



G20

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Solidarity

Equality

Sustainability

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1. INTRODUCTION

The G20 economies represent around 85% of the global gross domestic product (GDP), over 75% of the global trade, and about two-thirds of the world population. In 2023, the G20 welcomed 69% of all international tourists and accounted for 71% of tourism exports worldwide. In 2023 Tourism Direct GDP reached 3.1% of the G20 economies (<https://tourism4sdgs.org/g20india/>).

Tourism is recognised for its immense potential and its significant contribution to the economy. It plays a critical role in the global economy. Tourism is one of the vital economic sectors contributing significantly to socio-economic development, but it remains vulnerable to natural and manmade hazards. For many countries, the tourism economy is growing faster than most other economic sectors. With its extensive value chain and labour absorption capacity, it is acknowledged as a tool for inclusive economic development, playing a significant role in responding to socioeconomic challenges.

The COVID-19 pandemic plunged the world economy into its most serious challenge. Global output, employment, trade, and investment were impacted negatively. Efforts to revive the tourism sector present a unique opportunity not only to return the sector to levels it reached before the outbreak of COVID-19 but also to position it for long-term sustainable growth and unlock its full potential. It is essential to also consider the sustainability of the tourism sector, the diversification of the tourism offering, promoting structural transformation, and ensuring greater use of technology, as well as more inclusive participation of communities, all of which are essential elements towards a more sustainable, inclusive, and resilient tourism sector.

The latest UN Tourism data highlights the economic impact of recovery in that:

- International tourism receipts reached US\$1.4 trillion in 2023, according to preliminary estimates, about 93% of the US\$1.5 trillion earned by destinations in 2019.
- The total export revenues from tourism (including passenger transport) are estimated at US\$1.6 trillion in 2023, almost 95% of the US\$1.7 trillion recorded in 2019.
- Preliminary estimates on the economic contribution of tourism, measured in tourism direct gross domestic product (TDGDP) point to US\$3.3 trillion in 2023, or 3% of global GDP. This indicates a recovery of pre-pandemic TDGDP

driven by strong domestic and international tourism. (<https://www.unwto.org/news/international-tourism-to-reach-pre-pandemic-levels-in-2024>)

The recovery of the sector is confirmed by the latest UN Tourism data. Around 1.1 billion tourists travelled internationally in the first nine months of 2024, as the global tourism sector recovered 98% of pre-pandemic levels. According to the latest World Tourism Barometer by UN Tourism, a full recovery from the biggest crisis in the sector's history is expected by the end of the year, despite economic, geopolitical and climate challenges (<https://www.unwto.org/news/global-tourism-set-for-full-recovery-by-end-of-the-year-with-spending-growing-faster-than-arrivals>).

The sustained recovery is also reflected in the performance of industry indicators. The UN Tourism Tracker shows that international passenger traffic fully recovered pre-pandemic levels through September 2024 globally, while international air capacity reached 99% of 2019 levels (IATA). Global occupancy rates in accommodation establishments reached 69% in October 2024, slightly above the level in August 2023 (68%) based on STR data (<https://www.unwto.org/tourism-data/un-tourism-tracker>) pandemic levels through October 2023 (International Air Transport Association [IATA]).

2. BACKGROUND

Actions to consolidate recovery while investigating the sector's transformation are essential. This was highlighted by the 2022 G20 Bali Guidelines for Strengthening Communities and Micro-Small-Medium-Enterprises (MSMEs) as Tourism Transformation Agents: A People-Centred Recovery, which constituted a set of recommendations and possible actions approved by the G20 Tourism Ministers.

The 2023 Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals (SDGs) highlights the opportunities for governments and stakeholders to work jointly, as per their national circumstances, needs and priorities, to accelerate the achievement of the SDGs. The document also presents recommendations to guide the sector and enable its potential to achieve the 2030 Agenda.

The outcomes of the 2024 G20 Report on implemented actions by G20 members from 2010 to 2023 present a comprehensive analysis of the actions and initiatives undertaken by the G20 countries in the tourism sector on sustainability and tourism, information sharing and management, international cooperation, as well as tourism as an economic enhancer. The document emphasises the commitment of countries to promote sustainable development and inclusive growth, recognising the importance of multilateral cooperation and robust institutions to deal with the complexity of global tourism. It recommends that holistic and collaborative approaches among governments, the private sector, local communities, and international organisations are essential for promoting sustainable, responsible, and resilient tourism aligned with SDG principles. These approaches aim to secure lasting benefits for all stakeholders in the tourism sector.

