



Federal Ministry  
for Economic Cooperation  
and Development

# COVID-19 Response Measures for Tourism

For Crisis Response,  
Recovery and Resilience

# Foreword





## **Federal Minister Svenja Schulze** Federal Ministry for Economic Cooperation and Development (BMZ)

*Dear Readers,*

Tourism can put a special strain on the climate and on the environment in the countries of the Global South – but it doesn't have to. This brochure shows you how tourism, climate protection and environmental sustainability, along with social justice and participation can all be combined with one another. It comes at just the right time. More people are now deciding once again to travel farther afield. At the same time, the climate and biodiversity crises with all their consequences are continuing unabated. However, other challenges mean that many countries in the Global South have little scope for making tourism in their locations more sustainable. Even before the pandemic, the importance of the tourism sector as a labour market and an economic factor had already grown in many places and this trend is likely to continue.

The images of polluted beaches, built-up ocean fronts covered with concrete and overcrowded cultural world heritage sites are familiar to us from our own travels or from the media. We know about the negative social and cultural impacts that can arise as a result of excessive levels of tourism. Lots of visitors can put extreme pressure on the natural environment and the climate. At the same time, however, tourism offers millions of people around the world income and prospects for the future. In the countries of the Global South in particular it is often an important source of foreign exchange that creates jobs and strengthens the local economy.

However, the pandemic changed the situation in many places. Tourists stayed away – and their absence brought a loss of revenue. In many cases, the majority of workers in the tourism sector are women, and they were often the first to be fired from their jobs. The result was that social inequalities were further intensified. Many workers turned their backs on the tourism sector altogether. Today, it is often not easy to find qualified workers and offer them the chance of decent jobs. Another crucial aspect is that loss of income in the tourism sector can also increase the pressure on ecosystems and accelerate the loss of biodiversity. This is because people who have no regular income are often forced to fall back on alternatives in order to survive. Poaching, and illegal fishing and logging are on the increase.

However, this crisis is also a unique opportunity to address existing problems and irregularities, and a chance to make tourism fit for the future now. We can and we must learn from the COVID crisis.

Already last year, the Development Ministry launched the COVID-19 response measures for tourism. On the following pages, projects will be presented to you that we are implementing jointly with our partner organisations with a view to addressing the challenges for tourism thrown up by the pandemic. Together with our partners we want to safeguard development achievements and find sustainable ways out of the crisis.

*I wish you an enjoyable and likewise informative read.*

**Svenja Schulze**  
Federal Minister for Economic Cooperation  
and Development

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# Sustainable development through crisis-resilient tourism



# The COVID-19 Response Measures for Tourism of the German Federal Ministry for Economic Cooperation and Development (BMZ)

**B**efore the coronavirus pandemic, the tourism industry was the third strongest economic driver ahead even of the automotive industry, providing jobs for around 10.3% of the global workforce. This changed dramatically with the spread of COVID-19 and the lockdowns and travel restrictions that came with it.

## Developing and emerging countries particularly affected

With the collapse of tourism, a significant economic factor for developing and emerging countries has been hit hard. If visitors stay away, tourism value chains break down and a downward economic spiral is triggered. Empty hotel rooms and restaurants mean that wages are no longer paid, travel and leisure providers are no longer able to offer tours, agricultural businesses, retailers, and transport companies lose their markets, while nature protection projects and cultural institutions can no longer maintain their operations. It is particularly workers with lower levels of education and work experience, young people, seasonal workers and above all women who are suffering from the consequences of the pandemic. This also applies to those whose activities overlap with tourism, such as mobile souvenir and jewellery retailers or ice cream and drinks vendors. Without substantial social security systems in place, this means an immediate threat to the livelihood of entire families.

## Targeted assistance from the BMZ

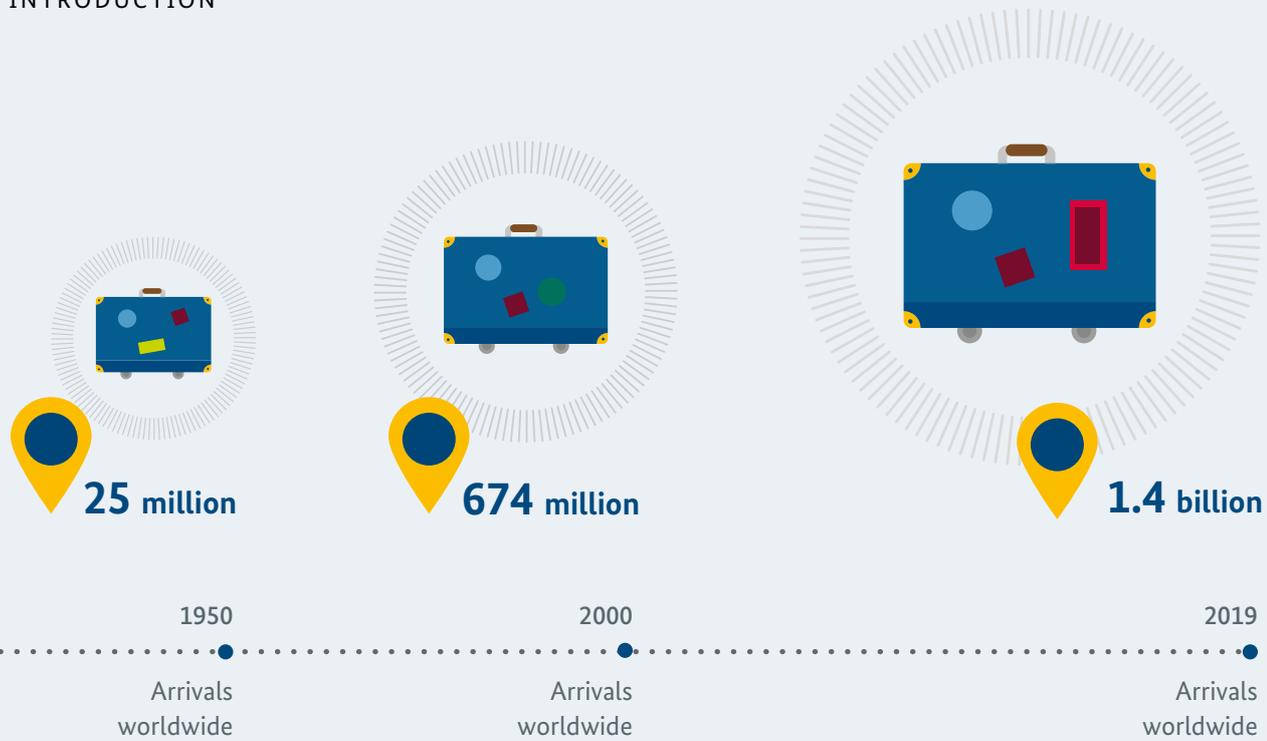
With the *COVID-19 Response Measures for Tourism*, a comprehensive programme has been initiated which, together with international partner organisations, is supporting more than 20 developing and emerging countries through the COVID-19 crisis. The programme supports around 20 projects that are contributing to the preservation of local tourism structures and sustainable rebuilding.

The German tourist industry also benefits from the development approach strategy of the programme since it is only with a stable tourism infrastructure that significant markets can be maintained in the partner countries. At the same time, tourists are progressively regaining their regaining trust of the given destinations, something that was lost due to the pandemic. *The COVID-19 Response Measures for Tourism* are being implemented through partnerships with non-government organisations, UN organisations, industry associations and German tourism businesses with the support of the GIZ. The focus is primarily on the following objectives:

- ➔ Digital training for tourism industry employees
- ➔ Gender equality and empowerment of women
- ➔ Improving crisis resilience through risk-informed management
- ➔ Improving child protection in tourism
- ➔ capacity development of small- and medium-sized companies
- ➔ Protecting biodiversity and maintaining cultural heritage

## Tourism as a tool for sustainable development

For more than 20 years, the BMZ has been promoting sustainable tourism development in developing and emerging countries through projects and initiatives. Tourism is seen as an instrument that can contribute to sustainable development; this means above all that it can be used as a vehicle to improve local and regional economic status in line with the United Nations' Agenda



### **About this brochure**

Over the following pages we showcase projects being supported through the *COVID-19 Response Measures for Tourism* as well as the partner organisations implementing these. Despite the difficult pandemic situation, all the projects have been successfully launched.

*We hope you enjoy reading it.*

2030. This involves, for example, the creation of jobs and income, human rights and gender equality, or the protection of nature, biodiversity and culture. The *COVID-19 Response Measures for Tourism* build on previous tourism development cooperation programmes and guidelines in the field of tourism.

### **Achieving goals together**

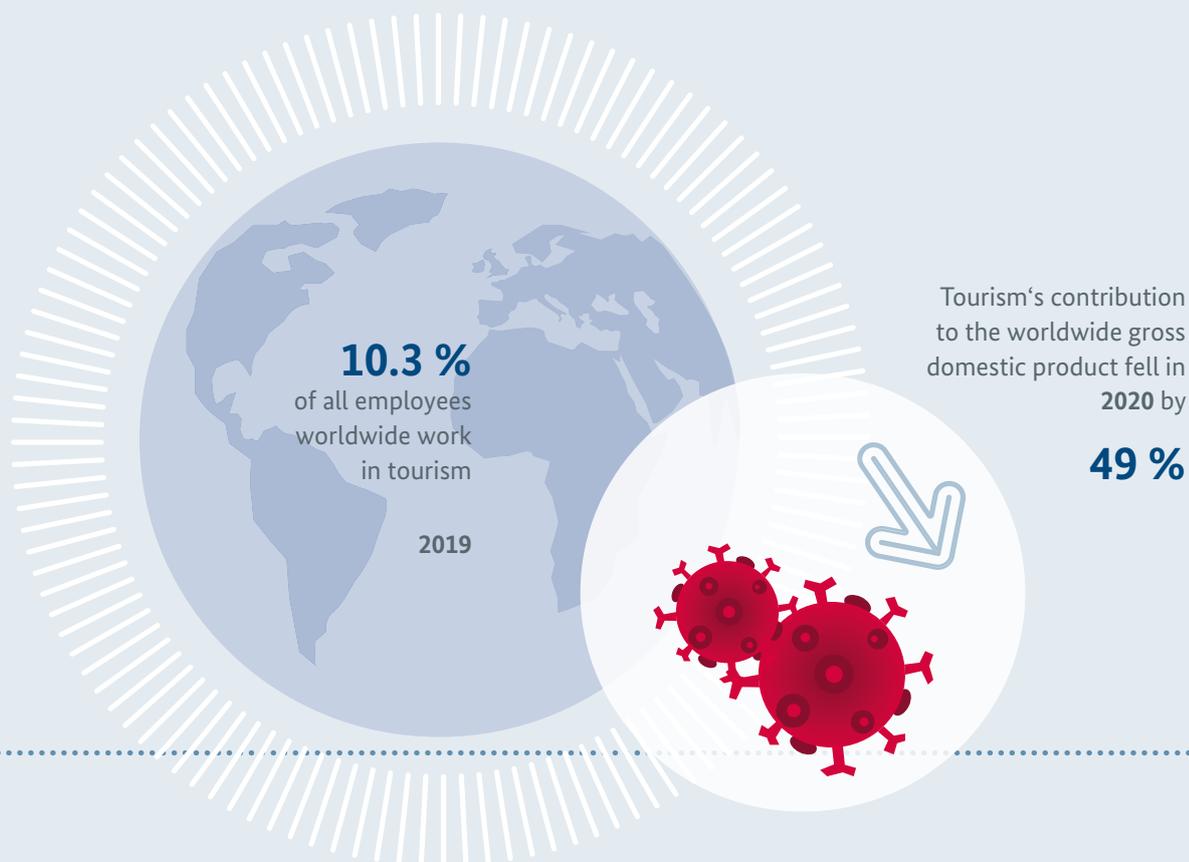
Politics, development cooperation, research, science and the tourism industry must cooperate closely together and work hand-in-hand in order to make the tourism landscape in developing and emerging countries more sustainable and more crisis-resilient in terms of their economy, environment and society. This is why the BMZ is promoting the exchange and transfer of knowledge between various stakeholders and is supporting partner organisations by providing expertise and funding in order to support sustainable projects in developing and emerging countries.

