



## **POLICY BRIEF**

### **TOURISM**

**FACILITATOR:**  
Mr Thulani Nzima

**CO-FACILITATORS:**  
Doris Maria Wörfel  
Nandipha David

Solidarity

Equality

Sustainability

## ORGANIZATIONS

UNIVERSAL CHANGE ALBINISM NOBLES  
Empowercatedment  
Dawn Business Support Consulting  
ADM  
Morena Chaba  
Anti Drug Abuse Association of Zambia  
Azaniya VIP Holdings  
Trade and Investment KwaZulu-Natal  
DeafSA  
Chique Events  
Zeda  
Charisma Uprising NPC  
BRICS Tourism Expo  
Health Care Without Harm  
Christian Knowledge and Research Centre  
Centre for Community Development South  
Africa NPC  
National Albinism Task Force  
LiftOff  
SUNGULO COMM NPC  
Ekuphumleni home of peace  
GladMag Services  
ShazaCin Accessible Media  
Queen Elizabeth Manthatisi II Foundation  
BAKWENA Dome Tours  
Thalitha koum Girls Network  
LIGHTBULB PRODUCTIONS

Soweto Night Out  
ADHD  
C20 South African Group  
Q Styled Events & Tours  
DPSA , Presidential Disability Working Group  
Thawula Trading Pty Ltd  
Mogopodi Adventures  
Artistic Studios  
By Design Africa Tourism Group  
Umphakatsi Peace Ecovillage  
Mogolokwane Edutainment (NPC)  
ASIYIXOXE  
Tonga Civic Association  
Qhikiza lifestyle NPC  
Walter Sisulu University  
KHUTHALA WOMEN'S MOVEMENT  
SANCB  
Lucia O Foundation  
Lesley Odendal consulting  
The Social Process 289-667 NPO  
Ulandi Kindergarden  
Teefay Enterprises  
Results UK  
Tshivhase Nature Reserve  
Isago Group  
African Sustainable Tourism Organization PTY  
Ltd - ASTO

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**Solidarity**

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## EXECUTIVE SUMMARY

G20 economies control the majority of global tourism flows, investment, and policy frameworks. Decisive action in 2025–2027 can secure inclusive growth and low-carbon pathways for the decade ahead.

### THE PROBLEM

Four systemic failures constrain tourism's transformative potential:

1. Inequality — MSMEs, women, youth, LGBTQI+ persons, persons with disabilities and Indigenous peoples are locked out of markets, finance, and skills.
2. Climate & disaster risks — recurrent shocks disrupt destinations, workers, and supply chains.
3. Extractive models — value leaks abroad while natural and cultural assets are eroded.
4. Weak community participation — local voices are sidelined in planning and benefit-sharing.

### THE BENEFITS OF ACTION

A G20-led shift toward regenerative, people-centred tourism will:

- Generate better jobs and fairer work standards.
- Protect heritage, biodiversity, and climate goals.
- Unlock sustainable finance and investment pipelines.
- Stabilise local economies, especially in rural and coastal regions.

### THE RISKS OF INACTION

Without reform, tourism will deepen inequality, fuel over-tourism conflicts, and erode community trust. Climate shocks will cause mounting infrastructure losses, while biodiversity decline and missed climate targets will undermine G20 growth, fiscal revenues, and social stability.

### WHY THIS IS A G20 PRIORITY

The G20 is uniquely positioned to set the global direction. Member states can:

- Establish sustainability, accessibility, and ethics standards with global uptake.
- Mobilise blended finance and PPPs to close investment gaps.
- Align efforts with UNWTO, UNESCO, AU, and WTTC to scale proven solutions.
- Advance seamless mobility (visas, borders, connectivity) to unlock equitable growth.

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## CORE RECOMMENDATIONS BY THE G20 TOURISM WORKING GROUP WORKSHOP UNDER SOUTH AFRICA'S PRESIDENCY IN MAY 2025 IDENTIFIED FOUR PRIORITIES:

### **PRIORITY 1: People-centred Artificial Intelligence (AI) and innovation to enhance Travel and Tourism Start-ups and MSMEs.**

(G20 Tourism Working Group Recommendation) The Deliverable is to create an action plan to enhance Travel and Tourism Start-Ups and MSMEs through AI and innovation.

