

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

Geneva, Palais des Nations, Salle XXVI, 14-15 March 2013

Zoritsa Urosevic
Head, Institutional & Corporate Relations, UNWTO

Presentation of the EU, Directorate General Development and
Cooperation (DG DEVCO/EuropeAid) Initiative

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



Development
and Cooperation
Europeaid

European
Commission

Sustainable Tourism for Development

UNCTAD, Tourism Expert
Meeting
Palais des Nations, Geneva
14-15 March 2013

Zoritsa Urosevic, UNWTO

SITUATION ANALYSIS



METHODOLOGY



GUIDANCE NOTE



ANNEXES



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2
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4

Some definitions...

Sustainable tourism:

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the private sector, the environment and host communities”.

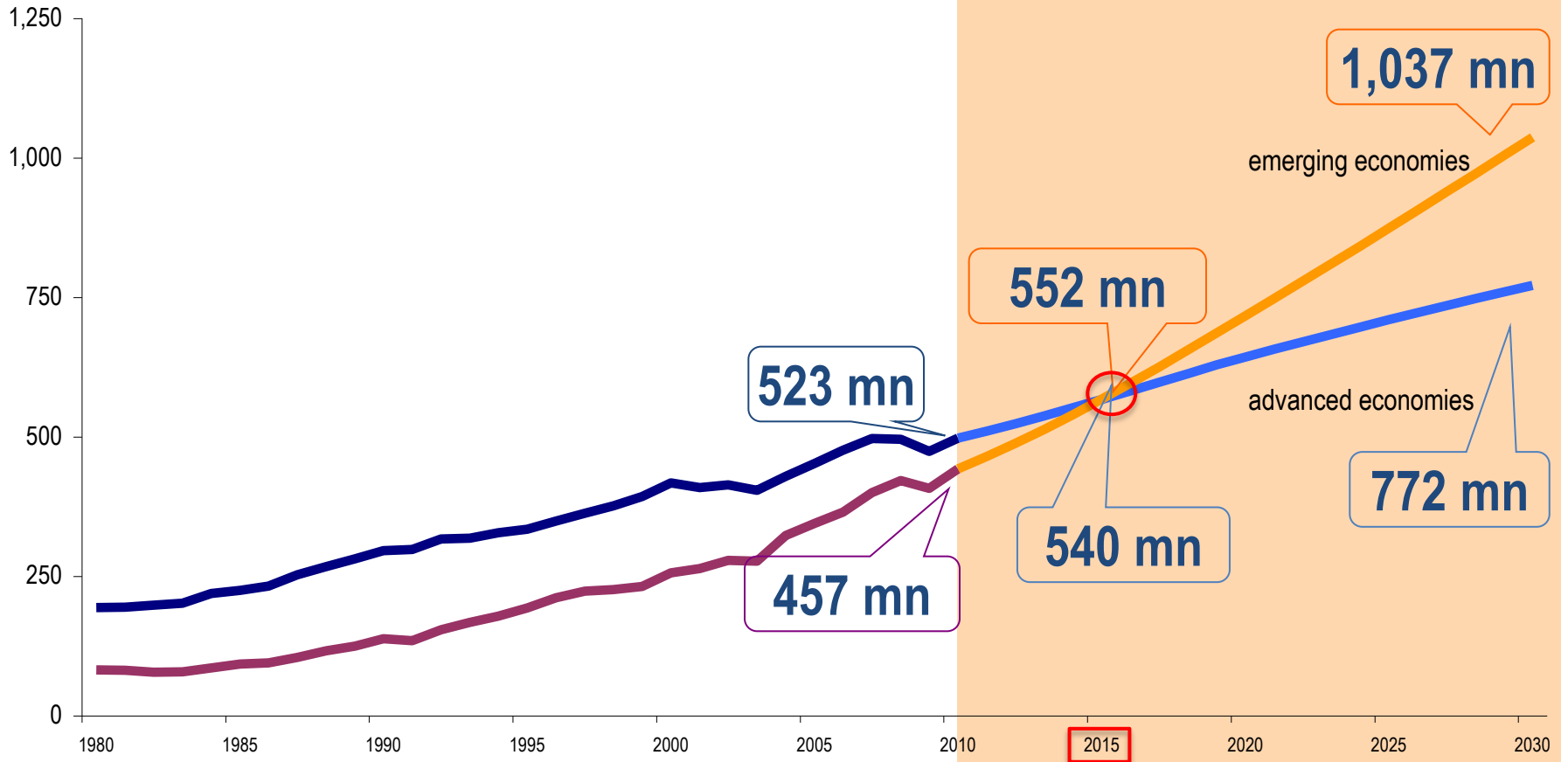
Tourism is a multi-faceted social, cultural and economic phenomenon.

