



TECHNICAL NOTE

THE 11TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING
PROGRAM ON TOURISM POLICY AND STRATEGY

Sustainable Tourism for Development

Four (4) days: Monday 20th March to Thursday 23rd March, 2017
Port Moresby, Papua New Guinea



Regional Programme for Asia and the Pacific
World Tourism Organization

1. Background

Since 2006, the UNWTO has convened the Asia/Pacific Executive Training Program on Tourism Policy and Strategy. This high level executive training program provides a platform for policy makers to get together for exchanging ideas on current tourism issues. Through a series of lectures, group discussions, debates, and presentations, the training program seeks to provide a forum to assist public sector tourism executives in gaining a better understanding of the latest trends in tourism management and provide a knowledge and experience sharing platform on good practices in successful policy and strategy formulation and implementation.

The training program enables participants to improve their strategic tourism management skills and, through the network of contacts, further develop these skills going forward. This year's program, entitled **Sustainable Tourism for Development**, is expected to attract 20 high level participants from the Asia and Pacific region.

After celebrating in 2016 the 10th anniversary of the Asia/Pacific Executive Training Programme, which, for over a decade has been generously financed by the Government of the Republic of Korea, UNWTO is pleased to continue its flagship training programme to be organized in Papua New Guinea in collaboration with the Ministry of Tourism, Arts and Culture as well as the PNG Tourism Promotion Authority. This is the first time the event is to be held in the Pacific Island Countries.

The training program will consist of three days of workshop (Monday 20th, Tuesday 21st & Wednesday 22nd March) and a one-day technical tour (Thursday 23rd March).

2. Context

For almost seven decades now, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world.

Despite occasional shocks, over time, the sector's strength and resilience is evident. UNWTO data indicates that international tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016. Likewise, international tourism receipts earned by destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000, and US\$ 1,260 billion in 2015 (2016 receipts results will be reported in May).

Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

According to the UNWTO:

- International tourist arrivals grew by 3.9 % in 2016 to 1,235 million
- Some 46 million more tourists (overnight visitors) travelled internationally last year compared to 2015.
- In 2015, international tourism generated US\$ 1.5 trillion in export earnings

- By 2030, UNWTO forecasts international tourist arrivals to reach 1.8 billion (UNWTO Tourism Towards 2030)

International tourism now represents 7% of the world's exports in goods and services, up from 6% in 2014. Tourism has grown faster than world trade over the past four years. As a worldwide export category, tourism ranks third after fuels and chemicals and ahead of food and automotive products. As one of the major players in international commerce, tourism ranks as the first export sector in many developing countries. This growth goes hand in hand with an increasing product diversification and competition among destinations.

By region, **Asia and the Pacific** (+8%) led growth in international tourist arrivals across regions in both relative and absolute terms, recording 24 million more international tourist arrivals in 2016 to total 303 million. Growth was strong in all four subregions, with Oceania receiving 10% more arrivals, South Asia 9% more and North-East Asia and South-East Asia both 8% more. Africa (+8%) enjoyed a strong rebound after two weaker years. In the Americas (+4%) the positive momentum continued. Europe (+2%) showed rather mixed results, with double-digit growth in some destinations offset by decreases in others. Demand in the Middle East (-4%) was also uneven, with positive results in some destinations, but declines in others.

This global and regional spread of tourism in industrialized and developed states has produced a lot of good news – from economic and employment benefits in many related sectors – including construction, agriculture and telecommunications. There is also some news that is not so good, especially where it is evident that tourism development has resulted in negative social and cultural impact, economic impact and environmental impacts. Many of the negative impacts from tourism occur when the amount of visitors is greater than the cultural landscape/environment's ability to cope with the visitor volume and inadequate tourism related infrastructure. Therefore, building good policies and a culture of sustainable operational practices within tourism enterprises is necessary, most often as a partnership between the public and private sectors.

Addressing more sustainable consumption and production patterns in the tourism sector:

While in some key parts of the industry progress has been made towards more sustainable, cleaner and low carbon development of the sector within its complex supply chains, there remains much to accomplish to wider understanding and uptake of more sustainable approaches in planning, policy and implementation in tourism design and operations and also to engage consumers in actively promoting the shift towards more sustainable consumption and production patterns.

As an example of a global initiative to enhance international cooperation to accelerate the shift towards sustainable tourism related consumption and production (SCP) in both developed and developing countries, the UNWTO is the Lead of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP Sustainable Tourism Programme), with the Governments of France, Korea and Morocco serving as Co-Leads. The United Nations Environment Programme (UNEP) serves as the Secretariat of the 10YFP.

10YFP Sustainable Tourism Program:

“Our vision is for a tourism sector that has globally adopted sustainable consumption and production practices resulting in enhanced environmental and social outcomes and improved economic performance”

The 10YFP Sustainable Tourism Programme supports cooperation between stakeholders for the development and implementation of innovative projects and good practices in resource efficient and low-carbon tourism planning, reducing the loss of biodiversity, conserving ecosystems, preserving cultural heritage, alleviating poverty, improving sustainable livelihoods and adapting to the reality of a changing climate.

Sustainable tourism for development

When the United Nations 70th General Assembly designated 2017 as the **International Year of Sustainable Tourism for Development (A/RES/70/193)** UNWTO, as the United Nations Specialized Agency for Tourism, was mandated to facilitate the organization and implementation of the International Year, in collaboration with Governments, relevant organizations of the United Nations system, international and regional organizations and other relevant stakeholders.

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 behavior towards a more sustainable tourism sector than can contribute to the SDGs.

Tourism as a pillar in achieving the 17 Sustainable Development Goals (SDGs):

Tourism can contribute decisively to almost all 17 Goals through its impacts on fighting poverty, promoting decent jobs, improving gender equality and the livelihoods of young people or the fight against climate change.