### **PRIORITY 2: Tourism financing and investment to enhance equality and promote sustainable development.**

(G20 Tourism Working Group Recommendation) The deliverable is to host a seminar on enhancing partnerships for tourism financing and investment for sustainable development.

### **PRIORITY 3: Air connectivity for seamless travel.**

(G20 Tourism Working Group Recommendation) The deliverable is to agree on the G20 Tourism report on air connectivity for seamless travel.

### **PRIORITY 4: Enhanced resilience for inclusive, sustainable tourism development.**

(G20 Tourism Working Group Recommendation)

## ADDITIONAL RECOMMENDATIONS BY THE C20 TWG:

### **Priority 5: Culture, Climate & Communities (Regenerative Tourism)**

(C20 Tourism Working Group Additional Recommendation)

### **Priority 5 — Culture, Climate & Communities (Regenerative Tourism)**

Tourism can only be sustainable if it **regenerates communities, protects heritage, and strengthens resilience to climate change.** While the four existing G20 priorities address technology, investment, connectivity, and resilience,

**Priority 5 fills a critical gap:** ensuring that tourism delivers equitable benefits, safeguards culture and ecosystems, and empowers those most often excluded, Indigenous peoples, local communities, women, youth, LGBTQI+, and rural economies

The four priorities proposed by the South African government (AI & MSMEs, Financing & Investment, Air Connectivity, and Resilience) are important but primarily focus on systems, infrastructure, and markets. What they miss is the human and community dimension of tourism, the very factor that ensures tourism is sustainable, inclusive, and socially legitimate.

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<https://g20.org/track-news/second-g20-tourism-working-group-holds-in-depth-discussion-on-four-priorities-for2025/>

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Ibid

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This framing makes Priority 5 not just “additional,” but **essential**: it grounds the other priorities in **social legitimacy, equity, and climate responsibility**.

## THE ROLE OF THE AFRICAN UNION / AUDA-NEPAD

To ensure implementation and continental ownership, the **African Union (AU) and AUDA-NEPAD must be central partners** in Priority 5:

- **Policy alignment:** Embed regenerative tourism into the AU's Agenda 2063, AUDA-NEPAD frameworks on infrastructure, and the African Continental Free Trade Area (AfCFTA) tourism protocols.
- **Regional levers:** Drive air and land connectivity through the Single African Air Transport Market (SAATM) and African Union mobility frameworks.
- **Heritage corridors:** Coordinate the development of Ancient Trade Routes and transboundary cultural landscapes as tools for community empowerment, heritage safeguarding, and MSME incubation.
- **Community development:** Scale AUDA-NEPAD's programmes on rural development, youth empowerment, and women in entrepreneurship to strengthen community-led tourism enterprises.
- **Financing leverage:** Mobilise African Development Bank (AfDB) and AUDA-NEPAD's infrastructure financing windows to channel investment into climate-resilient and community-driven tourism.

By placing AU/AUDA-NEPAD at the centre of implementation, Priority 5 will not only empower African communities but also serve as a **model for global South-South cooperation** in regenerative tourism.

## WHY PRIORITY 5 MATTERS

- **Equity & Inclusion:** Ensures that local communities, Indigenous peoples, and cultural heritage are not left behind but become **active beneficiaries and decision-makers**.
- **Climate Action:** Tackles the urgent need for climate-smart and low-carbon tourism, protecting destinations from rising risks.
- **Peace & Regeneration:** Strengthens the link between tourism, peacebuilding, rural regeneration, and cultural preservation, areas not covered in the original four priorities.

## CALL TO ACTION

Endorse Priority 5 alongside the existing four G20 priorities, with the **AU and AUDA-NEPAD as strategic co-implementing partners**, and mandate **annual progress reporting** to ensure accountability and impact.

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## INTRODUCTION

Tourism is a powerful engine for inclusive growth across G20 economies, yet its full potential is constrained by persistent inequality, climate vulnerability, extractive business models, and weak community participation. This document presents a civil-society contribution to the G20 Tourism Working Group (TWG): four government-defined priorities refined for implementation, plus a priority recommended by the C20 TWG, Priority 5 on Culture, Climate, and Communities, to embed regenerative, people-centred outcomes. Together, the five priorities aim to align investment, innovation, connectivity, resilience, and culture with measurable SDG progress.