Tourism deals with the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

Since 2008 it is possible to measure tourism in a standard way, since 2011 UNWTO compiles internationally comparable data on some of its key facets

Emerging economies destinations to surpass advanced destinations in 2015

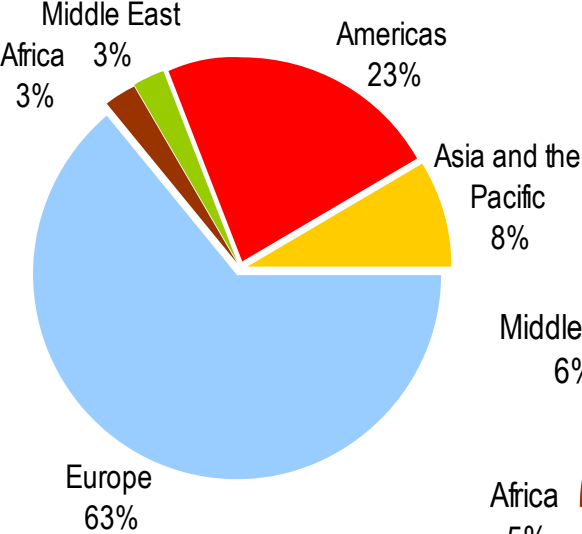
Inbound tourism, advanced and emerging economies



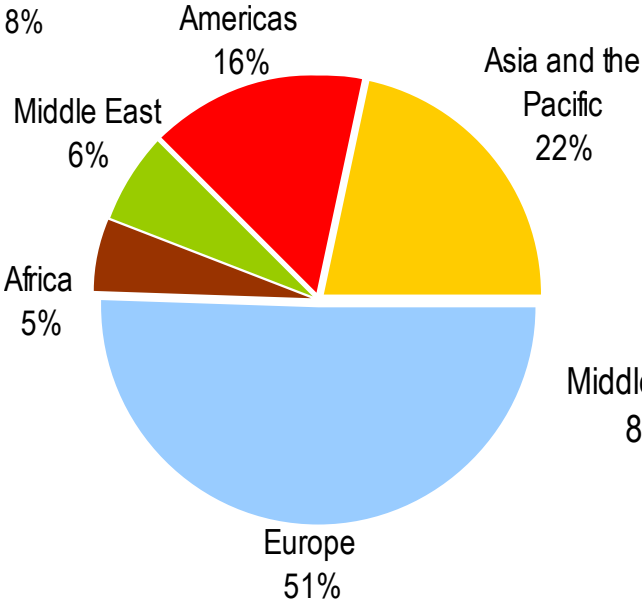
source: World Tourism Organization (UNWTO) ©

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

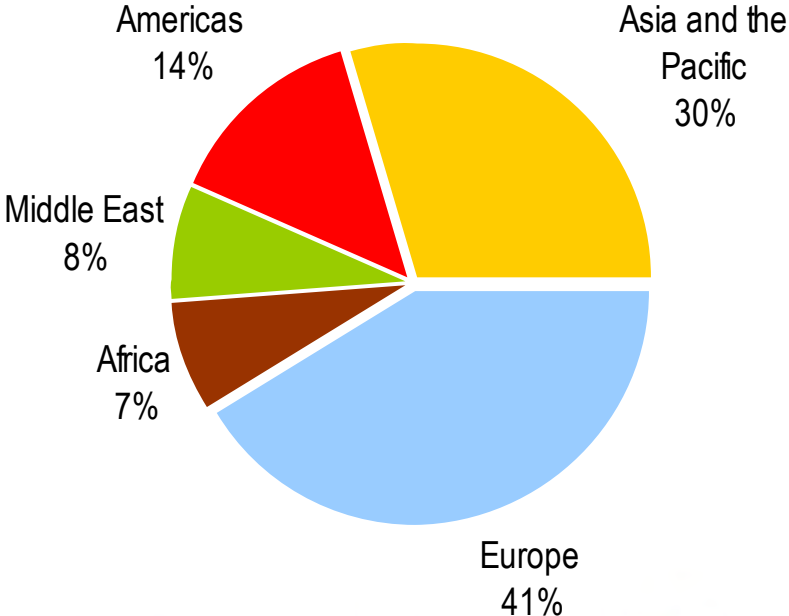
1980 (277 mn)



2010 (940 mn)



2030 (1.8 bn)




Tourism is directly responsible for:

- 5% of global GDP
- 30% of the world's trade in services
 - 36% of services exports of developed countries
 - 38% of services exports of developing countries
 - 48% of services exports of all LDCs.

