

TOURISM

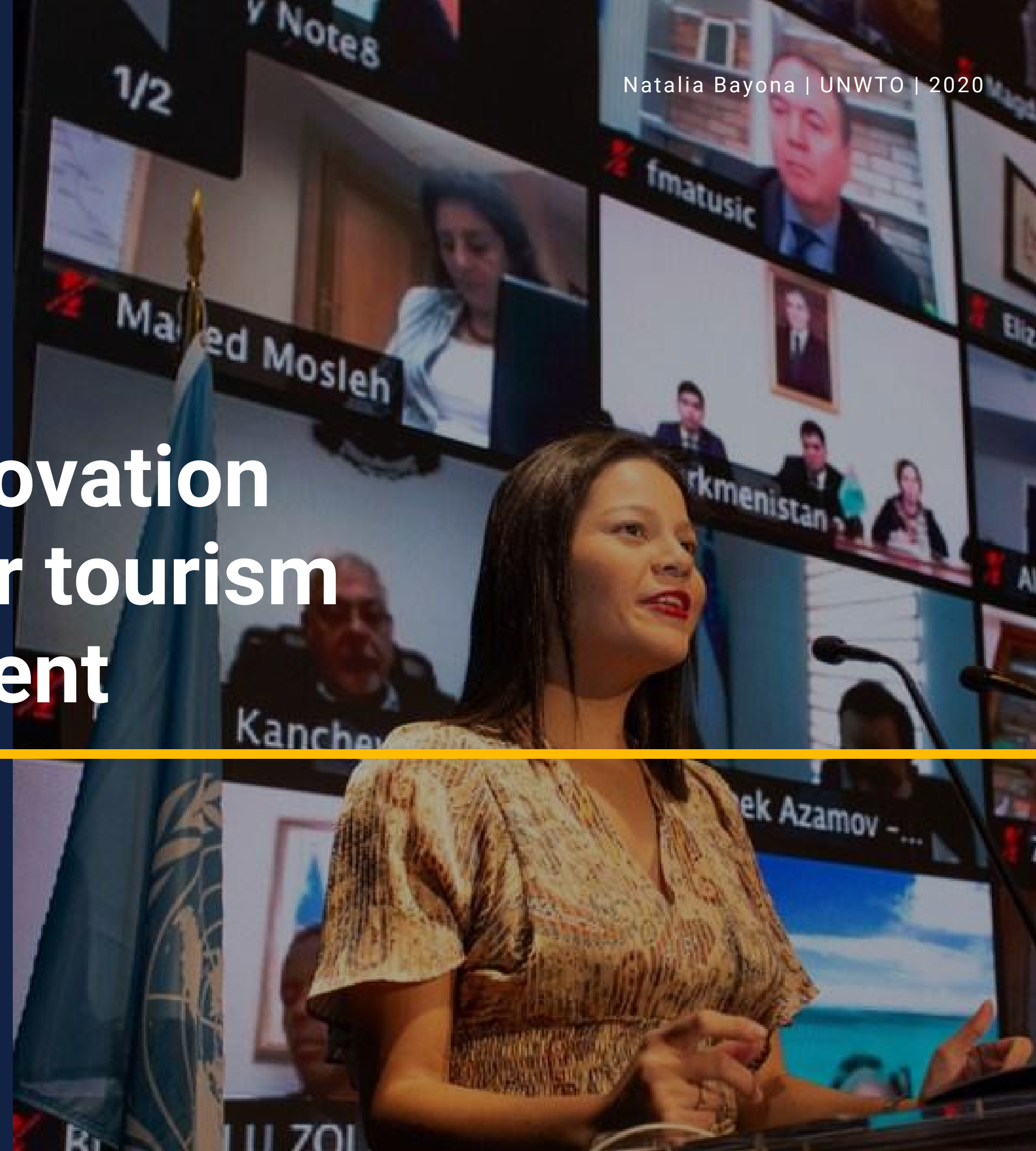
Creating Jobs: Education, Skills Development and SME Support



