

World Tourist Guide Challenge Sustainability Pledge

As the principal organizer for World Tourist Guide Challenge integrating 16 tourist guides from various parts of the world, we are focused to accelerate and advance sustainability across selective industries, playing a pivotal role aiding economic, environmental, human and social developments.

World Tourist Guide Challenge would evidently make an impact, and we are committed to positively make changes to conventional practises contributing to sustainable development.

Our approach is guided by the UN Sustainable Development Goals, placing emphasis prioritising efforts the following areas:

SDG1 - No Poverty

Eradicating poverty in all its forms remains one of the greatest challenges facing humanity. While rapid growth in countries such as China and India have lifted millions out of poverty, progress remains uneven, and rural communities are largely affected as a result of globalization, scarcity of jobs, lack of infrastructure and development, and an exodus of young population to major cities affecting livelihoods of citizens in such areas.

SDG4 - Quality Education

Achieving inclusive and quality education for all reaffirms the belief that education is one of the most powerful and proven vehicles for sustainable development. Part of World Tourist Guide Challenge's aim is to provide equal access to affordable vocational training, to eliminate gender and wealth disparities, achieve universal access to a quality higher education, and change the narrative to education with ideas, innovation, and solutions.

SDG8 - Decent work and economic growth

World Tourist Guide Challenge has a role to play in promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. We are committed to supporting productive activities, entrepreneurship, creativity, and innovation, and encouraging the formalisation and growth of micro, small and medium-sized enterprises building legitimate economic-clusters directly aiding rural communities.

SDG13 - Climate action

World Tourist Guide Challenge remain committed reducing the carbon intensity of our operations and by working exclusively in partnership with local communities to better understand and achieve emissions reductions, as well as introduce initiatives reducing environmental damage for the benefit sustaining ecosystems for wildlife to thrive in, and place emphasis on nature related conservation and preservation efforts.

SDG17 - Partnerships for the goals

Creating a 'Challenge', we aim to build ecosystems for specific economic-clusters, where various initiatives related to adventure, creative industry, culture, ethnic and indigenous peoples, social entrepreneurship, nature and youth development inspires action, fostering partnerships and demonstrating leadership through sustainability-efforts, rethinking old systems, embracing new ones for the betterment of humanity.