Tourism also employs one out of every twelve people worldwide

What are the objectives?

- ✓ To *enhance understanding and awareness* of the tourism sector's importance for sustainable development in DCs
- ✓ To *provide guidance* for assessing sector's importance for:
 - Sustainable tourism FOR development,
 - Planning actions and assistance
 - Enhancing sustainability of ongoing initiatives
 - Identifying opportunities

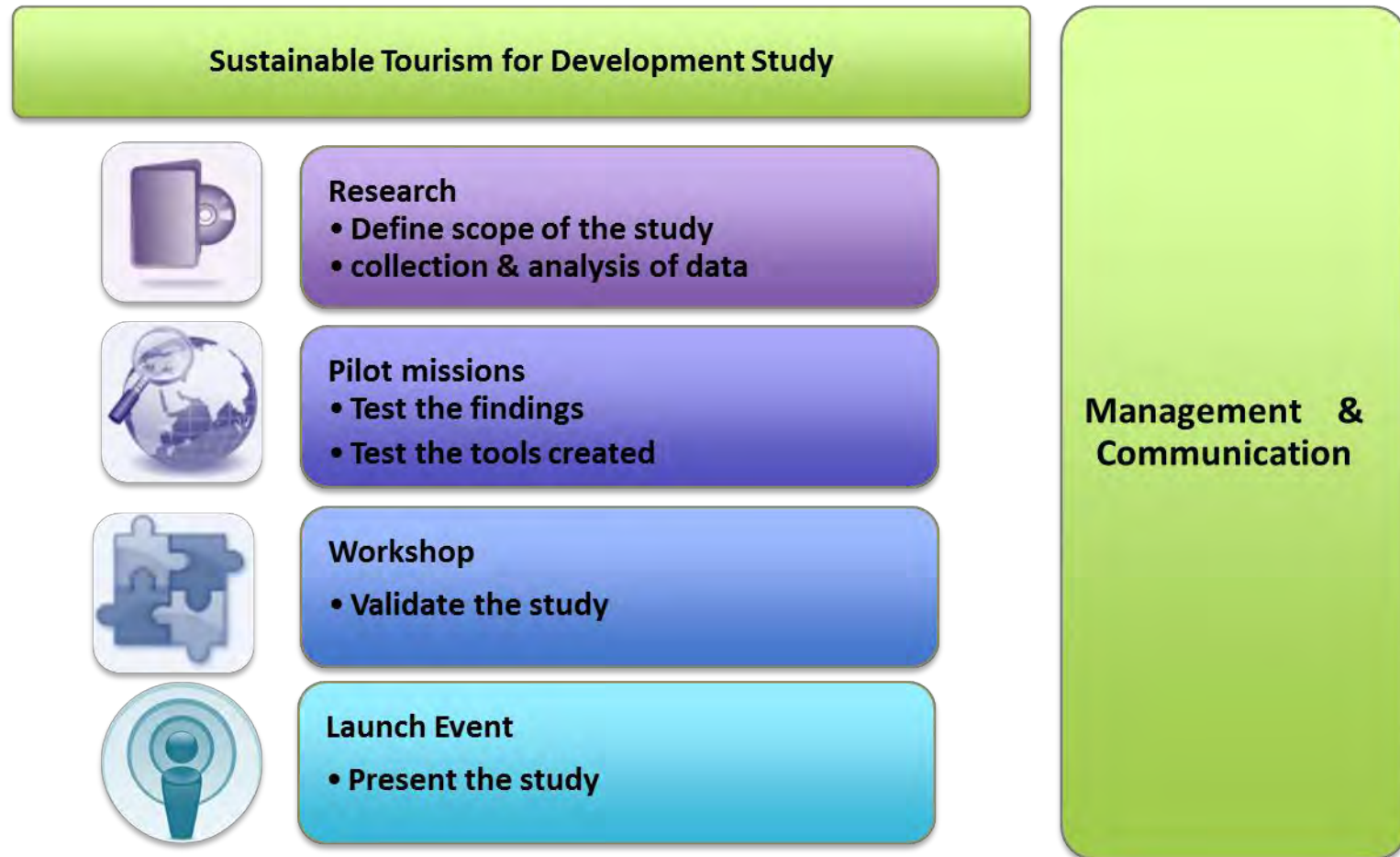
 Deliver a user-friendly Handbook/Study “*Sustainable Tourism for Development*” which will enable the EU and other development institutions to include sustainable tourism development in their programme cycles