## A global industry in crisis

For decades the tourism industry around the world had been one of the fastest growing branches of the economy. If in 1950 the number of international tourist arrivals was still just 25 million, only 50 years later that number had risen to 674 million and by 2019 1.4 billion people were travelling around the world. With a 10% share of global economic output, tourism was by 2019 the third strongest economic driver after the oil and chemical industry, providing employment to some 330 million people around the world. This is equivalent to 10.3% of global jobs. Every tenth job therefore was directly or indirectly connected to tourism. In developing and emerging countries in particular, tourism is one of the main sources of income and a real jobs machine which also offers less qualified people sources of income and protects their families against the threat of poverty. Environmentally, too, countries can benefit: the establishment of protected areas and wildlife reserves make an important contribution to maintaining biodiversity in the regions.



With the outbreak of the pandemic and the associated lockdowns, the situation changed dramatically. In 2020 the industry came to a complete halt. Its contribution to the global gross domestic product dropped by 49% and around 62 million jobs were lost. In 2021 the situation improved only slightly. Although there was growth of 4% thanks to 440 million tourists, the pandemic continued to cripple the upturn in the travel market.





## IN FOCUS

### The atingi eAcademy Tourism and Hospitality

Digital professional development  
as an effective method of development  
cooperation - *especially in tourism*

**T**he tourism sector is shaped by informal employment relationships. This makes it difficult for specialists to find suitable further training or demonstrate their previous professional experience and knowledge. Especially during (and also after) the Corona pandemic, this is a major challenge for many job seekers. The “eAcademy Tourism and Hospitality” on [atingi.org](https://www.atingi.org), the digital learning platform of the Federal Ministry for Economic Cooperation and Development (BMZ), offers a solution to this problem.

In times of pandemic, digital learning that is independent of time and location is a good method for professional development. It provides tourism professionals around the world with an easily accessible offer, which currently consists of 45 free courses in both English and French, as well as nine selected courses in Spanish. To participate in the one-hour training courses, all that is needed initially is an Internet connection and a (mobile) device. Course topics range from Covid-related hygiene management to entrepreneurship, sustainable hotel management, tour guiding, marketing, resilience and human rights.

The atingi eAcademy issues digital certificates (“Open Badges”) that certify professional knowledge and skills already acquired and document any further training completed in a transparent way. The *Open Badges* are gaining importance, particularly as these certificates are being recognised by global tourism companies. This also creates a sense of trust in the specialists’ knowledge. So, on the one hand, people working in the tourism industry get better access to good jobs and, on the other hand, it’s easier for tourism companies to find well qualified workers. True added value for the sector!

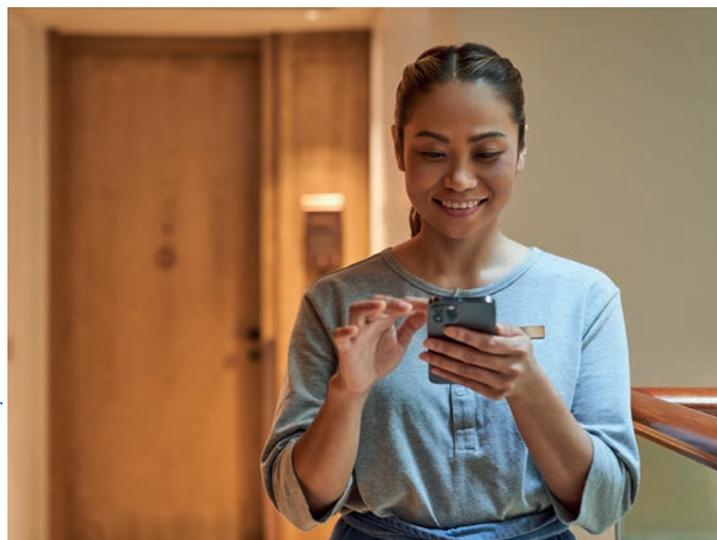
A further benefit: the local tourism industry or on-site development cooperation projects can make use of the atingi eAcademy courses and supplement them through physical learning content (“Blended Learning”). This means that the content of the online courses is consolidated in classroom teaching and subsequently also certified by industry experts in a practical examination. Practical implementation guidance will be provided in a handbook that is currently developed in Rwanda during a pilot phase. In addition to the assistance with preparing and conducting the classroom training and incorporating the digital content, the handbook also provides information on sustainable financing models for the implementing organisation.

### **“MAMA ATINGI SHOP” - A SERIOUS GAME**

“Mama Atingi Shop”, a serious game, is the first online game to be launched as part of a pan-African co-production. It is a supplement to the “eAcademy Tourism and Hospitality” and was produced by four game developers from Ghana, Nigeria, Kenya and Senegal. Young people can have fun while learning the fundamental skills and concepts of entrepreneurship in the tourism sector. For example, players sell snacks or handicrafts to tourists in a virtual souvenir shop – an everyday situation in many African travel destinations. They are faced with challenges such as product line

The courses provided by the “eAcademy Tourism and Hospitality” form the largest coherent offer on one subject at *atingi.org*. This offer was produced by GIZ on behalf of the BMZ. The course design and case studies presented were aligned with the needs of tourism specialists in the partner countries throughout the production stage. For example, all media content was created in the partner countries and is thus tailored to the reality of the local target group. Over 200 people from the eLearning and creative industry, primarily in Asia and Africa, were involved in the production.

The spectrum of the courses offered by the atingi eAcademy means that it is not a stand-alone project. Many other projects covered by the *COVID-19 Response Measures for Tourism* can access the courses as a meaningful way to complement their activities. The following pages show where the “eAcademy Tourism and Hospitality” is being used.



management, dealing with perishable goods or investments. The best part: there is a direct link to free online courses offered by the “eAcademy Tourism and Hospitality” on *atingi.org*, where players can consolidate what they learned playing “Mama Atingi Shop”. The game is available as a free download from the App Store and Google Play.



