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# UST



**UPSKILLING MUNICIPAL STAFF COMPETENCES  
ON PLANNING AND MANAGING SUSTAINABLE TOURISM**

# SELF-ASSESSMENT QUESTIONNAIRE



# THE PROJECT IN SHORT

<b>ACRONYM TITLE</b>	<b>UST</b> Upskilling municipal staff competencies in planning and managing sustainable tourism
<b>FUNDING PROGRAMME LENGTH</b>	ERASMUS+ 2022 - 2025
<b>GENERAL OBJECTIVE</b>	<i>The general objective of the project is to strengthen the development of sustainable local tourism and increase the attractiveness of medium-sized municipalities through upskilling the staff of municipalities</i>
<b>SPECIFIC OBJECTIVES</b>	The specific objectives are: <ol style="list-style-type: none"> <li>1. To increase knowledge and competencies of local authorities staff in sustainable tourism planning and management;</li> <li>2. To develop innovative local strategies to define the city's territorial marketing to promote the cities as a tourism destination, boosting the active participation of local stakeholders;</li> <li>3. To promote sustainable local tourism that takes into full account current and future economic, social, and environmental impacts.</li> </ol>
<b>TANGIBLE RESULTS</b>	<ul style="list-style-type: none"> <li>• <b>SELF-ASSESSMENT FRAMEWORK:</b> a self-assessment tool that will help the Municipalities understand where the knowledge and practice gaps are in key areas of tourism.</li> <li>• <b>ONLINE TRAINING COURSE:</b> new training content for civil servants and managers working in the field of tourism responding to essential competencies for the staff of the Municipalities.</li> <li>• <b>FINAL HANDBOOK:</b> a collection of good practices and concrete examples of sustainable tourism at the European level.</li> </ul>
<b>LEAD PARTNER OTHER PARTNERS</b>	SveDest (Svensk Destinationsutveckling) (SE) SERN (Sweden Emilia Romagna Network), Municipality of Scandiano (IT); Municipality of Falköping (SE); CARDET (CY), Municipality de Jijona (ES)
<b>WEBSITE FACEBOOK PAGE</b>	<a href="https://ustproject.eu/">https://ustproject.eu/</a> <a href="https://www.facebook.com/ust.project/">https://www.facebook.com/ust.project/</a>

# THE SELF-ASSESSMENT TOOL

As indicated in the project summary above, the self-assessment tool is the first of three tangible products that the UST project will develop in its three years of implementation.

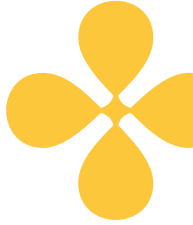
The self-assessment tool is aimed at:

- increasing the awareness of public authorities about their needs in knowledge and practice in the key areas of tourism promotion;
- reflecting on how to improve the municipality's tourism promotion strategy starting from the results of the gap analysis (using the self-assessment tool).

This first tool was developed with the collaboration of the whole project group, but under the guidance of the expert partner SveDest, a Swedish consultancy firm focusing on governance and destination management, allows to identify the maturity of a municipality's strategy, policymaking, and execution in relation to sustainable tourism development and up-skilling opportunities.

This tool was initially tested in the municipalities of the project partners, and its definitive version can be used in different areas and countries all over Europe. The tool becomes effective if the questionnaire is administered in the form of a workshop in which not only the Municipality staff who deal with the specific tourism sector are present, but also all the stakeholders interested in planning sustainable tourism strategies.

This material is also available in English, Italian, Greek, Spanish and Swedish on the project website.



# TIPS FROM THE EXPERTS

## DEAR MUNICIPALITIES,

Thank you for taking the time to complete this questionnaire on your municipality's performance in sustainable tourism development. This questionnaire has been developed to help assess the maturity of your municipality's strategy, policymaking, and execution in relation to sustainable tourism development and to identify up-skilling opportunities.

The questionnaire is divided into two sections, one general section with 8 questions and one Sustainable Development Goal (SDG) specific section with 1 question combining the perspectives for each SDG.

This questionnaire should be completed as a group effort in a workshop with the stakeholders you think are relevant. Time should be divided between completing questions in the questionnaire and discussing the outcome.

Please read through the questionnaire before you sit down to complete it so that you understand the questions. It is helpful if you do a localisation of the questionnaire before you workshop the questions.

We have provided two workshop versions that you can choose between, but feel free to make your own workshop version in the way that you think your stakeholders will feel most comfortable in.

The reason we are doing the questionnaire is ultimately to identify upskilling opportunities, not to rate you as good or bad. It is therefore an important part of the workshop to identify and make note of where your upskilling opportunities lie. It could be a whole sustainable development goal, or part of one, where you feel that upskilling is most needed.

If there is anything that you feel is unclear, especially in the instructions, please contact Johan Cavallini so that we can clarify.

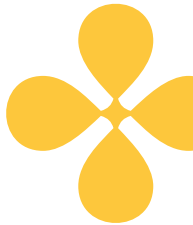
Thank you again for your participation and feedback. We look forward to working together to support sustainable tourism development in your municipality and beyond throughout this project.

Sincerely, *Johan Olafsson* and *Johan Cavallini*

**Contact**  
**JOHAN CAVALLINI**

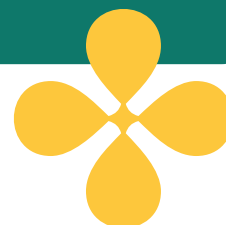
johan.cavallini@svedest.se  
<https://www.svedest.se/>

● ● SVENSK  
● ● DESTINATIONS  
● ● UTVECKLING



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## INSTRUCTIONS

1. Read each question carefully and ensure that you understand what it is asking.
2. Evaluate your municipality's performance in relation to each question using the four-point scale provided (e.g. Incomplete, Developing, Established, Exemplary). Be honest in your responses and try to provide accurate and objective assessments of your municipality's performance.
3. Evaluate the relevance of each question in relation to your municipality's sustainable tourism development strategy. Consider whether the question addresses an area that is important or relevant to your municipality, and whether the question is likely to provide useful insights or data for your sustainable tourism development planning efforts. Use the following four-point scale provided (Not relevant, Somewhat relevant, Moderately relevant, Highly relevant)
4. If you are unsure how to respond to a particular question, you may want to consult with other stakeholders or review relevant documents or data before completing the questionnaire.
5. Once you have completed the questionnaire, review your responses and ensure that you have answered all questions to the best of your ability.
6. Consider any areas where your municipality may need to improve and identify potential up-skilling needs that could help address these gaps.

## WORKSHOP PREPARATIONS

- Ask the stakeholders you invite about any municipal, regional or other policy documents that they feel are relevant for sustainable development in your municipality and ask them to provide them to you in advance.
- Bring any relevant documents to the workshop to ensure that all stakeholders are prepared and have access to the necessary resources.

