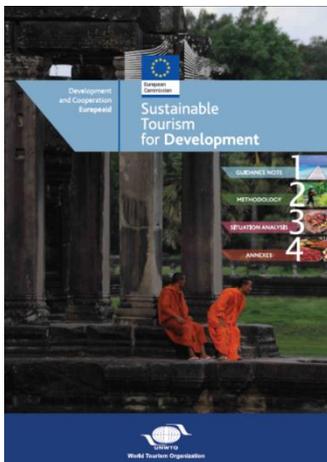




## Official Launch



**27<sup>th</sup> of June 2013 – 14 to 16pm**

### **Venue:**

Jozsef Antall, Room: 6Q1  
**European Parliament**  
Rue Wiertz 60, 1047-Brussels,

Mr. Márcio Favilla L. de Paula, Executive Director  
for Competitiveness, External Relations and Partnerships, UNWTO

Distinguished guests,  
Colleagues,  
Friends,

We are very pleased today to present you with the “Sustainable tourism for Development” Guidebook, a joint effort between the World Tourism Organization (UNWTO) and the European Commission’s Directorate General for Development and Cooperation – EuropeAid (DG DEVCO), within the framework of the project “Enhancing capacities for Sustainable Tourism for development in developing countries”.

It is the result of more than a year of dedicated work involving a great number of our staff, stakeholders and experts.

I particularly would like to thank MEP Carlo Fidanza, and his team, for hosting us here in the European Parliament.

Above all, I would like to thank DG DEVCO and the head of the unit Philippe Loop on Private Sector Development, Trade and Regional Integration and his team for the great support and guidance.

Over the past decades, tourism has experienced continued rapid growth and diversification, becoming one of the fastest-growing economic sectors in the world. Earnings from tourism today equal or even surpass that of oil exports, food products or automobiles, offering a direct entry point into the workforce, particularly for the youth and women in urban and rural communities

and a diversity of investment opportunities for established businesses and also young entrepreneurial talents.

Tourism has developed into one of the major sectors in international trade, at the same time representing a main income source for many developing countries, contributing to their economic growth and development, though not always in a sustainable manner.

Today, more than **one billion people** are on the move. Last year (2012), the equivalent of one seventh of the world's population crossed international borders in a single year. More exactly 1.035 billion traveled for leisure or business. Some five to six billion more trips were taken within national borders. UNWTO's long-term forecast publication *Tourism Towards 2030* indicates that by 2030 international arrivals will reach to 1.8 billion a year (5 million a day). Behind these impressive numbers, of course, are the ever critical elements of economic growth, job creation and development which tourism can contribute to and drive for nations and destinations to be competitive and legitimate concerns regarding economic, socio-cultural and environmental sustainability issues to be addressed.

Tourism is a key opportunity for least developed countries (LDCs) to have a more active part in the global economy and a means to generate income opportunities for millions of the poorest and less favored. It is the most important export product for 12 LDCs, and 2nd or 3rd most important for 11 of them. With the immense growth of the tourism sector in recent decades came an extensive diversification of destinations. Increasingly, tourists travel north to south

generating what many call the largest voluntary transfer of funds from those who have more to those who have much less, besides a fast growing number of trips from south to north and from south to south.

Tourism is directly responsible for 5% (9% indirect) of global GDP, accounts for 30% of the world's trade in services, 6% of world's trade in goods and services and employs one out of every eleven people worldwide. It's a simple formula: **one billion tourists mean one billion opportunities. More than two hundred millions jobs everywhere in the world, higher income possibilities, increased investment in infrastructure and countless paths for development.**

Dear Friends,

The recognition of the importance and potential contribution of tourism in national development strategies and in the global development agenda is also becoming a reality.

- For the first time, Tourism was referred to with a full paragraph by the heads of government of the G-20 in the declaration of their last summit last June (2012) for its potential role in economic growth and much needed job creation.
- About a week later, the Outcome document of the Rio+20 Conference entitled *The Future We Want* included "Sustainable Tourism" as one of the fundamental "Thematic Areas and Cross-Sectoral Issues" within the *framework for action and follow-up* in the years to come, along with

others, such as Energy, Water, Oceans, Food and Nutrition, Transport,.... demonstrating how tourism can be a catalyst for development, emphasizing that and I quote "...well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, and having close linkages to other sectors, create decent jobs and generate trade opportunities...".

Tourism was **not mentioned** in the final conference documents of Johannesburg in 2002 or the first Earth Summit in Rio in 1992. I strongly believe that these are very important political achievements for our sector as we move forward with our tourism for development agenda.

We must remember that meeting the needs of today's tourists and host communities while protecting and enhancing opportunities for the future is key.

