

# **Sustainable Tourism, Human Needs & Basic Rights**

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# Trends in Sustainability

- Green Development
- Corporate Social Responsibility
- Ecolabelling





# Contributions of Sustainable Development

- Sustainable development ?
- Community-based ?
- Measurements of contribution ?
  - Biased towards economic impacts
  - Social-cultural and ecological impacts remain unclear





# Sustainability in Developing Countries

- Evidence of economic development
  - Disparities in wealth-generation
- Can development improve Quality of Life?
  - Need for new indicators
  - Need for place-based interventions

# New Approach to Sustainability in Developing Countries

- Address critical needs of destination's population
- Scientific baseline data on development and quality of life
- Long-term monitoring systems
- Paradigm shift in planning and development



“We must not fail the billions who look to the international community to fulfill the promise of the Millennium Declaration for a better world.

Let us keep the promise.”

– UN Secretary-General Ban Ki-moon



1

ERADICATE  
EXTREME POVERTY  
AND HUNGER



2

ACHIEVE UNIVERSAL  
PRIMARY EDUCATION



3

PROMOTE GENDER  
EQUALITY AND  
EMPOWER WOMEN



4

REDUCE  
CHILD MORTALITY



5

IMPROVE MATERNAL  
HEALTH



6

COMBAT HIV/AIDS,  
MALARIA AND OTHER  
DISEASES



7

ENSURE  
ENVIRONMENTAL  
SUSTAINABILITY



8

A GLOBAL  
PARTNERSHIP FOR  
DEVELOPMENT

# Millennium Development Goals (MDGs)

Goal 1. Eradicate extreme poverty and hunger

Goal 2. Achieve universal primary education

Goal 3. Promote gender equality and empower women

Goal 4. Reduce child mortality

Goal 5. Improve maternal health

Goal 6. Combat HIV/AIDS, malaria and other diseases

Goal 7. Ensure environmental sustainability

Goal 8. Develop a global partnership for development

# The Millennium Development Goals Report



2010



# The Millennium Declaration

- Representation of human needs and basic rights that every individual around the world should be able to enjoy
  - Freedom from extreme poverty and hunger
  - Quality education, productive and decent employment, good health and shelter
  - The right of women to give birth without risking their lives
  - A world where environmental sustainability is a priority and women and men live in equality
  - Wide-ranging global partnership for development to achieve these universal objectives



# Call to Action on the Millennium Development Goals



Poverty  
Hunger



Education



Gender  
Equality



Health



Environment



# MDGs Achievement

- Goals are achievable when nationally owned development strategies, policies and programs are supported by international sustainable development development partners
- Global partners possess the resources and knowledge capacity to ensure that even the poorest countries held back by disease, geographic isolation or civil strife, can be empowered
- THIS IS AN IMMEDIATE NEED

# MDGs Achievement Opportunity

- Targeted interventions
- Adequate funding and public-/private-sector commitment
- Setting bold, collective goals to help developing countries achieve MDGs
- Establishment of quantitative, time-bound framework of accountability

# MDGs Achievement Barriers

- Lack of commitment
- Inadequate allocation of resources
- Lack of focus and accountability
- Insufficient dedication to sustainable development
- Aggravated by global financial crisis
- Poorest groups in remote areas have been neglected

# MDGs Towards 2015

- Most important promise made to the world's most vulnerable people
- Focused efforts on commitment and partnership in building decent, healthier lives for people
- Creating an environment of peace and life security



# QOL: Goal 1

Goal 1. Eradicate extreme poverty and hunger

Challenge for development:

Reduce proportion of people whose income is less than  
\$1 per day

Provide full and productive employment for all

Reduce proportion of people who suffer from hunger -  
children



# QOL: Goal 2

Goal 2. Achieve universal primary education

Challenge for development:

Ensure boys and girls alike complete a full course of primary schooling

Reduce inequality in primary education



# QOL: Goal 3

Goal 3. Promote gender equality and empower women

Challenge for development:

Address gender inequality in all levels of education

Address gender inequality in all levels of employment



# QOL: Goal 4

Goal 4. Reduce child mortality

Challenge for development:

Reduce under-five mortality rates (pneumonia and diarrhea, proper nutrition)



# QOL: Goal 5

Goal 5. Improve maternal health

Challenge for development:

Reduce maternal mortality risks (death from complications of pregnancy or childbirth)

Provide access to reproductive health services



# QOL: Goal 6

Goal 6. Combat HIV/AIDS, malaria and other diseases (Malaria, Tuberculosis)

Challenge for development:

Reverse the spread of HIV/AIDS

Provide access to treatment for HIV/AIDS for all those who need it

Reverse the spread of malaria and other major diseases



# QOL: Goal 7

Goal 7. Ensure environmental sustainability

Challenge for development:

Integrate sustainable development into policies and programs – reverse loss of ecological resources

Reduce biodiversity loss

Provide sustainable access to safe drinking water and basic sanitation

Improve the lives of slum dwellers



# QOL: Goal 8

Goal 8. Develop a global partnership for development  
Challenge for development:

Address the needs of least developed countries,  
landlocked states, and small island developing  
developing states

In cooperation with private sector, help improve  
information and communications systems

keep the promise

Millennium Development Goals