Project Beneficiaries

- ✓ **EU Officials in Headquarters - DG DEVCO**
 - ✓ **EU Delegations in developing countries**
- 
- ✓ **International Development Organizations**
 - ✓ **Policy makers at the national level**
 - ✓ **Private Sector**
 - ✓ **Civil Society**

Enhancing capacities for Sustainable Tourism for development in developing countries

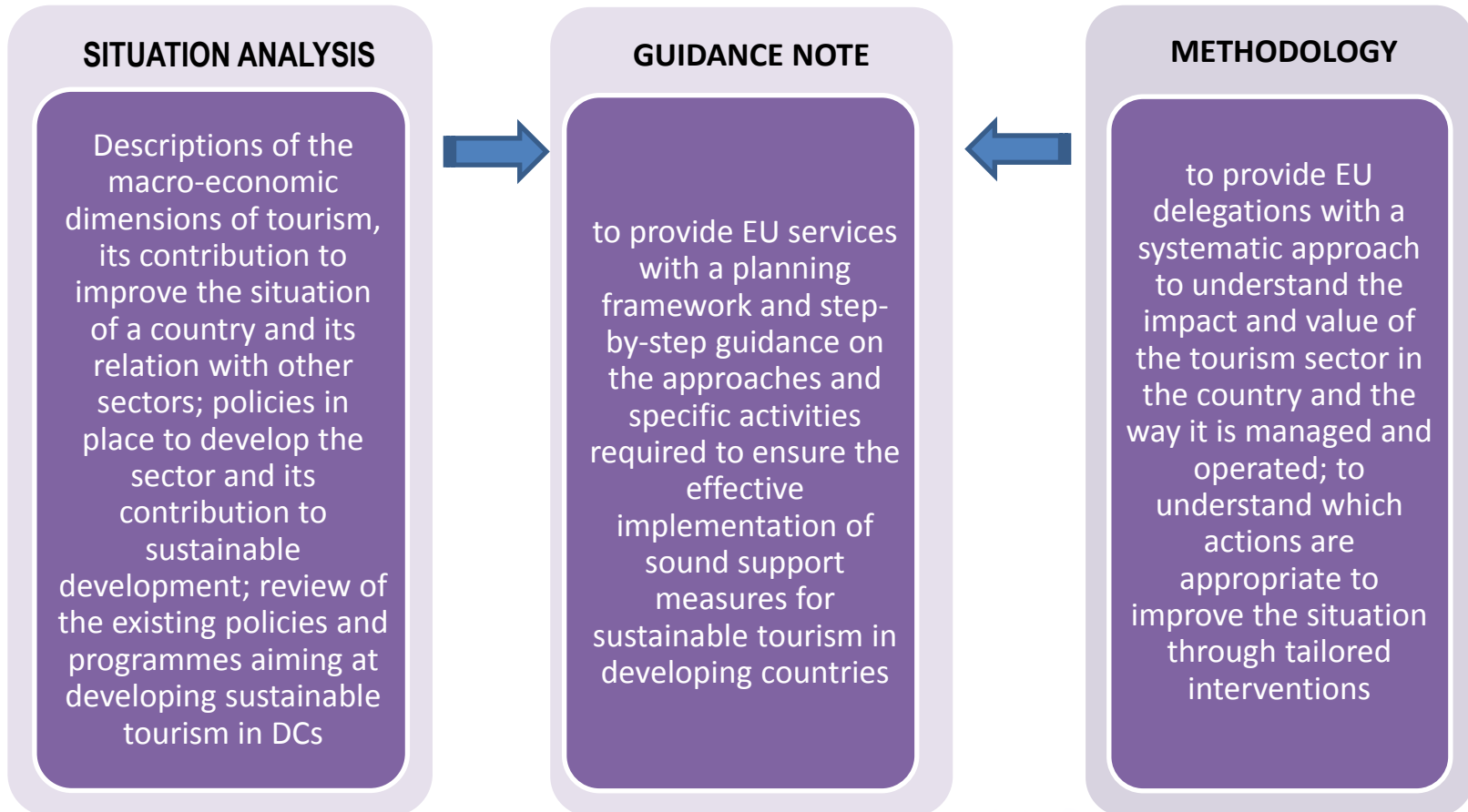
Project Activities



Enhancing capacities for Sustainable Tourism for development in developing countries

