

UNCTAD Multi-year Expert Meeting on
TRADE, SERVICES AND DEVELOPMENT

Geneva, 18-20 July 2017

The Role of Services in Structural Transformation

by

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World Tourism Organization

The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.

Session 2

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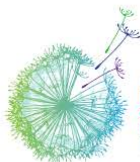


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Why tourism matters

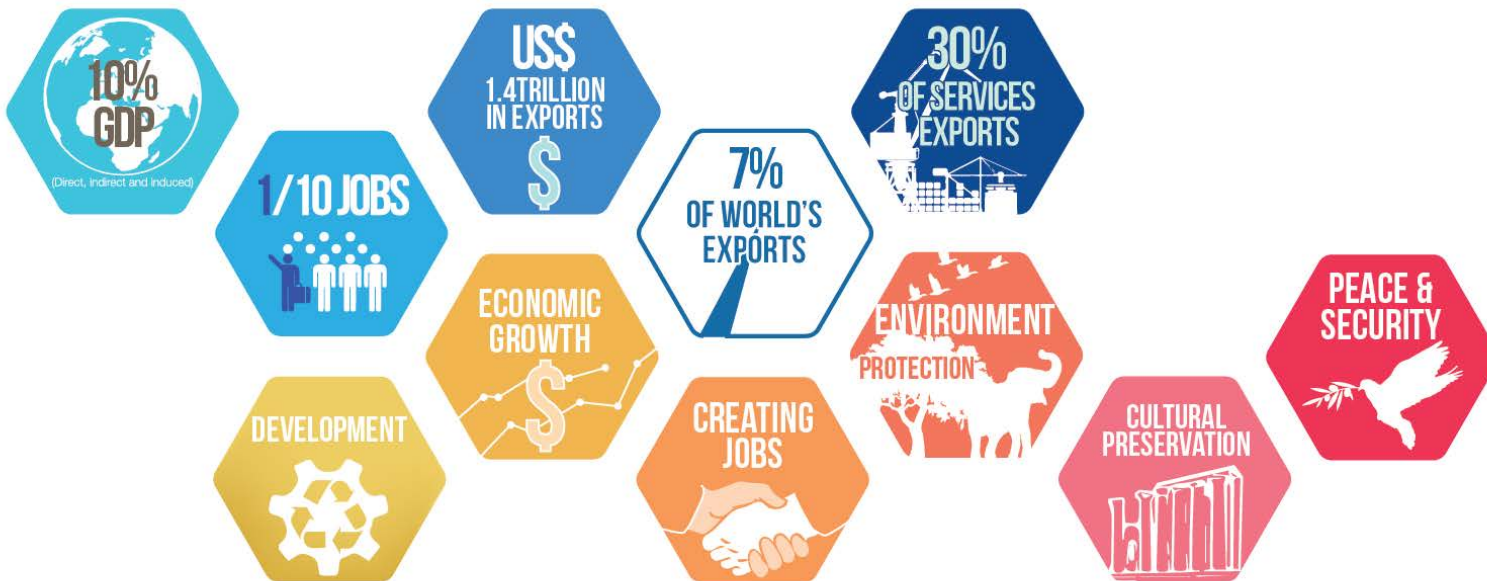


2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