Tourism is an important economic sector in Africa. In 2023, Tourism direct gross domestic product reached 85 US billion representing 3.5% of the region's GDP. This value is still below the pre-pandemic US billion 94 reached in 2019 (4.3% share) (<https://www.e-unwto.org/doi/10.18111/9789284425808>)

The challenges facing the African travel and tourism sector include air connectivity, lack of investments, financing tourism development, positioning and marketing, social and environmental sustainability, and safety and security, etc. South Africa's tourism priorities for the 2025 G20 Presidency are aligned with the continental priorities as expressed in Agenda 2063 as well as with the core objectives encapsulated within the **UN Tourism Agenda for Africa – Tourism for Inclusive Growth**, the strategic roadmap guiding the promotion of tourism sustainable development across the African continent.

3. PRIORITIES AND DELIVERABLES

The 2025 G20 Tourism Agenda will build on the work previously done by the Tourism Working Group under previous G20 presidencies, in line with South Africa's 2025 G20 Presidency theme: *Solidarity, Equality, Sustainability*.

The 2025 G20 Tourism Agenda will focus on the following priorities:

3.1 PRIORITY 1: PEOPLE-CENTRED ARTIFICIAL INTELLIGENCE (AI) AND INNOVATION TO ENHANCE TRAVEL AND TOURISM START-UPS AND MSMEs

The travel tech sector has experienced continuous growth throughout the last decade. Around US\$ 455 billion has been invested in travel and mobility tech start-ups from 2010 to 2019. Surprisingly, despite the 2020 drop in global investment, the amount of funding towards the travel tech sector remains stable and experiences a marginal increase compared to 2019. (<https://www.unwto.org/travel-and-tourism-tech-startup-ecosystem-and-investment-landscape>)

Digital transformation is essential not only for increasing the competitiveness of MSMEs and communities but also to advance seamless travel. Tourism start-ups have the power and agility to transform the sector in line with the Sustainable Development Goals.

The G20 Bali Guidelines for Strengthening Communities and MSMEs as Tourism Transformation Agents—A People-Centred Recovery highlights that digital transformation is essential not only for increasing the competitiveness of MSMEs and communities but also for advancing seamless travel and that innovation in tourism is essential to achieve sustainable, inclusive and resilient tourism, as well as safe, seamless and sustainable tourist journeys. However, some key challenges currently in the spotlight include to innovate and provide “experience tourism”, which is the current preference. Innovation should spur value-added products, strengthen tourism linkages with other sectors, reduce costs, and support the implementation of planning and management solutions that contribute to the sector's economic, sociocultural, and environmental sustainability as well as addressing the digital divide.

Ensuring a people-centred approach to AI and innovation in line with the G20 2025 theme of *Solidarity, Equality, Sustainability* will ensure that we are able to bridge the digital divide and allow travel and tourism start-ups and MSMEs to enhance their market access.

3.2 Deliverable 1: Action plan to enhance travel and tourism start-ups and MSMEs through AI and innovation

AI and emerging technologies emerge as catalysts for change, offering unprecedented opportunities to reimagine the tourism landscape. The integration of AI represents a paradigm shift in how we understand and manage tourism destinations. From optimising visitor flows and mitigating environmental impacts to preserving cultural heritage and fostering community engagement, AI is key to unlocking new frontiers of sustainable tourism.

(<https://www.unwto.org/events/wtm-ministers-summit-ai-for-good-in-tourism>)

Small, Medium-sized Enterprises (SMEs) make up to 80% of all tourism businesses. By gathering case studies and examples of innovative AI and digital transformation enhancing people-centred and sustainable tourism, the Working Group will develop an action plan for G20 member states to support travel and tourism start-ups and MSMEs through promoting people-centred AI and innovation.

