



# TOURISM AND SDG 3 GOOD HEALTH AND WELL BEING

The COVID-19 pandemic has deeply impacted the tourism sector with a spill-over effect of unexpected socioeconomic consequences to many other sectors. The link between tourism and the importance of health and well-being has been highlighted even more during the pandemic as the sector depends on contact-intensive services – and restoring consumer confidence has been key to economic recovery of the tourism sector during the whole crisis. Consequently, a destination with clean and hygienic hotels, restaurants and other tourism facilities was in a better position to enhance its attractiveness. At the same time, tax generated from tourism activities as well as visitors' fees collected in destinations can be

reinvested in health care and services, improving maternal health, reducing child mortality and preventing diseases.

Achieving the SDGs through tourism: Toolkit of Indicators (TIPs) publication will allow users to explore tourism's role in achieving SDG 3 and discover links and connections tourism have with selected SDG 3 targets.

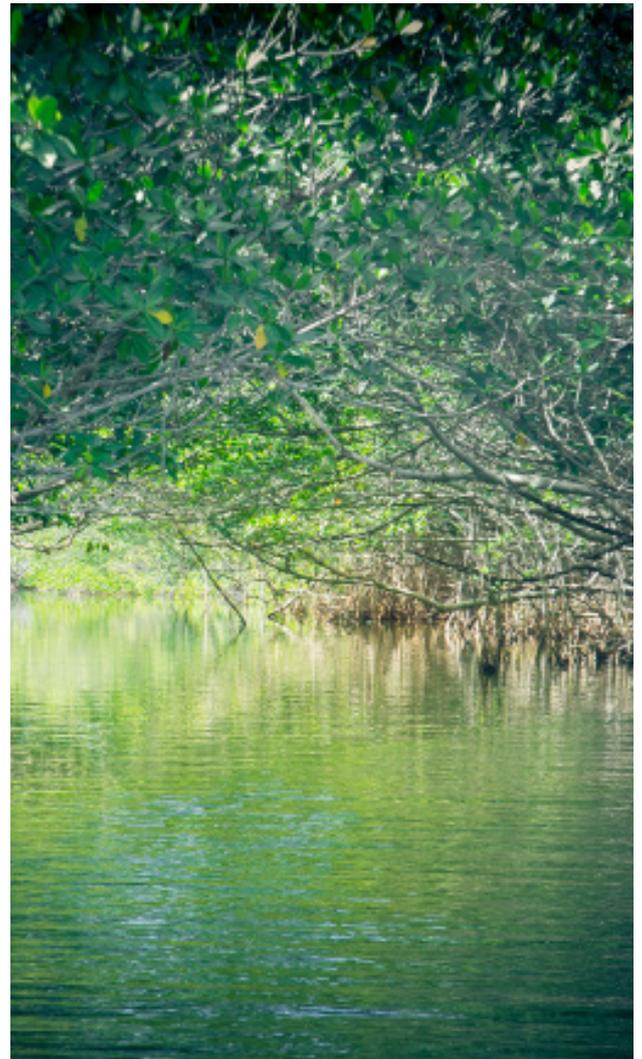
Each chapter in Part II of TIPs Toolkit is dedicated to a SDG, In the chapter for SDG 3, the user will be introduced to selected targets and potential indicators (note: Indicators are non-exhaustive and adaptable) for tourism projects that can contribute to good health and well being.