## QUESTIONS

The following set of questions is designed to identify upskilling opportunities that will support sustainable tourism development in your municipality. Each question relates to one or more of the United Nations Sustainable Development Goals (SDGs) and is aimed at identifying areas where your municipality may need to improve its performance. By answering these questions, you will help to identify specific upskilling opportunities that can be pursued to drive progress in these areas. This information will be used to develop course material in Work Package 3 that is tailored to the specific needs and challenges of your municipality, and that addresses the identified upskilling opportunities. This will help to ensure that the course material is relevant and useful, and that it supports the sustainable tourism development goals of your community.

## SCALE FOR SELF-ASSESSMENT

This self-assessment aims to identify areas where your municipality's sustainable tourism development performance could be improved, and to identify opportunities for upskilling that will help to drive this improvement. For each question, use the four-point scale provided to assess your municipality's current performance. Be honest and objective in your assessments and strive to provide accurate and meaningful ratings for each criterion.

For each question, please rate your municipality's performance, relevance, and ease of completion using the provided scales. It is important that you provide honest and accurate ratings to help us develop course material that is tailored to the specific needs and challenges of your municipality in relation to sustainable tourism development. Please use the comment section of the online questionnaire to provide additional insights or explanations for your answers. Please make a note of the relevant documentation to support your rating or specific areas for improvement.

### PERFORMANCE

1	<b>INCOMPLETE</b>	Performance in this area is non-existent or has not been initiated.
2	<b>DEVELOPING</b>	Performance in this area is in its early stages and requires significant improvement.
3	<b>ESTABLISHED</b>	Performance in this area has been established and is meeting expectations.
4	<b>EXEMPLARY</b>	Performance in this area is outstanding and serves as an example for others to follow.

### RELEVANCE

1	<b>NOT RELEVANT</b>	The question does not apply to our municipality or destination and is not relevant to our sustainability efforts.
2	<b>SOMEWHAT RELEVANT</b>	The question has some relevance to our municipality or destination, but it does not play a significant role in our sustainability efforts.
3	<b>MODERATELY RELEVANT</b>	The question is moderately relevant to our municipality or destination and plays a significant role in our operations and sustainability efforts
4	<b>HIGHLY RELEVANT</b>	The question is highly relevant to our municipality or destination and is essential to our operations and sustainability efforts.

# SECTION 1

## GENERAL QUESTIONS



### 1

To what extent does our municipality have a clearly defined vision and mission that guide our strategy and policymaking efforts?

- FOR EXAMPLE: DOES OUR MUNICIPALITY HAVE A WELL-DEFINED VISION FOR SUSTAINABLE TOURISM DEVELOPMENT THAT IS INTEGRATED INTO OUR OVERALL STRATEGIC PLAN, AND DOES THIS VISION GUIDE OUR POLICYMAKING DECISIONS RELATED TO TOURISM?

### 2

How well does our municipality communicate and engage with stakeholders, including residents, businesses, and community organizations, in the strategy and policymaking process?

- FOR EXAMPLE: DOES OUR MUNICIPALITY HAVE A STRUCTURED PROCESS FOR ENGAGING WITH STAKEHOLDERS IN TOURISM DEVELOPMENT, SUCH AS PUBLIC CONSULTATIONS OR ADVISORY COMMITTEES, AND DO WE REGULARLY COMMUNICATE WITH STAKEHOLDERS TO ENSURE THEIR INPUT IS CONSIDERED IN POLICYMAKING DECISIONS?

### 3

To what extent does our municipality have a structured process for developing and implementing policies and strategies, including clear roles and responsibilities for different stakeholders, and do we have the necessary resources to support this process?

- FOR EXAMPLE: DOES OUR MUNICIPALITY HAVE DEDICATED STAFF OR CONSULTANTS WHO ARE RESPONSIBLE FOR POLICY DEVELOPMENT AND IMPLEMENTATION, AND DO WE HAVE ACCESS TO RELEVANT RESEARCH AND DATA TO INFORM OUR DECISION-MAKING? DO WE HAVE THE NECESSARY BUDGET TO SUPPORT THE DEVELOPMENT AND IMPLEMENTATION OF POLICIES AND STRATEGIES, INCLUDING RESOURCES FOR STAKEHOLDER ENGAGEMENT, MONITORING AND EVALUATION, AND REPORTING?

### 4

How effectively does our municipality measure and evaluate the success of our policies and strategies, and make adjustments based on feedback and outcomes?

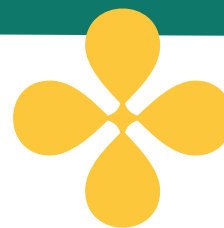
- FOR EXAMPLE: DOES OUR MUNICIPALITY REGULARLY MEASURE AND EVALUATE THE IMPACT OF OUR TOURISM POLICIES AND STRATEGIES, USING METRICS SUCH AS VISITOR SATISFACTION, ECONOMIC IMPACT, AND ENVIRONMENTAL SUSTAINABILITY, AND DO WE MAKE ADJUSTMENTS TO OUR POLICIES BASED ON THIS FEEDBACK?

### 5

To what extent does our municipality have the necessary resources and expertise to execute on our policies and strategies effectively, including budget, staff, and technology?

- FOR EXAMPLE: DOES OUR MUNICIPALITY HAVE A DEDICATED BUDGET AND STAFF RESOURCES TO SUPPORT SUSTAINABLE TOURISM DEVELOPMENT, AND DO WE HAVE ACCESS TO THE NECESSARY TECHNOLOGY AND EXPERTISE, SUCH AS DATA ANALYTICS OR SUSTAINABLE TOURISM CERTIFICATIONS, TO EFFECTIVELY IMPLEMENT OUR POLICIES AND STRATEGIES?





## 6

To what extent does our municipality have a comprehensive understanding of the sustainability challenges and opportunities related to tourism in our destination, including economic, social, and environmental impacts?

- FOR EXAMPLE: DOES OUR MUNICIPALITY REGULARLY CONDUCT RESEARCH OR ENGAGE WITH EXPERTS TO IDENTIFY THE MOST PRESSING SUSTAINABILITY ISSUES FACING OUR DESTINATION, AND DO WE HAVE A CLEAR UNDERSTANDING OF THE POTENTIAL OPPORTUNITIES AND BENEFITS OF SUSTAINABLE TOURISM DEVELOPMENT?

## 7

How transparent and accountable is our municipality in its policymaking and decision-making related to tourism?

- FOR EXAMPLE: DOES OUR MUNICIPALITY PROVIDE CLEAR INFORMATION AND UPDATES TO THE PUBLIC AND OTHER STAKEHOLDERS ABOUT OUR TOURISM POLICIES AND STRATEGIES, AND DO WE HAVE A TRANSPARENT AND ACCOUNTABLE PROCESS FOR DECISION-MAKING THAT CONSIDERS THE NEEDS AND CONCERNS OF ALL STAKEHOLDERS?

## 8

1. To what extent does our municipality have a collaborative approach to sustainable tourism development, working with other local, regional, and national stakeholders to achieve shared goals?

