

**Statement by  
David Cooper  
Acting Executive Secretary of the Convention on Biological Diversity  
World Tourism Day  
27 September 2023  
“Tourism and Green Investments”**

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Tourism employs one in ten people worldwide and makes major contributions to economic development. It can connect people from across the globe, fostering mutual respect and appreciation for the diversity of species on Earth. But this powerful tool comes with its own set of challenges, including the strain it places on the environment.

The theme of this year’s World Tourism Day highlights the need and for green investments to support the transformation of the sector towards sustainability. Imagine resorts powered by renewable energy, sustainable transportation systems that minimize carbon emissions, and communities that thrive by conserving their natural surroundings rather than exploiting them. By channeling funds into green initiatives within the tourism sector, we can redefine the way we experience travel and transform it into a positive force.

Last December, Parties to the Convention on Biological Diversity gathered in Montreal and adopted the [Kunming-Montreal Global Biodiversity Framework](#). This ambitious global agreement is the blueprint for our relationship with biodiversity and nature. Many of the action targets of the Framework support the transition of the tourism sector towards sustainability. These include biodiversity-inclusive spatial planning, restoration and conservation of ecosystems, reduction of pollution, identification and disclosure by businesses and financial institutions of their dependencies and impacts on biodiversity, sustainable consumption, and subsidy reform. The full engagement of indigenous peoples and local communities, women and youth will be key. With a whole-of-society approach, we can move the Framework from agreement to action and achieve these ambitious targets, securing a harmonious coexistence between humanity and nature.

As we move forward, let us remember that every journey taken and every investment made has consequences – not just for us, but for the generations to come. By embracing sustainable tourism and channeling resources into green initiatives, we can write a new narrative of responsible travel, economic prosperity, and the conservation of the stunning biodiversity that graces our planet.