Tourism and rural development
The context
Some challenges..

- Aging population
- Decline in traditional economic activities
- Limited services
- Limited skills
- Migration
- Infrastructure (access & IT)
Largest blow to tourism ever could slash 1 billion arrivals

International tourist arrivals, 2000-2019 and scenarios for 2020 (millions)

The above are not forecasts. They are scenarios based on the possible opening of national borders and lifting of travel restrictions in July, Sept. and Dec. 2020 respectively.

Source: UNWTO  (e) Estimate  (sc) Scenario-based
7 ideas...
1. Know your customer
2. Empower the community
3. Build stable governance models
4. Invest in Destination Management
5. Measure $\equiv$ what is success?
6. Build Leaders
7. Innovate
Thank you!

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