- FOR EXAMPLE: DOES OUR MUNICIPALITY ACTIVELY COLLABORATE WITH OTHER LOCAL GOVERNMENTS, TOURISM ASSOCIATIONS, AND BUSINESSES TO PROMOTE SUSTAINABLE TOURISM DEVELOPMENT AND SHARE BEST PRACTICES AND RESOURCES?



# SECTION 2

## SUSTAINABLE DEVELOPMENT GOALS

### SDG 1

#### 1 NO POVERTY



To what extent does our municipality have a strategy in place and actively execute initiatives to develop local tourism products, promote local entrepreneurship, and foster community engagement? Are we actively engaging with local communities, businesses, and stakeholders to identify and promote tourism products that showcase our municipality's cultural heritage and provide economic opportunities? Do our policies and programs support the growth of local entrepreneurship in the tourism sector? Are we investing in infrastructure, resources, and capacity-building initiatives to enhance the tourism potential of our municipality?

#### EXAMPLES:

1. DEVELOPING AND PROMOTING UNIQUE LOCAL TOURISM PRODUCTS THAT HIGHLIGHT OUR MUNICIPALITY'S CULTURAL HERITAGE, NATURAL ATTRACTIONS, AND AUTHENTIC EXPERIENCES.
2. SUPPORTING AND EMPOWERING LOCAL ENTREPRENEURS IN THE TOURISM INDUSTRY BY PROVIDING BUSINESS DEVELOPMENT RESOURCES, MENTORSHIP PROGRAMS, AND ACCESS TO FINANCING OPPORTUNITIES.
3. COLLABORATING WITH LOCAL COMMUNITIES TO INVOLVE THEM IN THE PLANNING AND DECISION-MAKING PROCESSES OF TOURISM DEVELOPMENT, ENSURING THEIR VOICES ARE HEARD AND THEIR CULTURAL VALUES ARE RESPECTED.
4. INVESTING IN THE IMPROVEMENT OF TOURISM INFRASTRUCTURE, SUCH AS VISITOR CENTERS, SIGNAGE, AND PUBLIC AMENITIES, TO ENHANCE THE OVERALL VISITOR EXPERIENCE AND ATTRACT MORE TOURISTS.
5. ESTABLISHING PARTNERSHIPS WITH LOCAL TOURISM ASSOCIATIONS, ORGANIZATIONS, AND STAKEHOLDERS TO COLLECTIVELY WORK TOWARDS PROMOTING OUR MUNICIPALITY AS A VIBRANT AND SUSTAINABLE TOURISM DESTINATION.



## SDG 2

### 2 ZERO HUNGER



To what extent does our municipality have a strategy in place and actively execute initiatives to promote sustainable agriculture, food security, and nutrition, with a focus on integrating tourism? Are we actively engaging with local farmers, food producers, and tourism stakeholders to enhance sustainable food systems and promote local culinary experiences? Do our policies and programs support agricultural sustainability, food accessibility, and nutrition education? Are we investing in infrastructure, capacity building, and marketing efforts to strengthen the linkages between agriculture, tourism, and local communities?

#### EXAMPLES:

1. DEVELOPING AGRO-TOURISM INITIATIVES THAT ALLOW VISITORS TO EXPERIENCE AND LEARN ABOUT SUSTAINABLE AGRICULTURAL PRACTICES, SUCH AS FARM TOURS, ORGANIC FOOD WORKSHOPS, OR FARM-TO-TABLE EXPERIENCES.
2. SUPPORTING LOCAL FARMERS AND FOOD PRODUCERS BY FACILITATING DIRECT CONNECTIONS WITH THE TOURISM SECTOR, SUCH AS SUPPLYING FRESH PRODUCE TO HOTELS, RESTAURANTS, AND FARMERS' MARKETS, PROMOTING LOCAL FOOD TRAILS, OR ORGANIZING CULINARY FESTIVALS.
3. IMPLEMENTING FOOD SECURITY PROGRAMS THAT FOCUS ON PROMOTING LOCAL, NUTRITIOUS FOOD OPTIONS, SUPPORTING COMMUNITY GARDENS, AND FACILITATING ACCESS TO FRESH AND AFFORDABLE PRODUCE FOR BOTH RESIDENTS AND VISITORS.
4. COLLABORATING WITH LOCAL EDUCATIONAL INSTITUTIONS AND ORGANIZATIONS TO PROVIDE TRAINING AND CAPACITY BUILDING PROGRAMS FOR FARMERS, ENCOURAGING SUSTAINABLE FARMING TECHNIQUES, AND PROMOTING AGRICULTURAL ENTREPRENEURSHIP IN THE TOURISM CONTEXT.
5. ENGAGING TOURISTS THROUGH EDUCATIONAL CAMPAIGNS AND INITIATIVES THAT RAISE AWARENESS ABOUT THE IMPORTANCE OF SUSTAINABLE AGRICULTURE, LOCAL FOOD SYSTEMS, AND THE POSITIVE IMPACTS OF SUPPORTING LOCAL FARMERS AND COMMUNITIES.



## SDG 3

### 3 GOOD HEALTH AND WELL-BEING



To what extent does our municipality have a strategy in place and actively execute initiatives to ensure accessibility for all, promote health and wellness tourism, and ensure safety and security for tourists? Are we actively engaging with local accessibility advocates, health providers, and law enforcement agencies to create a safe, inclusive, and healthy tourism environment? Do our policies and programs prioritize the accessibility needs, well-being, and safety of tourists? Are we investing in infrastructure and capacity-building initiatives to enhance the accessibility, health, and safety aspects of our tourism sector?

#### EXAMPLES:

1. ENSURING ACCESSIBILITY FOR ALL TOURISTS BY PROVIDING ACCESSIBLE TRANSPORTATION OPTIONS, CREATING ACCESSIBLE TOURIST ATTRACTIONS, AND WORKING WITH LOCAL BUSINESSES AND ACCOMMODATIONS TO ENSURE THEY MEET THE ACCESSIBILITY NEEDS OF PEOPLE WITH DISABILITIES, SENIORS, AND OTHER VULNERABLE GROUPS.
2. PROMOTING HEALTH AND WELLNESS TOURISM BY DEVELOPING WELLNESS CENTERS, OFFERING HEALTHY FOOD OPTIONS, AND PARTNERING WITH HEALTH INSTITUTIONS TO PROVIDE MEDICAL TOURISM SERVICES THAT PRIORITIZE THE WELL-BEING OF VISITORS.
3. IMPLEMENTING SAFETY AND SECURITY MEASURES FOR TOURISTS, SUCH AS DEVELOPING SAFETY PROTOCOLS, COLLABORATING WITH LAW ENFORCEMENT AND MEDICAL PROVIDERS TO ADDRESS RISKS, AND LAUNCHING PUBLIC EDUCATION CAMPAIGNS TO RAISE AWARENESS ABOUT SAFE TRAVEL PRACTICES.
4. COLLABORATING WITH LOCAL HEALTH PROVIDERS, WELLNESS BUSINESSES, AND FITNESS ORGANIZATIONS TO OFFER COMPREHENSIVE WELLNESS PACKAGES AND PROMOTE HEALTHY LIFESTYLES AMONG TOURISTS.
5. ENGAGING WITH ACCESSIBILITY ADVOCATES AND ORGANIZATIONS TO IMPROVE THE ACCESSIBILITY OF TOURISM FACILITIES, SERVICES, AND INFORMATION, MAKING OUR MUNICIPALITY A WELCOMING DESTINATION FOR ALL TOURISTS.