**Already strong in international frameworks:** the proposals draw on UN Tourism's Goa Roadmap and Digital Futures initiatives, the Global Code of Ethics for Tourism, UNESCO World Heritage guidance, AU Agenda 2063, the Sendai Framework for Disaster Risk Reduction, and emerging MDB/DFI principles for sustainable tourism investment. These references ground the priorities in proven norms and tools.

## ISSUE ANALYSIS

### CULTURE, CLIMATE & COMMUNITIES

The Issue Analysis is designed to unpack the systemic barriers that prevent tourism from delivering on its promise of sustainability, equity, and resilience. While Priorities 1–4 focus on enabling conditions such as digitalisation, finance, connectivity, and risk management, Priority 5 goes further by addressing the structural gaps: climate vulnerability, heritage degradation, exclusion of communities, and weak governance.

By breaking down Priority 5 into four thematic clusters, Climate Resilience, Heritage Protection, Community Empowerment, and Governance & Inclusion, the analysis provides a clear, problem-driven framework that links risks to solutions, responsibilities, and measurable outcomes.

## PURPOSE OF THE ISSUE ANALYSIS

The purpose of this Issue Analysis is to:

1. Identify systemic problems holding back regenerative tourism in each cluster.
2. Explain why these issues matter, not just for tourism but for G20 goals on climate, equity, and sustainable growth.
3. Highlight G20 levers, the unique influence of G20 WGs, MDBs, and ministries, to move from ideas to action.
4. Define signals and indicators that can track progress and accountability.
5. Show linkages across priorities (P1–P5), ensuring Priority 5 complements and strengthens existing G20 tourism priorities.
6. Provide illustrative responses that are actionable, politically visible, and measurable.

Priority 5 is the C20 Tourism Working Group's flagship recommendation, and it covers a wide range of actions that risk becoming too detailed or fragmented if listed individually. To make the proposal politically clear, structured, and actionable, we organised the actions into thematic clusters.

This clustering ensures:

- **Logic and clarity** — actions are grouped by purpose rather than scattered, making it easier to follow.
- **Political impact** — each cluster addresses a major systemic gap left by traditional tourism models (climate, heritage, equity, governance).
- **Measurability** — outcomes are easier to define and track when linked to a coherent theme.
- **Alignment with G20 structures** — clusters map directly onto the G20 Working Groups and ministerial tracks that would carry implementation forward.

***This structure ensures that the C20's additional Priority 5 is presented not just as a new "wish list," but as a strategic, evidence-based framework that directly addresses risks and demonstrates the benefits of community-centred, climate-smart tourism.***

## THE FOUR CLUSTERS OF PRIORITY 5:

1. **Climate Resilience** — Building Carbon-Neutral Tourism Systems (cut emissions, strengthen climate-risk screening, climate-smart infrastructure).
2. **Heritage Protection** — Safeguarding Culture & Indigenous Rights (FPIC, co-management of heritage, restoring rights, fair revenue-sharing).
3. **Community Empowerment** — Turning World Heritage Sites into Livelihood Hubs (WHS compacts, Ancient Trade Routes programme, Community Heritage Enterprise Fund).
4. **Governance & Inclusion** — Embedding Equity, Ethics & Participation (creative industries, decent work, digitalisation, DEIB standards, BTV scaling, Global Code of Ethics, community-led initiatives).

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To frame the structural constraints that limit tourism's contribution to inclusive, climate-smart development and to indicate where G20 mechanisms can act, the clusters below are indicative; Working Group (WG) facilitators may adapt or re-group based on national and regional context.

## **CLUSTER 1: CLIMATE RESILIENCE — BUILDING CARBON-NEUTRAL TOURISM SYSTEMS**

### **PROBLEMS**

Tourism generates ~8% of global emissions; infrastructure is vulnerable to climate shocks; limited SAF uptake and poor climate screening.

### **WHY IT MATTERS**

Without decarbonisation, G20 risks missing 2030/2050 climate goals; assets face growing disaster losses.

### **G20 LEVERS**

TWG, Energy/Transport WGs, AU/NEPAD, MDBs can mandate climate-screening, scale SAF, and mobilise green finance.

### **SIGNALS/INDICATORS**

% of infrastructure climate-screened; SAF adoption rates; emission intensity per trip.

### **LINK TO PRIORITIES**

P1 (AI for tracking data), P2 (green finance), P4 (resilience), P5 (carbon-neutral pathways).

### **ILLUSTRATIVE RESPONSES**

National roadmaps; SAF uptake targets; early-warning and insurance schemes; MDB-supported retrofits.

