The 7th UNWTO Global Summit on Urban Tourism

Looking Towards 2030: An Innovative Approach to Competitiveness in Urban Destinations

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- Competitiveness of urban destinations
- How to position urban tourism in the global urban agenda
  - Competitive destinations
  - Livable destinations
  - Inclusive destinations
  - Resilient destinations
- Expected outcomes
- World Bank’s support to tourism to achieve the twin goals
All major destinations’ hubs are in urban areas.

If hubs are not functioning, spokes will not function to their full opportunity, and the whole tourism destination will not achieve the desired outcomes of attracting more tourists with higher level of spending and satisfaction.
How to position urban tourism in the global urban agenda?

New Urban Agenda and SDG
Goal 8: Make cities and human settlements inclusive, safe, resilient and sustainable

Tourism hubs have to be competitive, livable for tourists and their own residents; inclusive and resilient
I. Competitive Destinations

As the tourism and travel industry is growing globally, it is essential to understand the constraints and opportunities for the sector to create more jobs, attract more private sector investments and contribute to local economy and GDP.

This will create more diversified and quality tourism products.
Competitive Destinations

1. Four categories of interventions

- Institutions & Regulations
- Infrastructure & Land
- Skills & Innovation
- Enterprise Support & Finance

2. Don’t have to overhaul their economies but improve on what they already do

- Moving from market town to production town
- Increase production centers
- Increase creative and financial services

3. Leverage their comparative advantage

- Focusing on tradable sectors
- General reforms as well as specific initiatives
- Focusing on all 3 forms of growth

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II. Livable Destinations

Unlivable hubs for their own residents will not be attractive to tourists.

It is important to have a shared-development vision, master plan, and capital investments in municipal and tourism infrastructure and services, urban regeneration of urban historic cores, air quality and urban safety, utilizing big data, ICT, and disruptive technology.
Planning should avoid turning urban destinations into unlivable mass tourism destinations. Conducting SESCHA (Strategic Environmental, Social and Cultural Heritage Assessment) in the planning and development process helps assess cumulative, direct and indirect impact of increased tourist influx and develop a mitigation plan.

It has been successfully piloted in Georgia and Armenia, now being scaled up under WB-finance projects.
III. Inclusive Destinations

Local residents must be consulted in the tourism planning and visioning process to make sure they contribute to, and benefit from, tourism growth.

Engaging and integrating local communities in urban tourism can ensure that tourism development translates growth into wealth creation and decent jobs for all.
Gender dimensions and benefits are essential elements of inclusiveness. It is also important to include the marginalized segments of the society in the process and design disabled-friendly destinations.

Governance models need to ensure efficient management of destinations/cities and engage administrations at all levels in the urban tourism planning and development.
A variety of hazards face destinations around the world, putting these sites, their visitors, and their communities at risk.

A disaster risk management approach, including a multi-hazard risk identification and resilience planning, can help safeguard the irreplaceable.
Resilient Destinations

CULTURAL HERITAGE AND TOURISM RISK CALCULATION

Source: Technical Deep Dive on Resilient Cultural Heritage and Tourism Summary Report/World Bank
Resilient Destinations

Changdeokgung Palace, a World Heritage Site, offers a good example of reinforcement and multi-hazard-resistant diagnosis for a traditional design.

Source: Changdeokgung Management Office
Expected Outcomes

Sustainable Urban Tourism in view of the New Urban Agenda (HABITAT III), Sustainable Development Goals, and the new dynamics and trends in demand and supply

Increased levels of arrivals, spending on local economy, and quality of experience/satisfaction, without degrading the destinations, heritage assets or excluding any segments of the society
World Bank’s Support to Tourism to Achieve the Twin Goals

**End Extreme Poverty**
- Reduce percentage of people living with less than $1.25 a day to no more than 3% globally by 2030

**Promote Shared Prosperity**
- Foster income growth of the bottom 40% of the population in every country

Tourism is a powerful force in fighting poverty
- Employment, foreign exchange, tax revenues and income generation, MSME development, infrastructure and service improvement, capacity development, empowerment of marginalized groups
The World Bank has 146 projects focusing on tourism representing approximately $2.5bn in lending and technical assistance in 6 priority regions.

WB supports urban and rural tourism development, cultural and natural heritage conservation, urban regeneration of heritage towns and villages, infrastructure and services, policy advice and legal & regulatory reforms.

We collaborate with UNWTO, UNESCO as thought leaders to achieve the 2030 urban agenda and SDGs.
World Bank’s Support to Tourism to Achieve the Twin Goals

With the private sector, IFC has 55 projects and investment of $2.1 bn in more than 272 hotels in 88 different countries, bringing very significant impact on economic growth and job creation.

IFC also has invested $500 million in tourism related transport infrastructure, including airlines, airports, and port facilities.
Thank you

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