



**ЦЕЛИ** УСТОЙЧИВОГО РАЗВИТИЯ В  
**БЕЛАРУСИ**

## **Development of Sustainable (Ecological) Tourism as a Contribution to the Achievement of Sustainable Development Goals**



# Sustainable Development Agenda for the Period up to 2030

No one to be left aside

Interrelation and inseparability

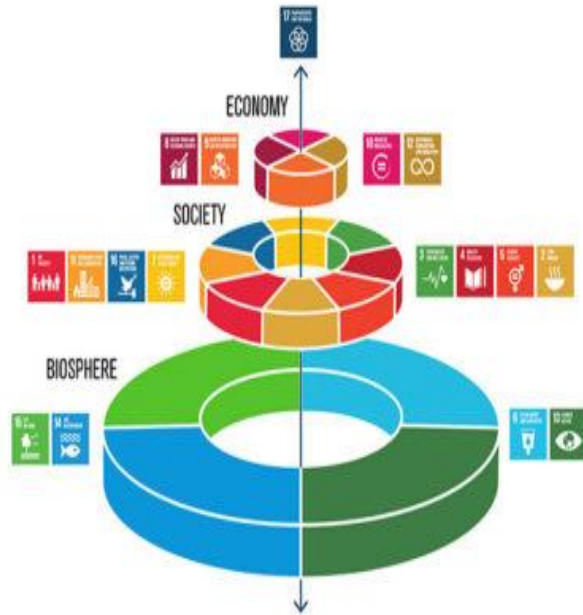
Omnitude

Respect for human rights

## ЦЕЛИ В ОБЛАСТИ УСТОЙЧИВОГО РАЗВИТИЯ



# ЦЕЛИ В ОБЛАСТИ УСТОЙЧИВОГО РАЗВИТИЯ





# NATIONAL MANAGEMENT ARCHITECTURE TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS



National Coordinator (Focal Point) for Sustainable Development Goals

**Национальный координатор по достижению Целей устойчивого развития**

**Министерство иностранных дел**  
Исполнительный секретариат Национального координатора

**Ministry of Foreign Affairs**  
Executive Secretariat of the National Coordinator (Focal Point)

**Парламентская группа по ЦУР**  
Представители обеих палат Национального собрания

**Совет по устойчивому развитию**  
Руководство 38 исполнительных органов, местных властей, судебных органов, прокуратуры

**Партнерская группа устойчивого развития**  
Гражданское общество, частный сектор (включая участников Глобального договора ООН), международные организации

**Mass Media Group**

**Национальный статистический комитет**  
мониторинг и оценка достижения ЦУР

**Межведомственная рабочая группа по экологии**

**Межведомственная рабочая группа по социальным вопросам**

**Межведомственная рабочая группа по экономике**

**Региональные рабочие группы по ЦУР**

**Общественный совет по формированию и оценке стратегий устойчивого развития**  
Научно-аналитическое сообщество, государственные структуры, гражданское общество

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# SDG Nationalisation



## SDG Nationalisation



Development of state programs, strategies and plans or actualization of existing programs with due regard for Global Goals and indicators