### **CASE STUDIES:**

Case study 1: <https://www.gvi.co.uk/blog/bhutan-carbon-negative-country-world/>

Case study 2: <https://bulungula.co.za/sustainability/>



## **CLUSTER 2: HERITAGE PROTECTION — SAFEGUARDING CULTURE & INDIGENOUS RIGHTS**

### **PROBLEMS**

Cultural heritage sites face over tourism, underfunding, and exclusion of Indigenous/local voices.

### **WHY IT MATTERS**

Without FPIC and co-management, heritage sites degrade, communities lose rights, and benefits leak out.

### **G20 LEVERS**

TWG, UNESCO/UNWTO, AU/NEPAD, and national ministries can anchor FPIC standards, training, and revenue-sharing in tourism plans.

### **SIGNALS/INDICATORS**

% of UNESCO sites under co-management; revenue share reaching Indigenous/local groups; number of training pathways created.

### **LINK TO PRIORITIES**

P2 (financing heritage MSMEs), P4 (resilience of heritage), P5 (rights + benefitssharing).

### **ILLUSTRATIVE RESPONSES**

Co-managed heritage programmes; heritage-linked apprenticeships; FPIC safeguards embedded in law.

### **CASE STUDY:**

<https://www.unesco.org/en/articles/cutting-edge-indigenous-languages-gateways-worldscultural-diversity>

## **CLUSTER 3: COMMUNITY EMPOWERMENT — TURNING WHSS INTO LIVELIHOOD HUBS**

### **PROBLEMS**

Heritage sites concentrate visitors, leaving nearby communities excluded; MSMEs lack access to finance, branding, and markets.

### **WHY IT MATTERS**

Missed chance to turn heritage into inclusive economic hubs; overtourism worsens without community benefit-sharing.

### **G20 LEVERS**

TWG, UNESCO, AU/NEPAD, MDBs can finance heritage corridors, WHS compacts, and community MSMEs.

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### **SIGNALS/INDICATORS**

% revenue retained locally; number of MSMEs supported; overtourism dispersion index.

### **LINK TO PRIORITIES**

P1 (digital tools for branding), P2 (blended finance), P3 (connectivity to corridors), P5 (livelihood hubs)

### **ILLUSTRATIVE RESPONSES**

Ancient Trade Routes initiative (2026–2030); WHS community compacts; Community Heritage Enterprise Fund.

### **CASE STUDIES:**

Case Study 1: <https://whc.unesco.org/en/activities/982/#:~:text=Read%20more-Vision,of%20life%20of%20local%20communities>.

Case Study 2: <https://en.unesco.org/silkroad/>

## **CLUSTER 4: GOVERNANCE & INCLUSION — EMBEDDING EQUITY, ETHICS & PARTICIPATION**

### **PROBLEMS**

Tourism often excludes women, youth, and persons with disabilities; ethical standards remain voluntary; MSMEs face precarious work.

### **WHY IT MATTERS**

Inequitable tourism weakens legitimacy, fuels backlash, and leaves communities vulnerable in crises

### **G20 LEVERS**

TWG, Labour/Finance/Transport ministries, UNWTO, AU/NEPAD, CSOs can mandate DEIB, ethics codes, and decent work standards.

### **SIGNALS/INDICATORS**

% public funds to community cooperatives; # of DEIB-compliant destinations; adoption of Global Code of Ethics

### **LINK TO PRIORITIES**

P1 (digitalisation for inclusion), P2 (finance for MSMEs), P4 (resilience for workers), P5 (ethical governance)

### **ILLUSTRATIVE RESPONSES**

Universal accessibility standards; living-wage procurement; Global Tourism Climate Resilience Fund; scaled Best Tourism Villages.

### **CASE STUDY:**

<https://www.e-unwto.org/doi/pdf/10.18111/9789284421671>

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## G20 TWG CORE PRIORITIES (1–4)

### STRENGTHENING THE BRIDGE TO G20 DECISION LEVERS

The following four priorities were agreed by the G20 Tourism Working Group under South Africa's Presidency in May 2025. They remain the foundation of the G20's policy package. The C20 TWG endorses them and refers to the detailed action tables in the Annex for full interventions, timelines, and accountability. To move from ideas to action, we match each priority to a specific G20 forum that can take decisions, set standards, and unlock funding.

