Building Back Better in Tourism: The Roles of International Organizations

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ITC helps building back better in tourism through…

- Providing an **instant support** and strengthening **digital capacities**
- Rebuilding a **sustainable tourism value chain**
- Building an **inclusive tourism model**
- Strengthening the **cohesion** in the industry and **collaborating with partners**
Building back better tourism through an instant, digital assistance

- Delivering an immediate response through, coaching, webinars and Facebook posts
- Increasing digital service offerings, direct online marketing capabilities, distance-learning capabilities
- Providing a coherent and convincing crisis-communication
- Developing country-specific tourism economic recovery plans & market research
Rebuilding a sustainable tourism value chain

- Developing inclusive and environmental responsible business models and supply chains
  - Providing technical support in product development for a community based tourism model to increase local knowledge and skills
  - Assuring a fair revenue distribution and increasing economic impact of tourism in rural areas
  - Modifying products and services to be apt and safe for tourists and communities
Building an inclusive tourism model focusing on gender-equality and inclusivity

- Direct, local support through capacity building measures
- Assisting governments in aligning the strategic advantages and competitiveness of national development agendas, moderating policy reform and setting standards of best practices

Inclusion of women and youth in supply chain development, product and policy development
Building an inclusive tourism model

https://www.youtube.com/watch?v=21t2CxKd8yY&list=PLqTcg0La86zh30ti5NBhx5_cm9OQwm6TT&index=2&t=0s
Building better through a common approach

- Overcoming coordination and fragmentation issues by:
  - Strengthening the cohesion in the tourism industry & revitalizing global partnerships
  - Create synergies by collaborating with partners and UN organizations
  - Ensuring that projects are in line with the country’s tourism agenda and that implementation benefits from each agency’s respective expertise
Rebuilding a tourism model oriented towards the SDGs

• Rebuilding the tourism in a responsible manner by addressing needs of
  • the visitors
  • the host communities
  • the industry
  • the environment

• Enhancing a tourism model that fosters sustainability, digitalization and inclusiveness

• Ensuring that the recovery translates into real benefits for all by creating job opportunities and entrepreneurship
Contact us and more information

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• http://www.intracen.org/article/Blazing-trails-in-the-Gambia/