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3.3 **PRIORITY 2: TOURISM FINANCING AND INVESTMENT TO ENHANCE EQUALITY AND PROMOTE SUSTAINABLE DEVELOPMENT**

Tourism is a major driver of economic growth and development, providing direct and indirect livelihoods for hundreds of millions of people – in 2023, it accounted directly for 3% of global Gross Domestic Product (GDP). The sector helps fighting inequalities among and within countries. When currently approximately 80% of individuals living in poverty are concentrated in rural areas, the wellbeing of the communities must be at the centre of tourism development. For many developing countries, including Least Developed Countries (LDC) and Small Island Developing States (SIDS), tourism is a major source of employment, foreign exchange earnings and tax revenues. Prior to the pandemic, exports from international tourism amounted to US\$ 25 billion for LCDs in 2019, equivalent to 10% of total exports in LDCs, well above the world average of 7%.

Yet, tourism's underrepresentation in international financing for development remains a critical obstacle to unlocking its full potential. The sector continues to lack sufficient attention as a tool for development, with the total Official Development Assistance (ODA) disbursements reported by official donors as allocated for tourism remaining below 0.25% of total ODA, and despite a growing interest in and enhanced understanding of tourism's developmental potential by Multilateral Development Banks.

Looking ahead, it is key to diversify the sources of funding and, thus, have in place basic requirements to attract other partners, such as conducive tourism business ecosystems encouraging development finance and private investment; financing instruments adapted to the specificities of the sector; improving the measurement of the sustainability of tourism, by using tools to assess impact and progress such as the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST), TIPs - Achieving The SDGs Through Tourism: Toolkit of Indicators for Projects (a toolkit of indicators for tourism projects developed with Japan, following the G20); or stocktaking the efforts being deployed in initiatives such as the G20 Tourism and SDGs Dashboard or the Brazil's G20 Presidency Report on "Funding Lines and Priority Areas for Investment in Tourism".

According to UN Tourism, the COVID-19 pandemic made it clear that sustainable tourism requires sustainable investments, and not just traditional investments like accommodation infrastructure that promote and underpin economic growth and productivity. It also requires non-traditional investments in digital solutions and support services that enhance innovation by creating and diffusing new solutions to the sector. To harness the advantages of investments, governments must promote policies and new investment vehicles to recover, retain, and attract foreign direct investments.

Moreover, UN Tourism foresees a positive future for tourism in developing countries, in view of the strong recovery post COVID-19. Therefore, a significant level of investment will be required to support increasing traveller volumes and changing consumer behaviours and needs.

However, the sector's potential is often overshadowed by complex challenges such as underinvestment, inadequate infrastructure, and environmental concerns. Therefore, there is a pressing need to reframe and revitalize tourism investments in a manner that promotes sustainable and inclusive economic growth, ensuring widespread benefits. The region is focused on enhancing key enablers and directly investing in the tourism sector.

The G20 Rome Guidelines for the Future of Tourism on Investment and Infrastructure (focusing resources on a sustainable future for tourism) highlight that successful tourism destinations have had to establish and maintain programmes to attract internal and external direct investment in tourism products

and operations and maintain a public sector budget to support tourism-related services and destination management.

Between 2018 and 2023, the tourism sector recorded a total of 2,638 greenfield projects globally, with a total capital investment of USD 184,407 million and creating 406,893 jobs. These figures underscore the growing significance of tourism as a global economic driver (fDi Intelligence Financial Times (2024), fDi Markets database).

Moreover, in 2022, the total number of announced FDI greenfield tourism related projects was 335, with a total capital expenditure (Capex) of USD 10.1 billion. In 2023, the number of announced projects remained stable at 336, while the Capex increased to USD 10.7 billion, representing a 5.5% growth. Despite the global decline in FDI flows across all sectors (-2%) according to the World Investment Report 2024 of the United Nations Conference on Trade and Development, greenfield tourism-related projects have demonstrated resilience, maintaining a stable number of investments and achieving modest growth in capital commitments.

Investment and financing for sustainable tourism development may require better connecting tourism projects with available green and other financing instruments. Traditional and innovative finance mechanisms exist that integrate tourism-intrinsic characteristics (i.e., seasonal flows, intangibles production), from standard debt finance, which is the main external finance source for small tourism firms, to equity and hybrid instruments favoured by high-growth and innovative firms. Finance mechanisms can also be extrapolated from other industries that rely on (renewable) natural assets and other policy objectives, such as group lending by microfinance institutions. (*OECD 2018 © Towards investment and financing for sustainable tourism*)

Brazil's G20 Presidency Report on Funding Lines and Priority Areas for Investment in Tourism underscores the critical role of financial support in driving tourism development, with the potential to create positive social, environmental, and economic impacts across multiple sectors. The report further recommends that multilateral and international organisations, as well as financial institutions, provide funding lines in four priority areas directly related to tourism: climate resilience and nature-positive tourism, social development, the development of new tourism products in local communities, and the development of shared tourism infrastructure. The report indicates that increasing financial support in

these areas is important to ensure tourism's full potential, fostering sustainable growth and shared prosperity.