A heavy responsibility lies on our shoulders – international organizations, tourism's public and private sector decision makers. A responsibility to make sure that tourism and sustainability advance together hand in hand. And this challenge – to reconcile economic, social and environmental aspirations and responsibilities – is being increasingly embraced by all tourism stakeholders. And this Guidebook on Sustainable Tourism for Development is a great contribution in that regard.

With such a significant potential for development, the need for a sustainable approach to tourism particularly in developing countries - that is, to promote

growth in the long-term while maintaining a balanced use of resources - is imperative.

As the UN specialized agency and the leading organization for tourism, the World Tourism Organization endeavours to maximize tourism's contribution to development while minimizing its negative impacts, paying particular attention to the growth potential of developing countries.

Likewise, the European Union is well placed to support developing countries in identifying opportunities, designing and implementing policies in sustainable tourism.

The European Commission (Directorate General Development and Cooperation – DG DEVCO/EuropeAid) approached UNWTO to prepare a Guidebook on **Sustainable Tourism as an engine for development**, trade in services, job creation and poverty reduction. We believe this Guidebook will enhance the understanding of tourism in all its dimensions, how it relates to the *EU Agenda for Change* and the *Consensus on Development* so as to help EU services in Brussels and the EU Delegations in 180 countries as well as other development institutions to adequately include sustainable tourism development in their programme cycles.

The Guidebook has already been tested in six developing countries (Botswana, India, Kenya, Vietnam, Senegal and Timor-Leste).

Ladies and Gentlemen,

In recent decades, international tourism grew most notably in developing economies. In 2012, international tourists spent US\$ 386 billion in those countries up from US\$ 104 billion in 1995. Tourism is today one of the main wealth creators for many developing and least developed countries and often the most economically viable and sustainable development option. The sector represents 56% of the service exports of Least Developed Countries (LDCs) and was central to the graduation of two of the only three countries which graduated from the LDC status - The Maldives and Cape Verde.

It is thus ever more obvious that with careful planning and management, tourism's vast potential can be harnessed for stimulating growth and development. Yet, to achieve this objective, tourism should be placed higher in the development agenda and, **most importantly, the level of assistance in tourism should match the potential the sector has to contribute to the development objectives.** Today, tourism represents a mere 0.13 % of all Official Development Assistance (ODA) and 0.5% of Aid for Trade.

To realize where the impact of aid development can be more effective it is important to understand the process of tourism development and which factors boost competitiveness. According to the **World Economic Forum (WEF) Travel and Tourism Competitiveness Index**, the 49 LDCs rank the lowest in factors such as tourism infrastructure, health and hygiene, air transport infrastructure, ICT infrastructure, policy and regulations, statistics and human resources; these could be some of the priorities in aid development in tourism.

Furthermore, any initiative should be fully adjusted to the state of tourism in the country. Countries where tourism is still at a nascent stage may benefit more from support in master planning, product development, human resources, regulation, and investment policy framework and promotion, whereas countries that have already managed to build a thriving tourism sector can benefit more from support in the field of marketing and promotion, SMEs development, supply chain interventions to reduce leakages and support a broader based economy, and strengthening mechanisms for governance and management of the sector. The aspect of opportunities in **Connecting global firms to tourism value chains** is strongly advocated in the forthcoming report to be issued by **UNWTO with OECD-WTO** during the 4<sup>th</sup> Global Review on Aid for Trade in Geneva on the 9<sup>th</sup> July 2013.

By recognizing the potential of sustainable tourism in meeting development imperatives, the European Commission is at the forefront of placing tourism in its development agenda. The collaboration between UNWTO and the EC demonstrates the increasing interest and recognition of tourism as an engine for development. It also demonstrates the role tourism can play within the broader Aid for Trade agenda, given its potential to stimulate trade in services and linkages with productive capacities, employment and poverty reduction.

Last but not least, in light of the commitment of the European Commission in its communication on **A Decent Life for All: Ending poverty and giving the world a sustainable future**, of last February, as the expression of its renewed commitment for development stemming from Rio+20, sustainable tourism

appears as an important sector to achieve sustainable development in the Post-2015 overarching framework.

When it comes to looking at result-based investment and aid efficiency in allocating Aid for development, it is essential to provide developing countries with the capacity to fully gain from the benefits tourism offers, to build a better life for all within a people's centered green development model.

I trust that this Guidebook will provide the basis for informed decisions on priorities and actions that need to be taken to ensure tourism's sound and growing contribution to the three dimensions of sustainable development – economic growth, social inclusion and environmental preservation - in line with the UN and the EU commitments for a better future.