The document sets out concise action plans, lead actors, and indicative timelines (2025–2030) for each priority. It invites the G20 to adopt clear deliverables—seminars, policy frameworks, and reporting cycles—that translate international norms into practical outcomes for destinations, MSMEs, workers, and communities across the G20 and beyond.

#### PRIORITY 1

**People-centred Artificial Intelligence (AI) and innovation to enhance Travel and Tourism Start-ups and MSMEs. (G20 Tourism Working Group Recommendation)**

➔ Detailed action table: see Annex C1.

#### PRIORITY 2

**Tourism financing and investment to enhance equality and promote sustainable development. (G20 Tourism Working Group Recommendation)**

➔ Detailed action table: see Annex C2.

#### PRIORITY 3

**Air connectivity for seamless travel. (G20 Tourism Working Group Recommendation)**

➔ Detailed action table: see Annex C3.

#### PRIORITY 4

**Enhanced resilience for inclusive, sustainable tourism development. (G20 Tourism Working Group Recommendation)**

➔ Detailed action table: see Annex C4.

## RECOMMENDATION: C20 TWG CORE PRIORITY 5 (RECOMMENDED TO BE ADDED TO PRIORITIES 1-4 OF THE G20 TWG)

### PRIORITY 5: CLIMATE, CULTURE & COMMUNITIES

As outlined in the Issue Analysis, Priority 5 is important because it addresses the **gaps left by traditional tourism models**. It ensures that communities, especially Indigenous peoples and marginalised groups (women, youth, LGBTQI+ persons, persons with disabilities), share in the benefits of tourism, while also safeguarding cultural heritage and tackling climate risks. By linking tourism to **equity, resilience, and regeneration**, it transforms the sector into a driver of **inclusive growth, social stability, and environmental sustainability**, making it central to the G20's vision for solidarity, equality, and sustainability.

### DELIVERABLE (2025–2026):

Policy Framework for Regenerative Tourism including:

- WHS community compacts & Ancient Trade Routes programme (in addition to the WHS Silk Road Programme)
- Community Heritage Enterprise Fund
- Regenerative tourism certification scheme
- Annual G20 reporting on climate-neutral & community-empowered destinations

### CLUSTER 1: CLIMATE RESILIENCE — BUILDING CARBON-NEUTRAL TOURISM SYSTEMS

#### ACTION:

Adopt national roadmaps to reach net-zero tourism by 2050 (sustainable aviation fuels, green buildings, renewable energy, climate-risk screening).

#### DELIVERABLE:

National Net-Zero Tourism Roadmaps (2025–2026) with interim reporting to G20 TWG.

#### Do:

Conduct emissions audits; set SAF adoption targets; integrate climate-risk screening into tourism infrastructure approvals.

#### LEAD ACTORS:

G20 TWG with Energy/Transport WGs; AU/NEPAD, national tourism, environment and transport ministries; MDBs/DFIs; private operators.

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### **EXPECTED OUTCOME:**

By 2030, measurable emissions cuts per trip, 50% of new tourism infrastructure climate-screened, SAF adoption in all G20 aviation hubs.

### **TIMELINE:**

Sep 2025 – TWG adopts Policy Framework

2026–2027 – Early-warning systems, retrofits, insurance (SIDS)

2028 – Publish carbon-neutral & resilience progress

## **CLUSTER 2: HERITAGE PROTECTION — SAFEGUARDING CULTURE & INDIGENOUS RIGHTS**

### **ACTION:**

Establish co-managed heritage programmes with Free, Prior and Informed Consent (FPIC), skills pathways, and revenue-sharing for Indigenous/local communities.

### **DELIVERABLE:**

G20 Co-Managed Heritage Programme Framework (2025–2027). Do: Develop FPIC protocols; set up co-management councils; negotiate revenue-sharing agreements; create heritage-linked skills training.

### **LEAD ACTORS:**

G20 TWG, UNESCO/UNWTO, AU/NEPAD, Indigenous councils, CSOs.

### **EXPECTED OUTCOME:**

By 2028, 30% of UNESCO-listed sites under co-management with Indigenous/local authorities, with revenue-sharing agreements in place.

### **TIMELINE:**

Jun 2026 – WHS Compacts signed; Ancient Trade Routes designated

2026–2030 – Ancient Trade Routes programme operational

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## CLUSTER 3: COMMUNITY EMPOWERMENT — TURNING WORLD HERITAGE SITES INTO LIVELIHOOD HUBS

### ACTION 1:

Sign WHS community benefit-sharing compacts; invest in MSMEs, green infrastructure, and visitor dispersion.