Moreover, the joint United Nations Conference on Trade and Development (UNCTAD) - UN Tourism's "Guiding Principles for Sustainable Investment in Tourism", create a framework for policies that aim to attract sustainable investment in tourism. They offer a roadmap to achieve a set of multifaceted objectives by aligning four dimensions of investment policymaking for sustainable tourism: the governance, economic, sociocultural and environmental dimension. These four constituent dimensions of the principles are connected and interacting, and many of the principles therein mutually support one another. Sustainable investment in tourism takes all four dimensions into account and creates inclusive long-term growth that aligns in all aspects with the SDGs. The 18 Guiding Principles support the establishment, at the subnational, national and international level of appropriate policies, guidelines, institutions and regulations in accordance with national priorities and legislation, for promoting and supporting sustainable tourism development.

3.4 Deliverable 2: Seminar for enhanced partnerships for tourism financing and investment for sustainable development

Government intervention and support are critical to the viability of tourism projects, and the fact that the ability of the tourism sector to stimulate production in other areas of the economy strengthens the case for government-funded/capitalised equity funds. The G20 economies should seek to offset the set-up costs of large infrastructure projects by subsidising critical infrastructure to ease the burden on investors and attract more investments. Equity funding and demand/supply statistics are major challenges hindering the development of the tourism sector. In order to fill the equity funding gap, the government, in collaboration with multilateral financial institutions, should create equity funding projects as instruments to close the gap.

Action 4 on sustainable development and financing for the development of the Pact for the Future/Declaration for 2024 The UN Summit for the Future affirms commitment to closing the financing gap facing developing countries to prevent a lasting sustainable development divide, widening inequality between and among countries and a further erosion of trust in international relations and the multilateral system. (<https://www.un.org/sites/un2.un.org/files/sof-pact-for-the-future-rev.3.pdf>). The UN Summit for the Future is a high-level event that brings

world leaders together to forge a new international consensus on delivering a better present and safeguarding the future. The summit was deemed necessary since the world is not on track to meet the goals already set, nor is the world effectively rising to new challenges or opportunities. (<https://www.un.org/en/summit-of-the-future/>)

A G20 Tourism Financing and Investment seminar/summit will leverage the report by Brazil's 2024 Presidency to the G20 finance track on the need to increase financing of tourism development projects and tourism investment through multilateral development banks, as well as on the importance of strengthening the activities of multilateral organisations with a positive impact on the tourism sector. The seminar will also address the four priority areas identified by the abovementioned report: climate resilience and nature-positive tourism, social development, new tourism products in local communities, and the development of shared tourism infrastructure.

The seminar would bring together experts from G20 member states, multilateral banking organisations, and development finance institutions, as well as other experts from the public and private sectors, to deliberate on implementable strategies and approaches to investment in the tourism sector. It will be held at the G20 Tourism Ministers Meeting in September 2025. The seminar/summit will also provide valuable information and guidance on South Africa's current investment climate as well as on emerging investment opportunities in the tourism sector. A tool to promote investment in South Africa will be launched.

The conversation between ministers, development finance institutions, and private sector will create new partnerships that recognise the importance of strategic financing for development and investments in tourism as well as the potential of sustainable tourism for promoting economic growth, overcoming inequality and addressing poverty, in line with the 2025 G20 theme of *Solidarity, Equality, Sustainability*

3.5 **PRIORITY 3: AIR CONNECTIVITY FOR SEAMLESS TRAVEL**

Aviation directly supports 15 of the 17 UN Sustainable Development Goals (SDGs) under Agenda 2030, but it also indirectly supports them through its important impacts on tourism development. Air connectivity among nations is a critical foundation for tourism markets and value chains, with well over half of the world's 1.5 billion pre-pandemic travel by air, generating some US\$900 billion in global

GDP each year. UN Tourism data shows pre-pandemic that in 2019, 58% of all 1.5 billion international tourists travelled by air. Maximising and balancing the benefits of tourism and air transport requires enabling regulatory environments, coherent policies, quality infrastructure, and comprehensive strategies to fully leverage the benefits offered by technological advances. (ICAO, 2021)

According to the International Civil Aviation Organisation's (ICAO) preliminary compilation of annual global statistics, the total number of passengers carried on scheduled services increased to 3.3 billion in 2022, which is 42.8% higher than the previous year, while the number of departures increased to 29.8 million in 2022, a 23.1% increase. Detailed air transport statistics appear on the Presentation of 2022 Air Transport Statistical Results page.

