

NewsyBITS

Sustainable Tourism2030

An Invitation To Take The Sustainable Tourism 2030 Pledge

Climate change and socio-economic shifts are causing the tourism industry to evolve. Collectively, we must work to improve the social, economic, cultural, and environmental sustainability performance in our communities and within our industry.

Launched in 2021, the [Sustainable Tourism 2030 Pledge](#) aims to inspire tourism businesses and destinations to make a public commitment to measure and improve their sustainability performance each year until 2030. This easy three-step process will walk you through the requirements, and offer access to a growing community of businesses and destinations that are committed to their sustainability journey. You will gain access to globally-recognized criteria for Sustainable Tourism, in the form of a free online assessment tool, giving businesses the opportunity to measure their performance across the four categories of sustainability; natural and cultural, social and economic, environment, and management.

Prioritizing sustainability within your organization is not only good for the future of humanity and the planet, but it is also a sound business decision. Research shows that organizations have seen an increase in profits between 51% and 81% when implementing sustainable initiatives within business operations. Learn more about the economic benefits, on our blog [The Business Case for Sustainability](#),

Sustainability is an important business practice for every tourism business, for a few key reasons:

- **Consumer Demand:** Travellers are seeking to visit destinations and support businesses that give back to the planet and their communities.
- **Attract Employees:** Research reveals that employees are more likely to work for companies that share their personal values for sustainability and social responsibility.
- **Cost Savings:** There are many positive economic impacts to reducing energy usage, waste, and consumption.
- **Take Climate Action:** The tourism industry accounts for 8% of the world's greenhouse gas emissions, which means we have an inherent responsibility to do our part to mitigate climate change.

Tourism businesses must begin their sustainability journey, and it all begins with the Sustainable Tourism Pledge 2030. **Take the pledge today** → www.sustainabletourism2030.com/pledge