WWW.ATINGI.ORG



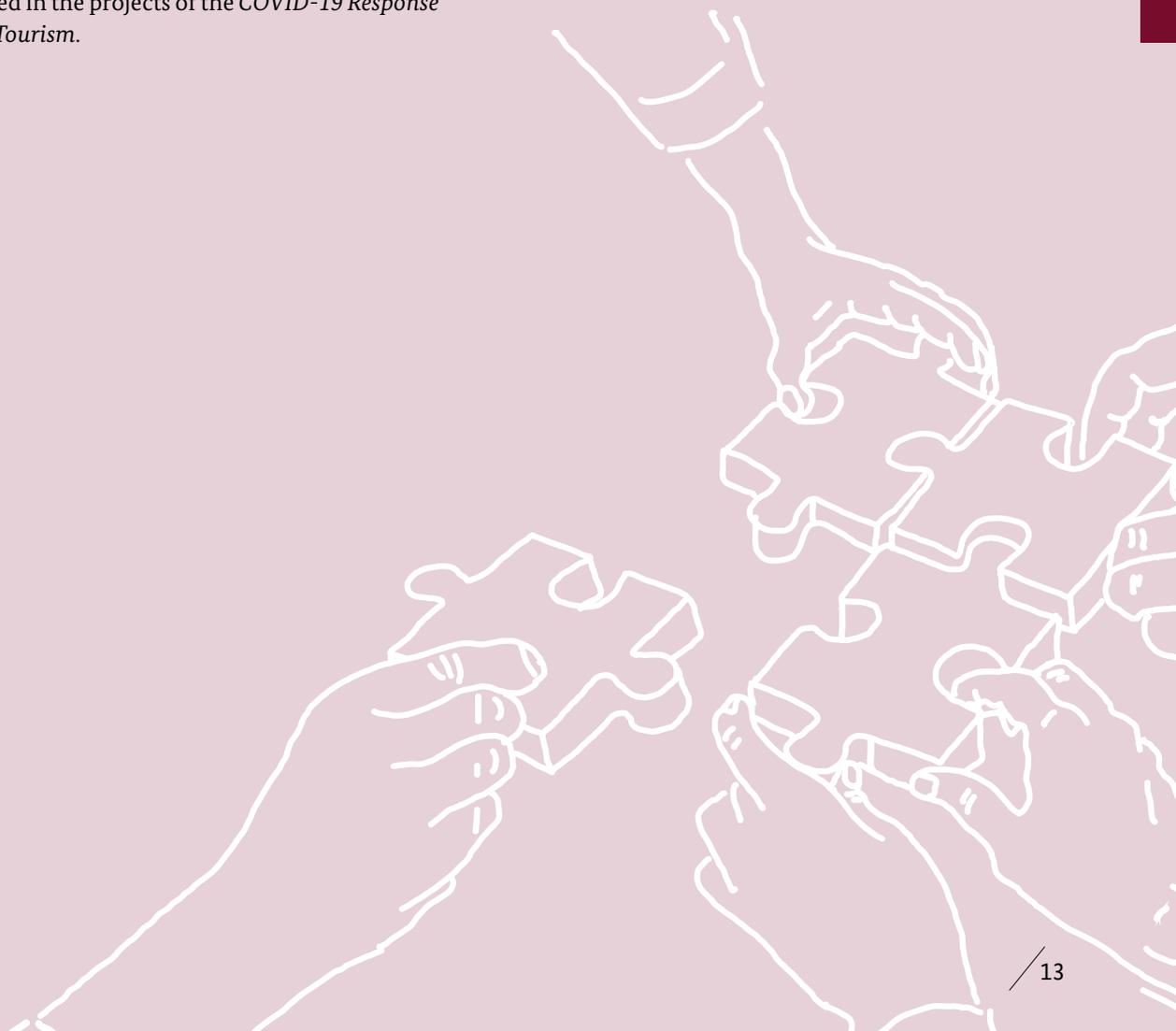
**atingi**

# Cooperation with the tourism industry



**I**n its *COVID-19 Response Measures for Tourism* the BMZ works hand in hand with companies from the German and European tourism industry. The focal points of cooperation are the joint initiation and implementation of projects in developing and emerging countries. The BMZ is making use of the sector's know-how and the international networks of the travel industry to find innovative and sustainable solutions for the preservation and rebuilding of tourism infrastructures. The aim is to make tourism more socially responsible, crisis-resilient and environmentally friendly in the spirit of a build back better approach. In cooperation with the travel industry, the BMZ's development policy approach is implemented in the projects of the *COVID-19 Response Measures for Tourism*.

Through its tourism value chains, the travel industry has the best knowledge of regional structures on the ground. This means that the needs in the partner countries can be precisely identified and the measures tailored accordingly. On the following pages we present the projects of enpact and the TUI Care Foundation as well as the Sector Dialogue on Tourism for Sustainable Development as examples for this approach.



# Towards sustainable recovery of the tourism industry: The Tourism Recovery Programme

## Promoting businesses - securing livelihoods

The Tourism Recovery Programme of the non-profit organisation *enpact* and the TUI Care Foundation was launched in August 2021 and is part of the BMZ's *COVID-19 Response Measures for Tourism*. The programme supports young and innovative companies for six months on their way out of the crisis. The aim is to secure livelihoods and jobs during the pandemic and to make the respective business models more resilient and sustainable for a potential future crisis.

To this end, the participating businesses receive direct financial support and at the same time take part in crisis management workshops as well as individual mentoring programmes dealing with topics such as sustainability, digital transformation, communication and business management. The programme is supported by experts from the European tourism industry in the fields of finance, marketing, sales, sustainability, business and product development.

The programme also includes building long-term networks and exchanges with entrepreneurs around the world. Upon completion of the programme, the project participants will be accepted into the *enpact* alumni network, where they will have access to further support and virtual trainings. The aim is for the current participants to act as future mentors and pass on their acquired knowledge in their home regions.

To strengthen connections to the German and European market, another focus is on expanding partnerships with the German travel industry.

Since August 2021, the Tourism Recovery Programme of *enpact* and the TUI Care Foundation has already supported 945 entrepreneurs from a total of 315 companies in Egypt, Mexico, South Africa and Kenya. In January 2022, the programme was extended to Tunisia. A total of 100 companies will be supported there.

The project benefits from the course content of the eAcademy on [atingi.org](https://www.atingi.org). <https://www.atingi.org/eacademy/>

### PROJECT

*Tourism Recovery  
Programme*

### PROJECT COUNTRIES

*Egypt, Kenya, Mexico,  
South Africa, Tunisia*

### PARTNER

**enpact**



**W**ith the pandemic lockdown, the family business “La Casa de Donia Way” in the Mexican state of Yucatán was literally faced with nothing. The three daughters of the Covo Reyes family are running the small business in the second generation which specialises in the sale of sustainably produced art and handicraft products. With the unbureaucratic financial support of the Tourism Recovery Programme, they were able to continue buying goods from their eight supplier businesses. This ensured the livelihood of the employees there and provided a secure income for other families along the supply chain.

#### IN FOCUS:

#### LA CASA DE DONIA WAY

With help of the **Tourism Recovery Programme**, the next generation of family businesses like „La Casa de Donia Way“ takes off

With the help of the training from the Tourism Recovery Programme, the young entrepreneurs made their business more crisis-proof. Each of the three sisters took part in digital workshops focussing on “management and resilience”, “digitalisation” and “sustainability”. The plan is now to additionally sell their products worldwide via a new online shop. With an individual mentoring programme, they are accompanied on their way to new sales channels.



# Shaping the future with the help of the Sector Dialogue on Tourism for Sustainable Development



**W**hen the Sector Dialogue on Tourism for Sustainable Development was initiated in 2016 by the Federation of the German Tourism Industry (BTW) and the BMZ, it was unimaginable that only four years later the COVID-19 pandemic would almost completely halt the global tourism industry. Founded as a multi-stakeholder partnership of tour operators, tourism associations, non-governmental organisations and academia, members use their expertise and synergies to contribute to sustainable development in the partner countries of the BMZ. All members agree that tourism can create income and prospects in economically less developed countries and seek to harvest tourism's potential as a significant lever for sustainable growth in their activities.

As part of BMZ's *COVID-19 Response Measures for Tourism*, the members of the Sector Dialogue on Tourism for Sustainable Development have been implementing projects in the partner countries Colombia, Tunisia, and the Dominican Republic since July 2021. The aim is to support existing tourism businesses on their way to more sustainable business models and contribute to sustainable development in the region. To this end, selected measures are promoted to reduce resource consumption, avoid unnecessary food and plastic waste in accommodation businesses as well as the preservation of biodiversity in the project countries.



## PROJECT

*Build back better – Covid 19 measures of the Sector Dialogue on Tourism for Sustainable Development*

## PROJECT COUNTRIES

*Colombia, Tunisia, Dominican Republic*

## PARTNER



**Sector Dialogue Tourism**  
for Sustainable Development

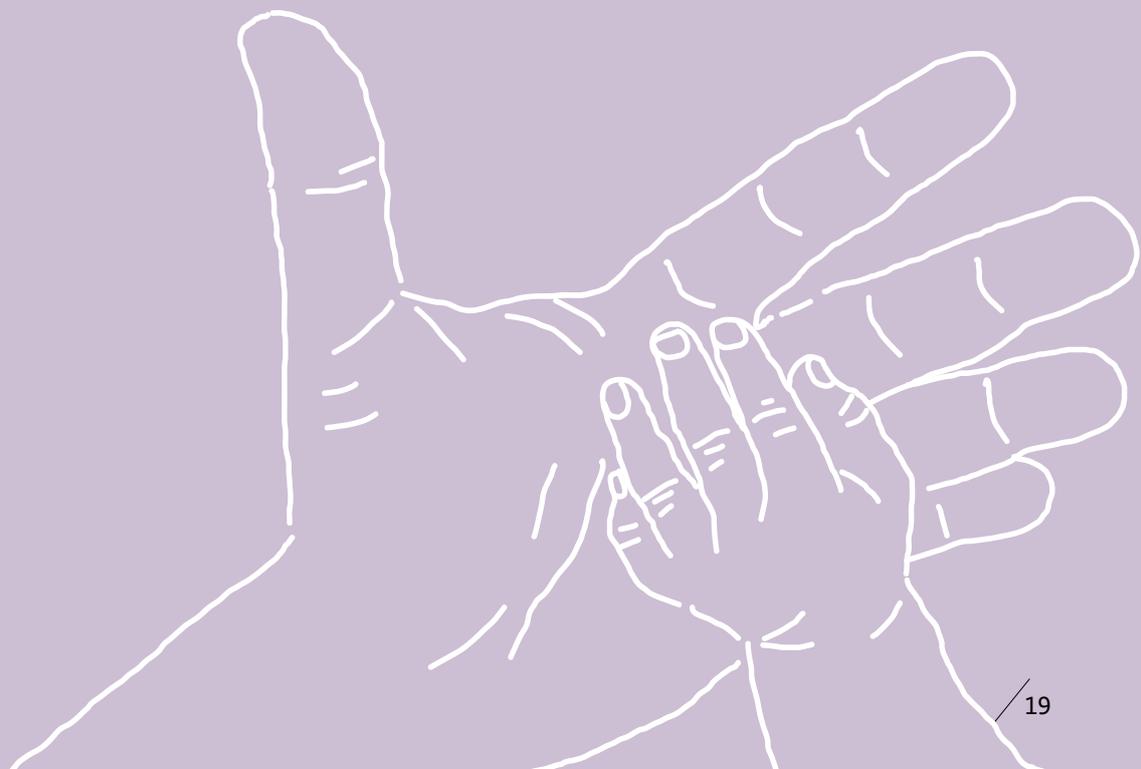
In December 2021, for example, hotel managers from 17 large all-inclusive resorts and employees from 13 smaller, owner-operated accommodation facilities in Tunisia were sensitised to the growing importance of a sustainable outlook and the associated competitiveness of their businesses in four-day training sessions. At the same time, social aspects such as fair wages, labour rights, health protection and social standards for employees were addressed. With practice-oriented instructions, participants learned to minimise the consumption of scarce resources such as water and energy in their facilities and developed action plans for implementation. These trainings will be followed by a series of further intensive coaching sessions.



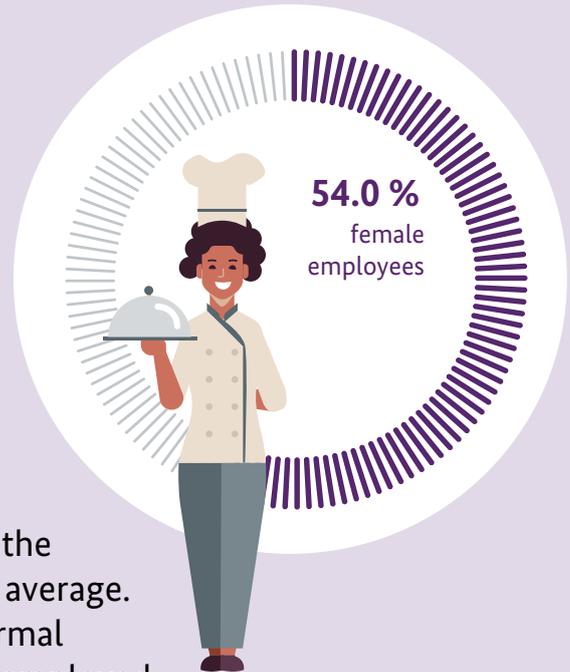
# Tourism for social sustainability

The impacts of the tourism collapse as a result of the pandemic on different society groups vary considerably. Initial statistics indicate that it is primarily women who, as a result, have found themselves without paid work. This is mainly because they are more often informally employed, for example in seasonal and casual jobs. This kind of work was the first to fall victim to the collapse of tourism. At the same time, tourism offers a wealth of opportunities for women to gain access to the labour market - including those without qualifications or specific work experience. It is with this in view that the World Tourism Organization (UNWTO) has launched its 'Centre Stage' project designed to empower women in the tourism sector. In addition to promoting improvements to legal frameworks, the focus is on boosting female career progression and the better safeguarding of the employment status of women. See the following pages for more information on the project.