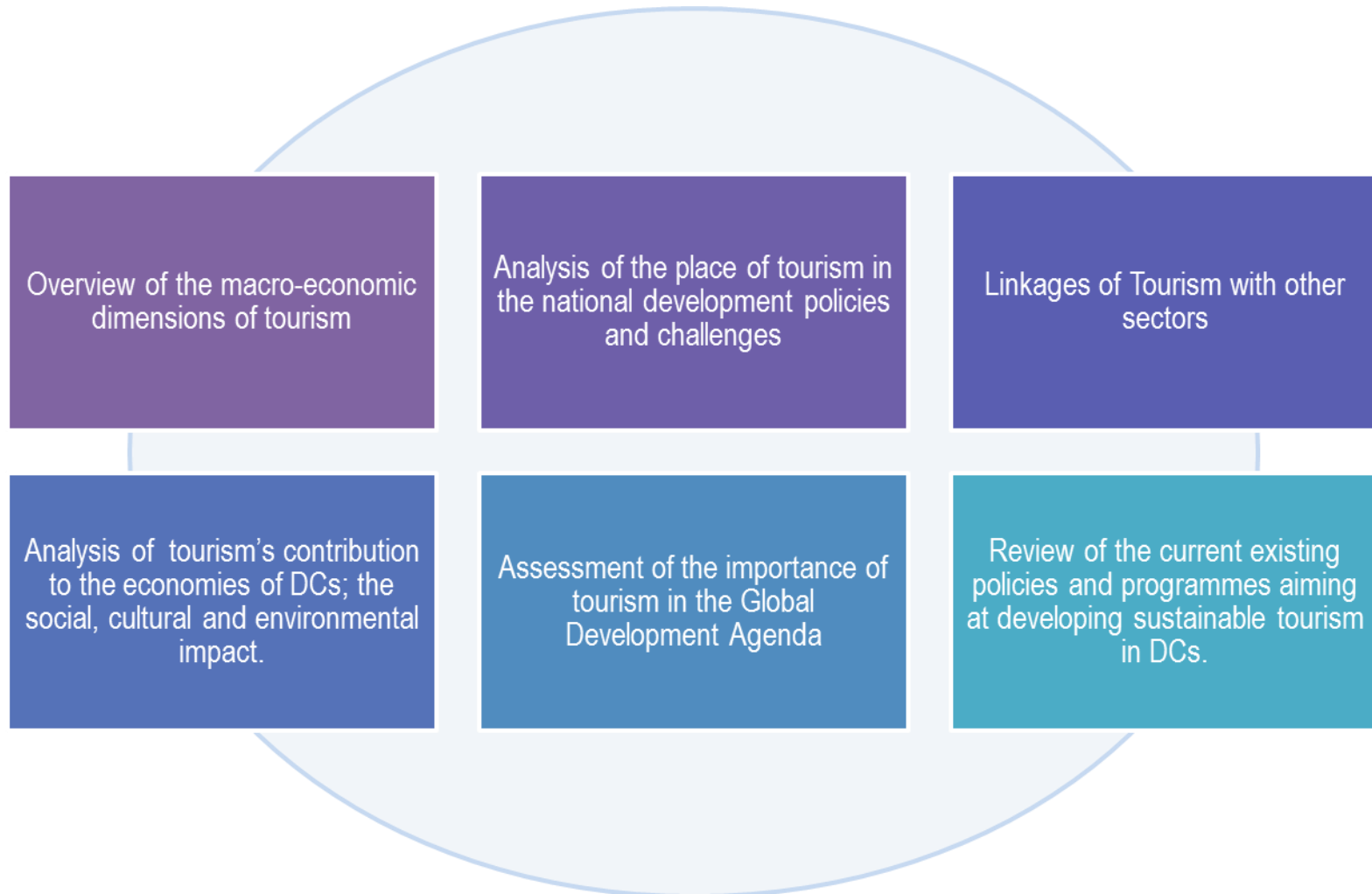
Project Outputs

“SUSTAINABLE TOURISM FOR DEVELOPMENT” STUDY



