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


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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
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Zoritsa Urosevic, UNWTO
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.
Inbound tourism, advanced and emerging economies

International Tourist Arrivals, million

Emerging economies destinations to surpass advanced destinations in 2015

source: World Tourism Organization (UNWTO) ©
Asia and the Pacific, the Middle East and Africa to increase their shares

1980 (277 mn)
- Europe 63%
- Africa 3%
- Americas 23%
- Asia and the Pacific 8%
- Middle East 3%

2010 (940 mn)
- Europe 51%
- Americas 16%
- Asia and the Pacific 22%
- Middle East 6%
- Africa 5%

2030 (1.8 bn)
- Europe 41%
- Americas 14%
- Asia and the Pacific 30%
- Middle East 8%
- Africa 7%
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.
Enhancing capacities for Sustainable Tourism for development in developing countries

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
Project Activities

Enhancing capacities for Sustainable Tourism for development in developing countries

Sustainable Tourism for Development Study
- Research
  - Define scope of the study
  - Collection & analysis of data
- Pilot missions
  - Test the findings
  - Test the tools created
- Workshop
  - Validate the study
- Launch Event
  - Present the study

Management & Communication

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“Sustainable Tourism for Development” Study

**SITUATION ANALYSIS**
Descriptions of the macro-economic dimensions of tourism, its contribution to improve the situation of a country and its relation with other sectors; policies in place to develop the sector and its contribution to sustainable development; review of the existing policies and programmes aiming at developing sustainable tourism in DCs

**GUIDANCE NOTE**
To provide EU services with a planning framework and step-by-step guidance on the approaches and specific activities required to ensure the effective implementation of sound support measures for sustainable tourism in developing countries

**METHODOLOGY**
To provide EU delegations with a systematic approach to understand the impact and value of the tourism sector in the country and the way it is managed and operated; to understand which actions are appropriate to improve the situation through tailored interventions
Situation Analysis

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Overview of the macro-economic dimensions of tourism

Analysis of the place of tourism in the national development policies and challenges

Linkages of Tourism with other sectors

Analysis of tourism’s contribution to the economies of DCs; the social, cultural and environmental impact.

Assessment of the importance of tourism in the Global Development Agenda

Review of the current existing policies and programmes aiming at developing sustainable tourism in DCs.
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Methodology on Sustainable Tourism

Five key pillars of sustainable tourism

1. Tourism Governance and Policy
2. Trade, Investment and Economic Data
3. Employment, Decent Work, and Capacity Building
4. Socio-economic Dimension – Poverty Reduction
5. Sustainability of natural and cultural environment

Assessing the current state of affairs within the pillar
Assessing capacities and skills required at all levels
Uncovering opportunities and the challenges to be addressed
Analysing needs and defining the most effective interventions
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Methodology

CHECKLIST AND QUESTIONS

ISSUE (What is the problem?)

RELEVANCE TO THE COUNTRY/DESTINATION (Why, when and where?)

ACTION (What to do?)

SERVICE (How?)

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# Enhancing capacities for Sustainable Tourism for development in developing countries

## Guidance Note

### Methodology

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1. Assess relevance
2. Identify challenges
3. Select action/service
4. Evaluate
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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
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EU Intervention Areas

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
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