Where are tourism’s missing links?

WTO Public Forum 2017
27th September 2017

Mrs. Zoritsa Urosevic
Representative to the UN at Geneva
World Tourism Organization
zurosevic@unwto.org
Transitioning from the MDGs to the SDGs (Sept. 2015)

The United Nations 70th General Assembly designates 2017 as the International Year of Sustainable Tourism for Development (A/RES/70/193). (Dec. 2015)

The 2017 World Tourism Day theme is “Sustainable Tourism – a Tool for Development”
Can Tourism help to realize the SDGs?

- The World Tourism Day 2017 aims at raising awareness on the contribution of tourism to development.
- Opportunities, challenges and threats for tourism included in 64 National SDGs strategies related to the 2030 Agenda and 60 companies.
- A roadmap to mobilize all stakeholders to work together in making tourism a catalyst for positive change for People, Planet, Prosperity and Peace through Partnerships.
Two thirds of the activities of the United Nations system take place in Geneva, making it a key centre of international cooperation and multilateral negotiation. This is one of the reasons that the city is often referred to as "International Geneva." Around 9,500 staff work for the UN family in Geneva, which is the largest concentration of UN personnel in the world.

Why Tourism Matters

Source: World Tourism Organization (UNWTO), 2016
Two-thirds of the activities of the United Nations system take place in Geneva, making it a key centre of international cooperation and multilateral negotiation. This is one of the reasons that the city is often referred to as "International Geneva." Around 9,500 staff work for the UN family in Geneva, which is the largest concentration of UN personnel in the world.

**Why Tourism Matters**

- **10% GDP**: (Direct, indirect and induced)
- **1/11 Jobs**: (Direct, indirect and induced)
- **US$ 1.4 trillion in exports**
- **7% of world's exports**
- **30% of services exports**

© World Tourism Organization (UNWTO) 2016

UNWTO - a Specialized Agency of the United Nations
Tourism towards 2030

Inbound tourism, advanced and emerging economies

International Tourist Arrivals, million

source: World Tourism Organization (UNWTO) ©
Tourism can be a powerful vehicle to promote and reach the milestones of the ambitious agenda, given that it is one of the major sectors in international trade and a main job and wealth creator for many countries.

Tourism explicitly features as a target in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production (SCP), and the sustainable use of oceans and marine resources, respectively.

Yet, given the sheer size and the crosscutting nature of the sector, it has the potential to contribute - directly and indirectly - to all 17 SDGs.
Target 8.9 – by 2030, devise and implement policies to promote sustainable tourism that create jobs and promote local culture and products.

Target 12b – develop and implement tools to monitor sustainable development impacts for sustainable that create jobs, promote local and cultural and products.

Target 14.7 – by 2030 increase the economic benefits to SIDS and LDCs from the sustainable use of marine resources, including sustainable management of fisheries, aquaculture and tourism.
Tourism and SDGs: Journey to 2030
a Roadmap for achieving SDGs

The World Tourism Organization (UNWTO), the United Nations Development Programme (UNDP), PWC and HTW CHUR are jointly producing a report on “Tourism and the Sustainable Development Goals: Journey to 2030”.

- **roadmap for tourism stakeholders** and development partners, to achieve the universal development agenda and the SDGs through tourism.

- **empower, influence and inspire** governments, policymakers, and tourism companies and the tourism sector at large to intensify their engagement in the 2030 Sustainable Development Agenda, by integrating relevant aspects of the 17 SDGs in the policy and financing frameworks as well as building new business models.
Voluntary National Reviews (VNRs) 2016 - 2017

<table>
<thead>
<tr>
<th>Regions</th>
<th>VNRs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>12</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>17</td>
</tr>
<tr>
<td>Europe</td>
<td>21</td>
</tr>
<tr>
<td>Latin America and Caribbean</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
</tr>
</tbody>
</table>

64 VNRs
Tourism and the 2030 Agenda

- **People**: Opportunities (20 mentions), Challenges (2 mentions)
- **Planet**: Opportunities (60 mentions), Challenges (20 mentions), Threats (10 mentions)
- **Prosperity**: Opportunities (100 mentions), Challenges (10 mentions)
- **Peace**: Opportunities (120 mentions), Threats (10 mentions)
- **Partnerships**: Opportunities (20 mentions), Challenges (2 mentions)

Number of tourism mentions

Opportunities, Challenges, Threats

UNWTO - a Specialized Agency of the United Nations
Opportunities, Challenges and Threats

Tourism and the SDGs: Opportunities, Challenges, Threats

- No Poverty - SDG 1
- Zero Hunger - SDG 2
- Good Health and Well-Being - SDG 3
- Quality Education - SDG 4
- Gender Equality - SDG 5
- Clean Water and Sanitation - SDG 6
- Affordable and Clean Energy - SDG 7
- Decent Work and Economic Growth - SDG 8
- Industry, Innovation and Infrastructure - SDG 9
- Reduced Inequalities - SDG 10
- Sustainable Cities and Communities - SDG 11
- Responsible Consumption and Production - SDG 12
- Climate Change - SDG 13
- Life Below Water - SDG 14
- Life On Land - SDG 15
- Peace, Justice and Strong Institutions - SDG 16
- Partnerships for the Goals - SDG 17

Number of countries

- Opportunities
- Challenges
- Threats

UNWTO - a Specialized Agency of the United Nations
Challenges for tourism development in the LDCs

- Infrastructure and access
- Skilled and trained human resources
- Tourism policy/regulatory framework
- Investment
- Statistics and data
- Security issues/resilience
- Adverse Business climate
- Amenities
- Accommodation facilities
- Improve country’s image

Source: UNWTO-EIF-ITC 2016 desk research of the 48 EIF Countries with a DTIS, based on the joint UNWTO/EU Sustainable Tourism for Development Guidebook (2013). Questionnaire responses from 18 NIUs and 13 NTAs
Chengdu Declaration
27. September UN World Tourism Day

TRAVEL, ENJOY, RESPECT

#TravelEnjoyRespect

"You can be the change you want to see in the world. You can be an ambassador for a better future. This World Tourism Day, whenever you travel, wherever you travel, remember to: Respect nature, Respect culture, Respect your host."

Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

World Tourism Day 27 Sep 2017
World Tourism Day Competition

COMPETITION

Responsible travellers from around the world, who like sharing your experiences with the world and are available to go on the trip of a lifetime from 20 November until 20 December, are invited to submit onto the official website of the campaign (www.traveleenjoyrespect.org) an entry of 200 words in English with one or two photos, explaining why they should be selected to represent responsible travellers and visit and how they #TravelEnjoyRespect

Open to participants over 18

The deadline for submissions will be on October 18, 2017
2017 International Year of Sustainable Tourism for Development

Save the date

Closing Ceremony of the International Year of Sustainable Tourism for Development

19th of December 2017
Palais des Nations, Geneva