



World Tourism Day 2019

Tourism and Jobs: A better future for all

Workshop on the Tourism Jobs of the Future

(New Delhi, India, 27 September 2019, 11:10-12:40)

Concept Note

General Background:

Tourism is an important driving force for inclusive socio-economic development, with significant potential to stimulate enterprise and job creation, particularly for women and young people. It has experienced continued expansion and diversification over the last decades and is one of the most dynamic and fastest-growing economic sectors today.

Sustainable tourism is an important driver of inclusive economic growth and the creation of decent jobs that can have a positive impact on income generation and education, and thus on the fight against poverty and hunger. It can contribute directly to achieving all the [17 Sustainable Development Goals \(SDGs\)](#).

Around half of the tourism workforce is employed in MSMEs consisting of fewer than ten people, while around three-quarters work in enterprises of fewer than 50 people. While challenges confronting MSMEs vary significantly depending on national contexts and enterprise characteristics, access to finance, business regulations and inadequate skills are among common constraints faced by MSMEs, including those in the tourism sector.

On the occasion of the World Tourism Day entitled Tourism and Jobs: a Better Future for All, the World Tourism Organization (UNWTO), in collaboration with its Affiliate Member, [Outlook Responsible Tourism Initiative](#), India, is co-organizing a workshop on the topic of Tourism Jobs of the Future.

This workshop intends to provide a platform for tourism MSMEs and social entrepreneurs to explore how to accommodate in the future tourism trends, scale up their activities and tourism practices and create more job opportunities in their communities. The workshop aims to discuss the fact that a high-quality skilled workforce will ensure greater competitiveness and innovation, improve job prospects and ease the process of adjustment in changing markets.



Thematic focus:

Diversification of tourism products and services is needed to cope with the increased demand for new types of tourism needs. These diversification and subsequent creation of tourism product and services provide an opportunity for more sustainable tourism development. Local communities can contribute to attracting and sustaining tourism, making local territorial assets and communities drivers for sustainable tourism. In order to achieve this, empowered human capital is a key element in enhancing sustainable tourism. It is the main force to deliver local attractions to travelers in an ongoing tourism environment.

Objectives:

- To recognize the tourism employment opportunities in the local communities;
- To identify local capacities and adapt them into tourism attractions;
- To understand tourism trends and the needs of future tourists;
- To share and exchange knowledge, views, experiences and best practices on how to develop tourism business plans;
- To provide recommendations on strengthening business plans and practices to serve future tourism;
- To empower human capital to be better prepared to find jobs.

Structure:

The workshop is going to be held as a side event parallel to the afternoon session at the official venue from 11:10-12:40 for 150 participants (all tourism entrepreneurs and MSMEs).

Participants:

From social entrepreneurs, tourism MSMEs and start-ups.