



**University Goce Delchev – Shtip  
Faculty of tourism and business logistics -  
Gevgelia**

**Proceedings  
First International Scientific Conference  
ISCTBL**

# **CHALLENGES OF TOURISM AND BUSINESS LOGISTICS IN THE 21ST CENTURY**



**Gevgelia, 24-25 October 2017 & Shtip, December 2017**



University "Goce Delcev" – Shtip, R. Macedonia  
Faculty of tourism and business logistics – Gevgelija

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"St. Kliment Ohridski" University – Bitola



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University of Kragujevac  
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**For the Publisher:**

Nikola V. Dimitrov, Ph.D. – Dean

**Edited by:**

Nikola V. Dimitrov, Faculty of Tourism and Business Logistics, "Goce Delčev" University - Štip, *Macedonia*  
Drago Cvijanović, Faculty of Hotel management and Tourism in Vrnjačka Banja, University of Kragujevac, *Serbia*  
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**Technical Support**

Nikola V. Dimitrov, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia  
Dushko Josheski, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia  
Natasа Miteva, Faculty of Tourism and Business Logistics, Goce Delcev University - Štip, Macedonia

**Proofreader:**

Marija Krsteva, Faculty of Philology, Goce Delcev University - Štip, Macedonia

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## PREFACE

The Faculty of Tourism and Business Logistics in Gevgelija, at the Goce Delcev University - Stip, hosted the First International Scientific Conference, "Challenges of Tourism and Business Logistics in the 21st Century".

The conference was held on 24 and 25 October 2017 in Gevgelija with an optional visit to Dojran - Dojran Lake.

32 works of 60 authors from Serbia, Latvia, Turkey, Poland, Bulgaria, Kosovo and Macedonia were presented at the Conference.

The purpose of the Conference is exchange of ideas and experiences of the participants coming from Macedonia and abroad, and establishment of cooperation for further development of tourism and business logistics in Macedonia and beyond.

The results of the Conference are visible through publication in a collection of papers, which is presented to a wider scientific audience and the public.

In this way, we want to promote the Faculty of Tourism and Business Logistics, to promote Gevgelija and Dojran as the most visited settlements in the south-eastern part of Macedonia.

Gevgelija - Stip,  
December 2017

Editor  
Nikola V. Dimitrov Ph.D. *Dean*

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## UN GOAL: SUSTAINABLE TOURISM AS A KEY CONTRIBUTOR FOR SUSTAINABLE DEVELOPMENT IN DEVELOPING COUNTRIES

Aneta Stojanovska-Stefanova<sup>1</sup>, Drasko Atanasoski<sup>2</sup>

### Introduction

Tourism is one of the world's fastest growing industries and an important source of foreign exchange and employment for many developing countries.

The 2030 Agenda for Sustainable Development<sup>3</sup> commits the Member States, through Sustainable Development Goal Target 8.9 to “devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”. The importance of sustainable tourism, as a driver for jobs creation and the promotion of local culture and products, is also highlighted in Sustainable Development Goal target 12.b.

Tourism is also identified as one of the tools to “increase (by 2030) the economic benefits to Small Island developing States and least developed countries”, through Sustainable Development Goals Target 14.7.

Sustainable tourism is defined by paragraph 130 of The Future We Want 4 as a significant contributor “to the three dimensions of sustainable development” thanks to its close linkages to other sectors and its ability to create decent jobs and generate trade opportunities. Therefore, the Member States recognize “the need to support sustainable tourism activities and relevant capacity-building that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity, and improve the welfare and livelihoods of local communities”.

Paragraph 130 of the Future We Want also focuses on the role of sustainable tourism as a key contributor for sustainable development in developing countries.

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<sup>1</sup> Aneta Stojanovska-Stefanova, Ph.D. Candidate, University Teaching Assistant, Faculty of Tourism and Business Logistics, University Goce Delcev, Stip, Republic of Macedonia. Research fields: International Law and Politics, History of Diplomacy, Political System, Political Theory, e-mail: aneta.stojanovska@ugd.edu.mk

<sup>2</sup> Drasko Atanasoski, Ph.D., Associate Professor, Faculty of Tourism and Business Logistics, University Goce Delcev, Stip, Republic of Macedonia. Research fields: International Transport and Logistics, Customs Administrative Procedure

