

14th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON TOURISM POLICY AND STRATEGY

Tourism and Rural Development: Building Opportunity for Sustainable Growth and Job Creation



UNWTO
World Tourism Organization

Session 1. Governance and Community Engagement for an Enhanced Rural Development



Challenges in Rural Areas

Rural flight

Youth in rural communities are more likely to be unemployed and therefore they migrate to cities. By 2050, 68% of world population will live in urban areas.

Cultural lost

Local customs, heritage and cultural identity will be at risk if there is no local people to preserve it and pass it on the next generations.

'Digital Divide'

Rural areas are less equipped in terms of technology and innovations. They have to face the gap existing compared to urban destinations.

Economic Diversity

The relative lack of economic diversity makes rural areas very vulnerable to surviving a mondial crisis such as the one we are living now.

2020

JANUARY-AUGUST

INTERNATIONAL TOURIST ARRIVALS

WORLD

WORLD 2019: 1.5 BILLION (+4%)
JAN-AUG 2020: **-70%**

AMERICAS

2019
219 MN (+2%)
JAN-AUG 2020:
-65%

EUROPE

2019
744 MN (+4%)
JAN-AUG 2020:
-68%

AFRICA

2019
71 MN (+3%)
JAN-AUG 2020:
-69%

MIDDLE EAST

2019
65 MN (+8%)
JAN-AUG 2020:
-69%

ASIA & THE PACIFIC

2019
360 MN (+4%)
JAN-AUG 2020:
-79%



SOURCE: WORLD TOURISM ORGANIZATION (UNWTO), OCTOBER 2020

ESTIMATED IMPACT

JANUARY- AUGUST 2020

INTERNATIONAL
TOURIST ARRIVALS, 2020.

YTD RESULTS AND SCENARIOS

Note: These scenarios are not forecasts. They represent alternative monthly % change in arrivals based on the gradual opening of national borders and lifting of travel restrictions on different dates, still subject to high uncertainty. (as of 7 May 2020)

* Actual data through August includes estimates for countries which have not yet reported results.

Dotted blue line corresponds to UNWTO estimates for September 2020



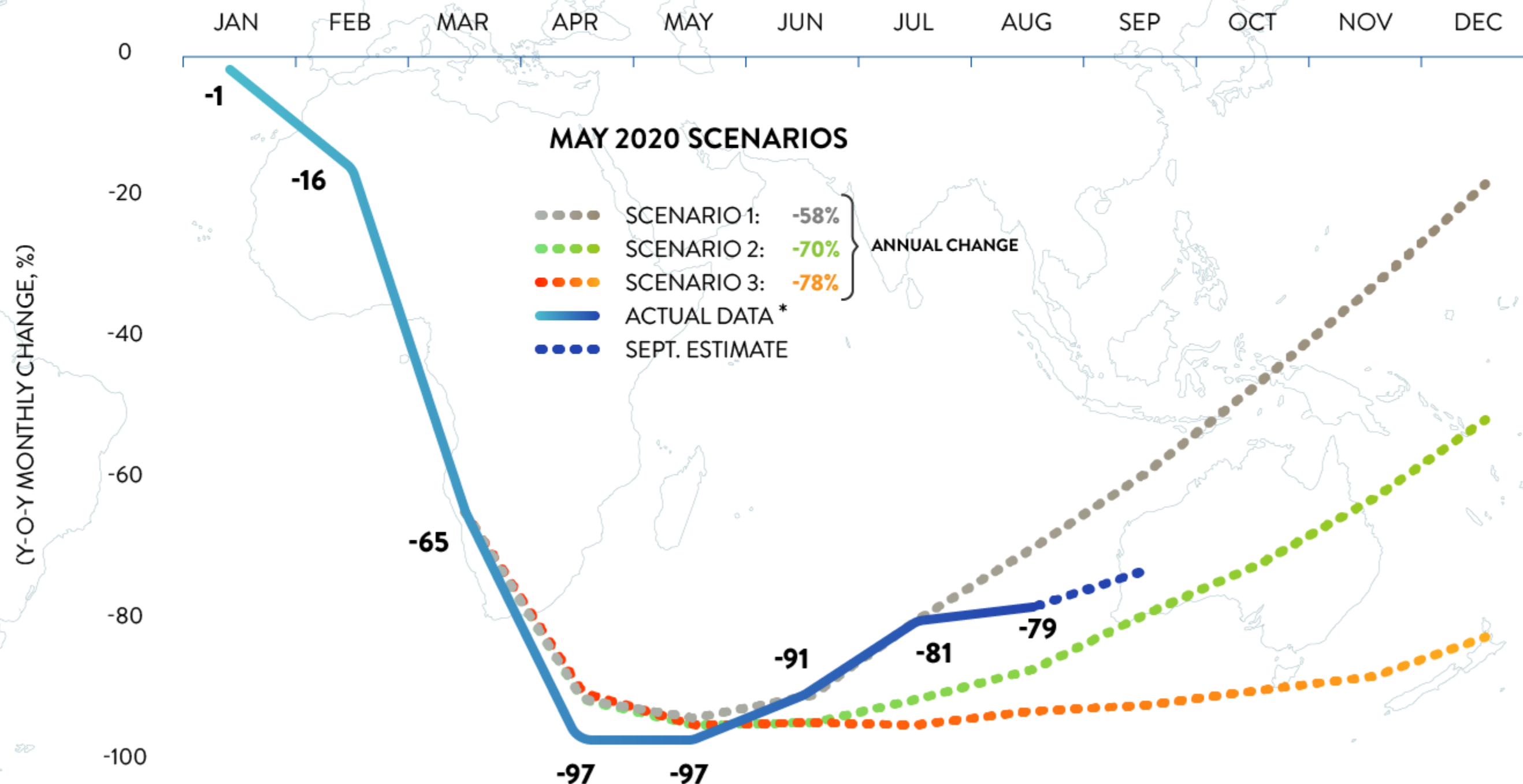
SOURCE:
WORLD TOURISM ORGANIZATION (UNWTO)
OCTOBER 2020

