

International Tourism Newsletter

Special Edition of ITC Global Services Network



To mark the occasion of the [World Tourism Organization's \(UNWTO\)](#) General Assembly on 12 to 17 September, 2015 in Medellín, Colombia, in collaboration with the UNWTO, the [International Trade Centre \(ITC\)](#) is releasing a special edition of Global Services Network (GSN), focused on international tourism. This edition will examine the nexus between trade, tourism and development and explore ways to tap into the potential of international tourism as a driver for sustainable development.

Why international tourism matters

International tourism is a key sector in global services trade. It is a \$1.5 trillion export sector, accounting for about one-third of total world trade in services, providing income and employment in many developing countries and least developed countries (LDCs). It is also a rapidly developing segment of global services trade. According to UNWTO estimates, international tourist arrivals have grown from 25 million in 1950 to 1,133 million in 2014 and are expected to increase by 3.3% a year between 2010 and 2030 to reach 1.8 billion by 2030.

At the global policy level, tourism is given particular attention and is considered to make a significant contribution to the goals of sustainable development. It is the only services sector specifically singled out in the United Nations' prospective post-2015 [Sustainable Development Goals \(SDGs\)](#), set to be adopted by the world's governments in September. Tourism also features prominently in [Rio+20](#) and other global development agendas.

ITC and UNWTO sign MoU

ITC and UNWTO have entered a strategic partnership to aggregate the two organizations' resources and competencies and to share perspectives in the process of rethinking a joint approach to Aid for Trade (AfT) in tourism. The partnership also aims at having a more integrated and innovative approach of tourism development for inclusive growth, leading to the achievement of all dimensions of sustainable development for developed countries.

A MoU was signed by the heads of the two agencies at the occasion of the UNWTO General Assembly in Medellin.

ITC and UNWTO also work closely with the WTO and other leading agencies through the [UN Steering Committee on Tourism for Development \(SCTD\)](#), a cluster approach to 'Delivering as One for Tourism'. The partnership brings together ten UN agencies committed to mainstreaming tourism in the global trade and development agenda.



Joint ITC-UNWTO Report: Tourism and trade: a global agenda for sustainable development

The joint report of the ITC and the UNWTO brings together complementary expertise of two organizations on critical issues at the intersection of the international policy context, government action, and private actors in the tourism sector.

Tourism's huge potential for job growth and sustainable development justifies a greater share of aid and coordinated export strategies, outlined in this joint ITC - UNWTO report.

Just 0.78% of Aid for Trade went to tourism in 2013, though the sector accounts for 6% of developing countries' exports. To reach its potential, tourism requires strong, coordinated action around tourism export strategies that address different frameworks governing the flows of travellers, services, goods and foreign direct investment. The report illustrates trade, investment and visa policies from the perspectives of the tourist journey and the tourism value chain.

To download the report, [click here](#).

UNWTO General Assembly to meet in Medellín, Colombia

Held every two years, the General Assembly is UNWTO's main statutory meeting and the most important international gathering of senior tourism officials and high-level representatives of the private sector. The 21st Session of the UNWTO General Assembly meeting in Medellín, Colombia (12-17 September 2015) focuses on tourism's ability to foster inclusive development and social transformation. The event gathers over 800 delegates from UNWTO Member States, the private sector and academia. Among the highlights of the Assembly is the joint UNWTO/International Civil Aviation Organization (ICAO) High-level Forum on Tourism and Air Transport for Development. The Forum focuses on how closer cooperation between aviation and tourism can maximize the impact of both sectors on employment, inclusive growth and sustainable development, in the context of the post-2015 development agenda and the coming Climate Summit next December.

For more information on ITC contributions to the Assembly, [click here](#).

To get access to the General Assembly's webpage, [click here](#).

EIF-UNWTO Study: Tourism in the Aid for Trade (AfT) Agenda

UNWTO and the Executive Secretariat for the Enhanced Integrated Framework (EIF) conducted a study to better understand the tourism-related needs of the LDCs through the Diagnostic Trade Integration Studies (DTIS). DTIS are conducted at the request of the LDCs, and encompass a review of the macroeconomic environment, trade policies, the business climate and country competitiveness.

