



Shaping Tomorrow's Destinations

Leveraging the UN 17 SDGs to Redefine Tourism Success

Barbara Karasek, CEO, Paradise | A Partner for Good



Paradise
a partner for good

a partner for good



Paradise was the First U.S. Agency To Sign The Sustainable Tourism Pledge

**Paradise is committed to helping improve the
sustainability performance of tourism businesses between now and 2030.**

Sustainable
Tourism2030

Social Impact & Sustainable Tourism Expertise

DI Social Impact AOR

Since 2023, Paradise has served as the Social Inclusion Agency of Record for Destinations International, building and marketing the social inclusion brand, collateral, and video series.

DI Foundation Advocate

Since 2023, Paradise has been an advocate for the DI Foundation and actively involved in fundraisers to further its vision and mission.

Gold Telly Award Winner

Paradise was honored with a Gold Telly Award for a Black History Month Special, featuring Little Rock and the Little Rock Nine. The special aired in 55 markets and 65 stations and on the American Forces Network in 168 countries.



Sustainable Tourism 2030

In 2023, Paradise was the first U.S. Agency to sign the Sustainable Tourism 2030 Pledge. Paradise helps destinations align with UN SDGs, Leave No Trace, National Park Service to improve sustainable tourism performance.



COP28 Attendee

Every year, Paradise virtually attends the two-week COP forum. Key global relationships are established, and insights are gleaned by Paradise to enact transformational climate-resilient tourism programming for destinations.

National Diversity Council

Paradise is an active Member of the National Diversity Council and Florida Diversity Council and builds relationships and business practices to benefit its destination partners.

Learning & Objectives

- Definitions
- Aligning Tourism + SDGs
- Collaboration for Sustainable Growth
- Redefining Success with Impact Metrics

Sustainable

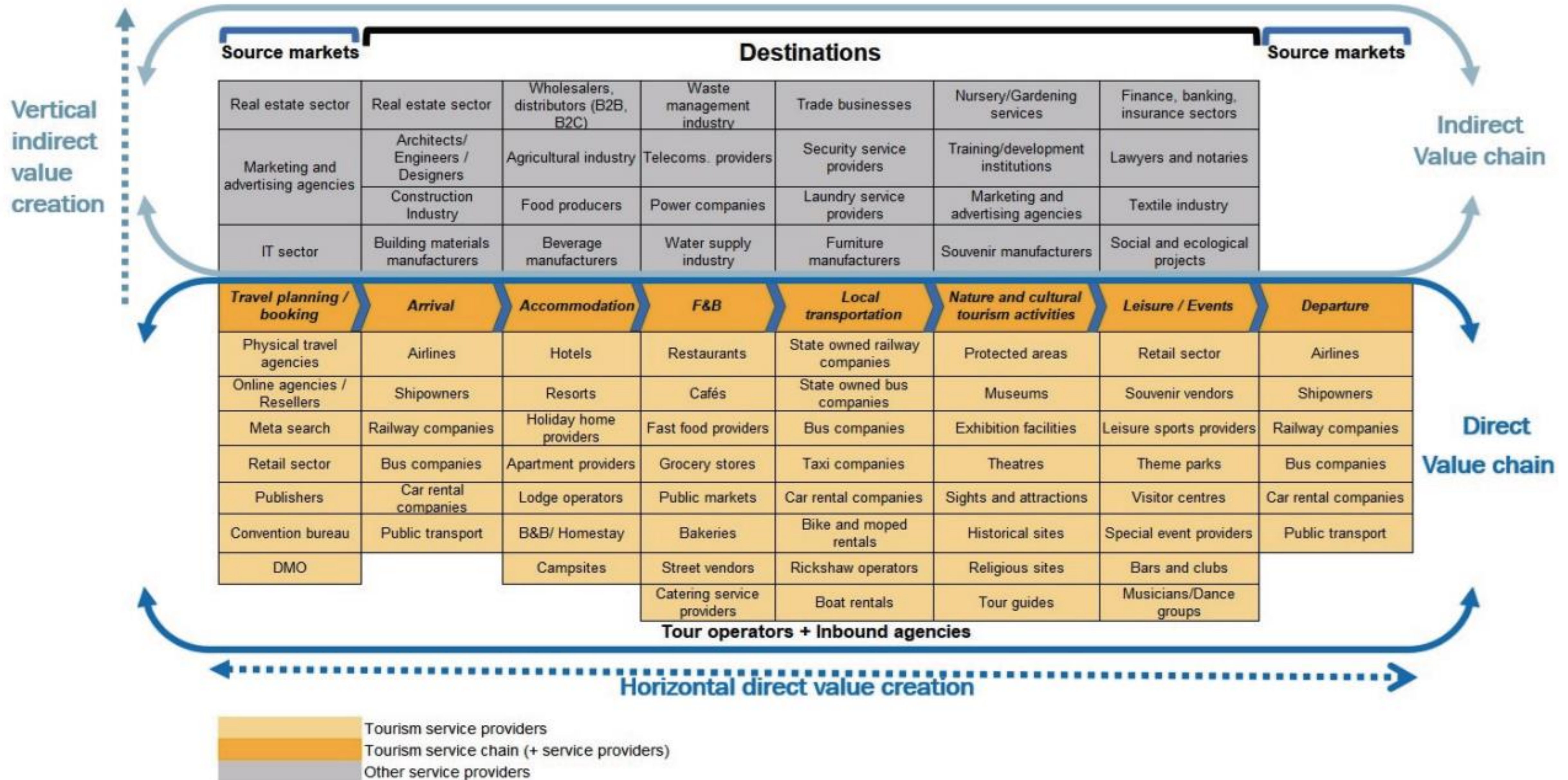
In the context of sustaining communities and impacting the world through preserving our planet, refers to practices and systems that meet the needs of the present without compromising the ability of future generations to meet their own needs