## Selected SDG 3 Targets : [3.3](#) | [3.6](#) | [3.8](#) | [3.9](#) | [3.d](#)

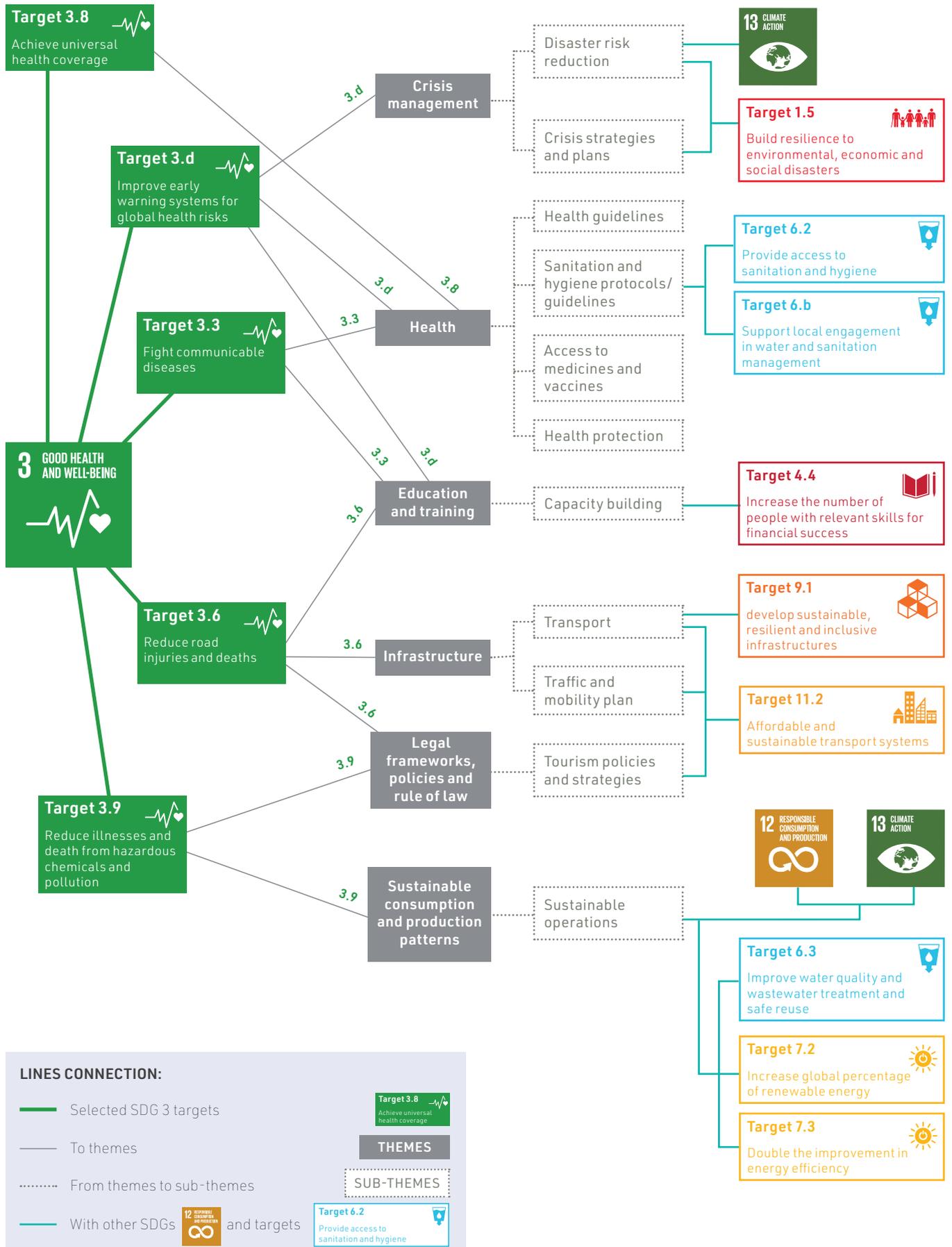
There are five targets within SDG 3 that are deemed to have a stronger and direct link for tourism to ensure healthy lives and promote well being for all at all ages. These targets have been selected to base the potential project indicators.

In the following pages, you will find:

- a visual aid which illustrates the connection between the selected SDG 3 targets with various themes, sub-themes and connection with other SDGs and targets.
- Snapshot of the tourism-related SDG 3 targets including short elaboration of its connection with tourism, together with examples of potential indicators



Visual aid – Connections between selected SDG 3 targets with themes/sub-themes and other SDGs/targets



### 3.3 BY 2030, END THE EPIDEMICS OF AIDS, TUBERCULOSIS, MALARIA AND NEGLECTED TROPICAL DISEASES AND COMBAT HEPATITIS, WATER-BORNE DISEASES AND OTHER COMMUNICABLE DISEASES.

According to World Health Organization (WHO) communicable diseases are caused by microorganisms such as bacteria, viruses, parasites and fungi that can be spread, directly or indirectly, from one person to another. Some are transmitted through bites from insects, while others are caused by ingesting contaminated food or water. This target stresses upon the implementation of appropriate health and safety plans including putting in place health and hygiene protocols. In this regard, tourism employers and workers should be aware of key hygiene and sanitation guidelines which are essential to prevent or halt the spread of communicable diseases and which also contribute to the coordination of a safe destination.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

**Health / Sanitation and hygiene protocols/ guidelines**

**Health / Health Guidelines**

**Health / Access to medicines and vaccines**

**Education and training / Capacity building**

#### Examples of Potential indicators:

- Whether there is a creation of guidelines or protocols for hygiene and cleanliness standards in tourism destinations and facilities (Yes/No)
- Whether there is a creation of guidelines or protocols for good health and well-being standards in tourism destinations and facilities (Yes/No)
- Number of tourism businesses and employees trained in hygiene and safety protocols and cleanliness standards in tourist destinations