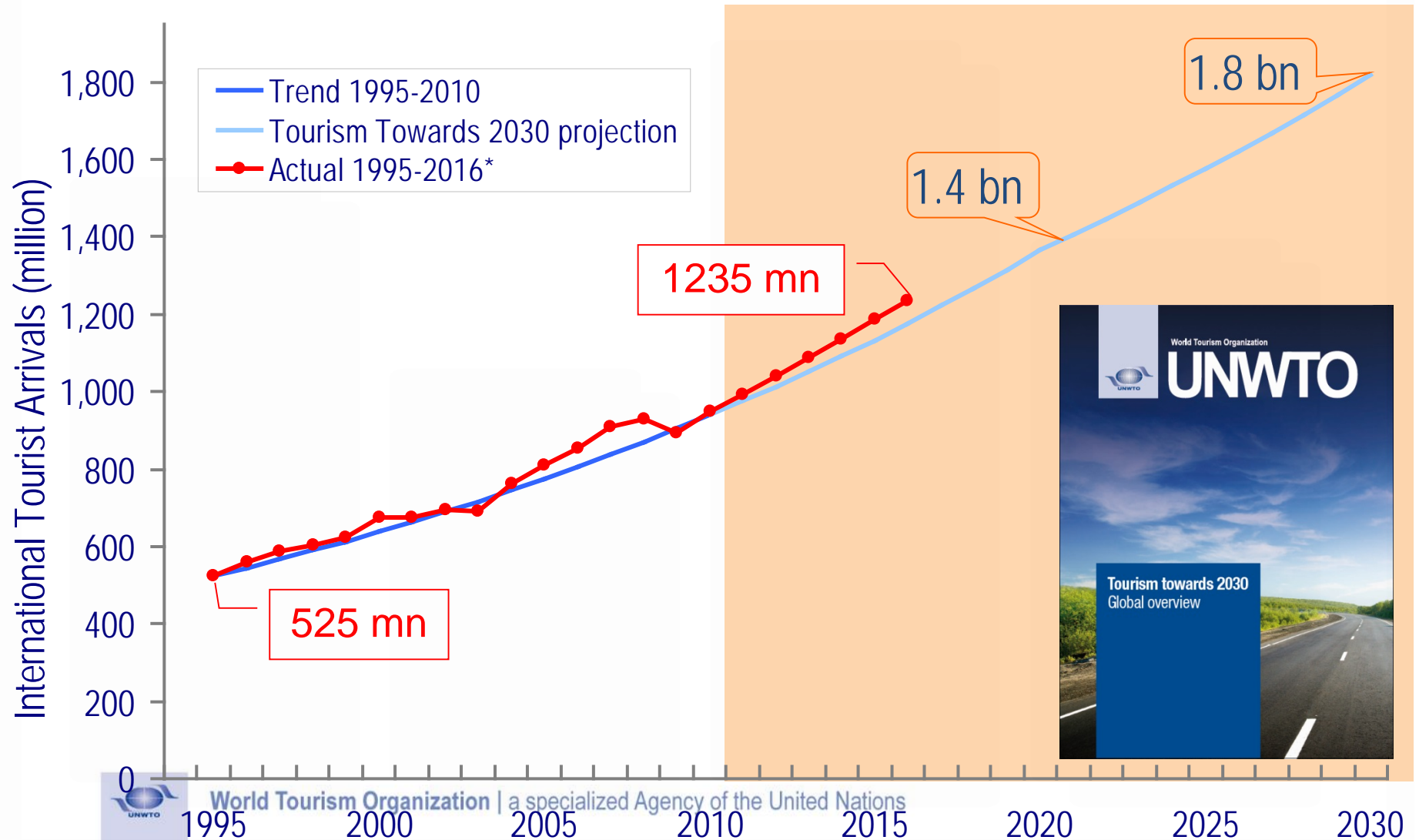
UNWTO

WHY TOURISM MATTERS



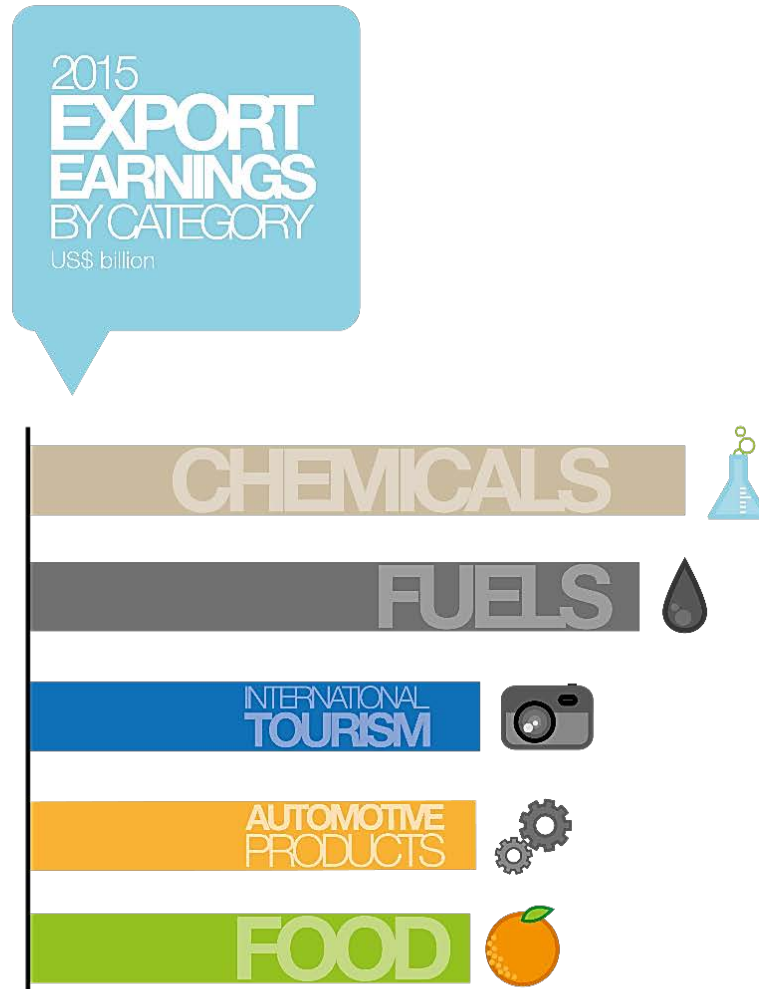
TOURISM IS MUCH MORE THAN YOU IMAGINE

Actual Trend vs. Tourism Towards 2030 projection



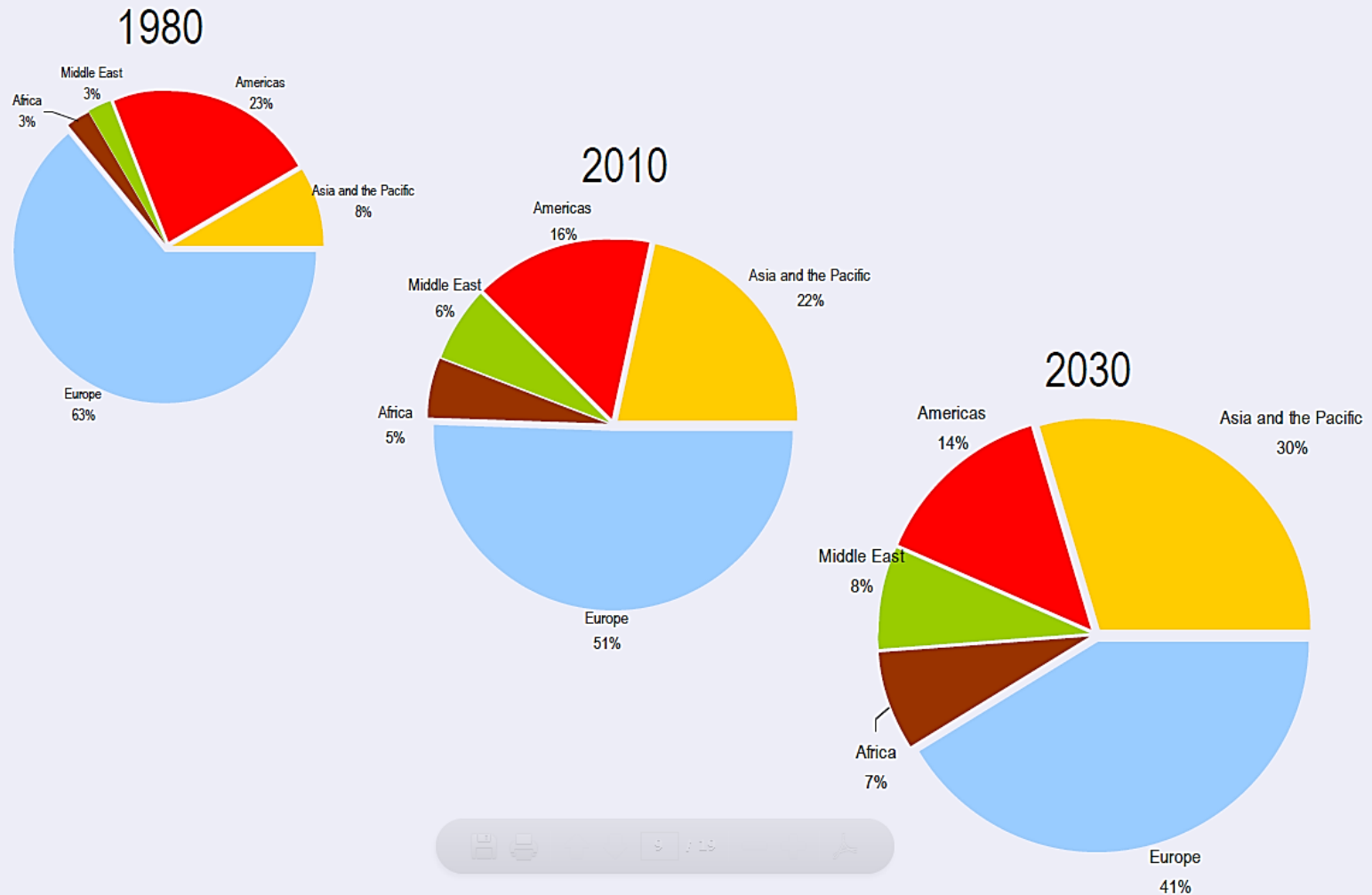
Source: World Tourism Organization (UNWTO)