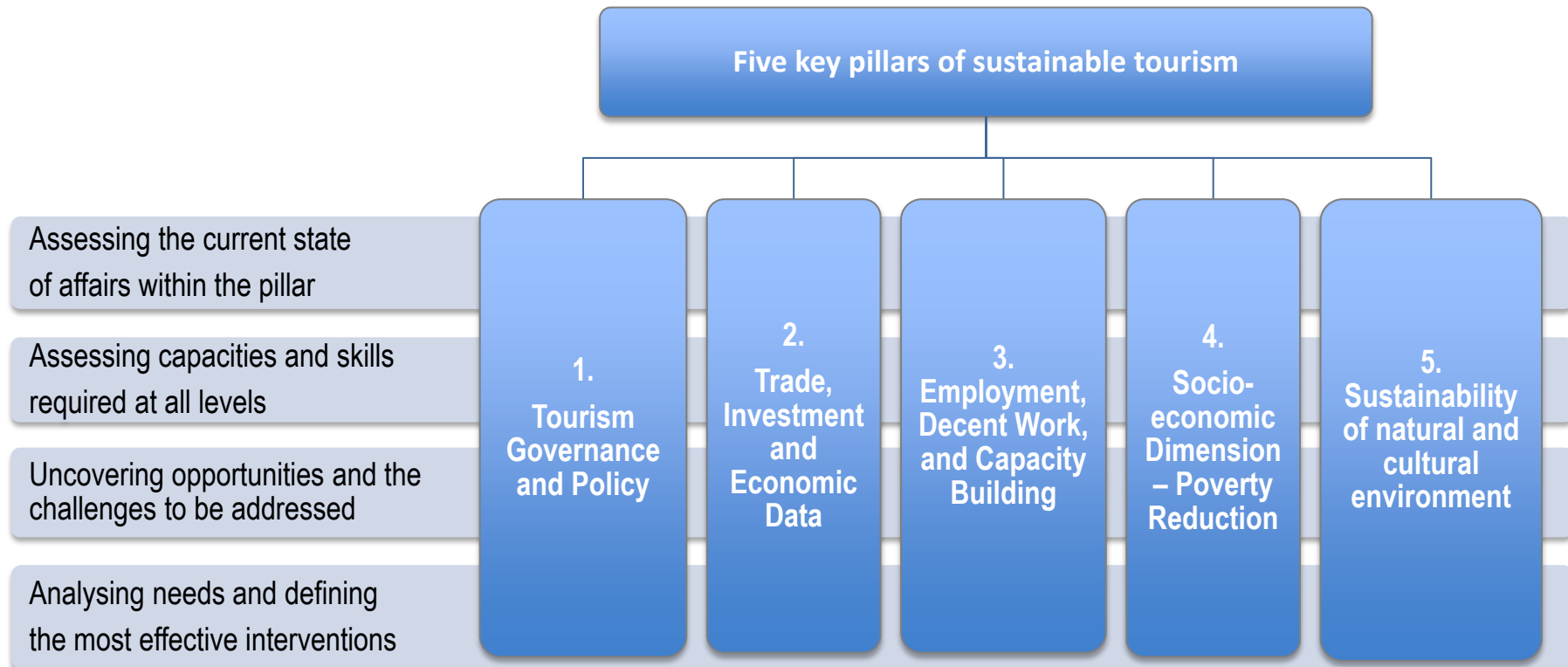
Enhancing capacities for Sustainable Tourism for development in developing countries