<sup>3</sup> For more details please see: United Nations, Sustainable Development Knowledge Platform, <https://sustainabledevelopment.un.org/post2015/transformingourworld>, last accessed September 29, 2017

<sup>4</sup> Resolution adopted by the General Assembly on 27 July 2012, 66/288. The future we want (A/RES/66/288), [http://www.un.org/ga/search/view\\_doc.asp?symbol=A/RES/66/288&Lang=E](http://www.un.org/ga/search/view_doc.asp?symbol=A/RES/66/288&Lang=E), last accessed November 3, 2017

More specifically, the Member States, through paragraph 131, “encourage the promotion of investment in sustainable tourism, including eco-tourism and cultural tourism, which may include creating small and medium sized enterprises and facilitating access to finance, including through microcredit initiatives for the poor, indigenous peoples and local communities in areas with high eco-tourism potential”. In this regard, the Member States also stress the importance of establishing, guidelines and regulations, in accordance with national priorities and legislation for promoting and supporting sustainable tourism.

In 2002, the World Summit on Sustainable Development in Johannesburg addressed sustainable tourism in Chapter IV, paragraph 43 of the Johannesburg Plan of Implementation.

At the Johannesburg Summit, the launch of the Sustainable Tourism – Eliminating Poverty (ST-EP) was announced. The initiative was inaugurated by the World Tourism Organization, in collaboration with UNCTAD in order to develop sustainable tourism as a force for poverty alleviation.

The UN Commission on Sustainable Development (CSD) last reviewed the issue of sustainable tourism in 2001, when it was acting as the Preparatory Committee for the Johannesburg Summit.

The General Assembly in 1998 proclaimed 2002 as the International Year of Ecotourism (A/RES/53/200), reaffirming Economic and Social Council resolution 1998/40, of 30 July 1998.

In reviewing the first five years' implementation of Agenda 21 in 1997 at its nineteenth Special Session, the United Nations General Assembly indicated the need to give further consideration to the importance of tourism in the context of Agenda 21.

Under Chapter 7 of Agenda 21 devoted to the promotion of sustainable human settlement development, the promotion of the formulation of sound and culturally sensitive tourism programmes are seen as a strategy for sustainable development of urban and rural settlements and as a way of decentralizing urban development and reducing discrepancies among regions. The important role of ecotourism as a tool to promote economic growth in respect of environment sustainability is a recurring theme within Agenda 21, in particular with reference to the protection of forests (paragraph 11.20-11.21), mountain ecosystems (paragraph 13.6), improvement of farm production and farming systems (paragraph 14.25), sustainable conservation and use of marine living resources<sup>1</sup>.

The United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development recalling the potential of tourism to advance the universal [2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals \(SDGs\)](https://sustainabledevelopment.un.org/topics/sustainabledevelopmentgoals).

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<sup>1</sup> United Nations, Sustainable Development Knowledge Platform, <https://sustainabledevelopment.un.org/topics/sustainabletourism>, last accessed November 1, 2017

## Table 1. Sustainable Development Goals<sup>1</sup>

- Goal 1. End poverty in all its forms everywhere
- Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- Goal 3. Ensure healthy lives and promote well-being for all at all ages
- Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- Goal 5. Achieve gender equality and empower all women and girls
- Goal 6. Ensure availability and sustainable management of water and sanitation for all
- Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all
- Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- Goal 10. Reduce inequality within and among countries
- Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable
- Goal 12. Ensure sustainable consumption and production patterns
- Goal 13. Take urgent action to combat climate change and its impacts<sup>2</sup>
- Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

The International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute effectively to the SDGs.

"This is a unique opportunity to build a more responsible and committed tourism sector that can capitalize its immense potential in terms of economic prosperity, social inclusion, peace and understanding, cultural and environmental preservation" said UNWTO Secretary-General, Taleb Rifai.

Accounting for 7% of worldwide exports, one in eleven jobs and 10% of the world's GDP, the tourism sector if well managed can foster inclusive economic

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<sup>1</sup> United Nations, Resolution adopted by the General Assembly on 25 September 2015, link: [http://www.un.org/ga/search/view\\_doc.asp?symbol=A/RES/70/1&Lang=E](http://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E), last accessed November 1, 2017

<sup>2</sup> Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change.

growth, social inclusiveness and the protection of cultural and natural assets. The International Year will promote tourism's role in the following five key areas:

Table 2. Key areas to promote tourism

- (1) Inclusive and sustainable economic growth;
- (2) Social inclusiveness, employment and poverty reduction;
- (3) Resource efficiency, environmental protection and climate change;
- (4) Cultural values, diversity and heritage; and
- (5) Mutual understanding, peace and security.

