



Mobilizing Resources for tourism: UNWTO key initiatives

Breakfast Side Event organized by UNWTO and the SCTD

20th Session of UNWTO General Assembly

28 August 2013 (07:30-08:45) – Zambia, room TBC

Rationale

The World Tourism Organization (UNWTO), the UN specialized agency responsible for tourism, works to maximize the transforming and fundamental role that the tourism sector can have in addressing global and local development challenges for developing and developed countries.

Over the past decades, tourism has experienced continued rapid growth and diversification, becoming one of the fastest-growing economic sectors in the world. Tourism is estimated to be responsible for 9% (direct, indirect and induced) of global GDP, to account for 30% of the world's trade in services and to employ one out of every eleven people worldwide.

However, despite the positive socio-economic impact tourism has on growth and development, there is a striking contrast between the weight and potential of the tourism sector 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.

Mobilizing more resources for Tourism

International cooperation and assistance is critical to improve the effective delivery of the Organization in serving its Members' needs. An integral part of fundraising is raising awareness of the importance of tourism as well as the role played by UNWTO.

UNWTO – under the guidance of the Secretary General – has developed a strategic line of work compliant with the principles of *MDG8 – Partnership for development*, being implemented by the Institutional and Corporate Relations Programme (ICR), created in 2010, and with the support of other Programmes.

The Secretariat has deployed great efforts within the international community at large, while working towards a more conducive framework to positioning tourism in the global development agenda and multiplying the fundraising efforts. As a result, a series of key initiatives and strategic partnerships have been developed and opportunities for sources of funding for developing countries identified:

Strategic Partnerships

- The Steering Committee on Tourism for Development (SCTD)
- The Global Partnership for Sustainable Tourism (GPST)

Mobilizing Aid for Trade for tourism

- The Enhanced Integrated Framework as an Aid for Trade instrument for LDCs

Mainstreaming tourism for development Aid

- Joint study on "Sustainable Tourism for Development" with European Commission – DG Cooperation and Development - EuropeAid (DG DEVCO)
- UNDAFs (United Nations Development Assistance Framework) and *Delivering as One*

Mobilizing ODA with the EU

- Joint UNEP and UNWTO Programme
- Joint UNWOMEN and UNWTO Programme

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 (see document CE/DEC/4(XCV)).

The Event:

The side event, being organized by UNWTO – Institutional and Corporate Relations programme in cooperation with the UN Steering Committee on Tourism for Development (SCTD), will provide an opportunity for UNWTO Members and other interested partners to hear and learn about key initiatives and opportunities in mobilizing resources for developing the tourism sector.

The event will take the form of an interactive breakfast meeting with an introduction of SCTD members and consist of brief interventions on activities of SCTD and partnerships with the Enhanced Integrated Framework (EIF), as well as a presentation of the recently completed joint UNWTO-European Union "Guidebook on Sustainable Tourism for Development", amongst other initiatives.

More information: <http://icr.unwto.org/>

Provisional agenda

Wednesday, 28 August 2013

07:30 – 07:40 Opening and Welcome by:

Mr. Taleb Rifai, UNWTO Secretary-General

07:40 – 08:30 High-level interventions with moderation by UNWTO on:

United Nations Steering Committee on Tourism for Development (SCTD)

DG Cooperation and Development – EuropeAid (DG DEVCO)

Enhanced Integrated Framework (EIF)

08:30 – 08:45 Interactive Q&A part with the audience