A largely overlooked but very serious problem is the sexual exploitation of children in the context of travel and tourism. Travel restrictions during the pandemic have increasingly shifted these crimes to the virtual world of the Internet, further lowering entry barriers for potential offenders. The principal objectives of the project being undertaken by the children's rights network ECPAT International are to improve and consolidate measures intended to protect children against sexual exploitation, especially in the context of tourism. ECPAT is campaigning to increase the awareness of governments and travel and tourism industries of the problem, for improved laws and standards that will better protect children in tourism and criminalise abuse. Gabriela Kühn and Damien Brosnan of ECPAT International describe in an interview the strategy being employed by the network. You will find the interview on pages 22 and 23.



## Female Employees in Tourism



At **54 per cent**, female employees in the tourism sector are represented above average. Moreover, this figure only includes formal employment. The share of informally employed female workers is even higher.



Globally, female workers in the tourism industry earn on average **14.7 per cent** less than men.

Source: UNWTO, „Global Report on Women in Tourism – Second Edition“ (2019)



## Female employees at the center of recovery efforts

### PROJECT

*Centre Stage: Women's empowerment during the COVID-19 recovery*

### PROJECT COUNTRIES

*Jordan, Costa Rica, Dominican Republic, Mexico*

### PARTNER



**W**omen in tourism have been and continue to be disproportionately affected by the impact of the crisis: they are less likely to receive social and institutional support and are more likely to suffer job losses, as many are employed informally. However, the World Tourism Organization (UNWTO) sees the devastating impact on the sector as a unique opportunity to redefine the gender balance in tourism and put women at the center of recovery efforts.

As part of the *COVID-19 Response Measures for Tourism*, UNWTO's Centre Stage Project is supporting government institutions, non-governmental organizations and the private sector to intensify their work with regards to gender equality. The activities are based on the action plan of the Global Report on Women in Tourism from 2019, which was developed as a recommendation for action after a comprehensive analysis of the situation of female employees in the tourism sector. Together with UN Women, the project is now putting these recommendations into action in Jordan, Costa Rica, the Dominican Republic and Mexico.

But what exactly do the activities involve? The project consists of measures at the political and institutional level to improve the legal framework for female employees or to promote opportunities for career advancement. Additionally, it entails training courses at company level to raise awareness of the challenges and opportunities of gender equality in private sector entities. Always with the aim of sustainably strengthening the role of female employees in tourism and thus also benefiting from this potential as an industry. For example, local hotels and tour operators are committing to the introduction of guidelines on the protection against sexual harassment in the workplace, targets for female-occupied management positions, maternity leave and the implementation of the principle of "equal pay for work of equal value".

After a successful participation in digital training workshops, the participating companies in turn appoint employees to train 20 additional people each. This allows the project to have a long-term impact on the industry. An accompanying communications campaign will furthermore reach millions of people worldwide and raise awareness for the role of women in tourism.

After their production, some of the learning contents will be made available on the BMZ's free digital learning platform [atingi.org](https://www.atingi.org). This way, thousands of people around the world can be reached easily and quickly and sensitized for the necessity of women empowerment in tourism.



[WWW.ATINGI.ORG](https://www.atingi.org)

INTERVIEW

## “The protection of children is a key element of responsible tourism”

*Gabriela Kühn and Damien Brosnan work for ECPAT International, a global child protection network that is now collaborating with the BMZ under the aegis of their COVID-19 Response Measures for Tourism. ECPAT’s project concentrates on the protection of children in the context of travel and tourism. In the interview they explain precisely what it involves and what its objectives are.*



Gabriela Kühn

### **What are the risks posed by the growth of the travel and tourism sector for children around the world?**

If it isn’t regulated and sustainable, growing tourism can pose risks to children. The forms and extent of sexual exploitation of children, including in the context of travel and tourism are often hushed up. For a long time the dominant opinion was that this was a problem which only affected developing countries and was perpetrated by “westerners”. Although sex offenders continue to take advantage of travel and tourism services and infrastructure, these are crimes that are committed also by domestic offenders and throughout entire regions. Not only the inhabitants of industrialised nations are to blame - the perpetrators are also citizens of the same countries of victims. While some offenders actively seek out opportunities to abuse children, others simply exploit a given situation and believe that they will get away with it particularly in countries with lenient legal and policy frameworks and tolerance of this crime.



Damien Brosnan

off-line and abuse children directly. A combination of the two is also possible. This means that the entire travel and tourism industry must respond to this altered environment and the evolving threats to children, both online as well as off-line, in order to prevent these crimes.

### **How does ECPAT work with local authorities and the tourism sector to combat these risks?**

ECPAT International works closely with the tourism sector, including businesses, governments and local authorities, with the aim of strengthening the commitment of the industry, including consumers to prevent the sexual exploitation of children. This includes raising the awareness of businesses in the travel and tourism sector of the risk of the sexual exploitation of children, encouraging the identification and reporting of suspected cases and developing measures to protect endangered groups. Awareness of the fact that tourism services and infrastructure can be misused for the sexual exploitation of children is increasing among operators. This is the reason why many have taken a careful look at their services, analysed the possible risks and have introduced measures for

### **How has the pandemic impacted on the safety of children around the world?**

The socio-economic and psychosocial health of children has been seriously affected by increasing inequality and growing poverty during the pandemic. The risk of the sexual exploitation of children has increased in particular in countries that were heavily dependent on income from tourism. At the height of the pandemic, when travel restrictions made international movement almost impossible, sex offenders increasingly looked online for opportunities to groom children or to produce or exchange the sexual abuse materials of children. When they are able to travel again, these criminals will likely look for contact

#### **PROJEKT**

*Developing travel & tourism with child protection in focus for a sustainable post COVID-19 pandemic recovery*

#### **PROJECT COUNTRIES**

*Colombia, Costa Rica, Ecuador, Côte d’Ivoire, Ethiopia, Madagascar, Tanzania, Philippines, Vietnam*

#### **PARTNER**



the protection of children. These include staff training, the introduction of standards and of reporting procedures. In parallel with this, ECPAT International provides governments with evidence and recommendations for improving and enforcing legal and policy frameworks to ensure that the protection of children is a key element of a sustainable and responsible travel and tourism industry.



### **What must governments, the private sector and the people whose livelihoods depend on tourism, know and change in order to put an end to the sexual exploitation of children in connection with travel and tourism?**

In particular, governments must improve the legal and policy frameworks for the protection of children and introduce binding standards for the travel businesses and tourism industry.

In order to develop responsible practices, business must first analyse the risks and impacts on children that can arise from their activities. ECPAT and The Code have developed the *Child Protection Risk Assessment Tool* for exactly this purpose. This short questionnaire helps businesses analysis risk areas related to staff travel, destination management, transport, accommodation and community tourism. Once they have filled out the evaluation form, participants receive a summary listing the aspects which may pose higher risks and are guided to take appropriate measures to reduce and mitigate those risks. The tool is free of charge and available in five languages.

## **The Code**



*The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism* helps business operators in the travel and tourism industry learn more about the prevention of the sexual exploitation of children and take active steps to protect children. Member businesses are required to implement six practical aspects in their operations. These include, for example, staff training to help them more easily recognise possible cases of sexual exploitation and know how to react to these, working together with supply chains and other stakeholders in order to increase awareness and communication with customers on the subject.

 [WWW.THECODE.ORG](http://WWW.THECODE.ORG)

### **What are the biggest challenges in the fight against sexual exploitation of children which ECPAT will need to overcome over the next few years?**

In the light of the increased risk to children as a result of the COVID-19 pandemic, the framework conditions for child protection need to urgently be improved. For example, countries must introduce binding regulations obliging travel and tourism businesses to employ measures to protect children against sexual exploitation. Professionals coming across suspected cases of sexual exploitation must be obligated to notify such cases to the authorities. Focus should be placed on prevention and a response. Overall, the challenge is to ensure that travel and tourism as core pillars of the economic recovery during post-pandemic era become a positive actor of change to help achieve the goals of the 2030 Agenda for Sustainable Development by protecting children.



# Sustainable tourism and cultural heritage

A visit to the extensive temple complexes of Angkor Wat in Cambodia, a trip to the old city of Mostar in Bosnia-Herzegovina or a tour through the historic monuments of Mtskheta in Georgia – recognized World Heritage sites are usually among the biggest tourist magnets in a region. There are currently over 1100 such sites in 167 countries around the globe.

Thanks to their tourist pulling power, World Heritage Sites generate a great deal of income, for example for hotels, tour guides and souvenir sellers – entire towns are often completely dependent on this revenue. At the same time, a large number of visitors also means considerable stress for the surroundings of these sites.

The coronavirus pandemic caused the entire tourism industry to collapse and thus also the sources of income of

many people living in World Heritage regions. The extent of the medium- and long-term consequences for the tourism and culture sector can still not be fully foreseen. Nevertheless, there is a consensus among politicians and the tourism industry that there cannot be a “business as usual”.

This is where the UNESCO project comes in, which takes as its starting point the pilot initiative for the promotion of sustainable tourism in Thailand and is now being implemented in World Heritage regions in eight other countries (Bosnia-Herzegovina, Georgia, Indonesia, Cambodia, Kenya, Namibia and Vietnam). In this context, UNESCO is cooperating closely with the online travel agency Expedia. More information on the programme is provided on the following page.



# UNESCO World Heritage Sites: The Tourism Industry's Responsibility



**W**hat would a travel destination be without cultural sites and customs that can be visited and experienced? The focus is often on the UNESCO-designated World Heritage Sites, which are a tourist magnet and thus also an economic basis in many destinations. To guarantee the protection of these World Heritage Sites in the long term, it is important to make tourism around the sites sustainable and to involve the local population in the income generated. This is exactly where the UNESCO project as part of the *COVID-19 Response Measures for Tourism* comes in.