#### 2017- International Year of Sustainable Tourism for Development

The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development ([A/RES/70/1931](#)).

This is a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

In the context of the universal [2030 Agenda for Sustainable Development and the Sustainable Development Goals \(SDGs\)](#), the International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector that can contribute to the SDGs.

That will promote tourism's role in the above mentioned five key areas.

The [World Tourism Organization<sup>2</sup> \(UNWTO\)](#), the United Nations Specialized Agency for Tourism, has been mandated to facilitate the organization and implementation of the International Year, in collaboration with governments, relevant organizations of the United Nations system, international and regional organizations and other relevant stakeholders<sup>3</sup>. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the [Global Code of Ethics for Tourism](#), to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the [Sustainable Development Goals \(SDGs\)](#), geared towards reducing poverty and fostering sustainable development worldwide.

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<sup>1</sup> Resolution adopted by the General Assembly on 22 December 2015, link: [http://www.un.org/en/ga/search/view\\_doc.asp?symbol=A/RES/70/193&referer=/english/&Lang=E](http://www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/70/193&referer=/english/&Lang=E), last accessed November 08, 2017

<sup>2</sup> The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism

<sup>3</sup> Official Page of 2017 International Year of Sustainable Tourism for Development, link: <http://www.tourism4development2017.org/about/>, last accessed November 08, 2017

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 156 countries, 6 Associate Members and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities<sup>1</sup>.

As a fundamental frame of reference for responsible and sustainable tourism, the Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles designed to guide key-players in tourism development. Addressed to governments, the travel industry, communities and tourists alike, it aims to help maximize the sector's benefits while minimizing its potentially negative impact on the environment, cultural heritage and societies across the globe.

Adopted in 1999 by the General Assembly of the World Tourism Organization, its acknowledgement by the United Nations two years later expressly encouraged UNWTO to promote the effective follow-up of its provisions.

Although not legally binding, the Code features a voluntary implementation mechanism through its recognition of the role of the [World Committee on Tourism Ethics](#) (WCTE), to which stakeholders may refer matters concerning the application and interpretation of the document:

Global Code of Ethics for Tourism.

Table 3: The Code's 10 principles<sup>2</sup> that amply cover the economic, social, cultural and environmental components of travel and tourism:

[Article 1](#): Tourism's contribution to mutual understanding and respect between peoples and societies

[Article 2](#): Tourism as a vehicle for individual and collective fulfilment

[Article 3](#): Tourism, a factor of sustainable development

[Article 4](#): Tourism, a user of the cultural heritage of mankind and contributor to its enhancement

[Article 5](#): Tourism, a beneficial activity for host countries and communities

[Article 6](#): Obligations of stakeholders in tourism development

[Article 7](#): Right to tourism

[Article 8](#): Liberty of tourist movements

[Article 9](#): Rights of the workers and entrepreneurs in the tourism industry

[Article 10](#): Implementation of the principles of the Global Code of Ethics for Tourism

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<sup>1</sup> United Nations Specialized Agency for Tourism, link: <http://www2.unwto.org/content/who-we-are-0>, last accessed November 08, 2017

<sup>2</sup> Specialized agency of the United Nations, World Tourism Organization (UNWTO), <http://ethics.unwto.org/en/content/global-code-ethics-tourism>, last accessed November 7, 2017

Established in 2004, the World Committee on Tourism Ethics is the impartial body responsible for interpreting, applying and evaluating the provisions of the [UNWTO Global Code of Ethics for Tourism](#). For further information, please see UNWTO General Assembly [Resolution A/RES/607\(XIX\)](#) of October 2011.<sup>1</sup>

## The role of High-level Political Forum on Sustainable Development

The High-level Political Forum on Sustainable Development is the central UN platform for the follow-up and review of the 2030 Agenda for Sustainable Development adopted at the United Nations Sustainable Development Summit on 25 September 2015.

The establishment of the United Nations High-level Political Forum on Sustainable Development (HLPF) was mandated in 2012 by the outcome document of the [United Nations Conference on Sustainable Development \(Rio+20\)](#), "[The Future We Want](#)". The format and organizational aspects of the Forum are outlined in [General Assembly resolution 67/290](#).

