



## Executive Council

104th session

Luxor, Egypt, 30 October – 1 November 2016

Provisional agenda item 3(b)

CE/104/3(b)

Madrid, 18 August 2016

Original: English

### Report of the Secretary-General

#### Part I: Tourism trends and activities

#### (b) Mainstreaming tourism in the global agenda

##### I. Introduction

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1. Promoting tourism's contribution to economic growth, inclusive development and environmental sustainability in the national and international agendas continues to be a major priority for the Organization as a precondition for the development and implementation of policies that support the growth and sustainability of the sector.
2. The present report highlights the main actions implemented and planned for by the Secretariat to mainstream tourism in the global and national agendas since the report delivered to the 103rd session of the Executive Council in May 2016.

##### II. Mainstreaming tourism in the global agenda

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3. The **UNWTO/WTTC Open Letter on Travel and Tourism** campaign continues to advance. Since its inception in 2011, a total of 82 Heads of State and Government have been presented with the Open Letter. The initiative aims to promote the role of the sector at the highest level, foster cross-cutting policy coordination on tourism issues and raise awareness among decision makers of pressing challenges facing the sector.
4. The seventh **Meeting of the G20 Tourism Ministers** was held in Beijing, China, on 20 May 2016 in the framework of the Chinese Presidency of the G20 and coinciding with the First World Conference on Tourism for Development organized by UNWTO and the Government of the People's Republic of China. The Meeting was dedicated to "Sustainable Tourism – An Effective Tool for Inclusive Development". (Declaration in Annex)
5. **The Secretariat continues to work to position tourism in the United Nations (UN) system agenda as well as in the agendas of other relevant international and regional organizations (for**



details see document CE/104/5(a)). In this framework, it is worth highlighting:

(a) Tourism and the **Sustainable Development Goals (SDGs)**: UNWTO has launched, with the support of the UN Statistics Division (UNSD), the Measuring Sustainable Tourism (MST) initiative to develop a system-wide, international statistical framework for measuring tourism's role in sustainable development, including environmental dimensions. Such framework will support the credibility, comparability and outreach of various measurement and monitoring programmes pertaining to sustainable tourism, including SDG indicators and those of UNWTO's International Network of Sustainable Tourism Observatories (INSTO).

UNWTO is also cooperating with the Global Compact Spain and 13 Spanish companies and institutions to promote the role of the private sector in achieving the SDGs. The pioneer initiative *The Tourism Sector and the SDGs: Responsible Tourism, a Global Commitment* will be launched on 19 September in Madrid, Spain, and can be an example to replicate in other countries.

(b) **International Year of Sustainable Tourism for Development 2017**: The declaration by the UN of 2017 as the International Year of Sustainable Tourism for Development is a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability—economic, social and environmental—while raising awareness of the true dimensions of a sector which is often undervalued.

In the context of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year aims to support a change in policies, business practices and consumer behaviour geared towards achieving a more sustainable tourism sector than can contribute to the SDGs. In this context, the Year will promote tourism's role in the following five key areas:

1. Inclusive and sustainable economic growth
2. Social inclusiveness, employment and poverty reduction
3. Resource efficiency, environmental protection and climate change
4. Cultural values, diversity and heritage
5. Mutual understanding, peace and security.

As the lead UN agency for this initiative, UNWTO is advancing the organization and implementation of the International Year, in collaboration with governments, relevant organizations of the UN system, other international and regional organizations and all other relevant stakeholders (for detailed information see document CE/104/5(a)).

(c) The **First World Conference on Tourism for Development** organized by UNWTO and the People's Republic of China on the theme of *Tourism for Peace and Development*, was an opportunity to advance the debate at the highest level on how tourism can contribute to the SDGs and the 2030 Agenda for Sustainable Development as well as set the preparation of the celebrations of the International Year of Sustainable Tourism for Development 2017, which was formally presented on the occasion.

(d) As one of its co-leads UNWTO continues to contribute to the progress of the **10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP)**, a collaborative platform to bring together and scale up existing initiatives and partnerships to accelerate the shift to sustainable consumption and production. An **annual magazine on the 10YFP STP** was released in July 2016.

(e) **Tourism and Trade:** UNWTO also continues to promote the role of tourism as a trade in services in the trade agenda. In this context, UNWTO took part in UNCTAD 14 held in Nairobi, Kenya, from 17 to 22 July 2016. The quadrennial ministerial Conference of the United Nations Conference on Trade and Development (UNCTAD) was an opportunity to position tourism as a key driver in the trade agenda, particularly for developing countries. On the occasion, UNWTO and UNCTAD signed a Memorandum of Understanding covering areas such as research, SDGs and the International Year of Sustainable Tourism for Development.

