

## Peace and Fair and Sustainable Tourism for achieving the SDGs- New paths and principles

Andy Rutherford, **Fresh Eyes** – People to People Travel cic, United Kingdom

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Across communities, countries and our world we stand at a crossroads. Through the internationally agreed UN Sustainable Development Goals the agreements of COP 21 in Paris, both in 2015, and the clear statements of the United Nations Framework Convention on Climate Change (UNFCCC), we have clear, unambiguous agreement that we must transform our social and economic practice and our fundamental relationships with our environments, Our Nature, Our Commons.

Tourism is one of the most important industries of today's world. It has to be a key part of this transformation. Tourism must Transform and we all need to be part of this transformation.

I outline the importance of establishing a commitment by all of us here today and everyone else who is part of tourism who is not here today to actively embrace Transforming Tourism and so be part of contributing to the Just, Equal, Inclusive and Environmentally respectful social and economic practices. This is a major and vital change.

We are travellers, hosts, guests, communities, businesses, local and urban municipalities and governments. We are all citizens, Fair Travel Citizens.

I call on us all to be part of building **Just-Green Tourism** and will share some key suggestions on how we can do this.

#### Seoul Declaration on Fair Tourism

“All forms of tourism can be fairer, benefiting local people, their culture and environment as well as creating meaningful and memorable experiences for our guests.”

“Fair Tourism is inclusive tourism ensuring that tourism is accessible to all.”<sup>i</sup>

This important declaration also highlights Power and consultation.

“Respect requires that local people have a significant say in how tourism is managed.”

“Policy makers must continue to seek and implement policies that ensure that all forms of tourism are fair. This requires that citizens are effectively engaged in the planning, decision-making, implementation and monitoring of tourism policy and practices in the city and in their neighborhoods.”<sup>ii</sup>

## **Paths Forward**

### Assumptions

We are all travellers, hosts, guests, workers, taxpayers (I hope).

We all breathe, wish to be healthy and enable better communities and countries for future generations.

We all want/wish to be **fair travel citizens**.

We want to contribute to **Peace Economies** based on more just, equal and inclusive social and economic relations.

We are all interlinked.

We should all be Active Citizens

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## **Foundations for Just, Equal, Inclusive and Environmentally respectful Tourism**

For more **Just** Tourism and Travel we need to develop tourism that is:-

- Fairly Traded
- Transparently and Accountably Priced
- Providing Decent, Fairly paid work
- Recognising and supporting workers' rights to organise and associate
- Transparency about workers' pay and conditions with guests and host communities
- Correct, full and timely payment of local, national and employment taxes
- Develop and be part of a 'Fair Tax Mark'
- Working with as many local suppliers as possible<sup>iii</sup>
- Using organically produced and processed food
- Using ethical fabrics and clothing<sup>iv</sup>
- Using environmentally friendly materials

### **Just Price and Fair Tax Mark – Fresh Eyes**

Fresh Eyes – People to People Travel is committed to just, fair and responsible travel that is transparent and accountable.

We believe that for travellers, tour operators, host communities and suppliers, everyone simply knowing who pays what and who receives what, throughout the supply chain, is an essential

foundation to fairer and more sustainable travel. This directly contributes to fairer and more sustainable host communities in Asia and Europe.

Fresh Eyes operates a **Just Price** policy. We work directly with local producers and suppliers to build fair, transparent prices **upwards**.

A key part of this is everyone in the supply chain knowing our commitment to paying our taxes fairly and correctly.

We are proud to be holders of the **Fair Tax Mark** and for this to be reaffirmed for 2019. It is an integral part of our commitment to a transparent, fair and accountably managed supply chain including our clear and visible pricing policy.

This we feel is ambitious, honest, clear, creative and transformative and part of the Transforming Tourism Agenda that we are committed to.

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For more **Environmentally respectful** Tourism and Travel we need to develop tourism that is:-

- Carbon Neutral
- Decreasing use of fossil fuels year on year to end by 2030
- Increasing use of Renewable energy sources
- Commitment to ending of using 'single-use' plastic by 2025
- No illegal or forced land acquisitions
- Strengthening and contributing to Food Sovereignty in host communities<sup>v</sup>

For more **Equal** Tourism and Travel we need to develop tourism that contributes to SDG 8 which commits to **Promote inclusive and sustainable economic growth, employment and decent work for all**. A tourism that is:-

- Providing Decent, Fairly paid work<sup>vi</sup>
- Actively committing to closing and making obsolete the gender pay gap.
- Actively committing to enabling people with disabilities to have decent and fairly paid work
- Inclusive tourism necessarily involves the improvement of the labour conditions of both female and male workers.
- Positive action for training programmes for women and people from marginalised and excluded groups including people with disabilities

For more **Inclusive** Tourism and Travel we need to develop tourism that is:-

- Developing and enabling accommodation, transport, services and related information which are accessible and affordable for

- People with disabilities
- Accessible for people of all incomes
- People with caring responsibilities
- People of all sexual orientations
- People in both urban and rural communities

“Leave no one behind”

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### **Community Tourism**

Community tourism is a management model in which the local population of a particular area and through their different collective organisational structures play a predominant role in the control of the design, implementation and management of tourism and in the distribution of its benefits.<sup>vii</sup>

One of the main benefits has been the creation of non-traditional employment. This has especially benefitted women and young people, enabling them to remain in their communities.<sup>viii</sup>

### **Core Proposal**

Seoul Metropolitan Government has shown a visionary commitment in the 2016 Seoul Declaration:-

“We stand at a turning point where it is now essential to ensure the Seoul Metropolitan Government more pro-actively manages tourism in the city.

This will require a whole of government approach including the tourism department, planning, building control, transport, environment and waste management.