The Forum meets annually under the auspices of the [Economic and Social Council](#) for eight days, including a three-day ministerial segment and every four years at the level of Heads of State and Government under the auspices of the [General Assembly](#) for two days.

The Forum's first meeting was [held on 24 September 2013](#). It replaced the [Commission on Sustainable Development](#), which had met annually since 1993. The HLPF is the main United Nations platform on sustainable development and it has a central role in the follow-up and review of the [2030 Agenda for Sustainable Development](#) the [Sustainable Development Goals \(SDGs\)](#) at the global level. [General Assembly resolution 70/299](#) provides further guidance on the follow-up and review of the 2030 Agenda and the SDGs. The Forum adopts intergovernmentally negotiated political declarations<sup>2</sup>.

The meeting of the high-level political forum on sustainable development in 2017 convened under the auspices of the Economic and Social Council. The theme was "Eradicating poverty and promoting prosperity in a changing world". The set of goals to be reviewed in depth was the following, including Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable

Development, that will be considered each year:

Goal 1. End poverty in all its forms everywhere

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Goal 3. Ensure healthy lives and promote well-being for all at all ages

Goal 5. Achieve gender equality and empower all women and girls

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<sup>1</sup> Protocol of Implementation of Global Code of Ethics for tourism, <http://cf.cdn.unwto.org/sites/all/files/docpdf/protocolofimplementationwcteres6072011en.pdf>, last accessed November 7, 2017

<sup>2</sup> Sustainable Development Knowledge Platform, <https://sustainabledevelopment.un.org/hlpf>, last accessed November 8, 2017



Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development

In accordance with paragraph 84. of the [2030 Agenda](#), Member States have decided that the HLPF shall carry out regular voluntary reviews of the 2030 Agenda which will include developed and developing countries as well as relevant UN entities and other stakeholders. The reviews were state-led, involving ministerial and other relevant high-level participants, and provide a platform for partnerships, including through the participation of [major groups and other relevant stakeholders](#). Since the first United Nations Conference on Environment and Development in 1992 - known as the Earth Summit, it was recognized that achieving sustainable development would require the active participation of all sectors of society and all types of people. Agenda 21, adopted at the Earth Summit, drew upon this sentiment and formalized nine sectors of society as the main channels through which broad participation would be facilitated in UN activities related to sustainable development. These are officially called "Major Groups" and include the following sectors:

- Women
- Children and Youth
- Indigenous Peoples
- Non-Governmental Organizations
- Local Authorities
- Workers and Trade Unions
- Business and Industry
- Scientific and Technological Community
- Farmers

Two decades after the Earth Summit, the importance of effectively engaging these nine sectors of society was reaffirmed by the “Rio+20” Conference. Its outcome document "The Future We Want" highlights the role that Major Groups can play in pursuing sustainable societies for future generations. In addition, governments invited other stakeholders, including local communities, volunteer groups and foundations, migrants and families, as well as older persons and persons with disabilities, to participate in UN processes related to sustainable development, which can be done through close collaboration with the Major Groups.

Major Groups and other stakeholders (MGoS) continue to demonstrate a high level of engagement with intergovernmental processes at the UN. The coordination of their input to intergovernmental processes on sustainable development has been led by UNDESA/Division for Sustainable Development (DSD).

Member States ultimately decide upon the modalities of participation of MGoS. Thus, the engagement and participation of MGoS in intergovernmental

processes related to sustainable development varies depending on the particular sustainable development topic under discussion<sup>1</sup>.

In 2017, 43 countries have volunteered to present their national voluntary reviews to the high-level political forum (HLPF). As part of its follow-up and review mechanisms, the 2030 Agenda for Sustainable Development encourages member states to “conduct regular and inclusive reviews of progress at the national and sub-national levels, which are country-led and country-driven” (paragraph 79). These national reviews are expected to serve as a basis for the regular reviews by the high-level political forum, meeting under the auspices of ECOSOC. As stipulated in paragraph 84 of the 2030 Agenda, regular reviews by the HLPF are to be voluntary, state-led, undertaken by both developed and developing countries, and shall provide a platform for partnerships, including through the participation of major groups and other relevant stakeholders.