Natalia Bayona

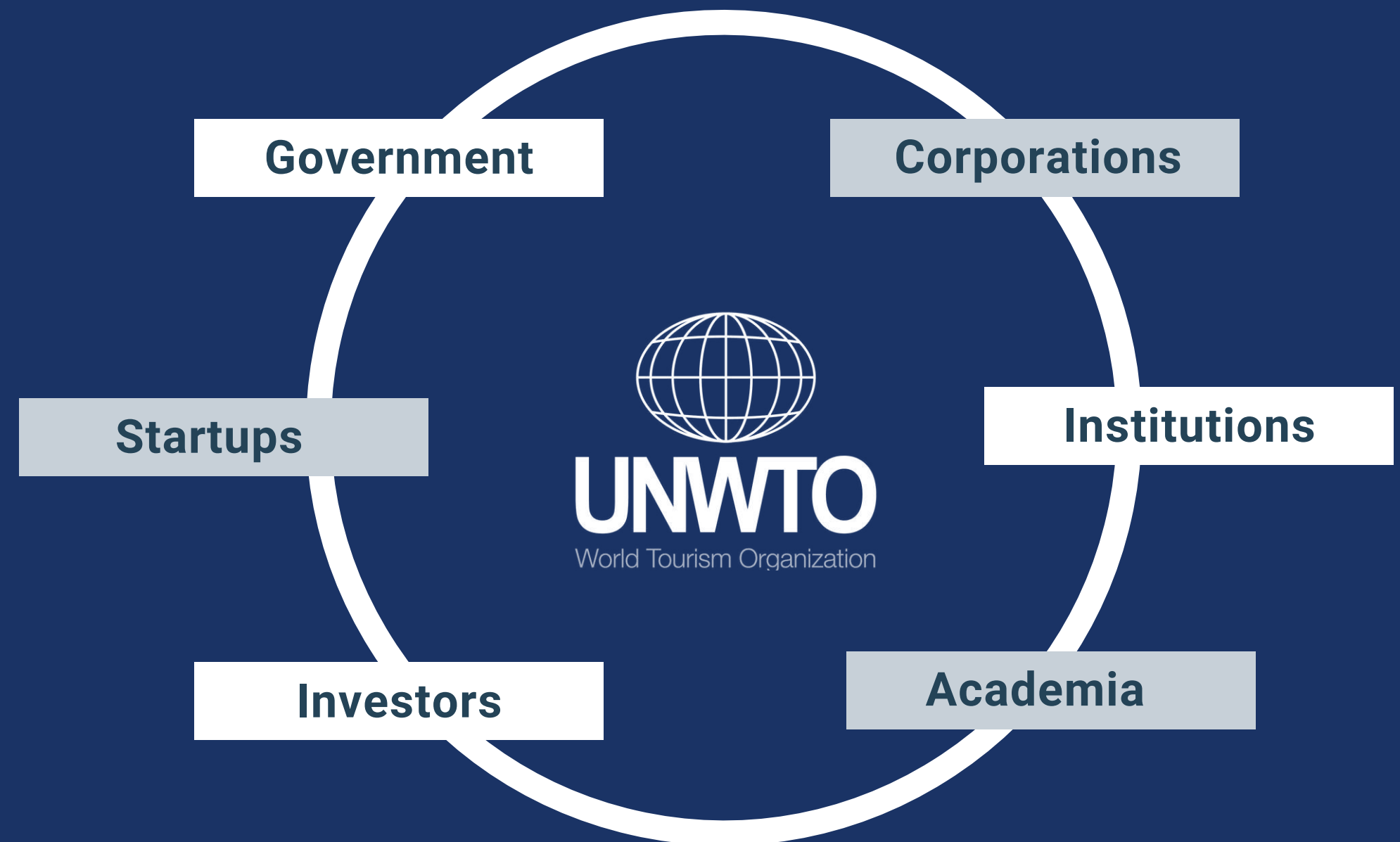
Director of Innovation, Education
and Investments