UNWTO is working with governments, public and private partners, development banks, international and regional finance institutions, the UN agencies and international organizations to help achieve the SDGs, placing an emphasis on Goals 8,12 and 14, in which tourism is featured.

The #IY2017 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.

3. Training Program Objectives

This program is specifically designed to support tourism policy makers and managers. It aims to strengthen effective and responsive policies and strategies that in turn must adapt to changing priorities and concerns at the national and destination levels.

The overall objective of the training program is to deepen participants' understanding of how tourism planning, policies and practices can contribute to the Sustainable Development Goals in this International Year of Sustainable Tourism for Development as well as through to 2030. It includes:

- I. The important role that tourism can play in contributing to inclusive and sustainable socio-economic development at the country and within-country destination level focusing on the SDGs; employment and poverty reduction,
- II. How to manage tourism growth so that it is more sustainable and responsive to resource efficiency, safeguarding natural and cultural heritage with attention to the impacts of climate change across Asia and the Pacific,
- III. How to optimize the benefits of global, regional and subregional cooperation in the development of mutual understanding, peace and security through international tourism.

The training programme will:

- ✓ enable UNWTO's Asia and the Pacific Member Countries to share successful good practices in sustainable tourism for destinations and enterprises
- ✓ strengthen the policy level capacity on sustainable tourism for development within destinations at the Asia Pacific regional, sub-regional, national and destination levels
- ✓ demonstrate an understanding of the holistic and inter-connected nature of the sustainable development goals, the future prosperity of the industry and tourism in the Asia Pacific region
- ✓ discuss the development, roles and functions of the various stakeholders involved in the sustainable development of destinations and recognise the potential for conflicting priorities between those stakeholders
- ✓ address the shifting patterns of tourism growth with particular emphasis on environmental, cultural, indigenous, ethical and accessible travel issues involved in tourism development
- ✓ illustrate how productive employment and decent job for all, particularly for youth and women can be generated through tourism initiatives that contribute to the SDGs
- ✓ enable participants to engage in experiential learning through active involvement with international practitioners in sustainable tourism.

4. Concept Notes on National Forum and each session

1) National Forum on Sustainable Tourism for Development.

How do we know of tourism related projects for development in fragile political, environmental or cultural situations can "do no harm" and positively contribute to new employment opportunities and poverty reduction across Asia and Pacific destinations?

Despite the best of intentions, international partners can inadvertently undermine sustainable tourism development. The human and material resources they bring, and the business approaches they advocate, can weaken rather than strengthen a destination's cultural integrity, its biodiversity and natural resources, as well as local policy making functions. Their efforts might do more harm than good.

When a tourist (individual or group) or a tourist operator (e.g. a resort, hotel, ecolodge developer or an overland tour vehicle etc) enters into a new destination and community, they become part of that context. Even small-scale operators that bring a small number of tourists on a trekking itinerary through a community need to be aware that their impact is never neutral. Social impacts, such as where the tourist stop and eat, who they buy products from and where they stay overnight benefits some people in that community more than others. Especially when the context is characterized by conflict, the actions of the company can affect the nature of the conflict, for better or for worse.

Our speakers in this session will illustrate that – in terms of sustainable tourism for development - what is appropriate in one country or destination may not be appropriate for another.

Afternoon Panel debate and discussion will focus on the role of tourism contributing to inclusive and sustainable socio-economic development focusing on the SDGs, employment and poverty reduction

2) Session 1

This session will consider the strategic intent of improving resource efficiency as well as safeguarding natural and cultural heritage with a view to harness the benefits of sustainable tourism development and address the impacts of climate change across Asia and the Pacific.

Through Asia and the Pacific, there is evidence that certain natural and cultural heritage is under stress from forms of tourism development that do not meet minimum international standards for sustainable tourism. This session will consider how tourism has been, and can continue to be, a powerful force to ensure the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage of the region. Towards this end, participants will share insights on sustainable tourism development through SWOT analysis as well as a brief outline of regulatory, institutional, policy and implementation framework on resource efficiency and safeguarding natural and cultural heritage.

For tourism in Asia and the Pacific, climate change is not a remote event, but a phenomenon that already affects the sector and certain destinations in particular, especially coastal and island destinations, as well as mountain areas. The poorest and most vulnerable people are being affected the most. At the same time, the tourism sector is contributing to greenhouse gas emissions (GHG), especially through the transport of tourists.

This session will also discuss Asia Pacific country examples of affordable, scalable solutions to enable countries to leapfrog to cleaner, more resilient economies, especially through improved sustainable operations practices such as the use of renewable energy and a range of other measures that will reduce emissions and increase adaptation efforts. In addition, success stories on the benefits of good sustainable tourism practices will also be discussed.

3) Session 2

This session will discuss how to optimize the benefits of global, regional and subregional cooperation in the advancing mutual understanding, peace, security, growth and development through international tourism.

Regional cooperation and integration (RCI) continues to expand in Asia and the Pacific as the region increases its impact on the global economy. As markets become more integrated for the free flow of trade and investment, both macroeconomic and microeconomic cooperation is necessary. Organisations such as ASEAN (including Mutual Recognition Agreements relevant to tourism & hospitality), APEC, PATA, SPTO and others have an important role to play, including being part of the international processes to achieve SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development. This includes enhancing support to developing countries, in particular the least developed countries and the small island developing States.

This session will also consider how tourism can play a key role in building peace and supporting reconciliation processes, a conclusion reached at the UNWTO Conference on 'Tourism, a catalyst for development, peace and reconciliation' held in Passikudah, Sri Lanka between 11 and 14 July, 2016. In particular, presentations and discussions will address how tourism can contribute to SDG#16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.