International tourism vs. other export categories



Tourism and development

Asia and the Pacific, the Middle East and Africa to increase their shares



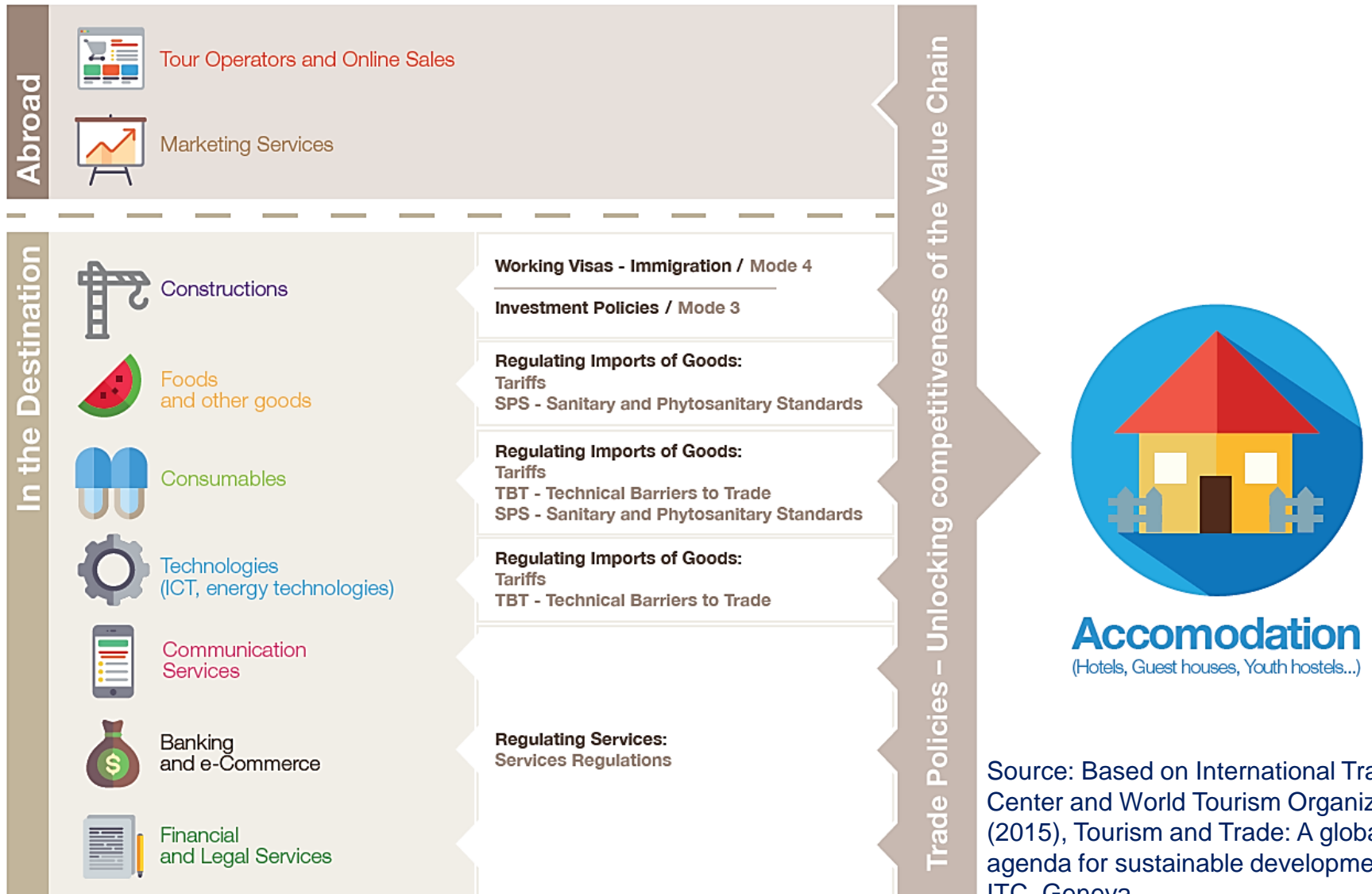
Tourism and development (LDCs)