(f) **Promoting safe and seamless travel:** UNWTO continues to work to bring the tourism and security agendas closer together and promote the full integration of tourism into emergency and security mechanisms thus promoting a safer travel framework while advancing the travel facilitation agenda. In this regard, as discussed at the 103rd session of the Executive Council and the 2016 Regional Commission meetings, the creation of a Tourism and Security Task Force is proposed for the consideration of the 104th session of the Council (see document CE/104/3(c)).

### III. Actions to be taken by the Executive Council

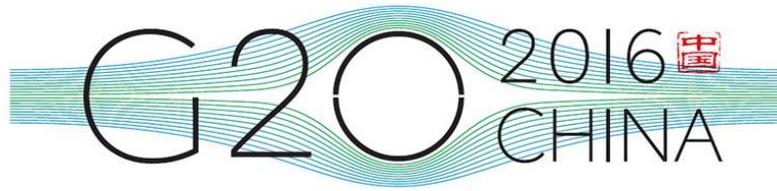
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6. The Executive Council is invited:

(a) To take note of the work of the Secretariat in mainstreaming tourism in the global and national agendas;

(b) To encourage Member States to embrace the implementation processes of the SDGs at the national and international levels; and

(c) To encourage Member States to strongly engage with and support the celebration of the International Year of Sustainable Tourism for Development 2017 as a unique opportunity to mainstream tourism in the national agendas.



**7th G20 Tourism Ministers Meeting  
Beijing, China, 20 May 2016  
DECLARATION**

***Sustainable Tourism – An Effective Tool for Inclusive Development***

We, Ministers of Tourism and Heads of Delegation of the G20 (*list to be completed on 20.5*), meeting under China's G20 Presidency, alongside the representatives of the International Labour Organisation (ILO), the Organization for Economic Co-operation and Development (OECD), the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) (*list to be completed on 20.05*), in Beijing, China on May 20, 2016,

Recalling that,

***Tourism is a key driver of economic growth as***

1. tourism accounts for an estimated 10% of the world's GDP, considering its direct, indirect and induced impacts (WTTC);
2. tourism represents one of the fastest growing and most resilient economic activities – forecasts indicate that tourism will experience sustained growth in the coming years, reaching 1.8 billion international tourist arrivals in 2030, up from 1.2 billion in 2015 (UNWTO), while domestic tourism is also significant in many countries accounting, for example, for 80% of tourism consumption in OECD countries;
3. exports from international tourism, including passengers' transport, reached US\$ 1.4 trillion in 2015, ranking third worldwide after fuels and chemicals, accounting for 7% of the global exports of goods and services as well as 30% of global exports of services, which makes it the most traded service item worldwide (UNWTO);
4. tourism is a cross-cutting economic sector with significant multiplier effects on other sectors – for every dollar spent on tourism a further US\$ 3.2 is generated in GDP across the entire economy (World Bank); and
5. tourism is one of the main sectors driving economic globalization, interconnection and integration and socio-economic development.

***Tourism can contribute to the 2030 Agenda for Sustainable Development and the Sustainable Development Goals as***

6. tourism is featured in the 2030 Agenda for Sustainable Development and the universal Sustainable Development Goals (SDGs), namely in SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; SDG 12: Sustainable Consumption and Production; and SDG 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development. The tourism targets are specifically:

- Target 8.9: 'By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products';
- Target 12.b: 'Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products'; and
- Target 14.7: 'By 2030, increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism';

7. tourism's cross-cutting nature positions it well to contribute to all of the 17 SDGs; and

8. tourism is one of the six initial global programmes of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) addressing SDG 12 and is set to accelerate the shift towards sustainable consumption and production (SCP) in both developed and developing countries.

### ***Tourism is a major job generator as***

9. tourism, a labour intensive service sector, is estimated to account for 1 in 11 jobs in the world or approximately 280 million jobs (direct, indirect and induced impacts) (WTTC);

10. tourism creates jobs for people of all ages and skill levels, not only within the sector, but throughout its entire value chain in many other sectors, including agriculture, construction, manufacturing, retail, handicrafts, financial services, information and communication technologies and resource efficient technologies;

11. one job in the tourism sector creates about one and a half additional or indirect jobs in other sectors (ILO);

12. tourism is an engine for more and better jobs, poverty reduction and sustainable development;

13. tourism is a sector made up mostly of Micro, Small and Medium Enterprises (MSMEs) with low technical and capital thresholds, providing major opportunities for young entrepreneurial talent and for integrating MSMEs and start-ups into the value chain (source to be added);

14. the hospitality industry ('accommodation and restaurants'), together with 'private sector services', are expected to create jobs at the fastest rate of any sector in the global economy for the next five years (ILO); and

15. tourism offers potential for job rich growth and action is needed to enhance quality jobs in the sector, encouraging innovation, training and the incorporation of new technologies.