(<https://www.icao.int/sustainability/WorldofAirTransport/Pages/the-world-of-air-transport-in-2022.aspx>)

The 2018 OECD Report on Defining, Measuring and Improving Air Connectivity recommends that air connectivity can play an important role in fostering local economic development and supporting national long-term economic growth objectives. Air connectivity supports a country's integration into the global economy by facilitating the movement of goods and services, people, ideas, knowledge, and investment.

In 2018, tourism supported a total of 319 million direct and indirect exchange earnings and was often one of the few activities for which it induced jobs globally and made up 10.4% of world GDP, a total of US\$ 8.8 trillion; and the tourism-related GDP is forecast to rise by 3.7% annually over the next decade, faster than the growth of global GDP. If tourism is well managed with strong support from air transport, it can reduce poverty levels through employment of local people in tourism enterprises, goods and services provided to tourists, or the running of small and community-based enterprises, etc. ([AVIATION-BENEFITS-2019-web.pdf \(ICAO.int\)](#))

Air travel continues to deliver value to consumers. The International Air Transport Association's (IATA) April 2024 public opinion poll revealed that 97% of travellers expressed satisfaction with their travel. Moreover, 91% agreed that connectivity by air is critical for the economy, and 89% said it has a positive impact on societies. IATA released data for June 2024. Global passenger demand shows growth across all regions.

3.6 Deliverable 3: G20 Tourism report on air connectivity for seamless travel

Direct flights are essential for boosting arrivals and positively impacting tourism growth. Therefore, it is important for the G20 members to establish more direct connections and recover those that were lost.

All stakeholders and partners must work together to maximise the benefits of air transport and support the sustainable growth of aviation by connecting more people and places, more often.

The report will form the basis of a concrete action plan for fostering partnerships between the tourism and transport sectors to ensure seamless travel for the advancement of flagship projects for G20 member states, such as the Single African Air Transport Market (SAATM). Seamless travel is the backbone for tourism to promote solidarity among peoples, equality of opportunity, and sustainable development, in line with the 2025 G20 theme.

3.7 **PRIORITY 4: ENHANCED RESILIENCE FOR INCLUSIVE, SUSTAINABLE TOURISM DEVELOPMENT**

Sustainable development is about meeting the needs of the present without compromising the ability of future generations to meet their own needs. It integrates economic growth, social inclusion, and environmental protection, ensuring the long-term health and stability of all people and our planet. As major global actors, G20 nations are pivotal in driving sustainable development agendas.

As reported by UN Tourism, international tourist arrivals in the first quarter of 2023 have rebounded to 80% of pre-pandemic figures, showing a decrease of 20% compared to the same period in 2019. In comparison, the recovery level for the entire year of 2022 was at 66%.

Enhancing the tourism sector's resilience against disasters and shocks requires that businesses of all sizes and types are better prepared for an increasingly volatile and uncertain environment. Tourism businesses sustained extended periods from the start of the pandemic, where revenues were slashed due to restricted or closed operations and ongoing capacity constraints. Working towards greater resilience will support the tourism sector in adapting and transforming in the face of acute shocks in the future and continuing to adjust to the megatrends of evolving visitor demand, sustainable tourism growth, enabling

technologies and digitalisation, and changing traveller mobility. (*OECD 2022 Building resilience in the tourism ecosystem*).