## SDG 4

### 4 QUALITY EDUCATION



To what extent does our municipality have a strategy in place and actively execute initiatives to promote educational tourism, support vocational training and skills development, and create inclusive and equitable education systems? Are we actively engaging with local cultural and educational organizations, training providers, and schools to enhance educational opportunities and foster a knowledgeable and inclusive society? Do our policies and programs prioritize educational excellence, skills development, and equal access to education? Are we investing in infrastructure and resources to strengthen educational institutions and support lifelong learning?

#### EXAMPLES:

1. PROMOTING EDUCATIONAL TOURISM BY CREATING EDUCATIONAL TOURS, CULTURAL EXCHANGE PROGRAMS, AND PROMOTING EDUCATIONAL ATTRACTIONS THAT OFFER VISITORS THE OPPORTUNITY TO LEARN ABOUT THE DESTINATION'S CULTURE, HISTORY, AND NATURAL ENVIRONMENT.
2. SUPPORTING VOCATIONAL TRAINING AND SKILLS DEVELOPMENT BY IDENTIFYING SKILLS GAPS IN THE TOURISM INDUSTRY, CREATING SKILLS ASSESSMENT AND CERTIFICATION PROGRAMS, PROVIDING TRAINING AND MENTORSHIP FOR LOCAL WORKERS, AND WORKING WITH TOURISM BUSINESSES TO PROVIDE JOB PLACEMENT OPPORTUNITIES.
3. CREATING INCLUSIVE AND EQUITABLE EDUCATION SYSTEMS BY PROVIDING FINANCIAL SUPPORT AND RESOURCES FOR LOW-INCOME FAMILIES TO ENSURE ACCESS TO EDUCATION, CREATING ACCESSIBLE FACILITIES AND TECHNOLOGIES FOR STUDENTS WITH DISABILITIES, AND PROMOTING CULTURAL DIVERSITY AND INCLUSION IN THE EDUCATION SYSTEM.
4. COLLABORATING WITH LOCAL CULTURAL AND EDUCATIONAL ORGANIZATIONS, SCHOOLS, UNIVERSITIES, AND MUSEUMS TO DEVELOP EDUCATIONAL TOURS, CULTURAL EXCHANGE PROGRAMS, AND INITIATIVES THAT PROMOTE LIFELONG LEARNING AND KNOWLEDGE-SHARING.
5. ENGAGING WITH LOCAL TRAINING PROVIDERS, VOCATIONAL INSTITUTIONS, AND TOURISM BUSINESSES TO SUPPORT VOCATIONAL TRAINING AND SKILLS DEVELOPMENT PROGRAMS THAT ADDRESS THE SPECIFIC NEEDS OF THE TOURISM INDUSTRY, ENSURING A SKILLED AND QUALIFIED WORKFORCE.



## SDG 5

### 5 GENDER EQUALITY



To what extent does our municipality have a strategy in place and actively execute initiatives to promote women's participation in the tourism industry, address gender-based violence and harassment, and create policies that promote gender equality? Are we actively engaging with women entrepreneurs, tourism businesses, and stakeholders to create an inclusive and safe tourism environment that empowers women? Do our policies and programs prioritize gender equality, women's leadership, and the prevention of gender-based violence? Are we investing in resources and capacity-building initiatives to support women's participation and advancement in the tourism industry?

#### EXAMPLES:

1. PROMOTING WOMEN'S PARTICIPATION IN THE TOURISM INDUSTRY BY IDENTIFYING AND SUPPORTING WOMEN-OWNED TOURISM BUSINESSES THROUGH BUSINESS DEVELOPMENT RESOURCES, FINANCIAL SUPPORT, AND MARKETING ASSISTANCE.
2. ADDRESSING GENDER-BASED VIOLENCE AND HARASSMENT BY CREATING PROTOCOLS FOR REPORTING AND ADDRESSING INCIDENTS, PROVIDING TRAINING AND RESOURCES FOR TOURISM BUSINESSES AND STAFF, AND LAUNCHING PUBLIC EDUCATION CAMPAIGNS TO PROMOTE SAFE AND RESPECTFUL TRAVEL EXPERIENCES.
3. CREATING POLICIES THAT PROMOTE GENDER EQUALITY IN THE TOURISM INDUSTRY BY IDENTIFYING AND ADDRESSING GENDER DISPARITIES IN EMPLOYMENT AND COMPENSATION.
4. ACTIVELY ENGAGING WITH TOURISM BUSINESSES, EMPLOYEES, AND STAKEHOLDERS TO PROMOTE GENDER EQUALITY IN THE TOURISM INDUSTRY.
5. COLLABORATING WITH LOCAL BANKS AND FINANCIAL INSTITUTIONS TO PROVIDE FINANCING OPTIONS SPECIFICALLY FOR WOMEN-OWNED BUSINESSES IN THE TOURISM INDUSTRY, ENSURING EQUAL ACCESS TO FUNDING OPPORTUNITIES AND SUPPORTING THE GROWTH AND SUCCESS OF WOMEN ENTREPRENEURS.



## SDG 6

### 6 CLEAN WATER AND SANITATION



To what extent does our municipality have a strategy in place and actively execute initiatives to promote water conservation and sustainable use, ensuring that these efforts are integrated into our tourism industry? Are we actively engaging with local businesses, residents, water management authorities, and environmental organizations to create a sustainable and resilient water management system that supports our tourism sector? Do our policies and programs prioritize water conservation, access to clean water, and the reduction of water-related risks to enhance the visitor experience and promote sustainable tourism practices? Are we investing in infrastructure and educational campaigns to enhance water management and create a positive image of our destination as an environmentally responsible and water-conscious tourism destination?