Only through a whole of government approach can Seoul Metropolitan Government effectively manage tourism to benefit, rather than harm, local communities and their environment.”<sup>ix</sup>

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## A Just-Green Deal for Tourism

Building on the experiences of other initiatives, some of the priority initiatives that might be part of a **Just-Green Deal for Tourism** could be:-

1. Developing **Just-Green** Tourism transition multi-year plans at community, municipal and regional levels. Combined they can become national **Just-Green** Tourism plans. These should be based on and informed by community/local/host community inclusive, participatory consultations and discussions.
2. A consolidation of initiatives that have been generated by this planning process into a range of **Just-Green** activities and initiatives.
3. Establishment of regular municipal level **Just-Green** Tourism committees to take forward and monitor progress and be accountable to local citizens.
4. A **Just-Green** jobs transition initiative to identify and implement programmes to develop and expand effective dialogue bridging host communities, tourism providers and local authorities;
5. A **Just-Green** approach to addressing economic inequalities and future employment and income opportunities which provides and encourages Decent, Fairly paid and safe full-time, part-time and seasonal paid work;
6. Linked programmes of training with positive access to training programmes and education for women and people from marginalised and excluded groups including people with disabilities;
7. A programme to support education and training initiatives that will facilitate the development of the skills necessary for the creation of **Just-Green** jobs and to facilitate the transition for workers and service providers who will lose their “old” jobs;<sup>x</sup>
8. Creating and training workers and service providers in **Just-Green** Tourism to be part of the human resources for a significant environmental reconstruction programme as part of a wider shift to an economy that is an engine of environmental transformation. This could be a programme of support for the creation of **Just-Green** employment in tourism linked to a series of other priority sectors, such as renewable energy sources, energy conservation, new low carbon technologies, carbon neutral construction, public transport and waste disposal; (Tourism is rarely a ‘monocrop’ industry and dependence on one source of income is always dangerous)
9. Contributing to and improving local and regional food sovereignty, including by working with as many local suppliers as possible;
10. Using organically produced and processed food;
11. No illegal or forced land acquisitions;
12. Using ethical fabrics and clothing and using environmentally friendly materials;

13. **Just-Green** tourism would have a fully integrated waste management, recycling, reusing and use reducing system. (No more single use plastic water bottles!)
14. Support households and the economy to save money by insulating homes, guest houses and hotels and bringing the latest micro-energy generation, saving and storage technologies within everyone's grasp;
15. Any new construction should be zero carbon;
16. Executing a bold **Just-Green** tourism low-carbon energy system that will include making 'every building home/guest house/hotel a 'power station'. Their energy efficiency could be maximised, as could be the use of renewables to generate electricity and energy; the science and technology needed to power an energy-and-transport revolution are already in place. But at present the funds to propel the latest advances into full-scale development are not. **Just-Green** Tourism can be a key sector to take this forward;
17. Ease congestion and significantly decrease transport emissions by being part of local and regional integrated public transport networks;
18. Transform and rebuild communities through the implementation of **Just-Green** Tourism at the local authority and city region level, unlocking the potential of places that have been branded as 'left behind';
19. A **Just-Green** research agenda on the consequences of different scenarios for climate change and mitigation and adaption measures that can be integrated into community based tourism initiatives;
20. Supporting finance can be predominantly through mutual, cooperative and social enterprise mechanisms. Municipalities can be catalysts and engines for innovation and development;
21. Fair and transparent pricing and payment of fair taxes are at the heart of **Just-Green** Tourism finance;
22. The participation of local communities in planning and decision making, tourism businesses, destination management and monitoring of benefits and detrimental effects of tourism **is indispensable** to **Just-Green** Tourism ;
23. Underpinning **Just-Green** Tourism should be measures to strengthen the institutional capacity of municipalities and urban authorities to deal more effectively with the employment, income effects of sustainable development initiatives and their related planning requirements;
24. Working with local citizens to develop **Just-Green** Tourism that can promote more exchanges while respecting the lives and cultures of both the tourists and the local residents. Measures on **Just-Green** tourism consumption patterns, and attitudes including highlighting the 'sense of entitlement' and its effect on host/guest relations.

These recommendations build on those of the ILO<sup>xi</sup> and New Economics Foundation<sup>xii</sup>

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- ii [http://www.seoulfairtourismforum.net/download/Seoul%20Declaration\\_FINALeng.pdf](http://www.seoulfairtourismforum.net/download/Seoul%20Declaration_FINALeng.pdf)
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- iii Organic rice farmer and homestay owner, Kerala, India
- iv Hand spun cotton spinning – Khadi, Madhya Pradesh, India
- v Vengery Eco community and community tourism, Kerala, India
- vi The four pillars of the ‘Decent Work Agenda’ of the International Labour Organization (ILO) – employment creation, social protection, rights at work, and social dialogue – are integral elements of the 2030 Agenda for Sustainable Development. In quantitative terms, the positive contribution of tourism to job creation is undeniable.
- vii Loop Head Peninsula Community Tourism, Ireland
- viii Community Homestay, Dhur, Uttarakhand, India
- ix [http://www.seoulfairtourismforum.net/download/Seoul%20Declaration\\_FINALeng.pdf](http://www.seoulfairtourismforum.net/download/Seoul%20Declaration_FINALeng.pdf)
- x Electric Cycles, Lunigiana, Italy
- xi <https://www.ilo.org/public/english/standards/relm/ilc/ilc96/pdf/rep-i-a.pdf>
- xii [https://neweconomics.org/uploads/files/8f737ea195fe56db2f\\_xbm6ihwb1.pdf](https://neweconomics.org/uploads/files/8f737ea195fe56db2f_xbm6ihwb1.pdf)