The project is based on the “Sustainable Tourism Pledge”, a voluntary commitment for tourism companies to make their offers more sustainable. The “Pledge” was launched by UNESCO and the online travel platform Expedia and is intended to motivate both small family-run businesses and large hotel chains such as ACCOR, Iberostar and Banyan Tree Hotels to participate. The goal is ambitious: the “Pledge” is intended to become the most widespread and effective sustainability label for the travel industry and to award companies that commit to concrete, effective measures. The entry barriers are deliberately kept low so that as many companies as possible are motivated to participate: For example, measures can vary from simply eliminating plastic packaging to sustainably transforming an entire supply chain. “The UNESCO Pledge” visibly engages the industry, for example through transparent online feedback from travelers via the Expedia website. To date, over 10,000 hotels have signed the UNESCO Pledge.

## PROJECT

*Promoting Sustainable Tourism and Private Sector Engagement for Inclusive Community Development in Response to the Covid-19 Crisis*

## PROJECT COUNTRIES

*Bosnia & Herzegovina, Cambodia, Georgia, Indonesia, Kenya, Namibia, Vietnam*

## PARTNER



In addition to tourist facilities such as hotels and restaurants, cultural destinations also thrive on so-called cultural mediators who, for example, offer guided tours around World Heritage Sites or provide insights into local crafts. Often self-employed, many cultural mediators have no income during the pandemic. The project offers these people paid employment around World Heritage Sites, such as restoring sacred buildings or maintaining abandoned cultural facilities. In addition, the professionals can participate in digital training, for example on cultural tour guiding, entrepreneurship and business management, and social media marketing.



UNESCO uses atingi.org as a learning platform, has adapted the learning content to its needs and uses it in its own trainings at the World Heritage Sites. The eAcademy Tourism and Hospitality courses are supported by UNESCO.



[WWW.UNESCOSUSTAINABLE.TRAVEL](http://WWW.UNESCOSUSTAINABLE.TRAVEL)  
[WWW.ATINGI.ORG/EACADEMY](http://WWW.ATINGI.ORG/EACADEMY)

# Tourism for nature conservation



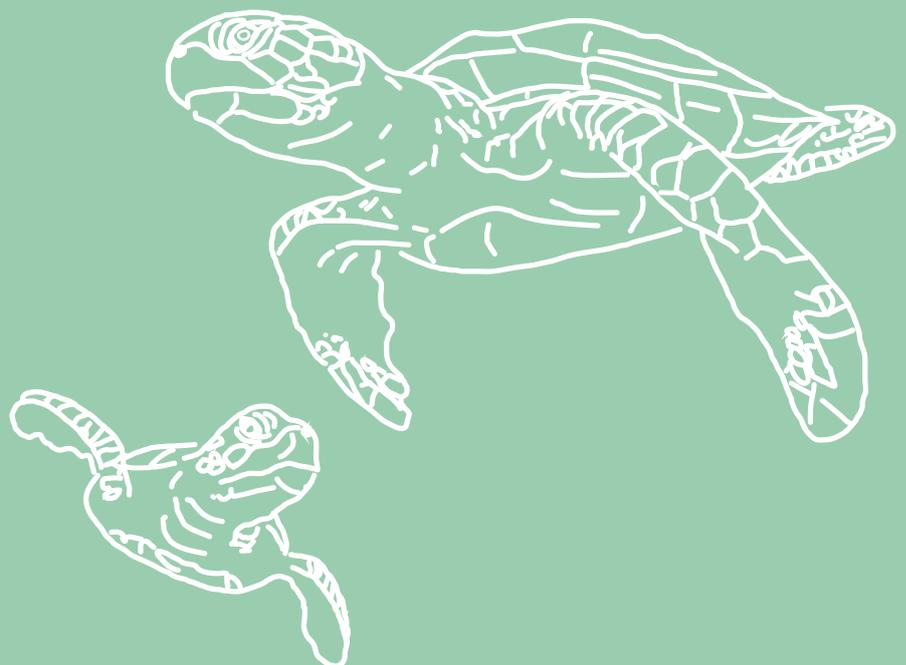
Protected areas provide safe habitats for plants and animals and contribute decisively to the preservation of biodiversity. These protected areas are often also tourist destinations and thus a lucrative source of income for the local population.

Before the pandemic, nature conservation areas were able to attract around eight billion visits yearly. In 2018 nature and wild animal tourism alone earned 120 billion US dollars<sup>1</sup> in direct revenues. In developing and emerging countries in particular, protected areas are therefore a significant economic factor; they create jobs and income and thus also the arguments in favour of their retention.

However, with the outbreak of the pandemic, the flow of visitors was brought to a halt. The lack of income from entry fees, accommodation charges or the renting of

lodges make it impossible to pay wages. For the people who live from tourism near nature reserves, this equals an economic catastrophe as they are suddenly threatened by acute poverty. Along with the income crisis, pressure on the ecosystems also increases. Poaching, illegal fishing and prohibited timber harvesting increase, and the successes of nature conservation work in recent decades are considerably endangered.

The BMZ is therefore cooperating with the World Wide Fund for Nature (WWF) and the International Union for Conservation of Nature (IUCN) as part of the *COVID-19 Response Measures for Tourism* to cushion the negative consequences of the coronavirus pandemic on cooperation between tourism and nature conservation. You will find more information about partner organisation projects on the following pages.



# Sustainable tourism contributes to biodiversity protection

**T**ourism can play a decisive role when it comes to establishing or preserving nature reserves: if jobs are created through tourist visits and income is generated for the local population, there is also a high economic interest in protecting these areas. The Corona pandemic has shown that when the economic factor of tourism disappears, the pressure on protected areas increases. In Kenya, Namibia and Mexico, the World Wide Fund for Nature (WWF) is implementing measures to close this gap as part of the BMZ's *COVID-19 Response Measures for Tourism*.

The overall goal is the same in all three countries: to protect the respective ecosystems - be it marine and coastal ecosystems in Mexico or terrestrial landscapes in Kenya and Namibia - and to preserve them in the long term. In practice, this means that the first step is to provide immediate relief, for example by paying gamekeepers to continue carrying out their important tasks even without income from tourism, and to defuse the resurgent conflict between humans and wildlife. The second step is

## PROJECT

*Overcoming the pandemic, strengthening tourism and nature protection*

## PROJECT COUNTRIES

*Kenya, Namibia, Mexico*

## PARTNER



to make the community-based tourism concepts of the protected areas fit for the time after the pandemic. The idea is to use the crisis as an opportunity to strengthen sustainable tourism that provides both protection for nature and economic benefits for people - without further increasing interdependence.

One example to illustrate this is the Bay of La Paz in the Mexican state of Baja California. With yearly 40,000 visitors coming to see the large population of whale sharks, the largest fish in the world, tourism flourished



there and provided about 2,000 families with a regular income - with an upward trend. And with downsides: Collisions of excursion boats with whale sharks led to serious injuries of the animals. The local people know that without whale sharks, there is no whale shark tourism and thus no income. Tour guide Abel Trejo Rámirez puts it in a nutshell: "We've learned that whale shark tourism is the livelihood for many families and that many will become unemployed if we don't take care of the animals."

To ease the situation for people during the crisis and at the same time help the whale sharks, the WWF employs men and women from the tourism industry and local communities who have become unemployed by the pandemic to maintain the bay's ecosystems. In this way, they make an important contribution to the preservation and protection of the marine ecosystems that are so important for tourism. However, whale shark tourism should also be committed to the welfare of people and animals in the long term. To this end, WWF is developing a new concept for sustainable whale tourism. Training courses for tour guides and boat captains include the correct handling of the animals with regards to speed, distance, and visitor numbers, among other things. With the introduction of the WWF system SAFE (Human Wildlife Safe System Approach), boat collisions with whale sharks should be prevented in the future.

**P**rotected and conserved area-related tourism is in many cases a driver of the local economy and development. Where such areas provide locals with work and income, the need to maintain them also increases. Due to the lack of tourists however, many national parks have been forced to close during the pandemic and rangers and game wardens could no longer be paid. Those who derive their living from tourism in and around these parks now see their livelihoods under threat. This in turn represents a risk to the protected areas. For example, it may be that locals have no alternative but to resort to sources of income that damage protected areas, such as illegal gold panning, logging or poaching.

## Preserving protected and conserved areas with sustainable tourism



The International Union for Conservation of Nature (IUCN) hopes that with the help of the *COVID-19 Response Measures for Tourism* of the BMZ, its pilot project will help people through the pandemic with the aid of alternative sources of income in two protected areas in Peru and five in Vietnam. In addition, the project looks to revive community-based tourism and at the same time make it more sustainable.

In the project regions, community members are provided with work opportunities to, for example, maintain tourism infrastructure such as hiking trails, remove unwanted

invasive plants, collect plastic waste from the beaches or maintain and clean up turtle breeding grounds, in return for payment. These employment projects enable local people who have been affected by the downturn in tourism to maintain their livelihood, avoiding the need to seek alternative unfavourable activities and at the same time maintaining infrastructure in protected areas in preparation for the return of the tourists.

However, it is not just about a return to the status quo that existed before the pandemic. Uncontrolled tourism flows can, for example, endanger the biodiversity of protected areas. This means that tourism in protected areas will have to be managed in a more sustainable way and made more resilient in the face of future crises. The objective is to put a form of sustainable tourism into place that strengthens local ownership over the touristic experiences offered in protected areas and directly earn income from those experiences. Locals may for example offer guided tours, operate accommodation and restaurant businesses or sell local products (i.e. “community-based tourism”). The project aims to see more community ownership of tourism activities leading to increased pride and maintenance for the protected areas driving tourism. Therefore, the project offers training for protected area managers and local tourism business operators. Subjects range from visitor management to health and safety measures to the development of new nature-based tourism itineraries. In Vietnam, networks of community representatives, local tour operators and protected area management teams are being created. Together they are developing plans for management and marketing in the regions concerned.

Participants in the project areas in Vietnam and Peru also share their experiences with each other and learn from best practices. They are also making their solutions accessible for other projects. This means that the project is contributing to future global learning.