#### EXAMPLES:

1. PROMOTING WATER CONSERVATION IN TOURISM BY ENCOURAGING HOTELS AND ATTRACTIONS TO ADOPT WATER-SAVING MEASURES AND EDUCATING TOURISTS ABOUT RESPONSIBLE WATER USE.
2. ENSURING ACCESS TO CLEAN WATER FOR TOURISTS BY INVESTING IN WATER TREATMENT INFRASTRUCTURE AND PROMOTING THE USE OF REUSABLE WATER BOTTLES.
3. MITIGATING WATER-RELATED RISKS IN TOURIST AREAS THROUGH FLOOD CONTROL MEASURES, WATER RESOURCE MANAGEMENT PLANS, AND RESPONSIBLE WASTE MANAGEMENT PRACTICES.
4. INTEGRATING WATER CONSERVATION MESSAGING INTO TOURISM EXPERIENCES THROUGH COLLABORATION WITH LOCAL BUSINESSES AND INCORPORATING EDUCATIONAL COMPONENTS IN TOURS.
5. ENGAGING WITH TOURISTS THROUGH VISITOR CENTERS, WEBSITES, AND SOCIAL MEDIA TO RAISE AWARENESS ABOUT WATER CONSERVATION, PROVIDE TIPS FOR RESPONSIBLE WATER USE, AND SHOWCASE SUSTAINABLE WATER MANAGEMENT EFFORTS.



## SDG 7

### 7 AFFORDABLE AND CLEAN ENERGY



To what extent does our municipality have a strategy in place and actively execute initiatives to promote renewable energy and energy efficiency, ensure access to affordable and clean energy, and reduce greenhouse gas emissions within the context of our tourism industry? Are we actively engaging with local energy providers, businesses, residents, and visitors to create a sustainable energy ecosystem that supports our tourism sector? Do our policies and programs prioritize the adoption of renewable energy sources, energy efficiency measures, and greenhouse gas reduction strategies to enhance the sustainability of our tourism offerings? Are we investing in infrastructure and educational campaigns to promote clean and affordable energy use and position our municipality as an environmentally responsible and energy-conscious tourism destination?

#### EXAMPLES:

1. SHOWCASING RENEWABLE ENERGY IN TOURIST AREAS THROUGH SOLAR PANELS AND WIND TURBINES, RAISING AWARENESS AMONG VISITORS ABOUT SUSTAINABILITY.
2. ENCOURAGING ENERGY EFFICIENCY IN TOURISM ESTABLISHMENTS THROUGH AUDITS, INCENTIVES, AND PROMOTING ENERGY-SAVING MEASURES.
3. COLLABORATING WITH LOCAL ENERGY PROVIDERS TO ENSURE AFFORDABLE AND CLEAN ENERGY OPTIONS FOR HOTELS AND TOURIST ACCOMMODATIONS.
4. DEVELOPING SUSTAINABLE TRANSPORTATION OPTIONS LIKE BIKE-SHARING PROGRAMS AND ELECTRIC VEHICLE RENTALS TO PROMOTE ECO-FRIENDLY TRAVEL.
5. PARTNERING WITH TOURISM ORGANIZATIONS TO EDUCATE TOURISTS ABOUT REDUCING EMISSIONS AND PROMOTING SUSTAINABLE PRACTICES THROUGH CAMPAIGNS AND ECO-FRIENDLY TRAVEL GUIDES.





## SDG 8

### 8 DECENT WORK AND ECONOMIC GROWTH



To what extent does our municipality have a strategy in place and actively execute initiatives to support local businesses, promote fair employment practices, and create a sustainable economy? Are we actively engaging with stakeholders to identify and promote economic sectors, foster inclusive employment, and implement sustainable policies?

#### EXAMPLES:

1. DEVELOPING AND PROMOTING SUSTAINABLE TOURISM AS AN ECONOMIC SECTOR, SUPPORTING LOCAL TOURISM BUSINESSES, AND IMPLEMENTING POLICIES THAT PRIORITIZE ENVIRONMENTAL AND CULTURAL PRESERVATION.
2. COLLABORATING WITH STAKEHOLDERS TO CREATE TOURISM-RELATED POLICIES AND PROGRAMS THAT ENCOURAGE FAIR EMPLOYMENT PRACTICES, SUCH AS PROMOTING FAIR WAGES, PROVIDING TRAINING OPPORTUNITIES, AND ENSURING EQUAL OPPORTUNITIES FOR ALL WORKERS IN THE TOURISM INDUSTRY.
3. PROVIDING RESOURCES AND SUPPORT FOR TOURISM-FOCUSED JOB TRAINING PROGRAMS AND ENTREPRENEURSHIP INITIATIVES, EMPOWERING LOCAL COMMUNITIES TO PARTICIPATE IN THE TOURISM SECTOR AND BENEFIT FROM ITS ECONOMIC OPPORTUNITIES.
4. IMPLEMENTING POLICIES THAT PROMOTE RESPONSIBLE TOURISM PRACTICES, SUCH AS SUSTAINABILITY CERTIFICATIONS FOR BUSINESSES, ETHICAL SUPPLY CHAIN MANAGEMENT, AND COMMUNITY ENGAGEMENT IN DECISION-MAKING PROCESSES RELATED TO TOURISM DEVELOPMENT.
5. INVESTING IN TOURISM INFRASTRUCTURE AND TECHNOLOGIES THAT ENHANCE THE VISITOR EXPERIENCE AND SUPPORT SUSTAINABLE ECONOMIC GROWTH, SUCH AS DEVELOPING ECO-FRIENDLY ACCOMMODATIONS, IMPROVING TRANSPORTATION SYSTEMS, AND IMPLEMENTING DIGITAL PLATFORMS FOR TOURISM PROMOTION AND MANAGEMENT.



## SDG 9

### 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



To what extent does our municipality have a strategy in place and actively execute initiatives to promote innovation, entrepreneurship, and technological advancement for sustainable infrastructure? Are we actively engaging with local businesses, residents, and investors to foster a culture of innovation and entrepreneurship? Do our policies and programs support entrepreneurship, innovation, and technological advancement? Are we investing in infrastructure, technology, and research and development to drive innovation and sustainable infrastructure development? Do we provide resources and support for training and education programs that promote innovation, entrepreneurship, and technological advancement?

#### EXAMPLES:

1. CREATING POLICIES AND PROGRAMS THAT SUPPORT ENTREPRENEURSHIP, INNOVATION, AND TECHNOLOGICAL ADVANCEMENT IN THE TOURISM SECTOR, FOSTERING THE DEVELOPMENT OF SUSTAINABLE TOURISM BUSINESSES AND PROMOTING THE USE OF INNOVATIVE TECHNOLOGIES AND PRACTICES.
2. INVESTING IN INFRASTRUCTURE, TECHNOLOGY, AND RESEARCH AND DEVELOPMENT TO DRIVE INNOVATION AND SUSTAINABLE INFRASTRUCTURE DEVELOPMENT IN THE TOURISM INDUSTRY, SUCH AS IMPLEMENTING SMART CITY INITIATIVES, DEVELOPING DIGITAL TOURISM PLATFORMS, OR UTILIZING RENEWABLE ENERGY SOLUTIONS FOR TOURISM FACILITIES.
3. PROVIDING RESOURCES AND SUPPORT FOR TRAINING AND EDUCATION PROGRAMS THAT PROMOTE INNOVATION, ENTREPRENEURSHIP, AND TECHNOLOGICAL ADVANCEMENT IN THE TOURISM SECTOR, EQUIPPING TOURISM PROFESSIONALS WITH THE NECESSARY SKILLS AND KNOWLEDGE TO LEVERAGE TECHNOLOGY FOR SUSTAINABLE TOURISM PRACTICES AND ENHANCE THE VISITOR EXPERIENCE.
4. COLLABORATING WITH LOCAL BUSINESSES, RESIDENTS, AND INVESTORS TO IDENTIFY AND PROMOTE INNOVATIVE PROJECTS AND IDEAS IN THE TOURISM INDUSTRY, ENCOURAGING PARTNERSHIPS AND KNOWLEDGE-SHARING TO DRIVE TOURISM INNOVATION AND ENHANCE DESTINATION COMPETITIVENESS.
5. ESTABLISHING RESEARCH AND DEVELOPMENT FACILITIES OR TECHNOLOGY INCUBATORS IN THE TOURISM SECTOR TO SUPPORT LOCAL BUSINESSES AND ENTREPRENEURS IN DEVELOPING AND TESTING NEW TOURISM PRODUCTS, SERVICES, AND TECHNOLOGIES THAT ALIGN WITH SUSTAINABILITY GOALS.