Development of national indicators

Regional Strategies for Socioeconomic Development

Modernization with due regard for 2030 Agenda



HCYP-  
2035



# SDG LOCALIZATION



**MAIN PRINCIPLE OF SUSTAINABLE DEVELOPMENT:  
THINK GLOBALLY – ACT LOCALLY!**

**Organization of activities to achieve SDGs in Regions -**  
promoting the balanced development of Regions.



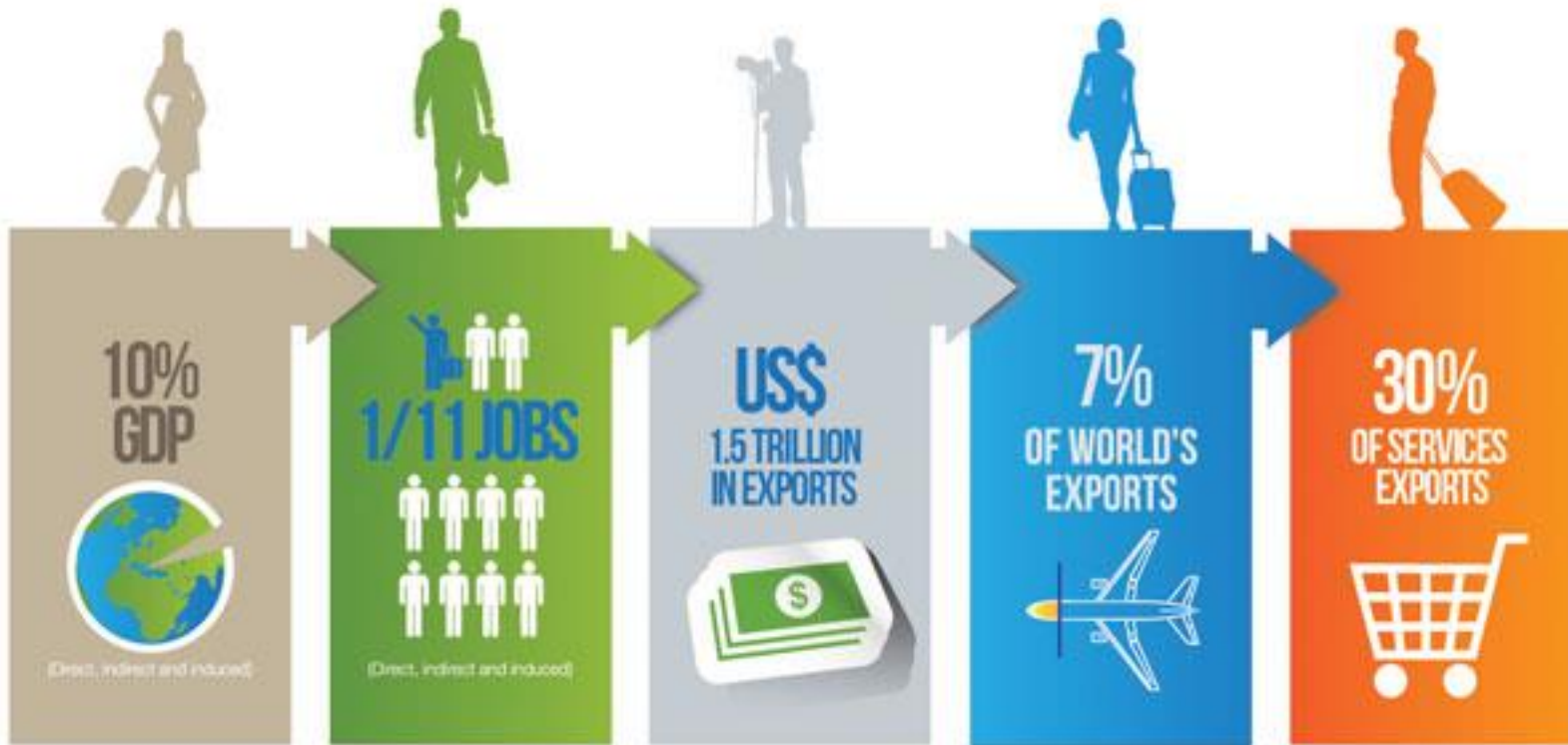
**Regional lists are formed based on the development priorities of  
a certain Region**



# Accelerator SDG Platforms in the Republic of Belarus



"GREEN" TRANSITION TO INCLUSIVE & SUSTAINABLE GROWTH	FOCUS ON FUTURE GENERATIONS	DIGITAL TRANSFORMATION & SOCIAL INNOVATIONS	GENDER EQUALITY IN SOCIETY
Targeted growth in low-carbon sectors (Information & Communication Technologies, sustainable transport, sustainable tourism)	Availability of more efficient services for teenagers and young people, including a risk group (sexual and reproductive health, justice, psychosocial services, reduction of violence)	Enterprise efficiency & digitalization	Empowerment of economic opportunities for women to bridge the gender gap with regard to salaries and opportunities
Enhanced development of micro, small and medium-sized enterprises, accessible financing, more effective corporate management	Excise taxation, alcohol and cigarettes restriction, ban on smoking	Capacity-building for electronic control units, electronic justice	Gender and labour related policy to reduce expenses of women on childrearing and promoting equality in family roles
More sustainable use of natural resources with the involvement of general public	New skills in the area of science, technology, engineering, mathematics, ICT, innovation & labour market-oriented support	Legal framework and policy, human-centered process of services development, electronic participation and general public feedback	Legal services, policy services, other services to combat gender violence in public and private spheres
Energy efficiency & emission trading	Decision-making & public space for communication	Space for decentralized prototyping, behavioral insights, new forms of large data volumes, new forms of operational thinking and alternative financing techniques	Preventive measures to combat stereotypes and contribute to social and cultural behavioral change



## WHY TOURISM MATTERS

© World Tourism Organization (UNWTO) July 2016

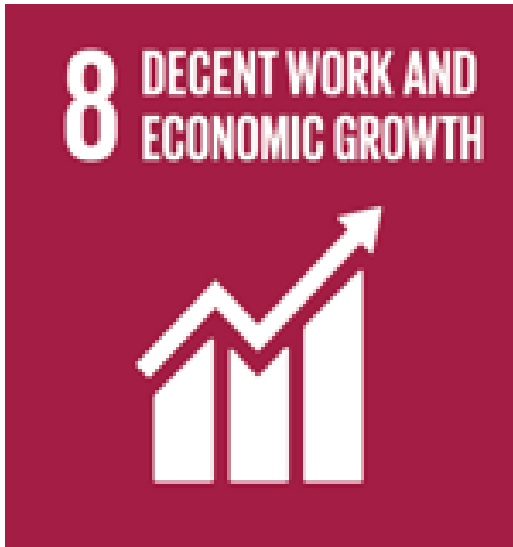




# PRIORITY GOALS OF SUSTAINABLE TOURISM DEVELOPMENT



1. **Economic viability**
2. **Local prosperity**
3. **Quality of employment**
4. **Social justice**
5. **Affordable tourism**
6. **Local control**
7. **Public welfare**
8. **Cultural wealth**
9. **Physical integrity**
10. **Biological diversity**
11. **Resource efficiency**
12. **Environmental friendliness**