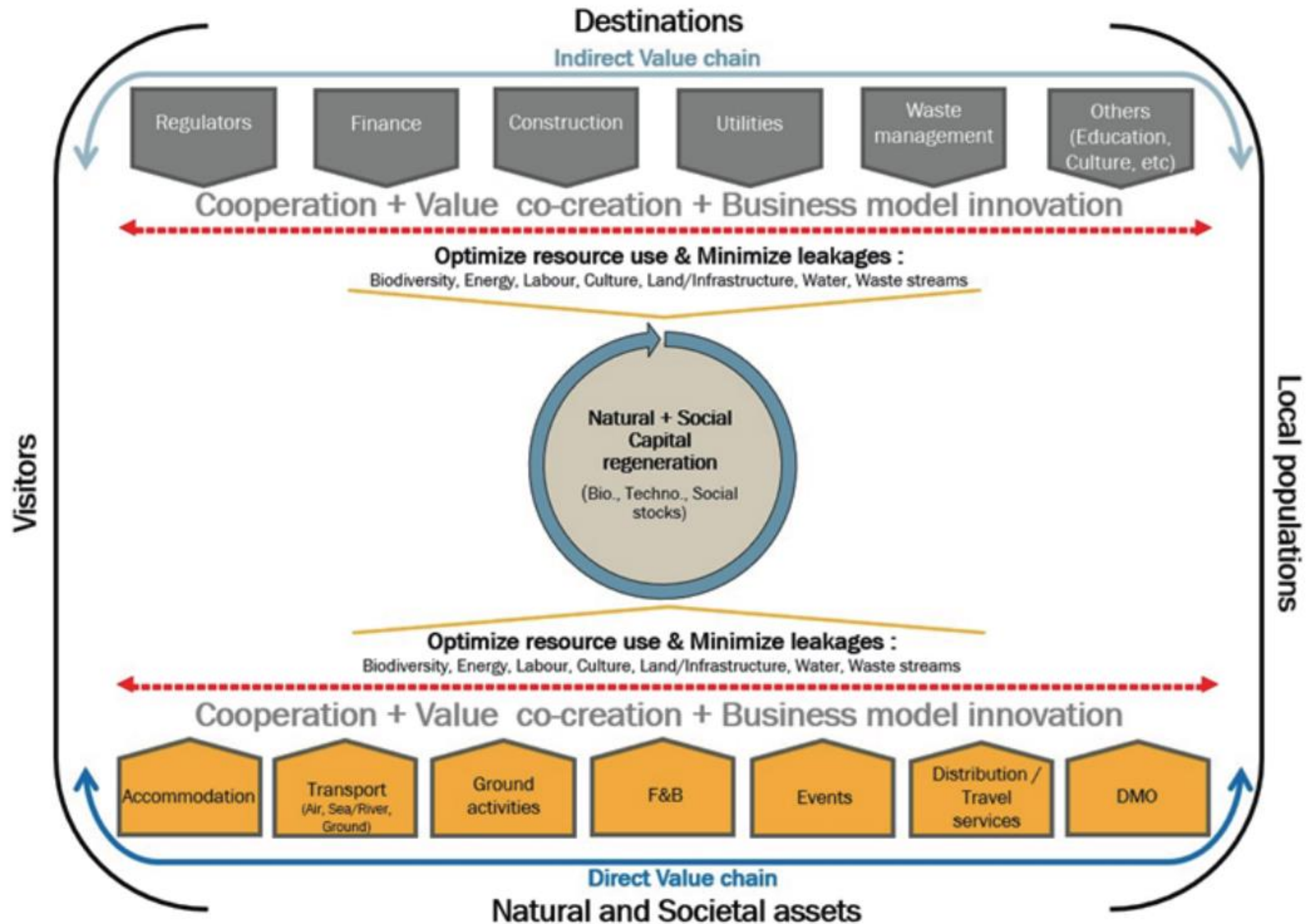
Sustainability

Creating a balanced, regenerative approach to living—where people, planet, and prosperity are interconnected and nurtured for lasting impact.

Tourism Value Chain

The interconnected, direct and indirect, network of activities, services, and stakeholders that collectively create, deliver, enhance, and sustain the travel experience from origin to destination and back.





“Tourism is a powerful driver for sustainable development. It contributes to the **education and empowerment of women and youth** and **advances the socioeconomic and cultural development of communities.**”

— *Amina J. Mohammed, Deputy Secretary-General of the United Nations*

Why Redefine Tourism Success Now?

- Global Challenges Facing Tourism: *over-tourism, climate change, inequality*
- Role of Tourism in the SDGs
- Global Impact Leads: DI, UNWTO & UN



**“Tourism plays a vital role in many, if not
all, of the 17 Goals.”**

— Zurab Pololikashvili, Secretary-General of the UNWTO

Introducing the UN 17 SDGs



UN 17 SDGS & the 2030 Agenda for Sustainable Development

- 17 Sustainable Development Goals
- Leave No One Behind
- Integrated & Holistic Approach
- Universal Calls to Action

2030 Agenda for Sustainable Development

17 Sustainable Development Goals (SDGs)

17 interconnected goals that address global challenges including poverty, inequality, climate change, environmental degradation, peace, and justice.

2030 Agenda for Sustainable Development

Leave No One Behind

The Agenda emphasizes welcoming, belonging, inclusivity and equity, aiming to ensure that the benefits of development reach even the most vulnerable and marginalized populations.

2030 Agenda for Sustainable Development

Integrated and Holistic Approach

It promotes the integration of economic growth, social inclusion, and environmental sustainability across all sectors and policies.

2030 Agenda for Sustainable Development

Universal Call to Action #1

The 2030 Agenda is a global framework adopted by all UN Member States to end poverty, protect the planet, and ensure peace and prosperity for all by 2030.

2050 Agenda for Sustainable Development

Universal Call to Action #2

The UN targets a 45% reduction in emissions by **2030** and net-zero emissions by **2050** to limit global warming to no more than 1.5°C.