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





2018



2019



2020



Gastronomy
2019



Gastronomy
2020



Sports
2019



Rural Tourism
2020

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

Startups

6000+

Companies

451

Government

285

Academia

182

Incubators

42

Investors

236

Success stories



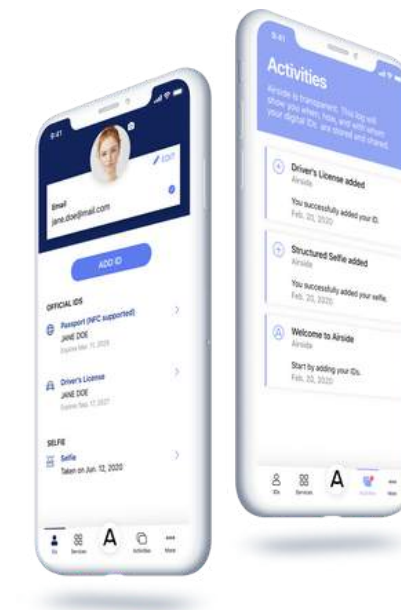
Funding by Amadeus

9.8 USD million (2019)

From: Israel

About: Tax free shopping

Airside



Working with Top Airlines

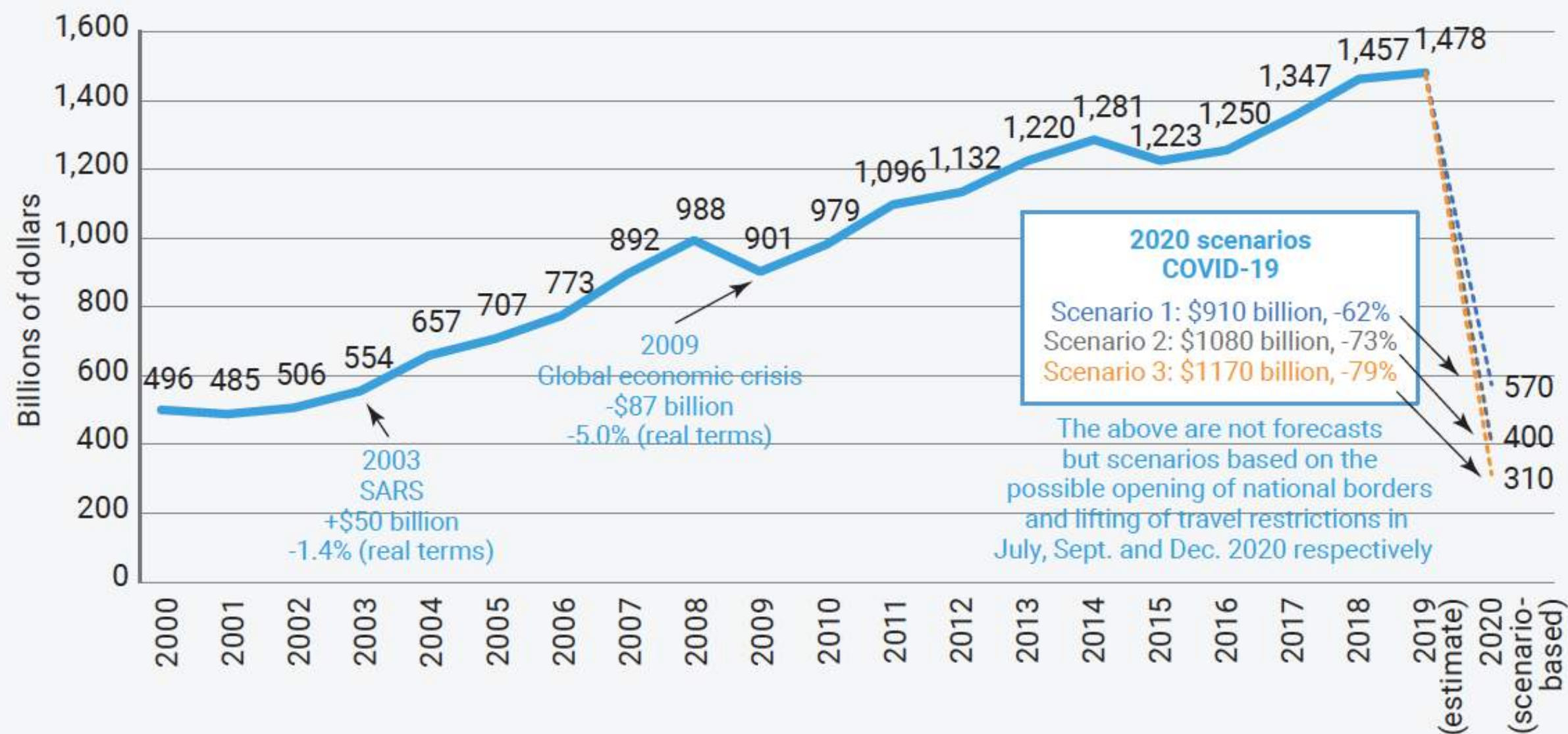
Tourism recovery (2020)