## SDG 10

### 10 REDUCED INEQUALITIES



To what extent does our municipality have a strategy in place and actively execute initiatives to promote equity, diversity, and inclusion in all aspects of municipal services and activities, particularly in the context of tourism? Are we actively engaging with local businesses, residents, and community-based organizations in the tourism sector to ensure equitable access and opportunities for all? Do our tourism policies and programs support social inclusion, address systemic inequalities, and promote diversity in the tourism industry? Are we investing in tourism infrastructure, resources, and education and training programs to foster equity and social justice within our municipality?

#### EXAMPLES:

1. CREATING INCLUSIVE TOURISM POLICIES AND PROGRAMS, PROMOTING DIVERSITY IN CULTURAL EVENTS, SUPPORTING MINORITY-OWNED TOURISM BUSINESSES, AND ENSURING INCLUSIVE REPRESENTATION IN MARKETING MATERIALS.
2. INVESTING IN ACCESSIBLE TOURISM INFRASTRUCTURE AND SERVICES, INCLUDING TRANSPORTATION OPTIONS, BARRIER-FREE FACILITIES, AND INCLUSIVE EXPERIENCES FOR PEOPLE WITH DISABILITIES.
3. PROVIDING RESOURCES AND SUPPORT FOR TRAINING PROGRAMS THAT PROMOTE SOCIAL INCLUSION AND EQUITY IN THE TOURISM INDUSTRY, TARGETING UNDERREPRESENTED COMMUNITIES AND OFFERING LANGUAGE AND CULTURAL SENSITIVITY TRAINING FOR PROFESSIONALS.
4. DEVELOPING POLICIES AND PROGRAMS TO ADDRESS BARRIERS TO EMPLOYMENT, OFFERING JOB TRAINING AND ENTREPRENEURSHIP OPPORTUNITIES FOR MARGINALIZED COMMUNITIES IN TOURISM, SUCH AS MENTORSHIP PROGRAMS AND FAIR HIRING PRACTICES.
5. IMPLEMENTING INITIATIVES TO ADDRESS DISCRIMINATION AND PROMOTE SOCIAL JUSTICE IN TOURISM, INCLUDING ANTI-DISCRIMINATION LAWS, ACCESSIBLE INFRASTRUCTURE SUPPORT, AND CULTURAL SENSITIVITY TRAINING FOR PROFESSIONALS.



## SDG 11

### 11 SUSTAINABLE CITIES AND COMMUNITIES



To what extent does our municipality have a strategy in place and actively execute initiatives to promote sustainable urban development, enhance tourism experiences, and foster economic growth? Are we effectively engaging with stakeholders to prioritize sustainability, inclusivity, and economic opportunities for our community?

#### EXAMPLES:

1. INVESTING IN ECO-FRIENDLY TRANSPORTATION SYSTEMS AND SUSTAINABLE TOURISM FACILITIES TO SUPPORT ECONOMIC DEVELOPMENT AND ENVIRONMENTAL SUSTAINABILITY.
2. IMPLEMENTING POLICIES AND PROGRAMS TO PROVIDE AFFORDABLE AND SUSTAINABLE HOUSING OPTIONS FOR RESIDENTS AND TOURISTS WHILE MINIMIZING THE IMPACT ON LOCAL COMMUNITIES.
3. DEVELOPING EFFICIENT AND ACCESSIBLE PUBLIC TRANSPORTATION NETWORKS THAT CONNECT MAJOR TOURIST ATTRACTIONS, ACCOMMODATIONS, AND PUBLIC SPACES.
4. PROVIDING RESOURCES AND TRAINING PROGRAMS TO EDUCATE TOURISM INDUSTRY STAKEHOLDERS ON SUSTAINABLE PRACTICES.
5. COLLABORATING WITH RESIDENTS, TOURISM BUSINESSES, AND COMMUNITY ORGANIZATIONS TO DEVELOP AND IMPLEMENT SUSTAINABLE TOURISM STRATEGIES THAT PRESERVE NATURAL AND CULTURAL ASSETS, PROMOTE RESPONSIBLE TOURISM, AND BENEFIT LOCAL COMMUNITIES.



## SDG 12

### 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



To what extent does our municipality have a strategy in place and actively execute initiatives to promote sustainable consumption and production patterns, reduce waste, and foster a circular economy in the context of tourism? Are we actively engaging with local businesses, residents, and community-based organizations in the tourism sector to drive sustainable practices and minimize environmental impact? Do our tourism policies and programs support sustainable consumption and production, waste reduction, and the transition towards a circular economy? Are we investing in tourism infrastructure, resources, and education and training programs to promote sustainable practices within our municipality?

#### EXAMPLES:

1. DEVELOPING AND IMPLEMENTING TOURISM-SPECIFIC POLICIES AND PROGRAMS THAT PROMOTE SUSTAINABLE CONSUMPTION AND PRODUCTION, SUCH AS ENCOURAGING HOTELS AND RESTAURANTS TO SOURCE LOCAL AND ORGANIC PRODUCTS, PROMOTING SUSTAINABLE TOURISM CERTIFICATIONS, AND SUPPORTING SUSTAINABLE TOURISM OPERATORS AND ACTIVITIES.
2. INVESTING IN THE ESTABLISHMENT OF RECYCLING AND COMPOSTING FACILITIES IN TOURIST AREAS, AS WELL AS IMPLEMENTING WASTE REDUCTION INITIATIVES AND PROMOTING THE USE OF ECO-FRIENDLY PACKAGING AND MATERIALS IN TOURISM-RELATED BUSINESSES.
3. COLLABORATING WITH LOCAL TOURISM BUSINESSES TO ENCOURAGE THE ADOPTION OF SUSTAINABLE PRACTICES, SUCH AS ENERGY-EFFICIENT TECHNOLOGIES, WATER CONSERVATION MEASURES, AND RESPONSIBLE WASTE MANAGEMENT THROUGHOUT THE TOURISM VALUE CHAIN.
4. SUPPORTING TOURISM-FOCUSED EDUCATION AND TRAINING PROGRAMS THAT RAISE AWARENESS ABOUT SUSTAINABLE CONSUMPTION AND PRODUCTION, CIRCULAR ECONOMY PRINCIPLES, AND WASTE MANAGEMENT STRATEGIES, TARGETING TOURISM PROFESSIONALS, LOCAL COMMUNITIES, AND TOURISTS.
5. FOSTERING PARTNERSHIPS WITH LOCAL TOURISM ORGANIZATIONS, STAKEHOLDERS, AND RESEARCH INSTITUTIONS TO DRIVE INNOVATION AND RESEARCH IN SUSTAINABLE TOURISM PRACTICES, AIMING TO REDUCE RESOURCE CONSUMPTION, MINIMIZE WASTE GENERATION, AND PROMOTE CIRCULAR ECONOMY INITIATIVES IN THE TOURISM SECTOR.