And more



## 3.6 BY 2020, HALVE THE NUMBER OF GLOBAL DEATHS AND INJURIES FROM ROAD TRAFFIC ACCIDENTS

The tourism sector relies heavily on good road and safety infrastructure for connectivity and, at the same time, it influences road infrastructure through intensive construction and modernization of the road network and means of transport. Target 3.6 calls for good road safety to guarantee the safety of local residents and at the same time improve their mobility. In tourism destinations, as tourists are fellow road users, the reduction in road accidents requires awareness of the importance of road safety by everyone, including residents and tourists. Tourism stakeholders, together with public and private entities, should work together to ensure the applicability of road safety policies, maintenance of the road network and awareness raising actions and preventive measures

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

**Infrastructure** / *Transport*

**Infrastructure** / *Traffic and mobility plan*

**Legal frameworks, policies and rule of law** / *Tourism policies and strategies*

**Education and training** / *Capacity building*

### Examples of potential indicators:

- Number of tourism site road signs with safety messages
- Whether there is a creation/revision of a mobility plan in the tourism destination (Yes/No)
- Whether there is legislation regulating the conditions for car rentals and/or coach tourism vehicle fleets in the country/destination (Yes/No)

And more..



### 3.8 ACHIEVE UNIVERSAL HEALTH COVERAGE, INCLUDING FINANCIAL RISK PROTECTION, ACCESS TO QUALITY ESSENTIAL HEALTH-CARE SERVICES AND ACCESS TO SAFE, EFFECTIVE, QUALITY AND AFFORDABLE ESSENTIAL MEDICINES AND VACCINES FOR ALL.

Tourism's contribution to this target can be seen in various ways, including investing in health-care activities such as health insurance for employees, thus making sure that a part of the population has access to essential health care. In destinations where tourism is one of the main sources of employment, the impact is more visible. In tourism destinations where tourism tax revenues are specifically assigned, to advocate for such tax from tourism, fees and charges from visitors to be reinvested into health care, services and disease prevention. This is particularly relevant in destinations that are highly dependent on tourism and where appropriate medical facilities will help to attract more tourists.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

Health / Health protection

Health / Access to medicines and vaccines

#### Examples of potential indicators:

- Number of measures, policies, guidelines, protocols that guarantee employees' health and safety, including access to health-care schemes, vaccines and medicines
- Percentage of tourists covered by travel insurance designed to cover overseas medical and hospital expense
- Whether there are measures facilitating the priority access of tourism business workers to vaccines and medicines for communicable and non-communicable diseases in tourist destination (Yes/No)

And more..

### 3.9 BY 2030, SUBSTANTIALLY REDUCE THE NUMBER OF DEATHS AND ILLNESSES FROM HAZARDOUS CHEMICALS AND AIR, WATER AND SOIL POLLUTION AND CONTAMINATION.

By decreasing the environmental impact of the tourism sector and introducing sustainable practices, it can contribute to a reduction in deaths and illnesses. As Target 3.9 is closely related to Goals 6, 7 and 13, further information and more specific indicators, related to air quality, food security, water quality and waste reduction will be presented under these goals.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

Legal frameworks, policies and rule of law / Tourism policies and strategies

Sustainable consumption and production patterns / Sustainable operations

#### Examples of potential indicators:

- Whether there are sustainability policies/strategies/measures aiming to reduce the environmental impact of tourism operations, being created/ revised/implemented in the tourism destination (Yes/No)
- Whether tourism businesses are implementing sustainability policies/ measures aiming to reduce the environmental impact of tourism operations (Yes/No)

### 3.D STRENGTHEN THE CAPACITY OF ALL COUNTRIES, IN PARTICULAR DEVELOPING COUNTRIES, FOR EARLY WARNING, RISK REDUCTION AND MANAGEMENT OF NATIONAL AND GLOBAL HEALTH RISKS

Target 3.d has been further highlighted due to the COVID-19 pandemic as it calls for a strong early warning system, and management of national and global health risks. The pandemic has underscored the crucial importance of better management of global health risks, especially in developing countries, and in this regard, tourism can contribute to Target 3.d. Tourism can promote and integrate disaster risk management approaches throughout the sector, given the often-heavy reliance on tourism as a key economic driver in developing countries. Both public and private sectors should have/build the capacity to prevent, manage, adjust and adapt to different shocks, disasters and health risks.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

**Crisis management** / *Disaster risk reduction*

**Crisis management** / *Crisis strategies and plan*

**Education and training** / *Capacity building*

**Health** / *Health protection*

**Health** / *Access to medicines and vaccines*

#### Examples of potential indicators:

- Whether there is a creation/improvement of risk management plans, including early warning and preventive measures, for possible global and national health risks (Yes/No)
- Whether there is creation/improvement of prevention and control guidelines and systems for health risks for tourism businesses (Yes/No)
- Number of tourism employees trained in hygiene and safety protocols and cleanliness standards in tourist destinations

And more...



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