-70%
INTERNATIONAL TOURIST ARRIVALS

LOSS OF
700mn
INTERNATIONAL TOURIST ARRIVALS

LOSS OF
US\$730bn
IN TOURISM EXPORTS

8xs THE
INCOME LOSS
OF THE 2009 ECONOMIC CRISIS

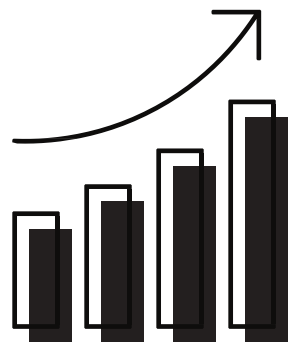


COVID-19: Threat vs. Opportunity

Even though tourism activity has been hit hard by the pandemic at all levels, it is a good moment to put in place models focused on the empowerment and engagement of local communities, inclusion and the preservation of local and cultural resources.



Opportunities



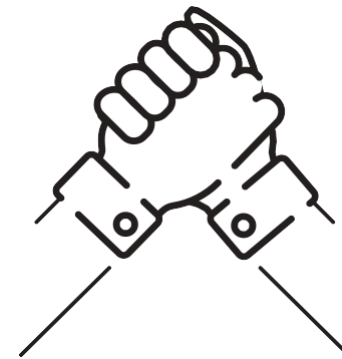
Domestic tourism will have the first impact in tourism recovery



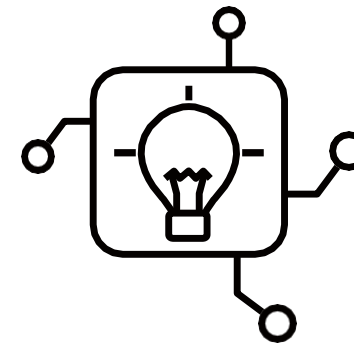
Travellers' demand for new experiences offer immense opportunities for economic revitalization



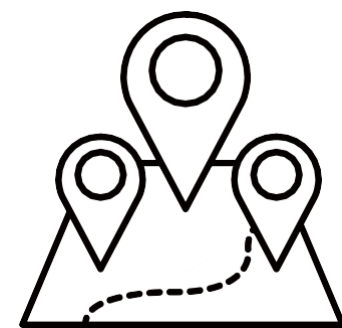
Employment opportunities (decent and fair jobs) for women and young people



Public sector investment will attract private sector investors



Same technology and innovation access as in urban destinations



Promoting tourism in rural areas helps reduce pressure on more visited locations in cities.

AIULA FRAMEWORK FOR INCLUSIVE COMMUNITY DEVELOPMENT THROUGH TOURISM



FOR WHOM

Which communities?

BY WHOM

Which stakeholders?

MEASURING

Outcomes and impact

NEW FRONTIERS

Through innovation and digital transformation



Governance is how society or groups within it, organize to make decisions
Institute for Governance

PILLARS OF ACTION

PILLAR 1 EMPOWER

- **Community participation**
- Education and skills
- Women's empowerment & leadership

PILLAR 2 SAFEGUARD

- Climate change response
- Efficient resources management
- Safeguarding heritage
- Measuring, monitoring & crisis preparedness

PILLAR 3 PROSPER

- Innovation and entrepreneurship
- Tourism infrastructure
- Co-creation of sustainable tourism products
- Inclusive Master Planning

PILLAR 4 COLLABORATE

- **Transversal: across Govern. Vertical: public, private & community regional/local stakeholders**



GENERAL RECOMMENDATIONS

I

1. Enhance international cooperation through tourism
2. Inclusive community development at the core of tourism policies
3. Integrated approach to inclusive community development
- 4. Public-Private-Community Partnerships (PPCPs)**
5. Tourism value chain development to empower local communities
6. Support the development of smart destinations
7. Align with the 2030 Agenda for Sustainable Development
8. Evidence-based policy and management (MST Framework)
9. Promote human capital development through targeted policies