### ***Tourism is an effective tool to promote development and social inclusion***

16. tourism is a driving force for social inclusion with a particular potential to advance employment and economically empower groups which are more vulnerable to social and economic risks, including, but not limited to, women, young people, migrants, indigenous and tribal peoples and rural residents;

17. tourism accounts for a higher share of women's employment and entrepreneurship as compared to the whole economy and can thus be an effective means to promote gender equality and women's empowerment (UNWTO/UN Women);

18. tourism creates employment opportunities for young people, and thus contributes to youth employment;

19. the geographic distribution of tourism promotes job creation and entrepreneurship, supporting employment in rural areas and promoting regional development;

20. tourism requires different levels of skills, some of which are often developed in other areas,

providing job opportunities for migrants, older workers and other vulnerable groups, therefore promoting social inclusion;

21. tourism creates jobs for people of all ages and skill levels and provides opportunities to enter the labour market, gain experience and move up in the value chain into higher, better paid jobs.

22. tourism represents 7% of total exports of goods and services of the Least Developed Countries (LDCs); for non-oil LDCs exporters, this figure stands at 10% (UNWTO);

23. tourism has been identified by 44 out of the 47 LDCs within the Enhanced Integrated Framework (EIF) multi-donor programme for LDCs as one of their priority sectors for development (UNWTO/EIF); and

24. tourism is often one of the few sectors that provide LDCs and Small Islands Developing States (SIDS) with a strong competitive advantage in terms of access to global markets.

***Taking into consideration,***

25. that G20 Leaders recognized in Mexico in 2012 the role of tourism as “a vehicle for job creation, economic growth and development”;

26. the main objectives of the G20 to promote “strong, sustainable and balanced growth”;

27. the objectives of the Chinese G20 Presidency to build “an innovative, invigorated, interconnected and inclusive global economy and explore new ways to drive development and structural reform, injecting impetus into the growth of individual countries and energizing the global economy” and forging “new engines of growth”;

28. tourism’s capacity to foster economic growth and social development, create quality jobs, promote regional and cross-sector resource efficient, inclusive development and advance the 2030 Agenda for Sustainable Development;

29. that despite its proven impact and development potential, tourism does not benefit yet from the appropriate level of international financing for development with 0.09% of total Official Development Assistance (ODA) and 0.4% of total Aid for Trade (AfT) allocated on average yearly for tourism between 2006 and 2013 (UNWTO; WTO/OECD);

30. the current challenges and opportunities facing the sustained and sustainable development of the tourism sector include the changing consumer and social trends, the emergence of new business models, technology developments and safety and security concerns;

31. that sustainable tourism development requires the preservation and promotion of local cultures and heritage resources;

32. that the United Nations General Assembly has declared 2017 as the International Year of Sustainable Tourism for Development; and

33. the principles of the Global Code of Ethics for Tourism endorsed by the United Nations General Assembly in 2001.

***in line with the priorities of G20, agree to further***

34. advance the contribution of tourism to the achievement of the 2030 Agenda for Sustainable Development and the achievement of the SDGs;

35. develop tourism policies that contribute to a more open world economy, promote innovation, resource efficiency, quality jobs and a higher level of cooperation, integration and inclusive development;

36. enhance broader cooperation to address the common challenges of promoting safety and

security while facilitating travel;

37. in domestic policies: foster public-private sector partnerships and promote governance structures that fully integrate the private sector and local residents in tourism development and promotion;

38. in domestic policies foster inclusive labour markets that promote quality jobs, skills and human resources development and socially responsible tourism enterprise.

39. in domestic policies: encourage the holistic development of tourism destinations with a long-term view through integrated and action-oriented cross-cutting policies;

40. promote a higher level of investment and financing for development in tourism through concrete actions that foster inclusive growth and advance sustainable development, and also welcome the contribution that Official Development Assistance (ODA) and Aid for Trade (AfT) make towards the development of tourism

41. encourage the G20 to consider travel and tourism as an important sector for its capacity to deliver on the objectives set by the G20 of building new sources of growth and development; and

Express our gratitude to the Chinese Presidency of the G20 and to the China National Tourism Administration (CNTA) for successfully hosting the 7th Meeting of the G20 Tourism Ministers.

Beijing, 20 May, 2016.