### PROJECT

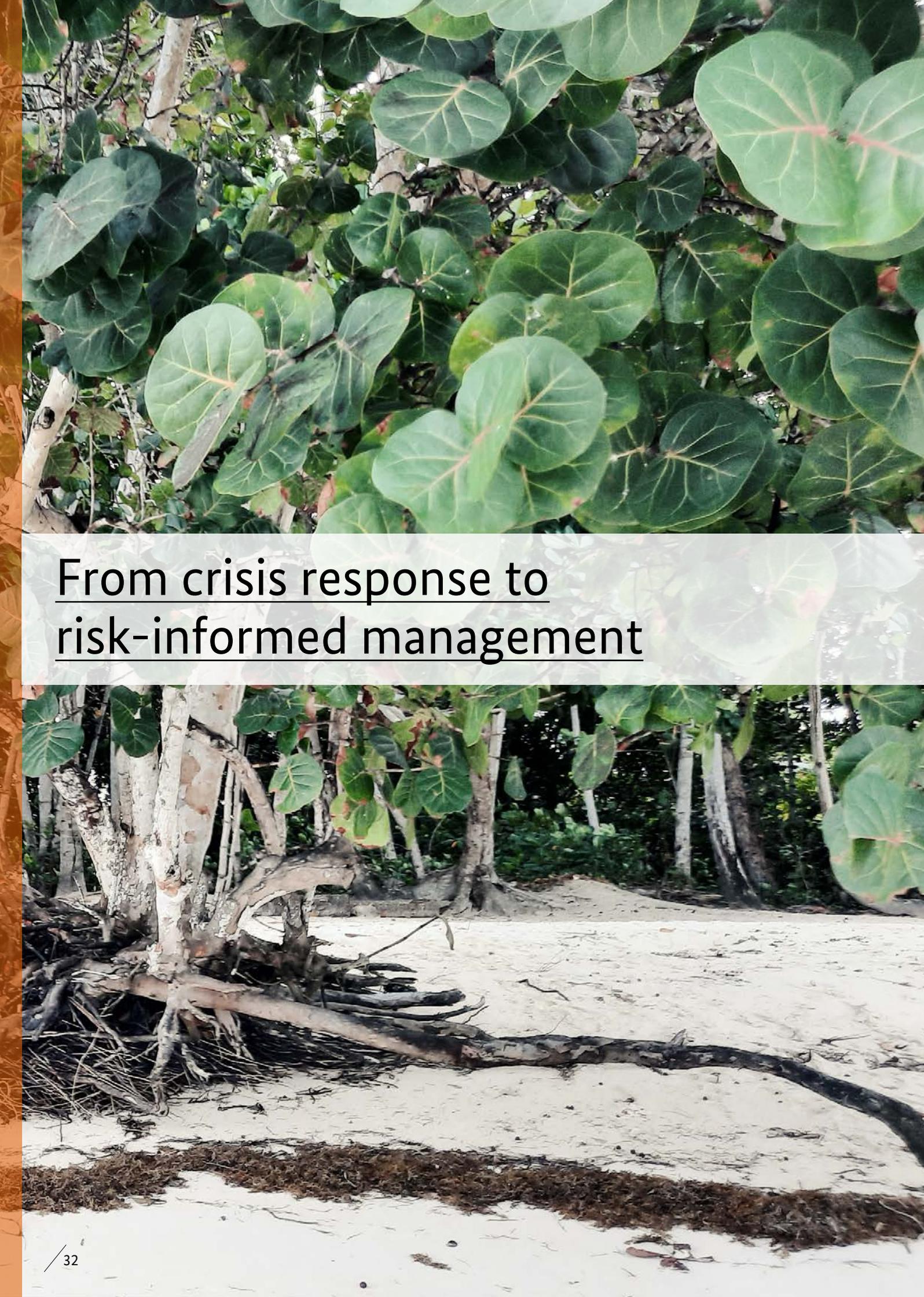
*Sustainable tourism and protected areas in a Post-COVID World*

### PROJECT COUNTRIES

*Peru, Vietnam*

### PARTNER





From crisis response to  
risk-informed management

## Safeguarding development successes: *Risk-informed management for resilient tourism*

A business that enters a crisis well-prepared will handle it better, because it is more resilient than a business that has neither addressed its vulnerabilities nor identified long-term risks associated with its area of activities in advance.

This is exactly where the projects on the topic of “*Risk-informed Management for Resilient Tourism*” as part of the BMZ COVID-19 Response Measures for Tourism are designed to help. First, they are directed to support business owners continue their operations during the COVID-19 pandemic in the form of business continuity management. In addition, however, the objective is to make businesses fundamentally more resilient regarding future crises, such as pandemics or the consequences of climate change. To achieve this, methods and insights from the disciplines of disaster preparedness and risk management are adapted for the tourism sector. Instead of simply reacting and managing the consequences of disasters, businesses should proactively strengthen their capacity to adapt. Managers need to learn to make risk-informed decisions - even under conditions characterised by volatility, uncertainty, complexity, and ambiguity (VUCA).

To achieve this, the BMZ’s project partners – ILO, PATA, DKKV/Futouris and The Travel Foundation/Cornell University – are working together with hundreds of local businesses to develop an understanding of the interdependencies between different risk factors. If managers have access to this kind of knowledge and understanding, it directly improves their business’s capacity to adapt. To put this knowledge into practice, disaster risk management plans, among other things, are developed, which can be easily understood and implemented by the entire personnel of an organisation. They contain concrete

*“There are no natural disasters, only organisations and businesses that were not prepared for the risks and consequences of a natural event.”*

DR. ANDREAS HOFMANN, GIZ

measures to fundamentally reduce risks for the company and better prepare it for dealing with a crisis situation.

However, it’s not just about individual organisations but also about entire tourism destinations. Because even if the survival of one’s own company has priority at first: If the resilience of the entire destination is not guaranteed, this also endangers individual companies - and hence the development successes of entire regions. The effects of the current pandemic are evidence that this is the case. A single company will struggle to overcome the consequences alone.

This is where the projects around the topic of “destination resilience” come into place. The focus is not only on individual actors - such as companies - but also on their role in the adaptive capacity and resilience of the respective destination and on destination-wide governance. Climate change and increasing global volatility are increasingly placing the successes of development under threat. To secure these successes, the resilience of tourism businesses and destinations – based on risk-informed development – is becoming an increasingly important issue, also for German development cooperation.



## INTERVIEW

## Being prepared to meet future crises

*The German Committee for Disaster Reduction (DKKV) and Futouris have launched a joint destination resilience project as part of BMZ's COVID-19 Response Measures for Tourism. In our interview, Benni Thiebes (Executive Director DKKV) and Inga Meese (Managing Director of Futouris) explain what tourism professionals can learn from the pandemic and how they can better prepare for future crises.*

### Has the coronavirus pandemic led to a change in the tourism sector?



Benni Thiebes

**Benni Thiebes:** The COVID-19 pandemic has actually opened up a window of opportunity. The pandemic meant that for the first time we experienced an event in which travel was brought almost to a complete standstill. Unlike in the case of localised crises, you couldn't simply send holidaymakers to somewhere else. In a situation like this, interest and awareness are therefore generated in the need to prepare for future crises.



Inga Meese

**Inga Meese:** The recognition that such crises and global occurrences can happen will also influence travel decisions over the next few years. In general, demand is rising for intelligent, environmentally friendly and inclusive tourism that is endorsed by the local population. Because of this, there is the opportunity to develop concepts for sustainable and resilient tourism that will contribute to the profiles both of destinations and businesses and meet the current and future expectations of guests – something that also promises financial success.

### What is the relationship between resilience and sustainability in the tourism industry?

**Benni Thiebes:** The way we define our work explicitly aims at sustainable development. However, the way forward has to be risk-informed to avoid negative consequences of existing risks. If a destination wants to remain attractive over the long term, then it must be managed sustainably. Where mangroves are removed to create more space

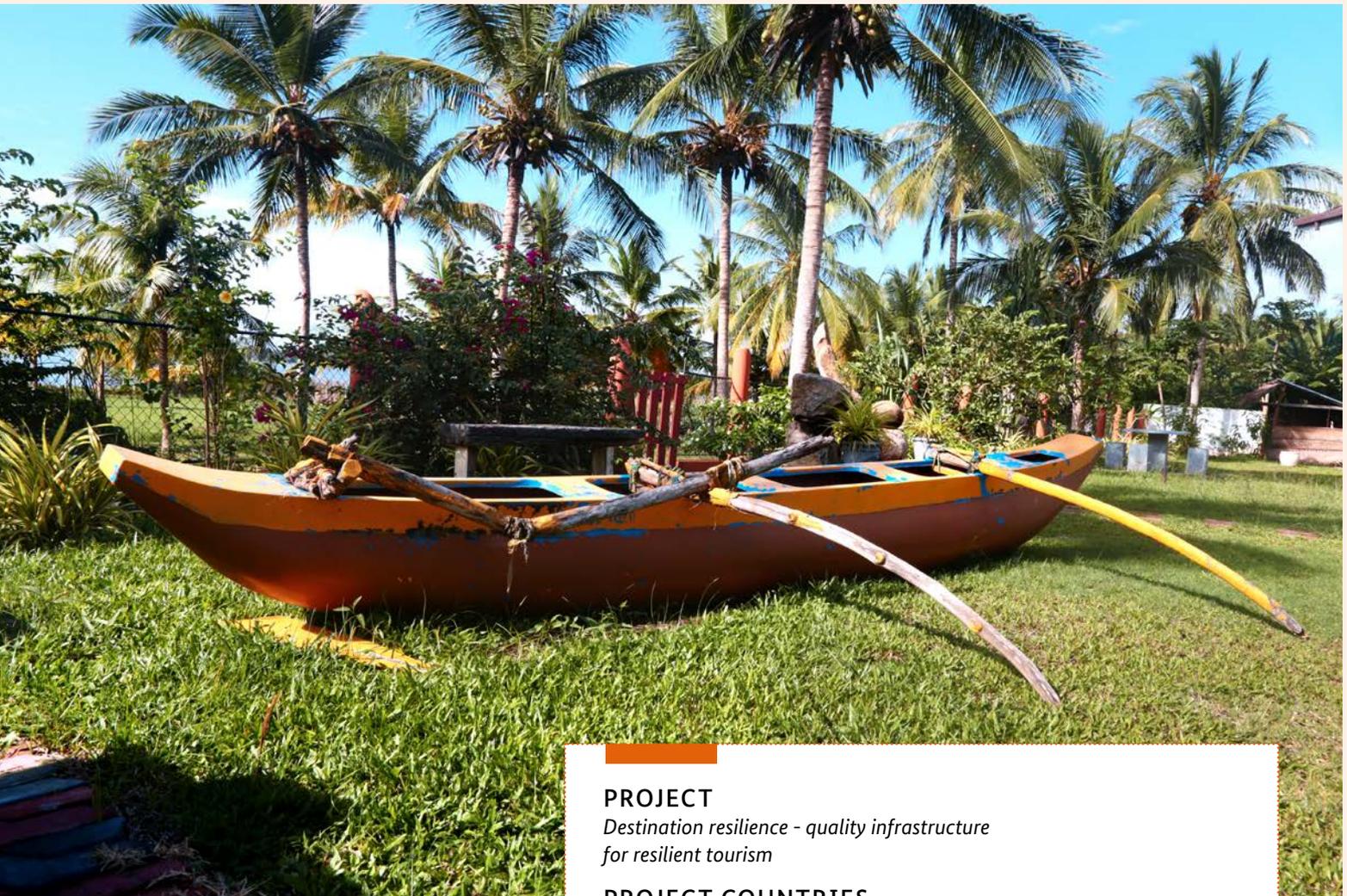
for hotels, you not only destroy the spawning grounds for fish that make a diving destination interesting in the first place, but you also destroy the natural protection of the coastline against storm tides.

