

World Tourism Organization's contribution to "Feedback to the Climate High-Level Champions on the five-year vision and plan for the Global Climate Action Agenda"

1. What should success look like for the GCAA in the next five years, and how can it be measured effectively?
 - a. For the tourism sector, success for the GCAA over the next five years would mean that climate action becomes fully integrated on the operating strategies of tourism businesses (of all kinds) and destination managers (at both subnational and national level) through collaborative actions, while also working to enhance ambition by setting higher standards of sustainability and resilience across the tourism sector.
 - b. The Glasgow Declaration on Climate Action in Tourism, a Global Climate Action Initiative, offers a concrete, unified framework to spur urgent, coordinated action, for tourism to support global climate goals. The Glasgow Declaration is a solution for climate action which is led by the World Tourism Organization, and proposes five strategic pathways—measure emissions, decarbonize operations, regenerate natural and cultural assets (including through adaptation), collaborate across the value chain, and mobilize finance, which the signatory organizations need to embed in climate action plans. Signatories report on an annual basis on the implementation of their climate action plans and thus are the basis for the transparent, accountable progress the GCAA seeks across all sectors.
 - c. The Glasgow Declaration on Climate Action in Tourism acted as a catalyst for tourism to be included in the Action Agenda of UN Climate Change Conference COP29 for the first time, celebrating a Thematic Day on Tourism on 20 November 2024 in Baku, Republic of Azerbaijan. The Glasgow Declaration Initiative on Climate Action in Tourism was acknowledged in the COP29 Declaration on Enhanced Climate Action in Tourism (endorsed by 70 States) as a tool to accelerate climate action in tourism, including for national tourism authorities and administrations.
 - d. At present, 42% of Glasgow Declaration signatories are compliant with the delivery of climate action plans. Compliant organizations are listed as partners of the Initiative inside the Global Climate Action Portal (NAZCA). Within five years we expect an increase in compliance by signatories as well as an increase in the number of signatories. This would demonstrate that voluntary commitments can meaningfully contribute to global goals, providing Parties with tested voluntary instruments capable of triggering sectoral mobilization in support of NDC and NAP delivery.
2. How can the GCAA facilitate direct and impactful engagement between Parties and NPS to support implementation efforts at both national and sectoral levels, in order to advance the full delivery of the GST, NDCs, and NAPs?
 - a. The GCAA can act as a connector and amplifier, creating structured platforms where Parties and NPS co-design and align implementation climate action pathways. In the tourism sector, the Glasgow Declaration on Climate Action in Tourism offers an engagement model. Its five pathways—Measure, Decarbonize, Regenerate/Adapt, Collaborate, Finance—can be used as a framework for sectoral dialogues, ensuring that tourism climate actions are supporting mitigation and adaptation priorities. This bridging role closes the gap between high-level commitments and implementation, fostering knowledge building and accountability. Tools like the "Policy Guidance to Support Climate Action by National Tourism Administrations (NTAs)" complemented by the "Glasgow Declaration Signatory Pack for NTAs," which offers practical recommendations for initiating climate action, exemplify how the GCAA can empower government agencies to translate high-level commitments into sector-specific, actionable strategies.
 - b. The GCAA can support voluntary commitments like the Glasgow Declaration and enhance their impact by providing visibility through platforms such as the Global Climate Action Portal (NAZCA) – the Glasgow Declaration is included as an initiative since November 2023-, creating opportunities for direct engagement with Parties, and aligning sectoral progress with

GST reporting cycles. By formally integrating initiatives like the Glasgow Declaration into Activation Groups, the GCAA can convene national tourism authorities, private sector operators, and community representatives to accelerate action in support of national climate policies.

- c. In August 2022, the World Tourism Organization submitted its contribution to the First UNFCCC Global Stocktake on Scaling-up Climate Action in Tourism which is available [here](#). Tourism was referenced in the [2023 Synthesis report on GST elements](#) by addressing:
 - i. Support efforts towards and request transition to sustainable lifestyles, sustainable patterns of consumption, strengthening circular economy and sustainable tourism.
 - ii. The contribution of sectors such as tourism, aviation and shipping as well as to enhance systematic and comprehensive assessment, analysis, addressing, and reporting of all the environmental, social, and economic impacts arising from the implementation of mitigation policies, programs and actions according to the specific needs and concerns of Parties.
 - d. The review of 191 Nationally Determined Contributions (NDCs) in effect as of August 2022 identified references to tourism in 101 (53%) of the NDCs (up from 42% in 2019). Of the NDCs in effect with reference(s) to the tourism sector, 50% identify tourism as an important sector for the country's economy; 56% refer to tourism as a sector which is vulnerable to climate change; 64% mention tourism in connection with certain adaptation measures; and 36% do so in connection with certain mitigation measures. The references to tourism are more prevalent (71%) in NDCs from Small Island Developing States (SIDS) than in the rest of countries (48%).
3. How can the CGAA promote an inclusive and equitable engagement, in particular from underrepresented groups and regions?
- a. The Glasgow Declaration on Climate Action in Tourism demonstrates how a global climate initiative can be inclusive by design and access to the resources. Its signatories span national tourism authorities, regional and local governments, small and medium-sized enterprises, community-led tourism operators, indigenous organizations, NGOs, and academic institutions—including from emerging economies, Small Island Developing States (SIDS), and Least Developed Countries (LDCs). The Glasgow Declaration aims to empower all kinds of tourism stakeholders to accelerate climate action.
 - b. The GCAA can build on this model by supporting voluntary commitments like the Glasgow Declaration and amplifying their inclusivity efforts. This could include:
 - Facilitating direct representation of underrepresented groups from tourism—such as women-led enterprises, indigenous tourism networks, and rural community operators—in GCAA thematic Activation Groups and COP dialogues.
 - Providing targeted capacity building so small and resource-constrained tourism actors can develop robust climate action plans aligned with the Declaration's five pathways: Measure, Decarbonize, Regenerate, Collaborate, Finance.
 - Creating funding windows and technical support for community-based and locally driven tourism climate projects, ensuring equitable access to finance.
 - Showcasing success stories from these groups in the NAZCA and Yearbook of Global Climate Action, using tourism as a case study for how inclusive climate action can deliver both local benefits and measurable progress toward NDC and NAP goals.
- By embedding these Glasgow Declaration principles and pathways into its engagement approach and underscoring the importance of collaborative action, the GCAA can ensure that underrepresented voices are not only included but play a central role in shaping and delivering sectoral climate action.
4. What improvements can be made to ensure better transparency, reporting and follow up of the GCAA, including in existing tools such as the Global Climate Action Portal (a.k.a NAZCA) and the Yearbook of Global Climate Action

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- a. The Glasgow Declaration on Climate Action in Tourism offers a practical example of how transparency and accountability can be strengthened within the GCAA. Its structured approach—anchored around the five pathways of Measure, Decarbonize, Regenerate, Collaborate, and Finance—requires signatories to commit to annual reporting on the implementation of climate action plans which need to be submitted within 12 months from becoming a signatory,
 - b. To improve transparency and follow-up across the GCAA, the following steps can be adopted:
 - Link Reporting to the Global Stocktake (GST): Ensure that sectoral progress reports from initiatives like the Glasgow Declaration on Climate Action in Tourism feed directly into the GST process, helping Parties and non-Party stakeholders understand collective contributions and gaps.
 - Enhanced Data Accessibility and Visualization: Improve the user interface of NAZCA and the Yearbook to enable stakeholders to filter and visualize data by sector, region, and commitment type—showcasing tourism’s contributions through the Glasgow Declaration on Climate Action in Tourism as a reference case study.