Relevance of the 17 SDGs to Tourism

- Individualized for Every Destination

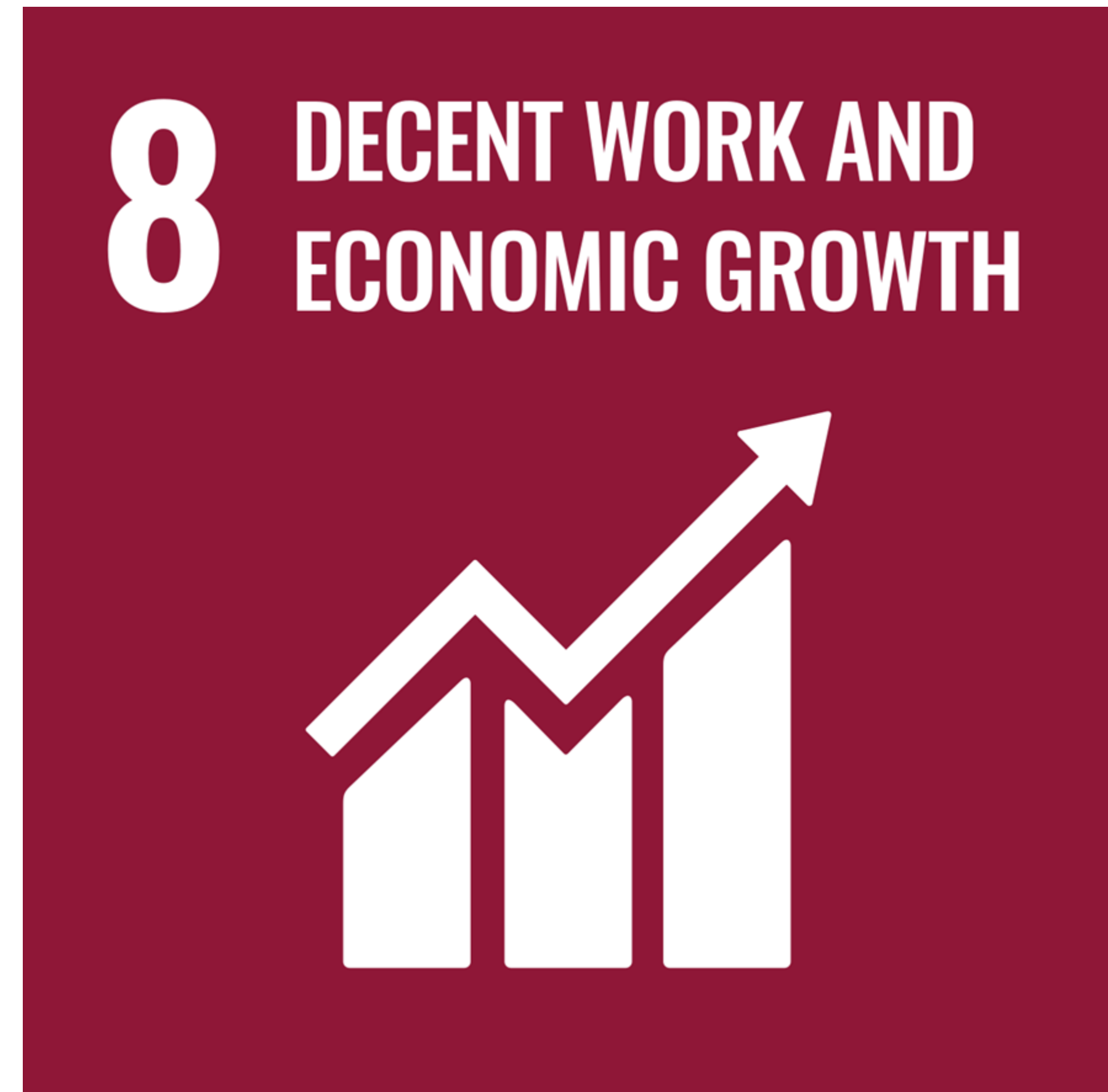


SUSTAINABLE DEVELOPMENT GOALS



8: Decent Work & Economic Growth

- Tourism is a major source of jobs worldwide and can drive inclusive economic growth, especially in developing countries.
- “Tourism accounts for 1 in 10 jobs globally.” – UNWTO



11: Sustainable Cities & Communities

- Tourism development impacts infrastructure, history, heritage, preservation, and inclusive planning.



12: Responsible Consumption & Production

- Encourages sustainable practices in hospitality, transportation, and visitor behavior. Focuses on reducing the environmental footprint of tourism.
- **UNWTO emphasis:** Sustainable tourism is a key target under this goal.



14: Life Below Water

- Coastal and marine tourism depend on healthy oceans.
- Sustainable tourism helps protect marine biodiversity and promotes ocean, river, lake, stream conservation.
- Ex: Eco-tourism and marine park entrance fees can fund local, state, national, and global conservation efforts.



15: Life on Land

- Tourism can support biodiversity conservation and the sustainable use of terrestrial ecosystems, particularly through nature and wildlife tourism.
- Ex: Revenues from park tourism help fund habitat and wildlife protection.

