

TOURISM: FOSTERING JOBS AND GROWTH

Why Tourism?

Tourism is today **one of the fastest-growing and most important economic sectors worldwide**, contributing nearly 10% to world gross domestic product (GDP) and generating one in eleven jobs globally through its direct, indirect and induced impacts. In 2015, there were 1.2 billion international tourist arrivals. These tourists generated over US\$ 1.4 trillion in exports or 7% of the world's total exports.



Tourism and Sustainable Development

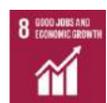
Tourism is firmly positioned in the 2030 Agenda for Sustainable Development for its potential to **contribute to the 17 Sustainable Development Goals (SDGs)**, and particularly to **Goals 8, 12 and 14**. Sustainable tourism, and its impact at community level, can foster **national poverty reduction goals**, promote entrepreneurship and small businesses, and empower less favored groups, particularly **youth and women**.

UNWTO and ITC joint work on SDGs

The World Tourism Organization (UNWTO) and the International Trade Centre (ITC) are working in the framework of the following SDGs:



SDG 1: End poverty in all its forms everywhere



SDG 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



SDG 17 Strengthen the means of implementation and revitalize the global partnership for sustainable development.

UNWTO - ITC: UNLOCKING THE POTENTIAL OF TOURISM

Unlocking tourism's potential requires **integrating the policy dimensions of international trade and Foreign Direct Investment (FDI) into tourism planning** and ensuring that tourism is include in national strategies in these areas.

UNWTO and ITC provide an integrated approach to tourism and trade development to support least developed and developing countries.

UNWTO and ITC technical assistance includes the following modules:

- **Strengthen tourism institutions and services providers** such as tourism boards, tourism ministries, professional associations and training institutions
- **Enhance public/private dialogue, especially the cooperation between tourism and trade stakeholders** to enable policy in the areas of:
 - trade, investment and visas
 - branding, marketing and product positioning
 - resilience and risk management
- **Design national tourism export strategies** (TES) that complement Tourism Master Plans to create an export-oriented vision for the entire sector
- **Explore opportunities through the tourism value chain**, in building more inclusive growth by:
 - strengthening the capacity and the **competitiveness of tourism providers**
 - building strong **backward linkages with local SMEs** to create value in the local economy
- **Gather and disseminate tourism data** to measure the sector and its impact; promote results-focused management, and highlight strategic issues for policy decisions

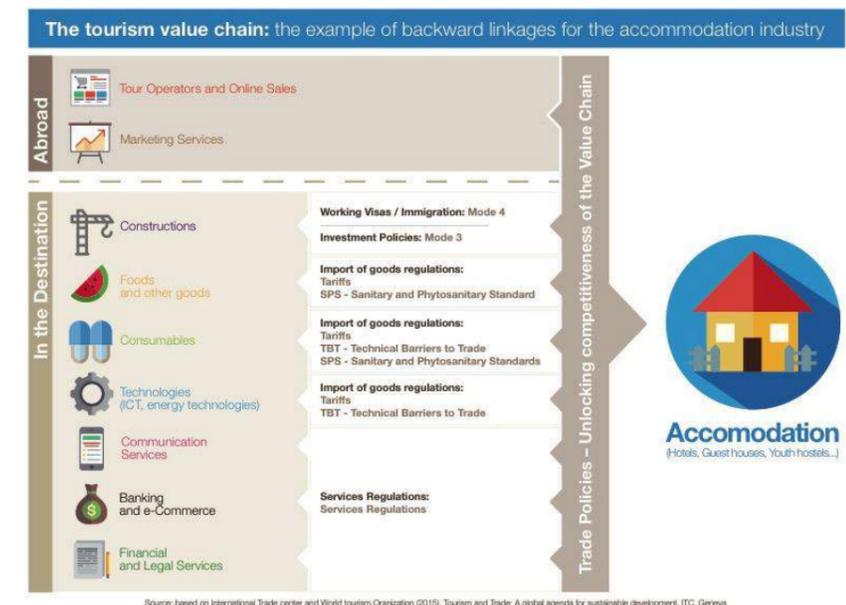


TOURISM VALUE CHAIN: THE FUNDAMENTAL APPROACH

The UNWTO - ITC partnership brings together **tourism-specific expertise and practical trade related competence** with a view to creating synergies for a more holistic approach to technical assistance to LDCs and developing countries, supporting their efforts to build competitive national tourism sectors.

UNWTO and ITC take a value chain approach to tourism in order to maximize the positive socio-economic impacts of the sector while mitigating the negative impacts. It includes:

- A roadmap for countries and donors to understand the sector's full impact and unlock its potential
- A strategic approach for policy makers to design and implement trade policies that maximize benefits along the whole tourism value chain
- A dialogue platform to stimulate engagement between tourism and trade stakeholders as well as between the public and private sectors, boosting sector competitiveness



INTERNATIONAL TOURISM IS INTERNATIONAL TRADE



Source: World Tourism Organization (UNWTO), 2016

- International tourism is an important source of **foreign currency earnings**. In 2014, international tourism generated US\$ 1,522 billion in tourism receipts in destinations plus an estimated US\$ 221 billion in passenger transport, bringing the total exports from international tourism to US\$ 1.5 trillion
- As a **worldwide export category**, tourism ranked third in 2014, after fuels, chemicals, food, and ahead of automotive products
- Tourism is the **top export sector in many emerging economies, including many Least Developed Countries (LDCs)**
- In 2014, international tourism generated US\$ 503 billion in exports in emerging economies and developing countries

ITC and UNWTO are committed to mainstreaming international tourism in the trade in services and Aid for Trade (Aft) agendas. Through joint advocacy, ITC and UNWTO will increase the visibility of tourism and its potential as an instrument for sustainable development.

UNWTO - ITC AREAS OF SUPPORT

UNWTO and ITC propose the following technical assistance offer that can be applied in a modular approach.



FOR MORE INFORMATION

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Unlocking the Contribution of Tourism to Sustainable Development