The voluntary national reviews (VNRs) aim to facilitate the sharing of experiences, including successes, challenges and lessons learned, with a view to accelerating the implementation of the 2030 Agenda. The VNRs also seek to strengthen policies and institutions of governments and to mobilize multi-stakeholder support and partnerships for the implementation of the Sustainable Development Goals.

The voluntary national reviews countries are expected to submit comprehensive written reports that will be made available in the [VNR database](#). In addition, each VNR country will also provide main messages summarizing their key findings. These main messages are also posted in [the VNR database](#)<sup>2</sup>.

## Conclusion

According to the paragraph 130 from the document “The Future We Want” (A/RES/66/288), the United Nations emphasize that well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities. United Nations recognize the need to support sustainable tourism activities and relevant capacity building that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity, and improve the welfare and livelihoods of local communities by supporting their local economies and the human and natural environment as a whole. Therefore, the UN call for enhanced support for sustainable tourism activities and relevant capacity-building in developing countries in order to contribute to the achievement of sustainable development.

Defined by paragraph 130 of “The Future We Want”, the United Nations encourage the promotion of investment in sustainable tourism, including eco-tourism and cultural tourism, which may include creating small and medium sized enterprises

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<sup>1</sup> Sustainable Development Knowledge Platform, <https://sustainabledevelopment.un.org/mgos>, last accessed November 8, 2017

<sup>2</sup> More details about countries messages you can read at following link: [https://sustainabledevelopment.un.org/content/documents/17035Compilation\\_of\\_Main\\_Messages\\_from\\_2017\\_VNRs.pdf](https://sustainabledevelopment.un.org/content/documents/17035Compilation_of_Main_Messages_from_2017_VNRs.pdf), last accessed November 8, 2017

and facilitating access to finance, including through microcredit initiatives for the poor, indigenous peoples and local communities in areas with high eco-tourism potential. In this regard, UN underline the importance of establishing, where necessary, appropriate guidelines and regulations in accordance with national priorities and legislation for promoting and supporting sustainable tourism.

The United Nations Specialized Agency for Tourism, has been mandated to facilitate the organization and implementation of the International Year, in collaboration with governments, relevant organizations of the United Nations system, international and regional organizations and other relevant stakeholders<sup>1</sup>. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

The United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development recalling the potential of tourism to advance the universal [2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals \(SDGs\)](#).

The International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute effectively to the SDGs.

As the United Nations General Assembly affirmed when announcing the adoption of 2017 as the International Year of Sustainable Tourism for Development, tourism can contribute to all the three dimensions of sustainable development – economic, social and environmental – and each of the 17 Sustainable Development Goals. Not only does the sector spearhead growth, it also improves the quality of people’s lives. It can bolster environmental protection, champion diverse cultural heritage, and strengthen peace in the world. In this spirit, World Tourism Day 2017 presents a unique opportunity to raise awareness on the contribution of sustainable tourism to development among public and private sector decision-makers and the international community, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change. Accounting for 7% of worldwide exports, one in eleven jobs and 10% of the world’s GDP, the tourism sector if well managed can foster inclusive economic growth, social inclusiveness and the protection of cultural and natural assets. The 2030 Agenda for Sustainable Development, is plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. We recognize that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development. All countries and all stakeholders, acting in collaborative partnership, will implement this plan. We are resolved to free humans from the tyranny of poverty and want and to heal and secure our planet. We are determined to take the bold and transformative steps which are urgently needed to shift the world onto a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left

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<sup>1</sup> Official Page of 2017 International Year of Sustainable Tourism for Development, link: <http://www.tourism4development2017.org/about/>, last accessed November 8, 2017

behind. The 17 Sustainable Development Goals and 169 targets which we are announcing today demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what these did not achieve. They seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental.

The Goals and targets will stimulate action over the next fifteen years in areas of critical importance for humanity and the planet.

According to the 2030 Agenda for Sustainable Development article 53: "We the Peoples" are the celebrated opening words of the UN Charter. It is "We the Peoples" who are embarking today on the road to 2030. This journey will involve Governments as well as Parliaments, the UN system and other international institutions, local authorities, indigenous peoples, civil society, business and the private sector, the scientific and academic community – and all people. Millions have already engaged with, and will own, this Agenda. It is an Agenda of the people, by the people, and for the people – and this, United Nations believe, will ensure its success.

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