### ACTION 2:

Launch a G20–UNESCO Ancient Trade Routes for Community Empowerment (2026–2030) linking WHSs and surrounding communities with branding, infrastructure, and MSME incubation.

### ACTION 3:

Establish a Community Heritage Enterprise Fund for women-, youth- and Indigenous-led MSMEs with FPIC, cultural IP safeguards, and accessibility standards.

### DELIVERABLE:

Ancient Trade Routes Programme (2026–2030) and Community Heritage Enterprise Fund (2025–2027).

### DO:

Draft compacts; co-design heritage corridor plans; brand Ancient Trade Routes; provide incubation support for MSMEs; establish fund governance and FPIC safeguards.

### LEAD ACTORS:

G20 TWG with UNESCO/UNWTO; AU/NEPAD, national/local governments; MDBs; community cooperatives.

### EXPECTED OUTCOME:

By 2030, ≥50 WHSs across G20 states function as hubs for community enterprise, ≥40% of revenue retained locally, and overtourism pressure reduced by 20%.

### TIMELINE:

Jun 2026 – WHS compacts & route designation

Sep 2026 – ≥30% funds ring-fenced for cooperatives & creative MSMEs

Dec 2026 – DFIs launch concessional credit & innovation vouchers

## CLUSTER 4: GOVERNANCE & INCLUSION — EMBEDDING EQUITY, ETHICS & PARTICIPATION

### ACTION:

Mainstream ethical, inclusive, and community-led approaches into tourism governance and funding

### DELIVERABLES:

- Universal Accessibility & DEIB Standards (adopted by 2026, mandatory from 2027).
- Global Tourism Climate Resilience Fund (by 2026, prioritising SIDS).
- Regenerative Tourism Certification Scheme (by 2028).

### DO:

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- Dedicate ≥30% of public tourism funds to community cooperatives & creative MSMEs (with CSO oversight).
- Mandate living wage/fair work standards in tourism procurement.
- Roll out SME digital-readiness audits, AI/data toolkits, and cybersecurity standards.
- Embed Global Code of Ethics in regulation and operator contracts.
- Establish recovery compacts in crisis-affected destinations.
- Scale Best Tourism Villages (BTV) nationally (See Summary: Best Tourism Villages Case Studies)

### LEAD ACTORS:

G20 TWG; national ministries (tourism, labour, digital, rural development); MDBs/DFIs; UNWTO/UNESCO; AU/NEPAD, CSOs; Indigenous/local authorities; private sector.

### EXPECTED OUTCOME:

By 2028, G20 members have inclusive, climate-resilient, and ethical tourism systems in place, with ≥30% of funds ring-fenced for communities, BTVs scaled nationally, and first regenerative tourism certification issued.

### TIMELINE:

2026 – TWG mandates accessibility & DEIB standards

2026 – Fair-work procurement; concessional finance tools launched

2026–2027 – AI/data toolkits & cyber standards; Recovery & Social Cohesion Compacts

2027 – Embed Global Code of Ethics; scale BTV; early-warning systems

2028 – Regenerative Tourism Certification launched

## CROSS-CUTTING GOVERNANCE & ACCOUNTABILITY

- Sep 2025 → TWG creates Delivery Dashboard; Presidency issues public scorecard
- Mar 2026 → MDBs/DFIs designate focal points; commit multi-year envelopes
- From 2026 onwards → WTTC + industry publish private-sector reports; CSOs conduct community impact audits

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## CROSS-CUTTING OUTCOMES / BENEFITS

- **Economic:** Increased investment in community-led MSMEs, fairer revenue sharing.
- **Social:** Empowered women, youth, Indigenous & marginalised groups via decent work & governance.
- **Cultural:** Safeguarded heritage, revitalised creative industries.
- **Environmental:** Lower emissions, climate-resilient infrastructure, reduced overtourism.
- **Political:** Greater legitimacy of G20 tourism leadership; alignment with SDGs and global goals.

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## SUPPORTING MEASURES

The following Supporting Measures, structured into a clear action table format, linking actions, lead actors, rationale, and expected outcomes.