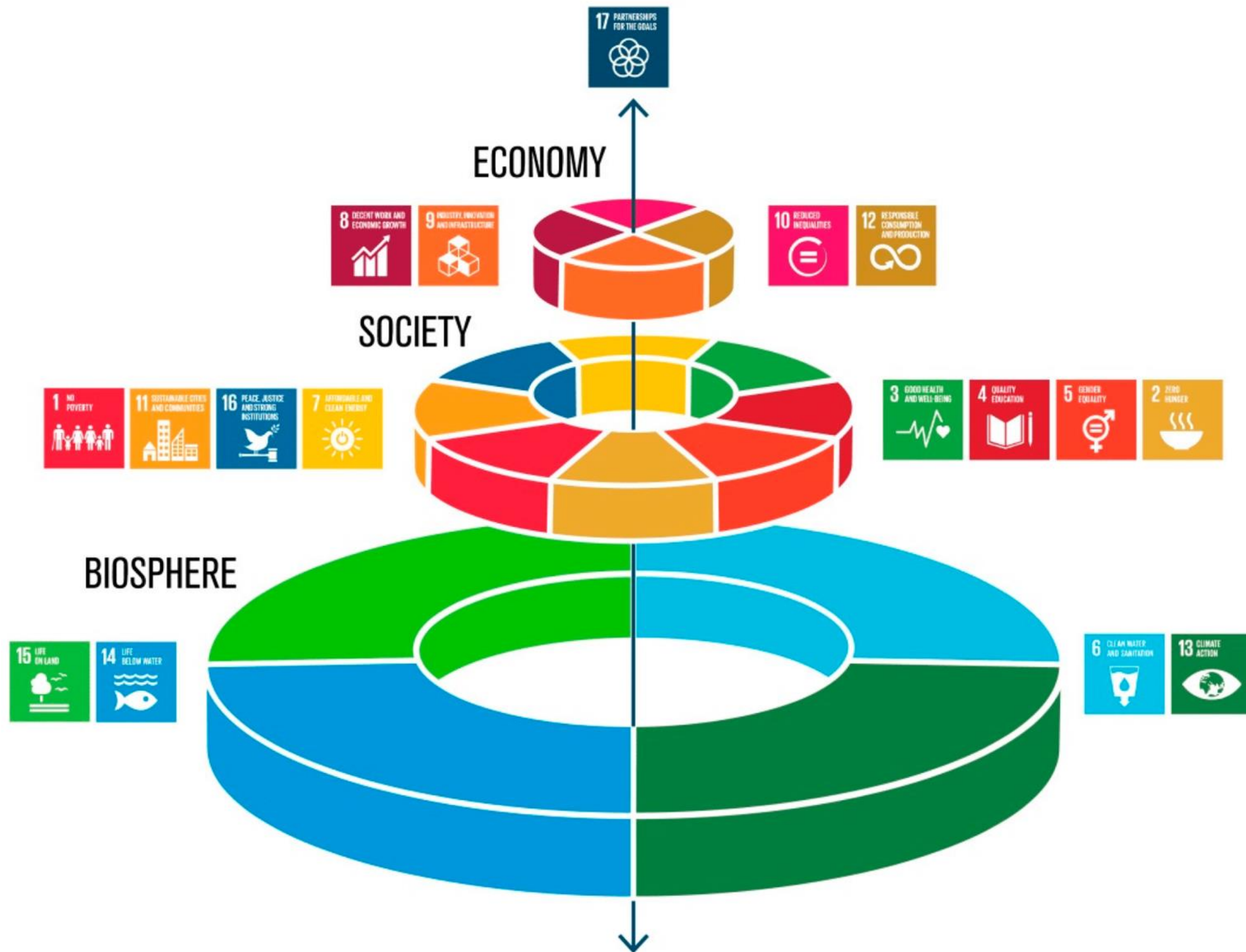


Aligning Tourism with Global Goals

“We have a responsibility to ensure that communities be put at the center of tourism development everywhere...

...and to make tourism an opportunity for a better future for everyone, women and global youth specifically.”

*Zurab Pololikashvili, Secretary-General, UNWTO
(2024)*



Pillar 1

Economic Stability

- Support Local Businesses
- Job Creation
- Economic Equity
- Case Study: Rwanda's community-based tourism model

Pillar 2

Environmental Conservation

- Low-impact travel, conservation areas, emissions reduction
- Case Study: Costa Rica's eco-certification program

Pillar 3

Social Responsibility

- Cultural Preservation
- Health
- Education
- Case Study: Indigenous tourism initiatives in Canada



UN SDGs & Destination Business Plan Implementation



UN SDGs & Destination Business Plan Implementation



The Five Ps

1. People
2. Prosperity
3. Peace
4. Partnership
5. Planet

4-Step Implementation

1. Assess Destination's Baseline
1. Identify Priority SDGs
1. Co-develop Goals with Stakeholders
1. Implement & Measure

Strategic Imperatives

- Stakeholder Collaboration
- Government Alignment
- Community Involvement
- Private Sector Innovation
- Rethink Tourism Metrics
- Measurement & Reporting Tools

Case Study: Jackson Hole, WY

Sustainable Development Management Plan (SDMP)

- 18 month process: August 2021 – January 2023
- 12 working sessions with 50 local stakeholders, visioning workshops, eight focus groups with over 150 tourism leaders, and almost 5,000 survey respondents.
- 18 member steering committee made of a diverse group of local community leaders.
- The final Teton County Sustainable Destination Management Plan was adopted by the Jackson Hole Travel and Tourism Board on January 26, 2023.
- Annual reports are developed and distributed to widely communicate progress.

