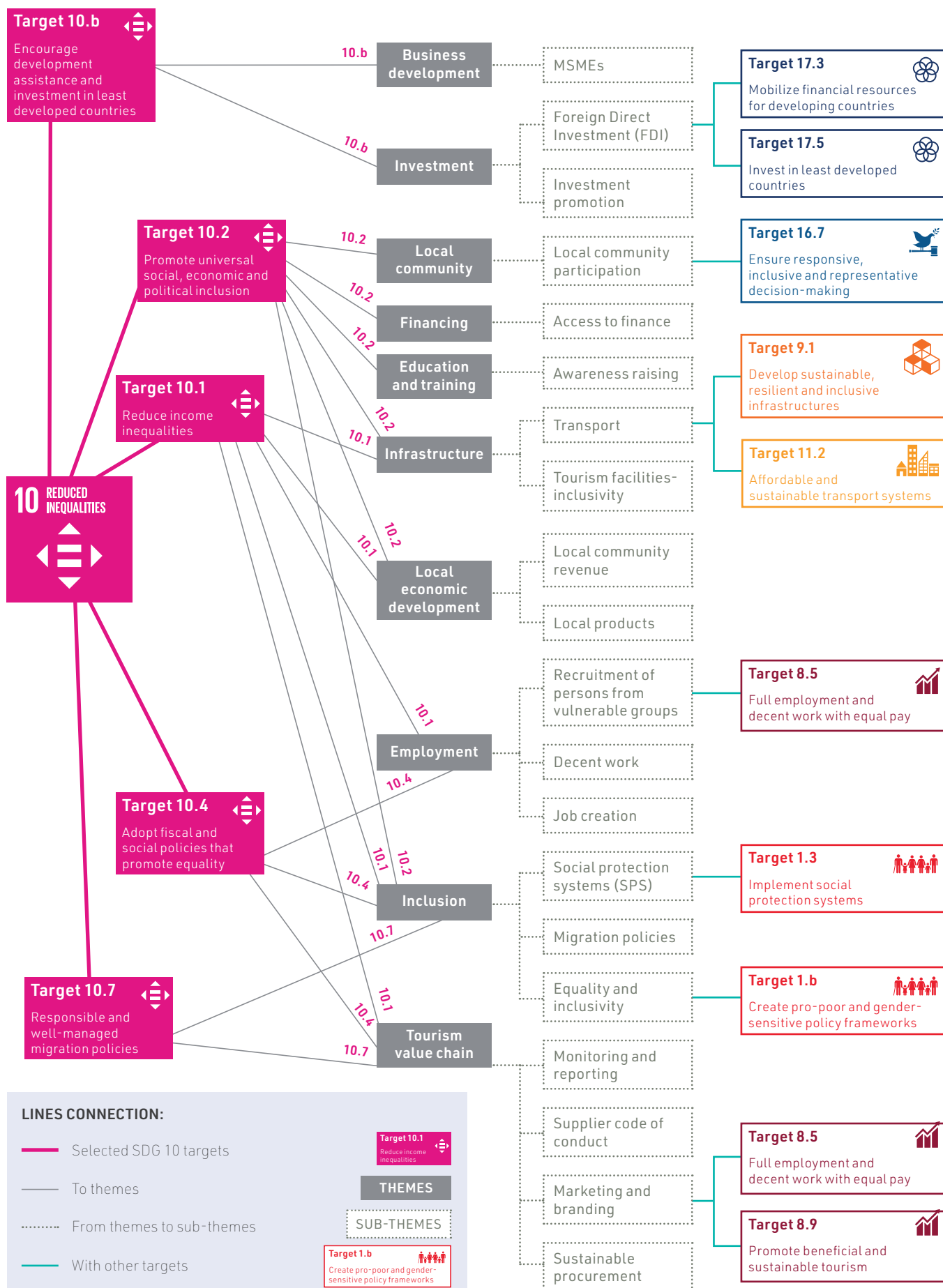
There are five targets within SDG 10 that are deemed to have a strong link to tourism. These targets have been selected to base the potential project indicators.

In the following pages, you will find:

- a visual aid which illustrates the connection between the selected SDG 10 targets with various themes, sub-themes and connection with other SDGs and targets.
- Snapshot of the tourism-related SDG 10 targets including short elaboration of its connection with tourism, together with examples of potential indicators.



Visual aid – Connections between selected SDG 10 targets with themes/sub-themes and other SDGs/targets



10.1 BY 2030, PROGRESSIVELY ACHIEVE AND SUSTAIN INCOME GROWTH OF THE BOTTOM 40 PER CENT OF THE POPULATION AT A RATE HIGHER THAN THE NATIONAL AVERAGE.

Tourism can be an effective tool for reducing inequality, by not only generating additional income for local communities, but also through rural development activities, which in turn helps to reduce inequalities between urban and rural population. The tourism sector can recruit, train and employ local community members, including those living in poverty, and integrate them in the value chain (as producers, suppliers, distributors, vendors). It can also invest in business-driven poverty eradication activities.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

Inclusion / *Equality and inclusivity*

Infrastructure / *Transport*

Employment / *Recruitment of persons from vulnerable groups*

Local economic development / *Local community revenue*

Local economic development / *Local products*

Tourism value chain / *Marketing and branding*

Examples of potential indicators:

- Number of income redistribution policy and outcome at national level
- Whether there are infrastructures for connection to remote areas (Yes/No)
- Whether there is a creation/revision of labour laws that facilitate the recruitment of vulnerable groups by the tourism sector (Yes/No)

And more..