Sub-section	Action	Lead Actor(s)	Why it Matters	Expected Outcomes
<b>Supporting creative disabilities industries &amp; cultural enterprises</b>	Dedicate ≥30% of public tourism funds to creative-industry MSMEs (crafts, music, foodways, design) prioritising marginalised groups: women, youth, LGBTQI+ persons, persons with disabilities; create incubators and market access pathways.	G20 TWC, AU/NEPAD, national finance culture/ tourism ministries, DFIs, chambers, CSOs.	Raises local value capture, diversifies products, empowers women & youth.	directed to creative MSMEs; growth in women- /youth-led enterprises; stronger cultural exports.
<b>Strengthening MSMEs &amp; decent work initiatives</b>	Introduce living-wage and fair-work standards in tourism procurement; inclusion of persons with disabilities in the sector; provide concessional credit, innovation vouchers, and formalisation pathways for informal actors.	G20 TWC, employment/ labour & tourism ministries, ILO, AU/ NEPAD, DFIs, worker organisations.	Tackles inequality and precarious work, boosting competitiveness.	Increased share of formalised MSMEs; reduction in wage gaps; improved job security for tourism workers.
<b>Advancing digitalization &amp; cybersecurity</b>	Roll out SME digital-readiness audits, shared AI/data toolkits, cyber hygiene standards; scale multilingual digital skills programmes for all (i.e inclusion of persons with disabilities).	G20 TWC, G20 Digital Economy WG, national digital/tourism ministries, UNWTO, AU/NEPAD, tech firms.	Lowers barriers to innovation and protects businesses/visitors from cyber risks.	% of MSMEs using AI/digital tools; reduced cybersecurity incidents; expanded digital skills among workers.
<b>Accessibility &amp; DEIB</b>	Mandate universal design in infrastructure, attractions, and digital services; require inclusive hiring and anti-discrimination policies.	G20 TWC, national tourism/transport labour ministries, disability organisations, private operators.	Expands participation for persons with disabilities, older people, and excluded groups.	Universal accessibility standards adopted by 2026; increase in accessible destinations; higher workforce diversity.
<b>Leveraging tourism for peacebuilding &amp; post-crisis recovery</b>	Create destination recovery compacts linking jobs programmes, heritage restoration, and social cohesion initiatives in crisis-affected areas.	G20 TWC with UNDP/ UNWTO, AU/NEPAD, national recovery agencies, CSOs, private investors.	Restores livelihoods, reduces tensions, accelerates recovery in fragile states.	# of recovery compacts signed; % of affected communities with restored tourism activity; measurable improvements in social cohesion.
<b>Scaling Best Tourism Villages (BTV)</b>	Co-finance BTV applications, upgrades, and knowledge exchange; replicate recognised models nationally.	G20 TWC, national rural/tourism ministries with UNWTO, AU/ NEPAD, local governments, DFIs.	Strengthens rural regeneration, decentralises benefits, preserves landscapes & culture.	# of villages awarded BTV status; rural employment growth; % of tourism revenue retained locally.
<b>Adopting the Global Code of Ethics for Tourism</b>	Embed the Code in national regulations, certification schemes, and operator contracts; require annual compliance reporting.	G20 TWC, national governments, UNWTO, AU/NEPAD, industry associations, CSOs.	Institutionalises ethical standards for inclusivity, equality, and responsible behaviour.	All G20 members reporting annually by 2027; increased adoption of ethical codes in industry contracts.
<b>Enhancing climate resilience in tourism</b>	Deploy early- warning systems, emergency protocols, climate-smart retrofits, and risk- transfer/insurance schemes; establish a Global Tourism Climate Resilience Fund by 2026 (prioritising SIDS).	G20 TWC, national disaster & environment ministries, UNDRR, insurers, MDBs, UNWTO.	Reduces disaster- related losses and builds long-term resilience.	Fund operational by 2026; % destinations with resilience plans; measurable reduction in disruption losses.
<b>Supporting inclusive &amp; community-led initiatives</b>	Ring-fence ≥30% of public tourism funds for community cooperatives and creative MSMEs; establish participatory governance councils and social-impact audits; adopt DEIB standards in destination governance by 2026.	National/local governments, G20 TWC, CSOs, AU/NEPAD, Indigenous authorities, philanthropy, private partners.	Keeps value local, strengthens legitimacy, and aligns development with community priorities.	% of funds channelled to community initiatives; increased community ownership; improved social-impact metrics.

presidency@c20southafrica.org | www.c20southafrica.org

