



International  
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Centre

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# Export Strategies for Tourism

Process, Scope, Methodology

WTO Public Forum 2017

Session 36: Including the most vulnerable: Where are tourism's missing links?

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# Tourism Strategy: Some points to ponder - 1

- All countries experience some form of tourism. The choice facing policy-makers is the extent to which to:
  - allow tourism to develop in an ad hoc manner
  - make choices and proactively develop the sector.

*Competitiveness, inclusiveness and sustainability in tourism must be directed. They do not happen by accident; they happen by design.*

*Fulfilling tourism's potential requires strong and coordinated action around Tourism Export Strategies.\**

\*Tourism and Trade: A Global Agenda for Sustainable Development, ITC/UNWTO



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## Tourism Strategy: Some points to ponder - 2

- Tourism is widely regarded as a key sector for economic development. In many countries, tourism is not tackled like an export.

*Tourism is trade; tourism is export.*

*It grows a country's national output and increases foreign currency earnings; it is subject to the rigours of the international market place.*

*Like other trade sectors, tourism must be cultivated to be competitive.*

# Tourism Strategy: Some points to ponder - 3

- Who should drive a national tourism export strategy? Who owns it? What should it address?

*Tourism is not the domain of a single Ministry or authority. It is a whole-of-government – even a whole-of-country – business.*

*Success in tourism development requires strong collaboration across government agencies as well as across different actors at the regional and local level.*

# Tourism Strategy: The Premise

## COMPETITIVENESS...

...must be directed. Will not happen by accident, only by design.

## SUSTAINABILITY...

...underpins an enduring tourism sector that contributes to sustained economic growth and development.



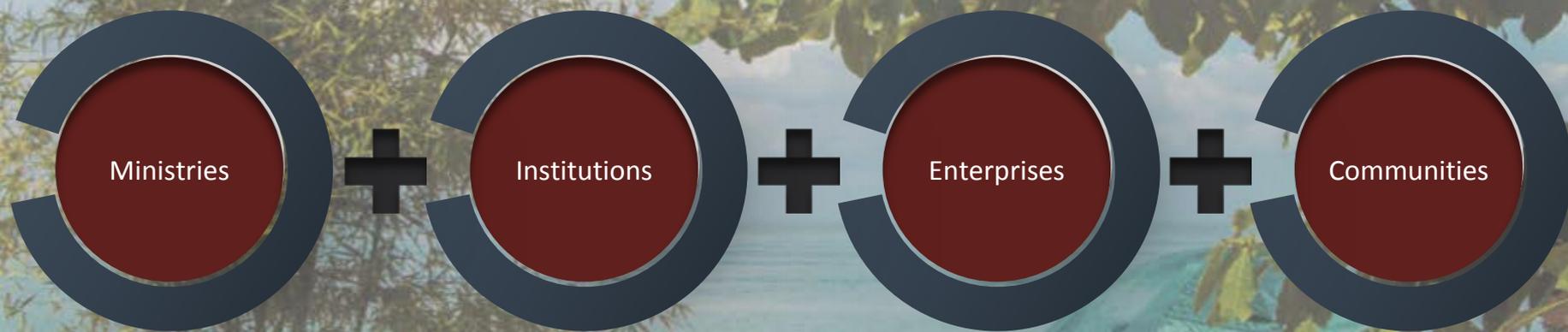
## TOURISM...

...is a complex and broad sector. It is affected by, and has a bearing on, other economic sectors that must also be competitive.

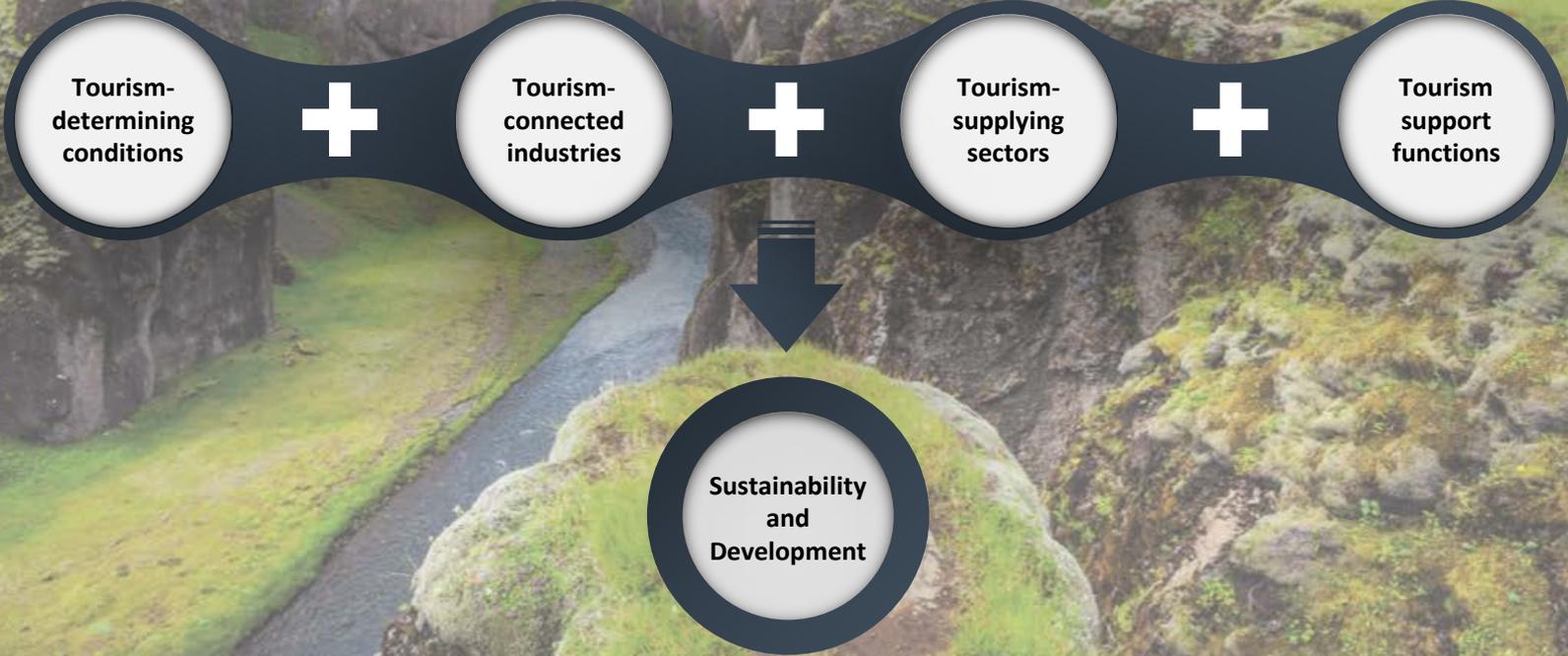
## STAKEHOLDERS...

