

UNCTAD
Single-year Expert Meeting on
Tourism's Contribution to Sustainable Development

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Marcio Favilla Lucca de Paula
Executive Director, UNWTO

Making Tourism Work for Development
Delivering as One UN

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Making Tourism Work for Development

Delivering as One UN

world's
Tourism

Jobs
exports
Sustainable
protecting
Energy
MDG's
countries
Peace
tourism
Poverty
Social
tools
Development
heritage
protection
Investment
jobs
Green
FDI
Cooperation
exports
South
SIDS
Decent
Economic
GDP
Growth
Development



Single-year Expert Meeting on:

Tourism's Contribution to Sustainable Development

Friday, 15 March 2013, Geneva, Switzerland

UN Steering Committee on Tourism for Development



Delivering as One for Tourism

The SCTD is an innovative approach to **Delivering as One: Delivering as One for Tourism**, as a sectoral approach. It is a transformational partnership.

SCTD main objectives:

1. **Support Developing countries** needs for implementing tourism for development in an integrated approach, building on the strengths of each UN agency
2. **Monitor progress of development** through various national tools or mechanisms (e.g. UNDAF's; PRSP's; DTIS-Diagnostic Trade Integration Study), as well as through new econometric models
3. **Mobilize necessary financial resources** through existing funding mechanisms, other bilateral and multilateral donors (EU...), and work towards the creation of a Multi Donors Trust Fund for Tourism (for LDCs, and countries -ODA eligible).
4. **Mainstream tourism** in the global development agenda, as an instrument for development, poverty reduction and a green growth.

SCTD Tourism Services Portfolio

“Tourism for Development”

Integrated Tourism Development

The SCTD provides specialized tourism assistance aimed to maximize tourism’s capacity to support countries in reaching their development goals, while preserving their cultural and environmental assets. The *Services Portfolio on Tourism for Development* compiles the services available to LDCs and developing countries.

The *Services Portfolio* makes available over 50 types of services organized around five pillars:

Areas of intervention

Implementing agencies

- | 1 | Tourism Governance and Policies |
|---|--|
| 2 | Trade, Investment, Data and Competitiveness |
| 3 | Employment, Decent Work and Capacity Building |
| 4 | Poverty Reduction and Social Inclusion |
| 5 | Sustainability of the natural and cultural environment |

- UNWTO
- ITC
- UNDP
- UNEP
- ILO
- UNESCO
- UNIDO
- UNCTAD
- WTO

1. Tourism Governance and Policies

Ensuring that the tourism sector is a major force for sustainable development requires a robust and integrated policy framework, and effective, accountable and democratic systems of governance that enable and encourage multi-stakeholder collaboration on tourism planning, development and management.

The UN-SCTD works to strengthen policies and governance structures to ensure a well-defined framework and implementation of sustainable tourism development strategies.

The range of services includes developing tourism master plans, guidance on policy-making, legislation and regulation, destination management planning, infrastructure planning, quality standards, and capacity building programs.

2. Trade, Investment, Data and Competitiveness

To be competitive, tourism needs to be integrated into a country’s overall trade strategies.

To be sustainable, the impact of tourism needs to be measured and monitored, and a reliable system of national tourism statistics needs to be developed.

2. Trade, Investment, Data and Competitiveness

At the same time, investments should directly link to local SMEs, and improve synergies between tourism and other sectors such as agriculture and creative industries, if tourism is to be a driving force for sustainable development.

A key service offered by the UN-SCTD looks specifically at enhancing the economic viability of tourism by strengthening the business and investment climate, as well as by targeted trade liberalization in the tourism sector with an emphasis on appropriate statistics, investment policies, marketing and promotion plans, product development and diversification, trade policy making, trading systems and market access.

3. Employment, Decent Work and Capacity Building

As a labour-intensive sector, tourism offers opportunities for job creation for a range of skilled and low-skilled labour, including women, youth and disadvantaged groups.

Tourism generates both direct and indirect employment, and requires careful planning of human resources at all levels to ensure a sufficient supply of suitably skilled labour to meet future growth.

The services offered by the UN-SCTD in this area of intervention concentrate on developing an efficient and productive structure for the planning of human resources to meet the needs of the sector. They also address the provisions of employment capacities (skills, training and capacity building), quality and workplace conditions.

4. Poverty Reduction and Social Inclusion

Tourism has proven to have a positive influence on poverty reduction. From supply chains to enterprise creation, a range of intervention points and mechanisms have been identified for increasing the proportion of tourism income that reaches and benefits the poor.

To sustain the impact, a commitment from government and the private sector at all levels is needed to ensure that local stakeholders are consulted, engaged and empowered to influence decisions on tourism development and operations that may affect their livelihood, environment and communities.

4. Poverty Reduction and Social Inclusion

A clear focus for the UN-SCTD will be to shift the development prospect in favor of the community’s well-being, and to reflect a strategic approach to pro-poor tourism at the destination level.

Services offered include value chain analysis, strengthening local supply chains, and developing community-based initiatives to ensure both the direct and indirect benefits from tourism.

5. Sustainability of the natural and cultural environment

Recognising tourism’s unique relationship and interdependency to both the natural and cultural environment is essential to protecting and safeguarding these valuable assets.

Effective management of cultural heritage, protected areas, and biodiversity, including the importance of the sustainable management of natural resources such as water and energy, are required in all types of destinations, including cities.

5. Sustainability of the natural and cultural environment

The UN-SCTD advocates adaptation policies, regulatory frameworks and actions that mitigate the impacts of tourism and promote sustainable consumption and production patterns, while championing conservation measures to preserve the asset base and secure socioeconomic benefits.

Services offered include mechanisms to improve the sustainability of tourism development and operations, and to monitor impacts, with a focus on mitigation and adaptation of the tourism sector to climate change and responsible use of natural and cultural resources.

SCTD Tourism Services Portfolio

“Tourism for Development”

Next Steps: Rio+20 and *The Future We Want*

[...] Sustainable tourism

130. We emphasize that well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities. We recognize the need to support sustainable tourism activities and relevant capacity building that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity, and improve the welfare and livelihoods of local communities by supporting their local economies and the human and natural environment as a whole. We call for enhanced support for sustainable tourism activities and relevant capacity-building in developing countries in order to contribute to the achievement of sustainable development.

131. We encourage the promotion of investment in sustainable tourism, including eco-tourism and cultural tourism, which may include creating small and medium sized enterprises and facilitating access to finance, including through microcredit initiatives for the poor, indigenous peoples and local communities in areas with high eco-tourism potential. In this regard, we underline the importance of establishing, where necessary, appropriate guidelines and regulations in accordance with national priorities and legislation for promoting and supporting sustainable tourism.

[...]

Next Steps: Rio+20 and 10 YFP

A potential for Sustainable Tourism:

10-year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP)

Ensure societies benefit from sustainable tourism development which will provide:

- Economic benefits, especially at local level
- Protection for ecosystems and biodiversity
- Respect for cultural diversity
- Support for poverty alleviation
- Opportunities to reduce GHG emissions and adapt to climate change

SCTD Tourism Services Portfolio “Tourism for Development”

Contact



Contact:

UN Steering Committee on Tourism for Development
World Tourism Organization
42 Capitan Haya, Madrid SPAIN

sctd@unwto.org

www.unwto.org