**Inga Meese:** Resilience and sustainability are complementary, but they are not identical. Sustainable development tends to be global and long-term. Resilience is viewed as a fundamental part of sustainable thinking; however, it is frequently more relevant to shorter periods and local contexts. The concept of resilience is geared more towards short-term and dynamic developments since the focus is on preparation, reaction and adaptation with regard to possible crisis events. This means that resilience is more strongly focused on dealing with fundamental changes. Tourism is repeatedly challenged by crisis events of varying causes. This is why planning sustainable tourism must automatically include strengthening the resilience of businesses as well as of destinations.

### What does destination resilience mean?

**Inga Meese:** Destination resilience is the ability of a destination to efficiently and effectively prepare for or reduce a number of risks, to withstand them, to adapt to them, to react to them and thus to retain an acceptable level of functionality and also recover from a crisis without endangering the long-term prospects for sustainable development, peace and security, human rights and welfare for all. The goal is to identify risks in tourist destinations, to identify correlations and risk drivers, and then to identify and apply possible courses of action that are realistic and practicable in a participatory process.

**Benni Thiebes:** Resilience has gone from being a niche topic to one of the central guiding concepts of all interna-



## PROJECT

*Destination resilience - quality infrastructure for resilient tourism*

## PROJECT COUNTRIES

*Dominican Republic, Namibia, Sri Lanka*

## PARTNERS



tional frameworks. Some want to see the rapid reinstatement of the original status quo before any disruption occurred, while others put the focus on change that will provide for a more sustainable future. We do not yet have any firm understanding of what resilience means for destinations and that is exactly what we hope our project will contribute to.

### ***How do you convince the operators of tourism businesses of the “build back better approach” and the need for the financial investment that goes along with it?***

**Inga Meese:** Until a few years ago sustainability was a niche topic in tourism. “Building back better” after a crisis is an opportunity for sustainability to become the standard in tourism. An emergency can be the impetus for

completely new thinking and innovative powers. There are good examples in city tourism, where cities such as Amsterdam and Barcelona have begun implementing ambitious new concepts in times of travel restrictions, for example through creative visitor management. Even if such new concepts require financial investments, they pay off in the medium or long term, as the trust of customers is (re)built and the destination gains or retains its attractiveness.

**Benni Thiebes:** Tourism operators are eagerly waiting for the resumption of tourism. However, things cannot remain as they were before the pandemic, otherwise a new crisis may bring similar impacts. Financial investments will be required in many places. But more proactive risk communication and improved risk perception could already make substantial improvements and would certainly be inexpensive to implement.

### **How can risk-informed management lead to financial growth in the medium and long term?**

**Benni Thiebes:** That's exactly what business continuity planning aims to do. Extreme events have always existed, but they are becoming more frequent due to climate change. Preparing for these events and other risks should be a given, because it can lead to medium and long-term growth and profit.

**Inga Meese:** Risk-informed management contributes to this because when people are informed about risks, they can develop strategies for potential scenarios. If one remains capable of acting in a crisis, the impacts are less severe, and one can deal better with changed conditions – possibly one's own conditions are even better than before. This can, for example, open up new areas of business or provide advantages over other market participants.

### **What processes need to be initiated to prepare regions for possible future crises?**

**Benni Thiebes:** The processes differ enormously according to the destinations and their risk profiles. For example, in an area threatened by earthquakes it could be particularly useful to demand appropriate building and structural regulations. In other places, perhaps crisis management and civil protection may need to be improved. In general, better risk perception is always beneficial.

**Inga Meese:** Let me give you another example. The Samaná Peninsula in the Dominican Republic was the first region we looked at in detail in our project. Loss of beaches due to erosion was a problem frequently raised in meetings and interviews with stakeholders in the tourism businesses and local government representatives. Some hoteliers therefore implemented measures themselves, such as moving their pool areas or installing breakwaters. Since tourism in Samaná is focused on sun and beach and on active tourism (e.g. diving), this issue is particularly challenging. Extensive white sandy beaches are the main attraction in the region. A workshop is now planned in which possible collaborative steps for meeting this challenge will be addressed together. One objective is to increase risk awareness and the responsibility of local stakeholders and to develop shared concrete, effective options for action.

### **How do DKKV and Futouris work together? Are there already some initial examples of successful implementation of resilience strategies?**

**Inga Meese:** The DKKV and Futouris complement each other very well in their skill sets and experience in the fields of risk management, tourism and sustainability. Within the project, a resilience guide will be developed to show ways how a resilience assessment can be carried out successfully. There are challenges and risks that are similar in different tourism destinations, which is why best-practices will be compiled for use in other destinations. We involve tourism stakeholders and assume that training opportunities and workshops contribute to the successful implementation of resilience strategies. Due to the good networking in the industry, we as Futouris can contribute to the application of the project results beyond the project in other destinations, companies, and the entire tourism industry.

**Benni Thiebes:** It's the combination of our two fields of interest that sets our project apart. The DKKV has particularly committed itself to risk management. This is a subject with which the tourism industry seldom concerns itself to a great extent. In order to work on a project like this successfully, however, we need the expertise of Futouris. Their knowledge and contacts within the industry are essential for making ourselves heard.





## Improving competencies for resilience

**I**n the first ten months of 2020, the Asia-Pacific region was the most heavily hit worldwide by the downturn in tourism caused by the COVID-19 pandemic. Numbers of international tourists dropped by 82% – an existential threat to the entire travel and tourism sector in the region and to the people and local communities which depend on it. How can we prevent something like this from happening again? How can tourism in the region be regenerated in such a way that it is more sustainable and more resilient in the face of future crises?

These are the questions that the Pacific Asia Travel Association (PATA) is working on in its Tourism Destination Resilience project that is being supported through the *COVID-19 Response Measures for Tourism* of the BMZ. But what makes a destination resilient? To answer this question, definitions and standards for destination resilience have been developed in collaboration with tourism professionals. Another question: what skills and expertise do tourism professionals require on the ground to increase the resilience of a destination? Specifically, how can they make critical infrastructure more sustainable and disaster-resistant, or recognise and address local vulnerabilities – from waste management and the protection of nature and biodiversity, sustainable land use, energy and water supply right through to healthcare provision and hygiene?

A range of online learning modules developed in the next project phase are designed to precisely teach these skills. They are aimed primarily at Destination Management

Organisations (DMOs), but also at tourism authorities, businesses, local politicians, and civic organisations. The modules are freely accessible on the CRC (Crisis Resource Center) web platform which PATA has set up. Additional materials and tools are also made available here which can help to improve the resilience of destinations. For example, there is an online tool through which DMOs themselves can determine their current level of crisis management and resilience skills. All learning modules and materials on the CRC website are open sourced to be freely available outside the project and used by the entire tourism sector.

The learning modules have already been supplemented by local five-day training programmes in four local destinations (Cambodia, Indonesia, the Philippines and Vietnam). The training also serves to enable participants to put into practice more easily what they have learned from the online modules.

To raise awareness of the concept of destination resilience and what the CRC platform offers, both are being promoted across the region – through social media, presentations at international trade fairs and conferences as well as in the form of a video.

### PROJECT

*Tourism Destination Resilience*

### PROJECT COUNTRIES

*Cambodia, Indonesia, Philippines, Vietnam*

### PARTNER



## RESET: focus on small businesses

**W**ith 80% of all tourism businesses around the world employing fewer than 50 people, small- and medium-sized enterprises (SMEs) are critical drivers of the sector. These SMEs provide most tourism services and collectively create millions of jobs. At the same time, however, SMEs are suffering disproportionately from the effects of the Corona pandemic – particularly in emerging economies where neither private nor government support for businesses is sufficient. In these con-



texts, SMEs are the least prepared enterprises when faced with hazards and commonly lack the resources and knowledge to manage external risks. Therefore, any efforts to rebuild and transform the tourism sector starts and ends with small enterprises.

The International Labour Organisation (ILO) is introducing a comprehensive resilience-training programme to support SMEs in protecting and recovering their businesses in multi-hazard environments. The ILO also works with constituents to advocate for a systematic approach to strengthen the wider market system in which SMEs operate (with a focus on the policy sphere) while strengthening their capacities, protecting the jobs and incomes of their employees. The ILO is implementing this concept through the RESET project (Resilient and Sustainable Enterprises in Tourism), which is part of the *COVID-19 Response Measures for Tourism* of the BMZ.

To achieve its aims, RESET is active in three areas: i) the provision of training and consultation to businesses to increase their capacity in terms of risk-informed management, ii) recognising to the wider market those businesses that manage to install their resilience capacities, and finally iii) public-private dialogue between the tourism industry and policymakers, to increase awareness of the importance of business resilience by tourism authorities. The RESET pilot project will be implemented in the Dominican Republic and South Africa.

The material for training courses and coaching in RESET is currently being developed based on the SURE training programme (Sustainable and resilient enterprises), a successful pilot that was created in collaboration with the GIZ. Issues range from the question of how business can be continued during the coronavirus pandemic (business continuity management), to adapting a business to deal with possible future risks. To reach small business operators, RESET will involve employer and industry associations, SME agencies and government institutions. They will be able to use the material developed in RESET for their own business training. Trainers are currently being prepared to implement these training courses.

Businesses that have successfully introduced risk-informed management processes will be able to apply for certification. This means that they will be able to communicate their resilience strategy and use it as a competitive advantage.