## SDG 13

### 13 CLIMATE ACTION



To what extent does our municipality have a strategy in place and actively execute initiatives to reduce greenhouse gas emissions, promote clean energy, enhance climate resilience and adaptation, and raise awareness and mobilize action on climate change in the context of tourism? Are we actively engaging with local businesses, residents, and community-based organizations to drive climate action and build climate-resilient communities in the tourism sector? Do our policies and programs support the transition to clean energy, climate resilience measures, and climate education and awareness in tourism? Are we investing in tourism infrastructure, resources, and education and training programs to mitigate and adapt to the impacts of climate change?

#### EXAMPLES:

1. DEVELOPING AND IMPLEMENTING TOURISM-SPECIFIC POLICIES, PROGRAMS, AND INCENTIVES TO SUPPORT THE TRANSITION TO CLEAN ENERGY, SUCH AS RENEWABLE ENERGY INITIATIVES FOR HOTELS AND RESORTS, ENERGY-EFFICIENT GUIDELINES FOR TOURIST FACILITIES, AND PROMOTING SUSTAINABLE TRANSPORTATION OPTIONS FOR TOURISTS.
2. INVESTING IN CLEAN ENERGY INFRASTRUCTURE AND SERVICES IN THE TOURISM SECTOR, INCLUDING THE INSTALLATION OF SOLAR PANELS IN TOURISM ESTABLISHMENTS, THE ESTABLISHMENT OF ELECTRIC VEHICLE CHARGING STATIONS IN TOURIST AREAS, AND THE ADOPTION OF ENERGY-EFFICIENT PRACTICES IN TOURISM-RELATED OPERATIONS.
3. CREATING TOURISM-SPECIFIC POLICIES, PROGRAMS, AND INFRASTRUCTURE THAT PROMOTE CLIMATE RESILIENCE AND ADAPTATION, SUCH AS DEVELOPING CLIMATE-RESILIENT TOURISM DESTINATIONS, IMPLEMENTING SUSTAINABLE WATER AND WASTE MANAGEMENT SYSTEMS IN TOURIST AREAS, AND INCORPORATING NATURE-BASED SOLUTIONS INTO TOURISM DEVELOPMENT PLANS.
4. PROMOTING CLIMATE EDUCATION, AWARENESS, AND PUBLIC ENGAGEMENT IN THE TOURISM SECTOR THROUGH TOURISM-FOCUSED CAMPAIGNS, WORKSHOPS, EDUCATIONAL MATERIALS, AND COMMUNITY EVENTS THAT HIGHLIGHT THE IMPACTS OF CLIMATE CHANGE ON TOURISM DESTINATIONS, SUSTAINABLE TOURISM PRACTICES, AND THE IMPORTANCE OF RESPONSIBLE TOURISM.
5. PROVIDING RESOURCES AND SUPPORT FOR EDUCATION AND TRAINING PROGRAMS IN THE TOURISM INDUSTRY THAT ENHANCE CLIMATE RESILIENCE AND ADAPTATION, SUCH AS OFFERING TRAINING ON CLIMATE-RESPONSIVE TOURISM MANAGEMENT, EDUCATING TOURISM PROFESSIONALS ON SUSTAINABLE PRACTICES, AND EMPOWERING LOCAL COMMUNITIES WITH KNOWLEDGE AND SKILLS FOR SUSTAINABLE TOURISM DEVELOPMENT.



## SDG 14

### 14 LIFE BELOW WATER



To what extent does our municipality have a comprehensive strategy in place and actively execute initiatives to protect and conserve marine and coastal ecosystems, promote sustainable fishing and aquaculture practices, reduce marine pollution and promote marine litter reduction, and integrate tourism in a sustainable manner? Are we actively engaging with local residents, businesses, and community-based organizations to ensure that tourism activities align with conservation goals and contribute positively to the health and preservation of our marine and coastal environments? Do our policies and programs support sustainable tourism practices that minimize impacts on marine ecosystems and promote responsible tourism behavior? Are we investing in infrastructure, resources, and education and training programs to enhance the tourism potential of our municipality while safeguarding our marine and coastal resources?

#### EXAMPLES:

1. DEVELOPING AND PROMOTING SUSTAINABLE MARINE TOURISM ACTIVITIES THAT ALLOW VISITORS TO EXPERIENCE AND APPRECIATE THE BEAUTY OF OUR MARINE AND COASTAL ECOSYSTEMS WHILE RAISING AWARENESS ABOUT THEIR CONSERVATION IMPORTANCE.
2. IMPLEMENTING REGULATIONS AND MEASURES TO ENSURE SUSTAINABLE FISHING AND AQUACULTURE PRACTICES WITHIN OUR MUNICIPALITY'S WATERS.
3. COLLABORATING WITH LOCAL FISHERMEN, FISHING COMMUNITIES, AND SEAFOOD BUSINESSES TO PROMOTE SUSTAINABLE SEAFOOD CONSUMPTION AND SUPPORT LOCAL, SMALL-SCALE FISHERIES.
4. IMPLEMENTING WASTE MANAGEMENT STRATEGIES AND PROMOTING PLASTIC REDUCTION INITIATIVES TO REDUCE MARINE POLLUTION AND LITTER.
5. PROVIDING EDUCATION AND TRAINING PROGRAMS FOR TOURISM OPERATORS, GUIDES, AND HOSPITALITY STAFF ON SUSTAINABLE TOURISM PRACTICES AND MARINE CONSERVATION.



## SDG 15

15 LIFE ON LAND



To what extent does our municipality have a comprehensive strategy in place and actively execute initiatives to conserve and restore terrestrial ecosystems, promote sustainable use of natural resources, protect endangered species and biodiversity, and integrate tourism in a sustainable manner? Are we actively engaging with local residents, businesses, and community-based organizations to ensure that tourism activities align with conservation goals and contribute positively to the preservation of our natural heritage? Do our policies and programs support sustainable tourism practices that minimize environmental impacts and promote cultural authenticity? Are we investing in infrastructure, resources, and education and training programs to enhance the tourism potential of our municipality while preserving its ecological integrity?

