



## Mobilizing Resources for Tourism: UNWTO key initiatives

Breakfast Side Event organized by UNWTO and the SCTD

### 20<sup>th</sup> Session of UNWTO General Assembly

*28 August 2013 (07:30-08:45) – Zambia*

- Welcome delegates
- Thank the presence and participation of:
  - EIF (Enhanced Integrated Framework), Dorothy Tembo
  - ILO, Wolfgang Weinz
  - UNESCO, Peter Debrine
- Highlight that this event is organized by UNWTO in collaboration with the UN Steering Committee on Tourism for Development (SCTD).
- Initiated by UNWTO in 2010, the Steering Committee brings together nine UN agencies and programmes, providing integrated technical assistance to developing countries through existing and future financial mechanisms, building on the strengths and experiences of each participating agency: ILO, ITC, UNCTAD, UNDP, UNEP, UNESCO, UNIDO and WTO.
- This initiative is the example of how the UN can deliver as one for a specific area and we are very happy that tourism is pioneering this initiative.

#### **Dear Friends**

- UNWTO works to maximize the fundamental role that tourism can have in addressing development challenges.
- Representing some 6% of the total trade of the group of 49 LDCs - and as much as 10% if considering non-fuel exporting LDCs only - tourism is a key sector for LDCs for its potential to



reduce poverty, create employment and decent work for low skill labor, women and youth and build linkages to other productive sectors such as agriculture, handicrafts or creative industries.

- In fact, tourism has just been identified, by WTO and OECD, at the 4th Global Aid for Trade Review (July, 2013) as one of the five key sectors with potential high impact in value chains related to Aid for Trade. The Report “Connecting leading firms to tourism value chains” shows how tourism can make a positive impact in LCDs, namely through its multiplier effects.
- Yet, despite the positive socio-economic impact tourism has on growth and development, there is still a striking contrast between the weight and potential of the tourism sector to support development and the fact that tourism is allocated only 0.13% of total Official Development Aid (ODA) and 0.5% of total Aid for Trade funding.
- Addressing this challenge requires a better understanding of the impact and potential of tourism as a tool for development and a strong advocacy among decision-makers as tourism should be clearly placed as one of the priorities in international development aid, especially as the international community moves towards defining new sustainable developments goals (SDGs) in the post-Rio+20 and MDG+ era.
- UNWTO is working to address this gap. The importance of this line of work has been recognized by the UNWTO Executive Council at its 95th Session in Belgrade, Serbia as it decided to create a “Working Group on ODA” chaired by South Africa to further strengthen UNWTO’s advocacy efforts for ODA and Aid for Trade.

### **Dear Friends**

- In spite of the challenges facing financing for tourism and development, there are also many opportunities to be tackled.



- Without going in the details, I would like to bring your attention two key opportunities:
  1. The recently launched UNWTO Guidebook on *Sustainable Tourism for Development* commissioned by the EU Development Directorate (DEVCO) which opens new opportunities as it is designed to support EU delegations in your countries better understanding tourism and thus tourism projects; and
  2. The *Enhanced Integrated Framework (EIF)* and the Aid for Trade Instrument for LDCs. Mrs Dorothy Tembo, the EIF Executive Director has kindly accepted our invitation to be with us and introduce us to the EIF.
- Before closing, I would like to acknowledge the work undertaken by the UN Steering Committee on Tourism for Development (SCTD) in the process of building up the opportunities mentioned above with the EU and the EIF.
- From the side of UNWTO we are fully committed to broaden the scope of fundraising for all Member States and share with you initiatives that can benefit your tourism sector.
- In this sense, a new programme was created within the Secretariat in 2009 – the Institutional and Corporate Relations Programme, headed by Mrs Urosevic, under the supervision of the Executive Director Mr Favilla, which is available to work side by side with our Members in pursuing new opportunities of fundraising.

I wish you a fruitful debate!