The research identifies avenues for EIF stakeholder and beneficiaries – government, institutions and small and medium-sized enterprises – to increase efficiency so as to maximize the positive socio-economic impacts of tourism.

Overall, the study provides a roadmap for making tourism part of an inclusive and sustainable growth strategy for LDCs: 47 EIF countries were analysed and the results shows that 42 out of 47 countries – including 38 LDCs – have tourism as an important sector for achieving development in their national exports strategies.

For more information in English, [click here](#).

For more information in French, [click here](#).

World Tourism Day

On 27 September, UNWTO invites everyone to celebrate World Tourism Day (WTD) under the theme “One billion tourists, one billion opportunities” and work together in establishing tourism as a powerful tool of opportunity and inclusion. Join the movement and follow the campaign #onebilliontourists #wtd2015 on instagram, share your WTD event on our page and let us turn the power of one billion into a genuine force for good.

Visit the campaign website [here](#).

Financing of Tourism for Development (Tuesday, 15 September 2015)

Tourism will play an important role in the delivery of the Post-2015 Development Agenda, which will build the framework for 17 SDGs, expected to be adopted by Heads of States and Governments at the UN General Assembly in September 2015 in New York. Tourism today is firmly positioned in the post-2015 development agenda and has been included as Targets within Goal 8 (“Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”), Goal 12 (“Ensure sustainable consumption and production pattern”), and Goal 14 (“Conserve and sustainably use the oceans, seas and marine resources for sustainable development”).

The Special Event Financing of Tourism for Development, which took place during the UNWTO General Assembly – 21st Session, provided UNWTO Member States with the opportunity to acquire knowledge and better understanding of existing financing mechanisms for development in general and for tourism in particular. It also touched upon the forthcoming availability of resources for supporting the SDGs as it was agreed upon at the Third International Conference on Financing for Development (FfD) and its outcome document, the Addis Ababa Action Agenda (AAAA), in which tourism is featured.

Against this background, the Event presented the work of some selected development finance institutions and trust funds, such as the World Bank and the EIF, as well as French, German and Japanese development cooperation agencies. Ms. Arancha González, Executive Director of the ITC made an introductory remark in the Event.

For more information, [click here](#).

Watch the video [here](#).

ITC's offering on tourism

ITC enhances the competitiveness of the tourism sector in order to strengthen its contribution to sustainable development. ITC's specific competence lies in its trade orientation and its mandate to work with the private sector, especially for small and medium-sized enterprise (SME) internationalization. For destinations with a priority on increasing the impact of their international trade in tourism, ITC offers holistic solutions in AfT in tourism including tourism export strategy, customized data analysis, public private dialogue, SME competitiveness development, industry linkages, and a focus on sustainability and inclusion.

For more information on ITC's offering, [click here](#).

World Export Development Forum

Opening up new trade and investment opportunities to encourage sustainable growth will be at the heart of this year's [World Export Development Forum \(WEDF\)](#), which will be held in Doha, Qatar from 20 to 21 October. The 15th edition of the ITC's flagship event will be hosted by the Ministry of Finance of the State of Qatar through the [Qatar Development Bank \(QDB\)](#) under the theme 'Sustainable trade: Innovate, invest, internationalize'.

Under the title 'Trade in services: Tapping the potential of tourism' one of the WEDF ideas labs will explore business models and development implications for a number of growing segments in tourism such as educational tourism, business tourism, heritage and culture, medical tourism and film tourism.

As part of WEDF, facilitated B2B meetings will allow participants to take advantage of the Gulf countries' unique position to explore new business opportunities. Tourism will be one of the B2B focus sectors, in addition to 'food and specialty foods' and 'plastics and packaging'. Companies in the tourism sector, including tour operators, safari organizers, hotels, event management companies, cultural tourism and educational travel companies are invited to register [here](#).



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