10.2 BY 2030, EMPOWER AND PROMOTE THE SOCIAL, ECONOMIC AND POLITICAL INCLUSION OF ALL, IRRESPECTIVE OF AGE, SEX, DISABILITY, RACE, ETHNICITY, ORIGIN, RELIGION OR ECONOMIC OR OTHER STATUS.

Target 10.2 is on the empowerment and inclusion of everyone irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status in the social, economic and political spheres of society. To this end, commitment from government and the private sector at national and local destination level, with relevant policies and instruments, is important to determine which interventions can best take place to support all members of the community.

Particular attention should be paid to the needs of the vulnerable population – such as women, minorities, persons with disabilities and the elderly and young people – all of whom can engage effectively in the tourism sector. Furthermore, tourism plays an important role for community development when it involves local populations and all stakeholders in its development. It can also provide tools to escape poverty, directly or indirectly.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

Local community / *Local community participation*

Local economic development / *Local products*

Financing / *Access to finance*

Infrastructure / *Tourism facilities- inclusivity*

Inclusion / *Equality and inclusivity*

Educaion and training / *Awareness raising*

Examples of potential indicators:

- Number of local community representatives in tourism project planning and development committee(s)
- Number of community members benefiting from tourism products or services developed and launched by tourism development projects
- Number of initiatives to improve access to financial services for vulnerable groups in tourism

And more..



10.4 ADOPT POLICIES, ESPECIALLY FISCAL, WAGE AND SOCIAL PROTECTION POLICIES, AND PROGRESSIVELY ACHIEVE GREATER EQUALITY.

Good fiscal, wage and social protection policies are the foundation of a more equal society for everyone and the achievement of this is the aim of Target 10.4. In this regard, tourism's contribution to this target relies on the role it plays in ensuring the welfare of the myriad of different groups working in the tourism sector is taken care of; this includes those belonging to vulnerable groups, immigrants, people in poverty, etc. Everyone should be able to benefit from appropriate social protection systems and decent work conditions; these conditions may exist within the country, and it should be appropriately applied in the tourism sector as well. In cases where it exists, the social protection system should be strengthened.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

Employment / *Decent work*

Inclusion / *Social protection systems*

Inclusion / *Equality and inclusivity*

Tourism value chain / *Supplier code of conduct*

Tourism value chain / *Sustainable procurement*

Examples of potential indicators:

- Number/percentage of decent jobs in tourism destination, especially for vulnerable groups
- Number of tourism businesses having social protection policies
- Percentage of persons from vulnerable groups within the organization's governance bodies

And more..

10.7 FACILITATE ORDERLY, SAFE, REGULAR AND RESPONSIBLE MIGRATION AND MOBILITY OF PEOPLE, INCLUDING THROUGH THE IMPLEMENTATION OF PLANNED AND WELL-MANAGED MIGRATION POLICIES.

World leaders recognize the positive contribution of international migration to inclusive growth and sustainable development, while acknowledging that it demands coherent and comprehensive responses. Accordingly, they have committed to cooperate internationally to ensure safe, orderly and regular migration. Migration provides important social and economic contributions to destination countries, culturally enriching their society, enhancing the tourism product and providing labour for the travel, tourism, hospitality and catering sectors.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

Inclusion / *Migration policies*

Tourism value chain / *Monitoring and reporting*

Examples of potential indicators:

- Whether there are clear action plans produced after dialogues between relevant entities on how to manage tourism-led migration (Yes/No)
- Number of migration promotion policies which seek to identify and address skills gaps
- Number of tourism businesses reporting on policies applying the national labour legislation

And more..

10.B ENCOURAGE OFFICIAL DEVELOPMENT ASSISTANCE AND FINANCIAL FLOWS, INCLUDING FOREIGN DIRECT INVESTMENT, TO STATES WHERE THE NEED IS GREATEST, IN PARTICULAR LEAST DEVELOPED COUNTRIES, AFRICAN COUNTRIES, SMALL ISLAND DEVELOPING STATES AND LANDLOCKED DEVELOPING COUNTRIES, IN ACCORDANCE WITH THEIR NATIONAL PLANS AND PROGRAMMES.

The international development community is a key actor to provide adequate support, technical assistance, actions and knowledge sharing initiatives, including Foreign Direct Investment (FDI) flows and Official Development Assistance (ODA). To this end, tourism is in a position to contribute to this target since, for many of the countries explicitly mentioned in it, tourism is one, if not the main economic sector for the country. The cross-cutting nature of tourism also makes it a viable sector for development assistance, as it has the potential to have a wider impact to various other related industries and sectors. Tourism's contribution to this target can be seen through its role of facilitating resources including through ODA for the implementation of programmes and policies to end poverty, as the sector generates foreign exchange earnings and stimulates employment and income.

Potential indicators in this target are grouped by the following

Theme and *sub-theme*:

Investment / *Foreign direct investment*

Investment / *Investment promotion*

Business development / *MSMEs*

Examples of potential indicators:

- Share of total foreign direct investment (FDI) in a LDC, LLDC, African country or SIDS destination allocated to the tourism sector
- Share (percentage) of investment in business-driven poverty eradication activities in tourism sector
- Number of partnerships with international organizations, governments, private sector and civil society networks to provide education and entrepreneurial skills training

And more...



TIPs Toolkit is a joint publication by:



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Discover more in the full publication, available online at UNWTO e-library: <https://www.e-unwto.org/doi/10.18111/9789284424344>