- + 29 million international tourist arrivals
- + US\$ 21 billion in exports
- + 7% of total exports
- + 14% average annual growth in int'l tourist arrivals, 7% worldwide (2000-2015)
- + Botswana (1994), Cabo Verde (2007), Maldives (2011) and Samoa (2014)



Tourism and global/local value chains

The tourism value chain: the example of backward linkages for the accommodation industry



UNWTO's key messages

- 1. Increase mainstreaming of tourism** in national strategies
- 2. Strengthen the dialogue between tourism and trade stakeholders**, at country level, development partners and donors
- 3. Reinforce the involvement of tourism-related institutions** with trade institutions at the national level
- 4. Facilitate mechanisms that trigger the initiation of sector-specific strategies** (in the context of tourism, this could lead to the formulation of sustainable tourism export strategies)

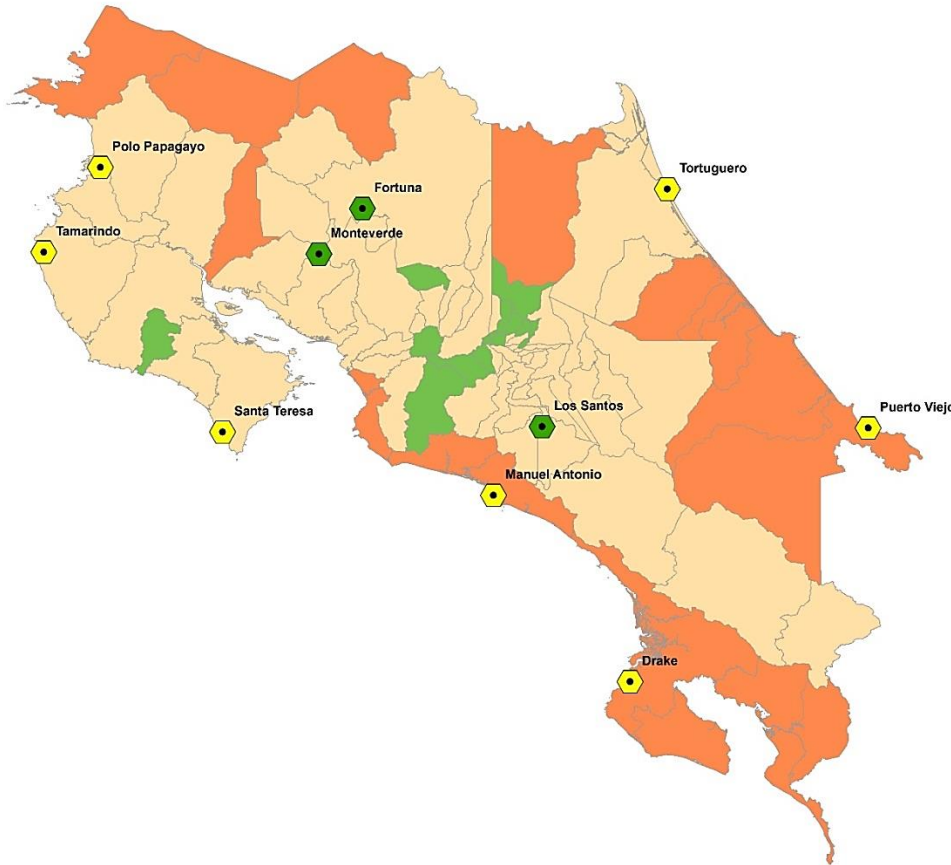


Actions for social inclusiveness, employment and poverty reduction

- Strengthening linkages across economic sectors
- Integration within global tourism networks
- Consultation and participation of local communities
- Balancing visitor requirements with local needs