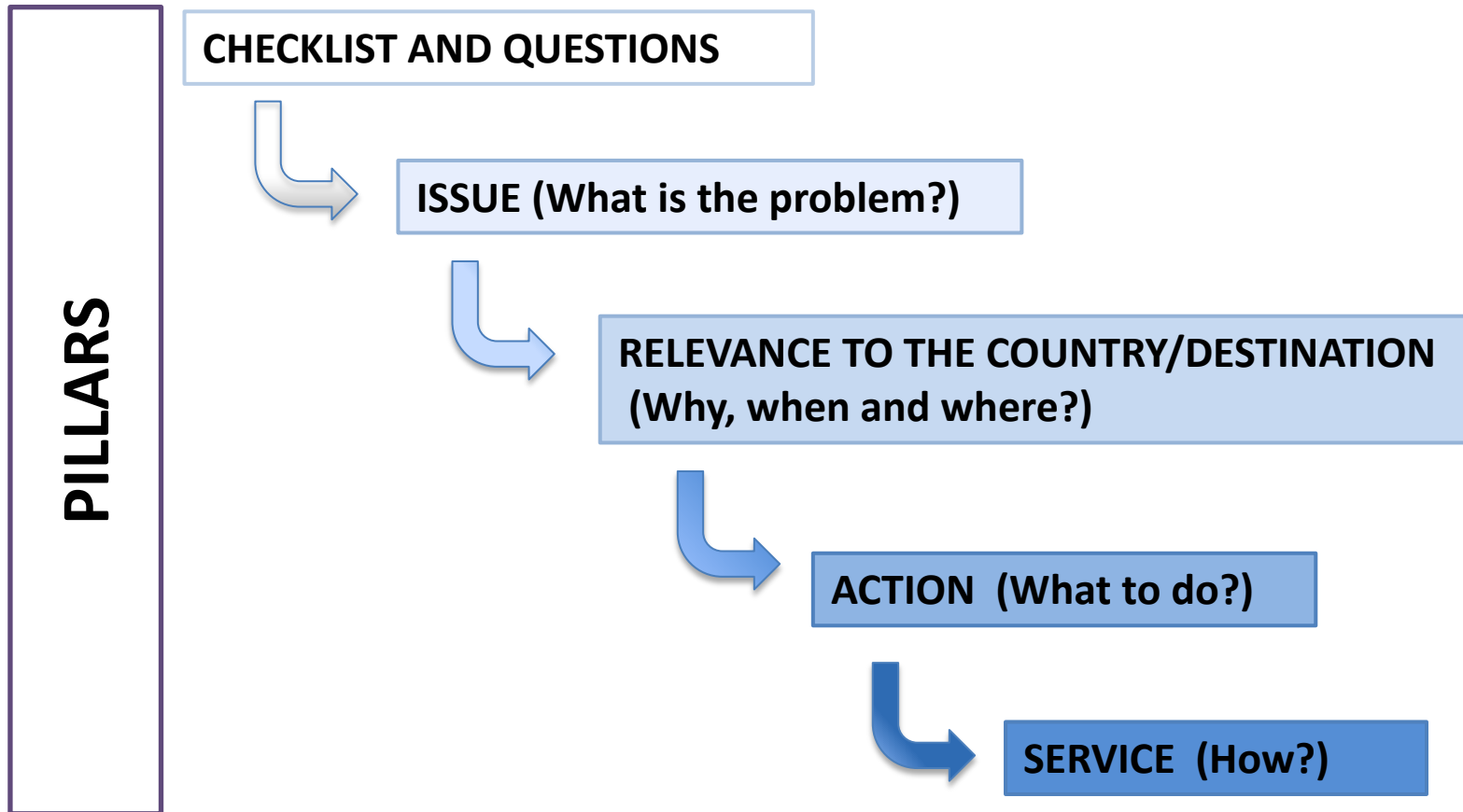
Situation Analysis



Enhancing capacities for Sustainable Tourism for development in developing countries

Methodology on Sustainable Tourism





Enhancing capacities for Sustainable Tourism for development in developing countries

Guidance Note

Methodology			EU POLICY Intervention Areas
PILLAR	SUB-PILLAR	ACTION/SERVICE	
← asses relevance →			
← identify challenges →			
← select action/service →			
			Act/Decide
			Implement
← evaluate →			

EU Intervention Areas

European Consensus on Development 2005

- Trade and regional integration
- Environment and the sustainable management of natural resources
- Infrastructure, communications and transport
- Water and Energy
- Rural development (territorial planning, agriculture and food security)
- Governance, democracy and human rights
- Peace and security
- Human development
- Social cohesion and employment

Cross-cutting issues:

- Democracy and human rights, the rights of children and indigenous people
- Gender equality
- Environmental sustainability
- HIV/AIDS

**Agenda for Change
2011**

- **Human rights, democracy and other key elements of good governance**
- Gender equality
- Public-sector management
- Civil society and local authorities
- Natural Resources

- **Inclusive and sustainable growth for human development**
- Social protection, health, education and jobs
- Business environment, regional integration and world markets
- Sustainable agriculture and energy



**UNWTO
Institutional
& Corporate Relations
Programme**

c/Capitán Haya, 42
Madrid (Spain)

icr@unwto.org
www.unwto.org

