TOURISM

Creating Jobs: Education, Skills Development and SME Support

Natalia Bayona
Director of Innovation, Education and Investments
1 Birth of an innovation department for tourism and development
Innovation ecosystems

150 + Member States
Innovation
1. Tourism Startup Competitions
2. Specific Challenges
3. Tourism Tech Adventures (TTA)
4. Innovation Network

Education
1. Tourism Online Academy
2. Innovation Hub
3. Acceleration Programme
4. Jobs Factory

Investments
1. Guidelines and Reports
2. Investment Network
3. Investment Forums
4. Multilateral Investment Cooperation
UNWTO Startup Competitions

- 3 Global Tourism
- 2 Gastronomy Tourism
- 1 Sports Tourism
- 1 Rural Tourism

7 editions
15400+ participants
150+ countries
UNWTO Innovation Challenges

1 Healing Solutions for Tourism
1 Hospitality
1 Branding for Africa
1 Smart Destinations

4 editions
2 collaborations
2000+ applications
100+ countries
Covid-19 2020
Hospitality 2020
Branding 2020
Destinations 2020

IDB Lab 2020
Brazil 2020
### UNWTO Innovation Network

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Startups</td>
<td>6000+</td>
</tr>
<tr>
<td>Companies</td>
<td>451</td>
</tr>
<tr>
<td>Government</td>
<td>285</td>
</tr>
<tr>
<td>Academia</td>
<td>182</td>
</tr>
<tr>
<td>Incubators</td>
<td>42</td>
</tr>
<tr>
<td>Investors</td>
<td>236</td>
</tr>
</tbody>
</table>
Success stories

Funding by Amadeus

**9.8 USD million** (2019)

From: Israel
About: Tax free shopping

Working with Top Airlines

**Tourism recovery** (2020)

From: United States of America
About: Digital Identity Solutions
Why do innovation and sustainability have to be the new normal?
To boost recovery

International Tourism Receipts (exports), 2000–2019 and 2020 scenarios
UN (August 2020)
To achieve the SDGs

6.9 USD trillion Infrastructure Investment is needed per year to 2030 to meet SDGs and Paris Agreement’s goals.

Current spending: 3.4 - 4.4 USD trillion
Current gap: 2.5 - 3.5 USD trillion

OECD (2017)
OECD, World Bank & UN Environment (2018)
To address overtourism

City tourism vs National Tourism
2008-2018
Austrian Hotelier Association and Roland Berger (2018)

1 33 cities with corresponding 15 countries taken into account

Source: Eurostat, TourMis, Roland Berger
Tourist numbers in Barcelona have quadrupled in a decade

Guardian graphic. Source: Barcelona tourist office

Tourism social externalities
Henley (2020)
Marine litter in the Mediterranean increases by up to **40%** during peak season
Transport-related CO2 emissions of the tourism sector will increase 103% from 2005 to 2030 due to the growing demand, challenging the tourism sector’s ambition to meet the targets of the Paris Agreement.

UNWTO and International Transport Forum (2019)
3 Tourism, the leader of a cross-cutting transformation
The largest economic value-chain

UNWTO and Urosevic (2020)
The largest economic value-chain

UNWTO and Urosevic (2020)
Benefits for all

1.5 billion arrivals reached in 2019

1/10 jobs worldwide are in tourism

7% of global exports

54% of people employed in tourism are women vs 39% in the broader economy

1 UNWTO (2019)
2 World Bank (2019)
Travel Tech startups: new players

1,3 US Trillion
Values the Global Unicorn Club to January 6th, 2020

5% = 61,6 US billion
Values the Travel Sector Unicorns to January 6th, 2020

Díaz Ardila (2020) based on CBInsights (2020)
### 2019 Best-Funded Travel Startups
by money raised in US dollars

<table>
<thead>
<tr>
<th>Company</th>
<th>Funding</th>
<th>Country</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airbnb</td>
<td>More than 3 billion</td>
<td>United States</td>
<td>Accommodation</td>
</tr>
<tr>
<td>OYO</td>
<td>More than 1.5 billion</td>
<td>China</td>
<td>Accommodation</td>
</tr>
<tr>
<td>Tujia 途家</td>
<td>755 million</td>
<td>China</td>
<td>Accommodation</td>
</tr>
<tr>
<td>GetYourGuide</td>
<td>659.5 million</td>
<td>Germany</td>
<td>OTA</td>
</tr>
<tr>
<td>FlixBus FlixTrain</td>
<td>Significantly more than 561 million</td>
<td>Germany</td>
<td>Mobility</td>
</tr>
<tr>
<td>小猪 xiaozhu.com</td>
<td>571 million</td>
<td>China</td>
<td>Accommodation</td>
</tr>
<tr>
<td>Vacasa</td>
<td>526.5 million</td>
<td>United States</td>
<td>Accommodation</td>
</tr>
<tr>
<td>KLOOK</td>
<td>521.5 million</td>
<td>Hong Kong</td>
<td>OTA</td>
</tr>
<tr>
<td>马蜂窝</td>
<td>503 million</td>
<td>China</td>
<td>Travel recommendations</td>
</tr>
<tr>
<td>Traveloka</td>
<td>500 million</td>
<td>Indonesia</td>
<td>OTA</td>
</tr>
</tbody>
</table>

Startups increase the possibility to find out non-conventional solutions.

They excel in-house innovation, and equip society with valuable options.
From 2016 to 2025
Digitalization in aviation, travel and tourism is expected to create up to $305 billion of value for the industry through increased profitability

WEF (2017)
and generate benefits valued at $700 billion for customers and the wider society through, reduced environmental footprint, safety and security, and cost and time savings.

WEF (2017)
4 The way forward: rebuilding the tourism model
Added value jobs
Youth share of total economy employment and Travel & Tourism employment, 2017

WTTC (2019)
Women employment

23% of tourism ministers are women

20.7% of government ministers are women

In all regions, the accommodation industry employs many women at the lower levels but very few in higher management.

Moreover, women’s mean hourly rate is significantly lower than men across regions.

UNWTO, 2019
Employment quality

Employment in selected tourism industries in the EU, 2018

Eurostat, 2019

Skills

Employment quality
UNWTO Jobs Factory

Michael King
Retail Stock Associate

Stockroom Associate
Skills: Customer Service, Safe Handling

Warehouse Manager
Skills: Inventory Control, Communications

Store Clerk (Grade 2)
Skills: Inventory Management, Detail Oriented

Strong Match

Powered by: eightfold.ai
Digital and tech skills
"We are not moving towards a general elimination of jobs, but to a displacement from more repetitive roles towards tasks of greater added value"

UNWTO and Cegos (2019)
Post Covid times

Government response must consider relevance of skills for the future of work

Source: BCG analysis.
UNWTO Tourism Online Academy

7000+ students
1000+ scholarships
Sustainable investments
Venture capital for innovation

Aggregated venture capital investments in Travel & Mobility Tech in 2019 (in $M)

Source: Lufthansa Innovation Hub, Pitchbook, Crunchbase
Environmental, Social and Governance Investments

What will be the implications of the COVID-19 crisis for ESG investment momentum in the next 3 years?

J.P. Morgan (2020)
UNWTO Green Investments

Pilots of green finance for sustainable destinations

India, Indonesia, Jamaica, Philippines, South Africa, Thailand, and Vietnam
5 Opening the conversation: key for advancing together
Thank you
Resources


Resources


World Travel & Tourism Council (WTTC). (January 2019). Travel & Tourism: Generating jobs for youth. Available at https://wttc.org/Research/Insights