### EXAMPLES:

1. DEVELOPING AND PROMOTING ECOTOURISM INITIATIVES THAT ALLOW VISITORS TO EXPERIENCE AND APPRECIATE OUR TERRESTRIAL ECOSYSTEMS WHILE RAISING AWARENESS ABOUT THEIR CONSERVATION IMPORTANCE.
2. ESTABLISHING GUIDELINES AND REGULATIONS FOR TOURISM OPERATORS TO ENSURE RESPONSIBLE AND SUSTAINABLE USE OF NATURAL RESOURCES.
3. COLLABORATING WITH LOCAL COMMUNITIES AND INDIGENOUS GROUPS TO CREATE AUTHENTIC CULTURAL TOURISM EXPERIENCES THAT SHOWCASE TRADITIONAL PRACTICES, ARTS, AND CRAFTS, WHILE FOSTERING CULTURAL PRESERVATION AND ECONOMIC EMPOWERMENT.
4. INVESTING IN THE DEVELOPMENT OF SUSTAINABLE TOURISM INFRASTRUCTURE, SUCH AS ECO-LODGES AND NATURE INTERPRETATION CENTERS, THAT BLEND HARMONIOUSLY WITH THE NATURAL SURROUNDINGS AND USE RENEWABLE ENERGY SOURCES AND EFFICIENT WATER MANAGEMENT SYSTEMS.
5. PROVIDING EDUCATION AND TRAINING PROGRAMS FOR TOURISM INDUSTRY STAKEHOLDERS, INCLUDING LOCAL GUIDES, HOSPITALITY STAFF, AND TOUR OPERATORS, TO ENHANCE THEIR UNDERSTANDING OF SUSTAINABLE TOURISM PRINCIPLES AND PRACTICES, AND TO EQUIP THEM WITH THE NECESSARY SKILLS TO IMPLEMENT THEM EFFECTIVELY.





## SDG 16

### 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



To what extent does our municipality have a strategy in place and actively execute initiatives to promote good governance, reduce violence, and strengthen institutional transparency and accountability, particularly in the context of tourism? Are we actively engaging with local stakeholders to ensure these objectives are met in the tourism sector?

#### EXAMPLES:

1. PROMOTING GOOD GOVERNANCE IN TOURISM THROUGH TRANSPARENT POLICIES AND PROGRAMS, ENSURING FAIR BUSINESS PRACTICES, AND IMPLEMENTING EFFECTIVE MECHANISMS FOR DISPUTE RESOLUTION.
2. REDUCING VIOLENCE AND ENHANCING SAFETY IN TOURIST AREAS THROUGH INCREASED SECURITY MEASURES AND TRAINING PROGRAMS FOR TOURISM PROFESSIONALS.
3. STRENGTHENING INSTITUTIONAL TRANSPARENCY AND ACCOUNTABILITY BY ESTABLISHING CLEAR GUIDELINES FOR TOURISM DEVELOPMENT AND INVOLVING STAKEHOLDERS IN DECISION-MAKING PROCESSES.
4. ENGAGING WITH LOCAL COMMUNITIES, BUSINESSES, AND TOURISM ASSOCIATIONS TO FOSTER COLLABORATION AND PARTICIPATION IN SUSTAINABLE TOURISM INITIATIVES.
5. SUPPORTING EDUCATION AND TRAINING PROGRAMS THAT PROMOTE RESPONSIBLE TOURISM PRACTICES AND EMPOWER LOCAL STAKEHOLDERS TO CONTRIBUTE TO THE DEVELOPMENT OF THE TOURISM SECTOR.



## SDG 17

### 17 PARTNERSHIPS FOR THE GOALS



To what extent does our municipality have a strategy in place and actively execute initiatives to build partnerships for sustainable development, promote knowledge and technology transfer, and mobilize financial resources for sustainable development, particularly in the context of tourism? Are we actively engaging with local residents, businesses, and community-based organizations to ensure the successful implementation of these strategies in the tourism sector?

#### EXAMPLES:

1. BUILDING PARTNERSHIPS WITH LOCAL TOURISM OPERATORS, HOSPITALITY BUSINESSES, AND COMMUNITY ORGANIZATIONS TO DEVELOP SUSTAINABLE TOURISM PRACTICES, PROMOTE RESPONSIBLE TOURISM, AND ENHANCE THE OVERALL VISITOR EXPERIENCE WHILE MINIMIZING NEGATIVE IMPACTS ON THE ENVIRONMENT AND LOCAL COMMUNITIES.
2. PROMOTING KNOWLEDGE AND TECHNOLOGY TRANSFER IN THE TOURISM SECTOR BY FACILITATING THE EXCHANGE OF INNOVATIVE IDEAS AND BEST PRACTICES AMONG TOURISM STAKEHOLDERS, SUPPORTING THE ADOPTION OF DIGITAL TECHNOLOGIES FOR SUSTAINABLE TOURISM MANAGEMENT, AND PROVIDING TRAINING PROGRAMS ON SUSTAINABLE TOURISM PRACTICES.
3. MOBILIZING FINANCIAL RESOURCES FOR SUSTAINABLE TOURISM DEVELOPMENT BY EXPLORING FUNDING OPPORTUNITIES FROM TOURISM-RELATED GRANTS, ESTABLISHING PARTNERSHIPS WITH SUSTAINABLE TOURISM INVESTMENT FUNDS, AND LEVERAGING PRIVATE SECTOR INVESTMENTS TO SUPPORT THE GROWTH OF RESPONSIBLE AND COMMUNITY-CENTERED TOURISM INITIATIVES.
4. ENGAGING LOCAL RESIDENTS, TOURISM ASSOCIATIONS, AND CULTURAL ORGANIZATIONS IN THE PLANNING AND DECISION-MAKING PROCESSES RELATED TO TOURISM DEVELOPMENT, ENSURING THEIR ACTIVE PARTICIPATION IN SHAPING TOURISM POLICIES, PRESERVING LOCAL HERITAGE, AND PROMOTING AUTHENTIC CULTURAL EXPERIENCES FOR VISITORS.
5. SUPPORTING EDUCATION AND TRAINING PROGRAMS THAT EQUIP TOURISM INDUSTRY PROFESSIONALS, LOCAL GUIDES, AND HOSPITALITY STAFF WITH THE NECESSARY KNOWLEDGE AND SKILLS TO DELIVER SUSTAINABLE AND AUTHENTIC TOURISM EXPERIENCES, WHILE ALSO PROMOTING THE APPRECIATION OF LOCAL BIODIVERSITY, CULTURAL DIVERSITY, AND ENVIRONMENTAL CONSERVATION EFFORTS.

# UST

**UPSKILLING MUNICIPAL STAFF COMPETENCES  
ON PLANNING AND MANAGING SUSTAINABLE TOURISM**



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