...are likewise numerous. At a national level, tourism falls in the remit of several ministries, public and private institutions and operators.

# Tourism Strategy: The Process



# Tourism Strategy: The Scope



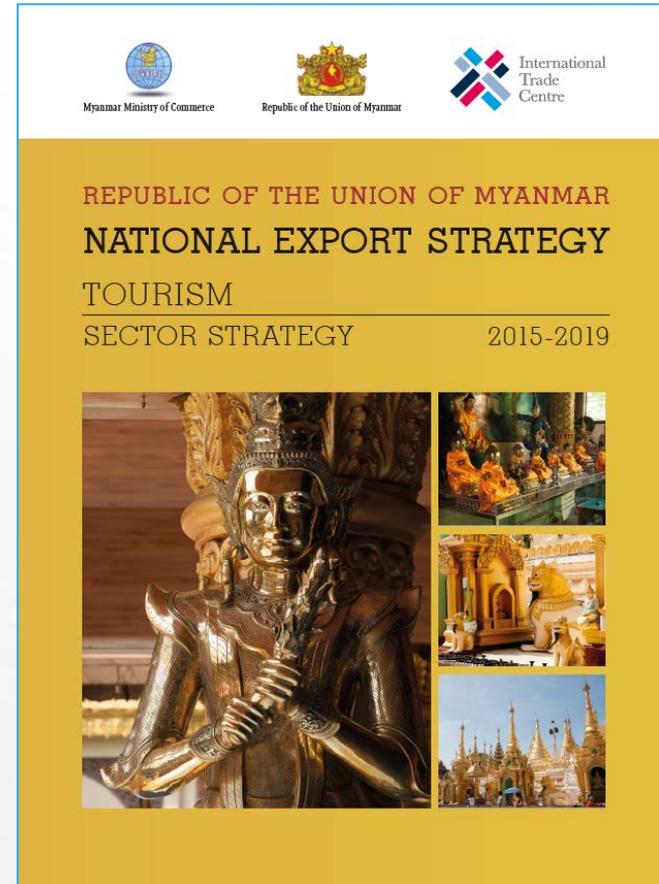
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# Tourism Strategy: The Methodology



# ITC Experience: Myanmar – Some Results

- Trained local community guides; trained hotels, restaurants and food producers on food safety systems.
- The number of tourist arrivals to Kayah state increased by 140% since the start of the project;
- 8 new tours/products developed under the project to enrich visitor experience have led to a 400% increase tourist spending;
- Income of tourism and tourism-related enterprises increased by 70%;
- There has been a direct increase in employment of 11%, plus an additional 90 part-time jobs in communities;



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# Common Challenges

- Long-term political commitment;
- Capacity, including institutional;
- Competing use of limited resources;
- Coordination, not competition;
- Public-private partnerships (e.g. investment);
- Infrastructure and services for tourists;
- Sustainability;
- Enforcement;
- Capacity to manage, monitor and measure results.

# Conclusions

- Competitiveness, inclusiveness and sustainability of the tourism sector require a considered approach and careful design.
- Success in tourism depends on an array of considerations, and addressing related and unrelated sectors. A good tourism strategy will generate benefits for other related and unrelated sectors of the economy.
- A successful TES must therefore engage all relevant stakeholders – public, private and civil society. Critical to this success is coordination among economic actors. Such coordination should be formalized.
- A tourism strategy is not about numbers, but about value.
- A strategy is not static; it must be managed, monitored and updated.

The background of the slide features a photograph of several ancient, weathered stone columns, likely from a classical or Roman site. The columns are light-colored and show signs of age and repair. They are set against a clear, bright blue sky. The overall scene is well-lit, suggesting a sunny day.

**ITC-UNWTO**

# National Tourism Export Strategies

*Reinforcing capacities to strengthen tourism value-chains  
and enhance local economic impact*