To prepare for the public-private dialogue, a questionnaire will be used to ascertain the needs of small tourism businesses and the conditions they require to become more resilient and more sustainable. The results will be integrated in the preparations for a dialogue between the tourism industry and policymakers.

### PROJECT

*RESET – Resilient and Sustainable Enterprises in Tourism*

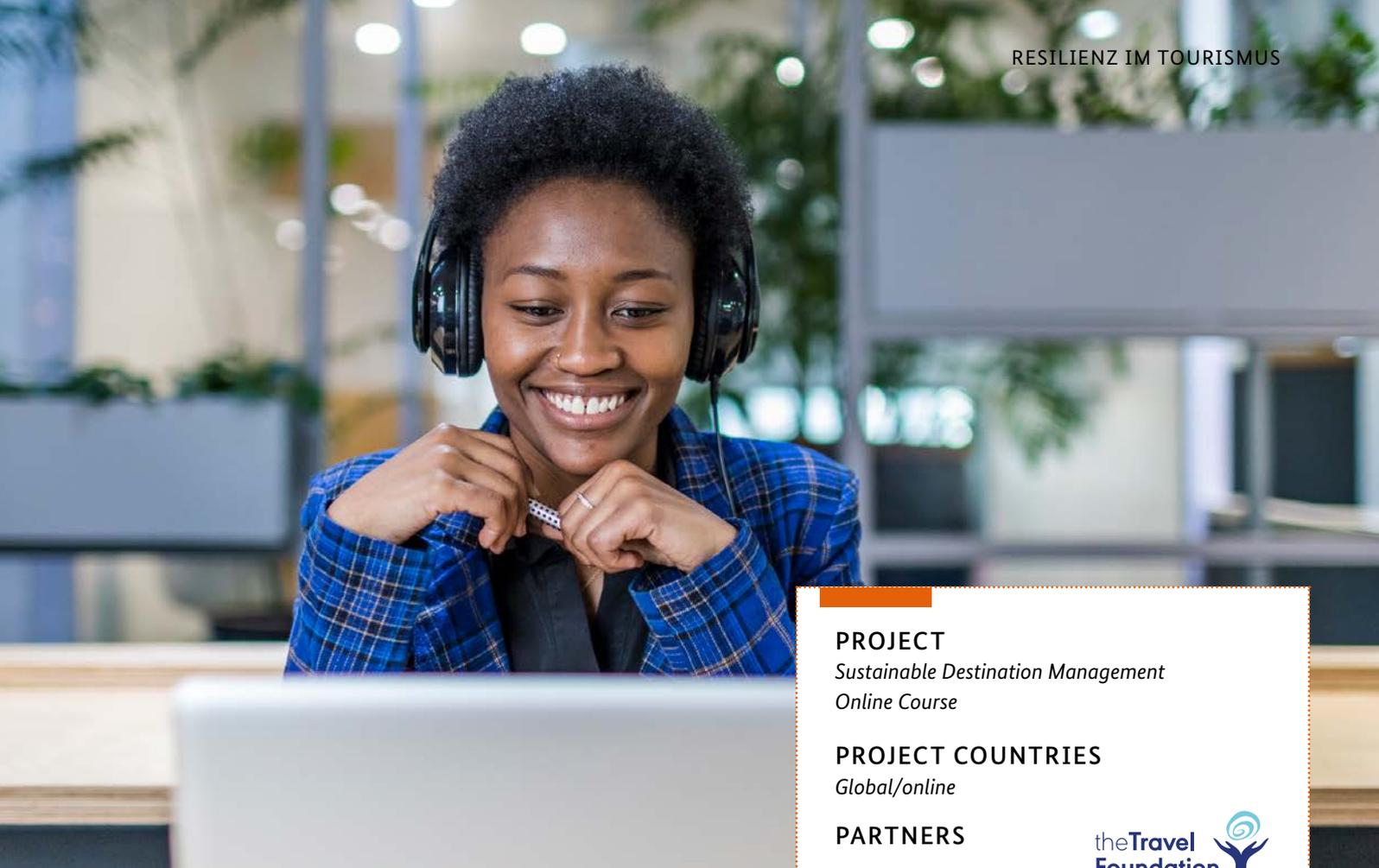
### PROJECT COUNTRIES

*Dominican Republic, South Africa*

### PARTNER



International  
Labour  
Organization

**PROJECT**

*Sustainable Destination Management  
Online Course*

**PROJECT COUNTRIES**

*Global/online*

**PARTNERS**

## An online programme in sustainable destination management

**N**ot only is the future of tourism endangered through consequences of the pandemic. It is also suffering from unregulated growth of visitor numbers. If destinations can no longer cope with problems, such as overcrowding, wastewater and municipal waste disposal or increased water and energy consumption caused by rising tourist numbers, then their appeal will drop. The revenues of local businesses and the incomes of their employees will also fall consequently. Experts describe these economic, social, and ecological impacts as the “invisible burden” of tourism.

Governments and tourism organisations are becoming increasingly aware of the need to manage tourism in a way that is socially and environmentally acceptable and of the necessity not only to promote destinations but also to protect and maintain them. However, in many places the knowledge and skills required for this are lacking.

An online course in sustainable destination management developed by the Travel Foundation and Cornell University as part of the BMZ’s *COVID-19 Response Measures for Tourism* is designed to close this gap. The 40-hour self-

study programme is aimed at staff in national and local tourism authorities and in destination management, professionals in the tourism and hospitality industries and students who plan to work in sustainable destination management in the future.

The programme provides participants with a broad range of knowledge required to manage destinations better and more sustainably, recognise risks and boost resilience. Course module topics range from dealing with the environmental and social impacts of tourism, questions of traffic planning and public-private collaboration to the creation of management plans for destinations using GIS and environmental data. The modules are designed in such a way that the content can be applied to the most diverse types of destinations in both emerging economies and industrialised countries.

Through a targeted scholarship programme, the course will be free of charge to students in destination countries that need it the most. It will be available in the autumn/fall semester on the eCornell online education platform and will be supported by the World Tourism Organisation (UNWTO). The Travel Foundation is cooperating with both organisations in developing and disseminating the course programme. In the long term the expectation is that thousands of students will be given scholarship places, paid-for in part by fee-paying students or via other sources.

# All project countries





**Partner Organisations**

- Sector Dialogue on Tourism for Sustainable Development
- DKKV & Futouris e.V.
- ECPAT International
- enpat e.V. & TUI Care Foundation
- ILO

- IUCN
- PATA
- UNESCO
- UNWTO & UN Women
- WWF

**Global Projects**

- Travel Foundation
- atingi

# Project Partners



**atingi** is a digital learning platform implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the Federal Ministry for Economic Cooperation and Development. The Smart Africa Secretariat, an alliance of 29 African digital ministries, is the most important strategic partner for project implementation.



The **Sector Dialogue on Tourism for Sustainable Development** is a multi-stakeholder partnership of representatives of the German tourism industry. Its mission is to harness the potential of tourism to promote sustainable development in developing countries and emerging economies and in this way help to achieve the United Nations Sustainable Development Goals.



**enpact** is a non-profit organisation based in Berlin empowering entrepreneurs, their ecosystems and networks in the context international cooperation. The organisation was founded in 2013 with the goal of promoting entrepreneurship in emerging and developing countries.



**ECPAT International** is the world's largest influencing network solely focused on ending the sexual exploitation of children, with a membership of 122 civil society organisations in 104 countries. The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism is hosted by ECPAT International. The initiative provides support to companies that commit to prevent the sexual exploitation of children and keep children safe.



The **German Committee for Disaster Reduction (DKKV)** is a national platform for disaster reduction and an intermediary to international organisations and initiatives active in the field of disaster reduction and serves as a competence center and scientific think tank. It supports interdisciplinary research approaches to disaster risk reduction and the dissemination of knowledge gained at all levels of education.



The sustainability initiative **Futouris e.V.** stands for the preservation of natural and cultural heritage and a sustainable design of tourism. The tourism companies involved develop projects and innovations whose findings are also applied in their own corporate practice. An international scientific advisory board provides support in the accreditation process. As patrons, the German Travel Association (DRV) and the Austrian Travel Association (ÖRV) support the goals of Futouris.



The **International Labour Organization (ILO)** is a tripartite U.N. agency that brings together governments, employers and workers of 187 member States to set labour standards, develop policies and devise programmes promoting decent work. The unique tripartite structure of the ILO ensures that the views of the social partners are closely reflected in labour standards and in shaping policies and programmes. The main aims of the ILO are to promote rights at work, encourage decent employment opportunities, enhance social protection and strengthen dialogue on work-related issues.



The **International Union for Conservation of Nature (IUCN)** is the world's largest and most diverse environmental network. Working with many partners and supporters, IUCN implements a big and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.



The **Pacific Asia Travel Association (PATA)** is a not-for-profit membership association that acts as a catalyst for the responsible tourism development in the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its member organisations across the world.



The **Travel Foundation** is a leading global NGO that works in partnership with governments, businesses, and communities to develop and manage tourism in a way that maximises the benefits for communities and the environment. Founded in 2003, it has since worked in over 30 countries around the world.



The **TUI Care Foundation** initiates and supports projects that open up new prospects for young people around the world, protect nature and the environment and promote the sustainable development of holiday destinations. In doing so, the foundation relies on the potential of the tourism sector as a driver for social development, education and prosperity.



**UNESCO's** mission is to contribute to the building of a culture of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information. UNESCO works to create the conditions for dialogue among civilizations, cultures and peoples, based upon respect for commonly shared values.



The **World Tourism Organization (UNWTO)** is a United Nations specialized agency with its headquarters in Madrid, Spain. Its mission is to promote responsible, sustainable, and universally accessible tourism and work with its members to make tourism a driver of inclusive development and opportunity.



**UN Women** is the UN organization delivering programmes, policies and standards that uphold women's human rights and ensure that every woman and girl lives up to her full potential.



The **World Wide Fund For Nature (WWF)** is one of the largest and most respected conservation organisations in the world. In over 100 countries, the WWF works to preserve biological diversity. WWF's goal is to stop the worldwide destruction of the environment and to shape a future in which humans and nature live in harmony with each other.

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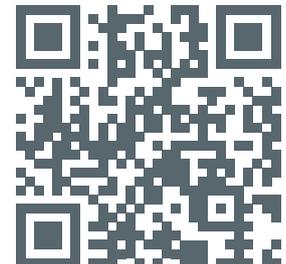
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