- Gender analysis and monitoring of work conditions
- Training and capacity building for women and youth



Characteristics: SPI Level – Tourist Destinations (Costa Rica)



Tourist destination	SPI	SPI Level
La Fortuna	77.88	High
Los Santos	77.10	High
Monte Verde	77.02	High
Papagayo	74.19	Middle High
Santa Teresa	73.49	Middle High
Bahía Drake	72.41	Middle High
Tortuguero	71.31	Middle High
Tamarindo	69.92	Middle High
Manuel Antonio	67.59	Middle High
Puerto Viejo	67.44	Middle High

The 2030 Agenda for Sustainable Development





SUSTAINABLE DEVELOPMENT GOALS

THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT



IY2017 Key Areas

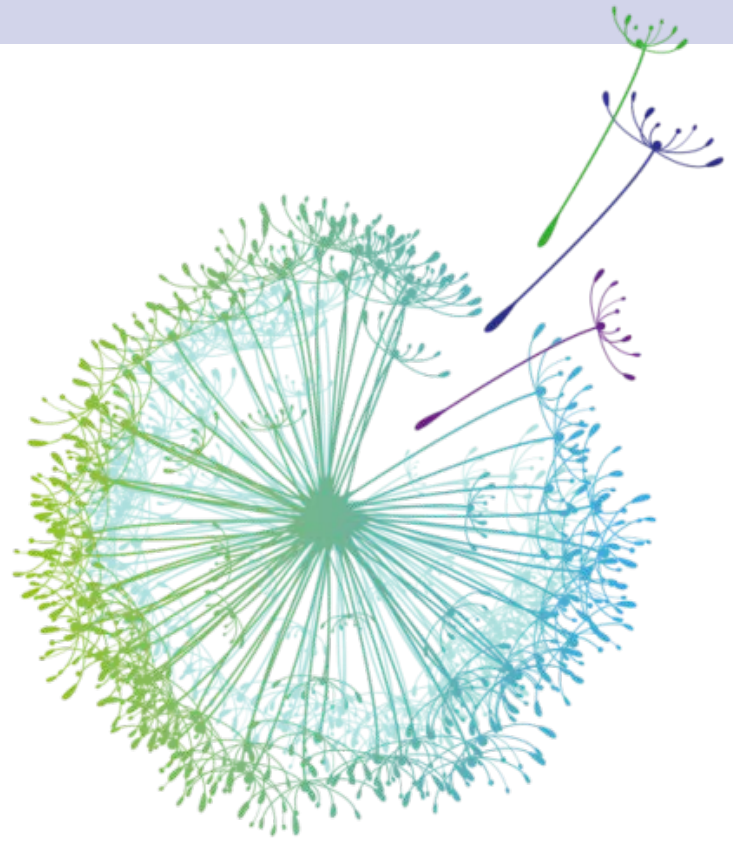
- SDGs 1, 2, 8, 9, 10, 17 → Inclusive and sustainable economic growth
- SDGs 1, 3, 4, 5, 8 → Social inclusiveness, employment and poverty reduction
- SDGs 6, 7, 11, 12, 13, 14, 15 → **Resource efficiency, environmental protection and climate change**
- SDGs 8, 11, 12 → Cultural values, diversity and heritage
- SDGs 4, 16 → Mutual understanding, peace and security



Thank you!

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World Tourism Organization | a specialized Agency of the United Nations