



## **First World Conference on Tourism for Development**

### **'Tourism for Peace and Development'**

19 May 2016

Beijing, China

## **TECHNICAL NOTE**

### **1. Background**

One of the fastest-growing socioeconomic sectors of our times, tourism is increasingly recognized as a key tool for development. Tourism's unparalleled cross-cutting nature and strong links to the other economic sectors further positions it as an effective multiplier in national and global development strategies.

In 2015, international tourist arrivals totalled almost 1.2 billion and are expected to reach 1.8 billion by 2030, more than half of which will be in emerging economies and developing countries. Accounting for 10% of global GDP, 30% of the world's trade in services and one in eleven jobs worldwide, tourism is an economic powerhouse that creates opportunities to improve the livelihoods of millions.

These big numbers represent more than just economic strength—they reflect tourism's vast potential and increasing capacity to address some of the world's most pressing challenges, including economic growth, inclusive development, resource management, environmental preservation and the promotion of a more tolerant and peaceful society through the millions of cross-cultural encounters that tourism fosters every day around the world.

Tourism potential to contribute to sustainable development has been clearly recognized with its inclusion in the Sustainable Development Goals (SDGs) and in the designation by the United Nations of 2017 as the International Year of Sustainable Tourism for Development.

### **2. The Conference**

Jointly organized by the Government of the People's Republic of China and the World Tourism Organization (UNWTO), First World Conference on Tourism for Development will be held in Beijing, China, on 19 May 2016 under the theme "Tourism for Peace and Development".

The Conference, which coincides with the China Tourism Day, will be inaugurated by the Head of State of China and bring together leaders in the areas of tourism and development to spur dialogue and create a better understanding on tourism's contribution to development, including poverty alleviation and peace.

On this occasion, China, as chair of the G20, will also host the 7th T20 Ministers' Meeting under the theme "Sustainable Tourism – An Effective Tool for Inclusive Development".

### 3. Preliminary Programme

08:00–08:30 Arrival of delegates

08:40–08:50 Group photo

<b>09:00–10:15</b>	<b>Opening Ceremony</b>
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Introduction by Li Jinzao, Chairman of the China Tourism Administration (CNTA)

Address by Head of China of China

Opening remarks by high-level representative of the United Nations (UN)

Opening remarks by heads of state or government

Opening remarks by Taleb Rifai, UNWTO Secretary-General

Launch of the International Year of Sustainable Tourism for Development, 2017

<b>10:15–10:35</b>	<b>Coffee break</b>
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<b>10:35–12:45</b>	<b>Summit on Sustainable Development through Tourism</b>
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Securing the future of our planet requires collective efforts to meet the economic and social needs of the present without undermining the fragile ecosystems that sustain us and the ability of future generations to meet their own needs. This vision of progress is at the heart of the SDGs and the 2030 Sustainable Development Agenda.

Tourism is one of the most dynamic economic sectors, with significant global reach, and as such can make an important contribution to the achievement of the SDGs, particularly in the areas of job creation, sustainable consumption and production and the preservation of natural resources (tourism is included in the SDGs as a target in Goal 8, Goal 12 and Goal 14).

In light of the close interlinkages of tourism with social, economic and environmental issues, coupled with the sector's ability to act as an agent of change, the sector can lead in adopting sustainable consumption and production (SCP) practices that help accelerate the global shift towards sustainability. To do so, the sector must adopt adequate policies, work in a coordinated manner with all stakeholders and advance knowledge and evidence-based decision-making, particularly on the issues of the management and use of finite resources.

This session will discuss how countries align their national development goals with sustainable tourism development and how coordinated action between public and private stakeholders can create positive impacts at the local, national, and regional levels.

**Moderator:** CNN Representative

**Speakers:** Ministers, leading academics, leaders from the private sector and international organizations.

<b>12:45–14:00</b>	<b>Lunch</b>
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<b>14:00–15:30</b>	<b>Session 1: Tourism for Poverty Reduction</b>
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The eradication of extreme poverty lies at the heart of the 2030 Agenda and is an essential precondition for sustainable development and peace. In this context, tourism is well positioned to address this global challenge, since it can stimulate economic growth, create employment, particularly for youth and women, and foster entrepreneurial activity. It is one of the major export sectors of poor countries and the leading source of foreign exchange in most of the Least Developed Countries (LDCs). Yet, economic growth does not automatically lead to the eradication of poverty. Tourism development must be brought in line with national poverty reduction strategies to ensure that poor people become key stakeholders in tourism development processes and full take advantage of these opportunities to improve their economic and social well-being.

This session will discuss how governments, the international community, the private sector, and academia can collaborate to enhance tourism’s contribution to poverty reduction, and to better integrate marginalized and disadvantaged groups, particularly youth and women, into the global tourism value chain. The session will also look into the role of tourism in international development cooperation.

**Speakers:**

Representatives from governments, international organizations, development agencies, academia, civil society and the private sector

<b>15:30–15:50</b>	<b>Coffee break</b>
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<b>15:50–17:20</b>	<b>Session 2: Tourism for Peace</b>
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The interconnectedness of tourism and the building blocks of peace—social justice, human rights, economic equity, sustainable development, democracy and non-violence—is becoming ever more relevant. Nevertheless, the topic remains under-explored and thus tourism has not yet lived up to its potential as a tool in building a culture of peace. Discussions surrounding the complex relationship between tourism and peace are often limited to the millions of cross-cultural encounters that can, under certain circumstances, contribute to better mutual understanding among people and thus global peace. Experiences in the use of tourism as a peacebuilding tool, including in conflict and post-conflict settings and tourism’s potential contribution to conflict transformation processes, are numerous and the available research provides a good knowledge base, but there is a strong need to translate the existing know-how into recommendations, guidelines and practical tools for tourism stakeholders.

This session will discuss the linkages between tourism and peace, explore ways in which to make the sector more “peace-sensitive” and outline opportunities and the way forward in order to ensure that tourism can play an effective role in building global peace.

**Speakers:**

Representatives from governments, international organizations, development agencies, academia, civil society and the private sector

<b>17:20–17:35</b>	<b>Adoption of the Beijing Declaration</b>
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<b>18:30–20:30</b>	<b>Gala Dinner, hosted by Beijing Municipal People’s Government</b>
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