Case Study: Jackson Hole, WY



JACKSON HOLE SUSTAINABLE DESTINATION MANAGEMENT PLAN SNAPSHOT

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SDMP PROGRESS TIMELINE

- PHASE 1: INVENTORY OF EXISTING CONDITIONS**
Launch Steering Committee
Develop Stakeholder Engagement Plan and Communications Strategy
Create Resident Tourism Sentiment Survey
Review Comprehensive Analysis of Existing Destination Data, Including Prior Visitor Input
Draft Situation Analysis Report
Winter 2021
- PHASE 2: ON-SITE ASSESSMENT**
Launch Resident Tourism Sentiment Survey
Lead Community Meetings for Process Introduction and Initial Feedback Collection
Host 1:1 Interviews and Focus Groups With Elected Officials, Land Managers, Business and Civic Leaders
Validate Situation Analysis Report
Spring 2022
- PHASE 3: PARTICIPATORY VISIONING AND PLANNING**
Lead In-Person Community Visioning and Planning Workshops
Host Stakeholder Focus Groups
Share Workshop Outcomes Report
Develop SDMP Initiatives With Stakeholder Groups
Summer 2022
- PHASE 4: PLAN DEVELOPMENT AND VALIDATION**
Draft SDMP
Publication of the Resident Survey Research
Present Key Stakeholder Findings
Share Final SDMP and Other Research Outcomes
Confirm Research and Implementation Toolkit
Fall-Winter 2022
- PHASE 5: PLAN LAUNCH**
Launch the SDMP to Shape the Future of Tourism
Winter-Spring 2023

Case Study: Jackson Hole, WY

GOAL 1: EDUCATION & COMMUNICATION

Create a common understanding of shared responsibility among residents, businesses, and visitors.

GOAL 2: VISITOR FLOW MANAGEMENT

Align the needs and aspirations of residents, businesses, and visitors across all lands.

GOAL 3: WORKFORCE RECRUITMENT AND RETENTION

Increase the stability of the tourism workforce.

GOAL 4: COMMUNITY HOUSING

Advocate for and support solutions to create community housing.

GOAL 5: TRANSPORTATION AND MOBILITY

Advocate for and support transit and mobility solutions.

GOAL 6: CLIMATE ACTION

Reduce climate risks and enhance destination resilience.

GOAL 7: MONITORING & REPORTING

Monitor tourism and its impacts on people and place (all lands, all communities).

GOAL 8: GOVERNANCE

Maintain effective all-lands tourism governance, collaboration, and plan implementation.

COMPLETE

ONGOING

IN PROGRESS

NOT STARTED

1.1.1 = Goal . Initiative . Priority Action



GOAL 5: TRANSPORTATION AND MOBILITY

Advocate for and support transit and mobility solutions.



5.1.1
IN PROGRESS

Identify the value of transit services to support the tourism and hospitality industry workforce, visitor services, and community special events.



5.1.2
ONGOING

Identify and prioritize opportunities for greater tourism and hospitality industry involvement in transportation planning and funding [regarding mobility hubs]. Include pricing structures to encourage transit use by the workforce.



5.2.1
COMPLETE

Support the first generation of a transit application being developed by START.



5.2.2
IN PROGRESS

Support and participate in a process (e.g., task force/ working group) to expand app(s) for advanced trip planning building on START bus application.



5.3.1
IN PROGRESS

Tourism representatives (representation from the JHCC and/or the destination stewardship council) monitor and participate as appropriate in the transit feasibility study commencing in late 2022 [2023] with JH Airport, Teton County, START, Grand Teton National Park, Wyoming Department of Transportation, and others.



5.3.2
IN PROGRESS

Convene community and tourism stakeholders as needed to review solutions and support advocacy efforts [regarding public transit to the airport/GTNP].



Key Takeaways & Call to Action

Key Takeaways

- Align with Global Goals
- Plan with Intent
- Don't Try to Boil the Ocean
- Crawl → Walk → Run
- Build Inclusive Collaborations
- Define Success Beyond Numbers

Call to Action

Be a destination or destination partner that serves people, planet, and purpose.



I Pledge....



I Pledge....

**To be a destination or
destination partner that serves
people, planet, and purpose.**



Rudy Webb
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Let's Connect!