8.9 By 2030 devise and implement policies to promote sustainable tourism which creates jobs, promotes local culture and products.



**12.b** Develop and implement tools to monitor sustainable development impacts for sustainable tourism, which creates jobs, promotes local culture and products.



14.7 By 2030 increase the economic benefits the states derive from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.



# ECOLOGICAL TOURISM – controlled form of nature tourism

(as defined by the World Tourism Organization).



# ECOLOGICAL TOURISM –

tourism, as well as the activities of legal entities, individuals, including individual entrepreneurs, in organizing it in specially protected natural areas to study the natural and cultural heritage and get positive emotions from communication with nature, inspect cultural values in the absence of negative impact on natural complexes and objects, promote the conservation of biological and landscape diversity of natural ecological systems, sustainable development of regions and improve the welfare of local population.

**(National Development Strategy for Specially Protected Natural up to 2030.)**





## Create conditions to develop ecotourism in specially protected natural areas by the following means:

- Position specially protected natural areas as destinations with unique natural potential
- Elaborate ecotourism development strategies for each specially protected natural area
- Create tourism infrastructure
- Form ecotourism clusters based on key specially protected natural areas
- Train tourist guides and instructor-guides in specially protected natural areas, design electronic guide-books
- Develop and promote a tourist product, including the development of a marketing strategy to promote such a product
- Develop and integrate systems of voluntary environmental certification of ecotourism products
- Develop a single portal over the Internet, which contains information on environmental tourism in the Republic of Belarus
- Integrate public-private partnership mechanisms
- Regulate anthropogenic burden in specially protected natural areas, etc.





УТВЕРЖДАЮ  
Заместитель Премьер-министра  
Республики Беларусь  
М.И.Русый

14 февраля 2017 г. № 06/214-33/94

Комплекс мер по развитию и продвижению экологического туризма  
на особо охраняемых природных территориях на период до 2025 года

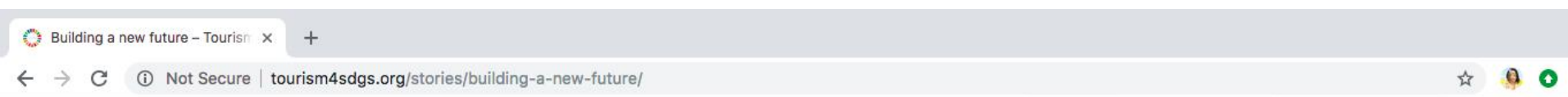
№	Наименование мероприятия	Срок реализации, годы	Ответственные
1.	Разработка и внедрение системы добровольной экологической сертификации экотуристического продукта	2018-2025	Минприроды, РУП «Экологияинвест», Минспорт
2.	Разработка и регистрация товарных знаков для каждой особо охраняемой природной территории, включенной в перечень перспективных для развития экологического туризма особо охраняемых природных территорий	2017-2025	государственные природоохранные учреждения, осуществляющие управление особо охраняемыми природными территориями (далее – ГПУ), облисполкомы
3.	Разработка стратегий развития экологического туризма для каждой особо охраняемой природной территории, включенной в перечень перспективных для развития экологического	2017-2020	НАН Беларуси, Минприроды, РУП «Бел НИЦ «Экология», Минспорт,



# Tourism4sdgs.org



198 стран, 88 инициатив, 47 историй, 34 мероприятия



Irina and Mihail Makey with their family, Belarus

Hospitality and Accommodation

Rural Development

SMEs & Entrepreneurship

## SUSTAINABLE DEVELOPMENT GOALS



## SHARE THIS STORY

About - Partners Resources Contact Us



Hello! We are the Makey family from Belarus, and this is our story..We want to share tourism drastically changed our lives. Most of our life, we have been living in a traditi work was on our plot of land, growing crops, and selling part of it. We have travelled thought that we could receive visitors, although we have a spacious private house. T is inconceivable for us, and we can hardly imagine how we could have lived with

Let's make tourism a driver for realizing the SDGs!

How can this platform help you benefit from the SDGs?





# ЦЕЛИ УСТОЙЧИВОГО РАЗВИТИЯ В БЕЛАРУСИ



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