GENERAL RECOMMENDATIONS

II

10. Assist communities in accessing funds
11. Strengthen the role of development assistance and financing
12. Promote decent work
13. Mainstream gender at all levels
14. Engage with all stakeholders
15. Engage in consultative processes with communities
16. Encourage innovation and digital transformation
17. Support equitable and sustainable business practices
18. Promote resilience through diversification and social protection

11 RECOMMENDATIONS FOR GOVERNMENTS

PILLAR 1 EMPOWER

- Community consultation on projects, products & services
- **Capacity building** for women & marginalized groups
- Incentivize **female leadership**
- Promote **decent work**
- Facilitate & improve **tourism value chains**
- Engaged with the Measuring the Sustainability of Tourism (**MST**) framework
- Enable communities to adopt **ICT developments**
- Ensure community representation in DMOs

PILLAR 2 SAFEGUARD

- Develop **MST** framework
- Develop **Sustainable Tourism Observatories** & engage with UNWTO International Network
- UNWTO '**Recom. for action on plastic pollution during COVID-19 recovery**'.
- Develop **smart destinations**.
- If not possible use **GIS** in **master planning and management**
- Develop tested & mature **crisis management mechanisms**.

PILLAR 3 PROSPER

- Promote **entrepreneurial innovation & digital transformation** (women , youth & vulnerable groups)
- **Assess market capacity & expand demand** at early stages
- Monitor **gender-disaggregated data**
- Monitor **impacts on residents' wellbeing**
- Support **equitable, diverse & sustainable enterprises & practices**
- **Improve conditions for starting-up and up-scaling businesses** that support community development.

PILLAR 4 COLLABORATE

- Promote **transversal collaboration** between government departments
- Foster **vertical collaboration** to integrate all key regional/local tourism stakeholders at all stages of development and management
- Promote the **development of destination management organizations (DMOs)** that provide adequate governance.

Collaborate

PILLAR 4: COLLABORATE



Interventions	Stakeholders	Outcome
Collaborate programme 1: Transversal collaboration between government departments		
Creation of a national inter-ministerial task force	<ul style="list-style-type: none"> National and local governments (cross government departments linked to tourism) 	<ul style="list-style-type: none"> Number/frequency of meetings held and policy outputs emanating from them. Effective creation of the national task force
Identify policy priorities that recognize tourism's role in contributing to achieving SDGs.	<ul style="list-style-type: none"> National and local governments DMOs 	<ul style="list-style-type: none"> Number of meetings and co-joint programmes between key policy arenas across government departments Allocation of specific resources (human, technical or financial) to successfully develop the interventions and measurement of impacts/benefits based on the MST framework
Cross-agency collaboration agreements for efficient destination management via a one-stop shop approach	<ul style="list-style-type: none"> National and local governments DMOs 	<ul style="list-style-type: none"> Number of meetings and co-joint programmes between key policy arenas Creation of an effective integrated information system Collection and sharing of statistical data
Securing long-term government and other stakeholders' commitment and buy-in through regulatory frameworks	<ul style="list-style-type: none"> Local governments (e.g., tourism official, mayors) Communities (associations and representatives) 	<ul style="list-style-type: none"> Government consumption

Collaborate

Interventions	Stakeholders	Outcome
Collaborate programme 2: Vertical collaboration to integrate regional/local tourism stakeholders		
Identification of key stakeholders (including residents) and co-opting them in the design, planning, execution and evaluation of tourism activities	<ul style="list-style-type: none"> Local/regional governments DMOs Private sector tourism Private sector associations Communities 	<ul style="list-style-type: none"> Effective spaces of dialogue created for participation
Co-creation of coordinated and complementary measures to foster more innovative and sustainable environments and monitor outcomes and impacts.	<ul style="list-style-type: none"> DMOs Private sector tourism Private sector other (e.g., banks, universities and higher education institutions) NGOs Communities 	<ul style="list-style-type: none"> Number of successful innovative and sustainable projects Creation of dedicated infrastructure (e.g., Centres of Excellence, entrepreneurship hubs) to increase the success rate of innovative and sustainable projects
Creation of destination management/ marketing organizations (DMOs)	<ul style="list-style-type: none"> Local governments Private sector tourism Other private sector businesses Private sector associations NGOs Communities 	<ul style="list-style-type: none"> Effective spaces of dialogue created for participation Inclusive and collaborative tourism planning, development and management
Creation of public/private community partnerships (PPCPs) for enhanced destination management	<ul style="list-style-type: none"> National and local governments Private sector tourism Private sector other (e.g., banks, investors) NGOs Communities 	<ul style="list-style-type: none"> Number of collaborative projects emanating from the partnership Number of networks/ associations created by the partnerships Effective creation of PPCP and projects being developed



THANK YOU