Goal 12 of the UN SDGs advises that the tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. There is an urgent need for a transformative approach to ensure that tourism growth aligns with sustainability and resilience goals, addressing the environmental and social impacts of increased tourism flows. The One Planet Sustainable Tourism Programme which is led by UN Tourism and implemented in collaboration with UNEP is positioned as an implementation mechanism for SDG goal 12 (target 12.1), as well as connected goals such as SDG13, 14, 15 on climate action and the protection of marine and terrestrial ecosystems. The One Planet Sustainable Tourism Programme includes among its strategies:

- **Adaptation to climate change and mitigation of emissions:** Mitigation and adaptation strategies are vital for building resilient tourism destinations in the face of climate change. The Glasgow Declaration on Climate Action underscores the need for low carbon tourism practices, promoting renewable energy solutions and energy-efficient technologies and underscoring the importance of integrating adaptation approaches. Integrating biodiversity conservation and nature-based solutions, such as ecosystem restoration and the protection of natural habitats are essential for the tourism sector to significantly reduce its carbon footprint and environmental impact. Empowering local authorities and communities, including women, to implement these measures ensures that the transition to sustainable and regenerative tourism is just and equitable.
- **Plastic Pollution Elimination:** Eliminating plastic pollution is essential for protecting marine and coastal ecosystems and promoting circular economy practices within the tourism sector. The Global Tourism Plastics Initiative advocates for reducing the consumption of problematic and unnecessary plastics and the introduction of reusable alternatives, directly addressing the objective of developing circular tourism models, preventing environmental degradation and hazardous material exposure. Involving local authorities and informal sectors, such as waste-pickers, in the transition towards a circular economy of plastics can result in more inclusive and fair value chains.
- **Food Waste Reduction:** Reducing food waste is crucial for promoting sustainable tourism practices and supporting local food systems. The Global Roadmap for Food Waste Reduction aims to minimize food waste through better management

practices, aligning with the objective of promoting sufficiency and efficient resource use. These efforts contribute to creating circular tourism business models that reduce environmental impacts and promote durable, affordable products and services. At the same time, these initiatives also foster inclusive governance and equitable value chains, ensuring that the benefits of tourism are widely shared.

Therefore, it is imperative to identify key points of intervention within the tourism value chain to optimise the use of natural resources and reduce environmental impacts caused by production and consumption. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development. This aligns strongly with the 2025 theme of the G20 of promoting solidarity, equality, and sustainability.

As tourism is a major economic driver, it presents both opportunities and challenges. Sustainable tourism practices can promote equitable economic development, reduce environmental degradation, and foster inclusive growth. However, achieving these outcomes requires integrating sustainable consumption and production and circular economy into the tourism sector's core strategies.

3.8 Deliverable 4: Action plan for enhanced resilience for inclusive, sustainable tourism development

The G20 member states should encourage a new growth trajectory for inclusive tourism growth. Sustainable and resilient tourism revival is critical, not only for the jobs and businesses that it supports but for its interconnectedness and ability to be a catalyst for broader economic growth as well as environmental protection. Thus, it is essential to consider preparedness for future disasters that may affect the tourism sector.

The Tourism Working Group 2024 Summary of Deliverables recognises that while significant progress has been made, particularly since the pandemic, in implementing policies to promote sustainable, inclusive, and resilient tourism, there are still critical issues in the sector in which multilateral cooperation through the G20 is needed. Holistic and collaborative approaches among governments, the private sector, local communities, and international organisations are essential for promoting sustainable, responsible, and resilient tourism aligned with the Sustainable Development Goals (SDG).

It is proposed that the Working Group develop an action plan on enhanced resilience for inclusive, sustainable tourism development that will focus on the preparedness of the G20 tourism sector to survive future shocks and disasters and address the triple planetary crisis of climate change, biodiversity loss and pollution.

Advancing towards circular, low carbon, regenerative and inclusive tourism operations is directly connected to the sustainability, competitiveness and resilience of the sector, in line with the objectives of the One Planet Sustainable Tourism Programme:

- Integrating sustainable consumption and production (SCP) practices and circular economy principles into tourism strategies is essential to address the environmental and social impacts of increased tourist flows while creating positive and regenerative effects and building resilience.
- Adopting sustainable tourism practices can lead to inclusive growth, reduce environmental degradation, and ensure that the benefits of tourism are widely shared.
- Implementing innovative solutions for food waste reduction and eliminating plastic pollution are crucial for the tourism sector
- Adopting mitigation and adaptation strategies is vital for building resilient tourism destinations in the face of climate change.
- Empowering local authorities and communities, including women and informal sectors, is essential for the successful implementation of sustainable tourism practices.
- Involving local stakeholders in decision-making processes ensures that the transition to sustainable and regenerative tourism is just and equitable, promoting inclusive growth and resilient local economies.