From: United States of America

About: Digital Identity Solutions

2 Why do innovation and sustainability have to be the new normal?

To boost recovery

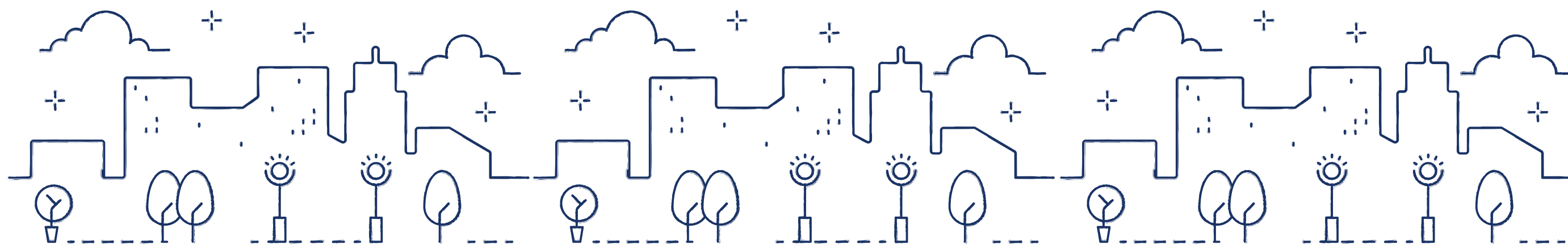


Source: UNWTO.

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

OECD (2017)

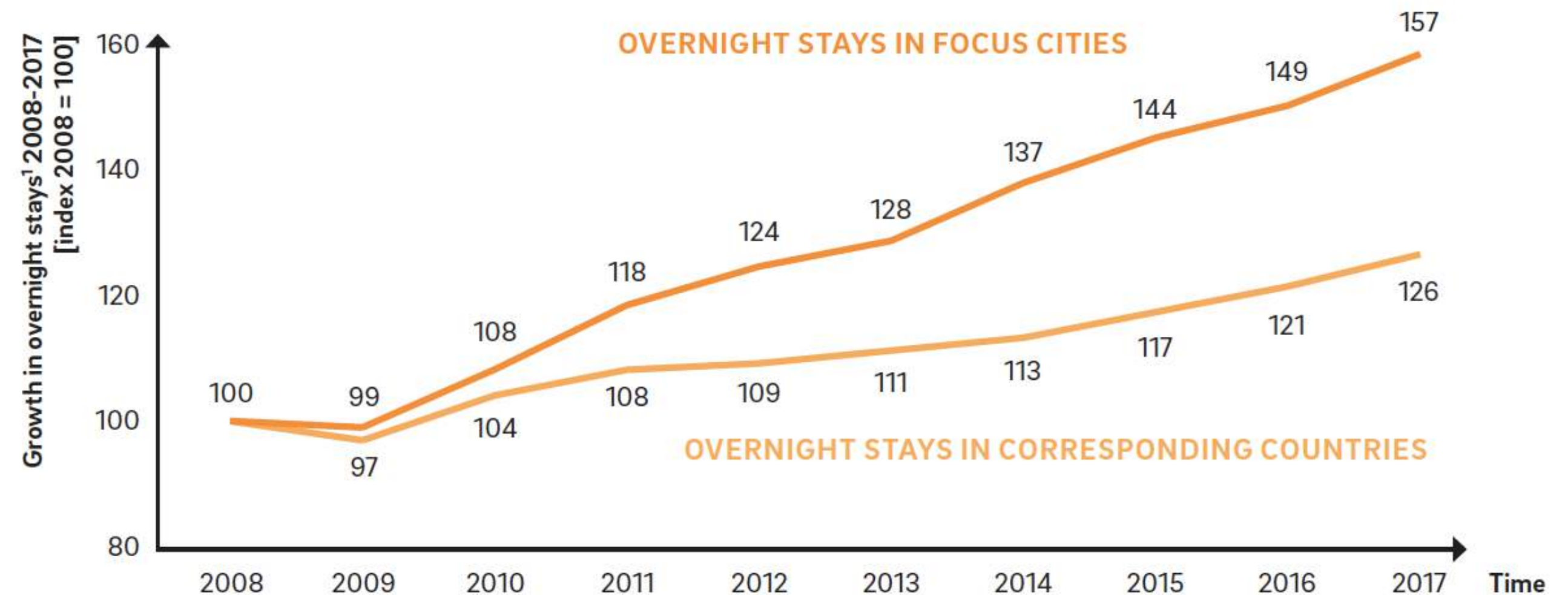
3.4 - 4.4
Current spending
2.5 - 3.5
Current gap

OECD, World Bank & UN
Environment (2018)

To address overtourism

City tourism vs National Tourism 2008-2018

Austrian Hotelier
Association and Roland
Berger (2018)



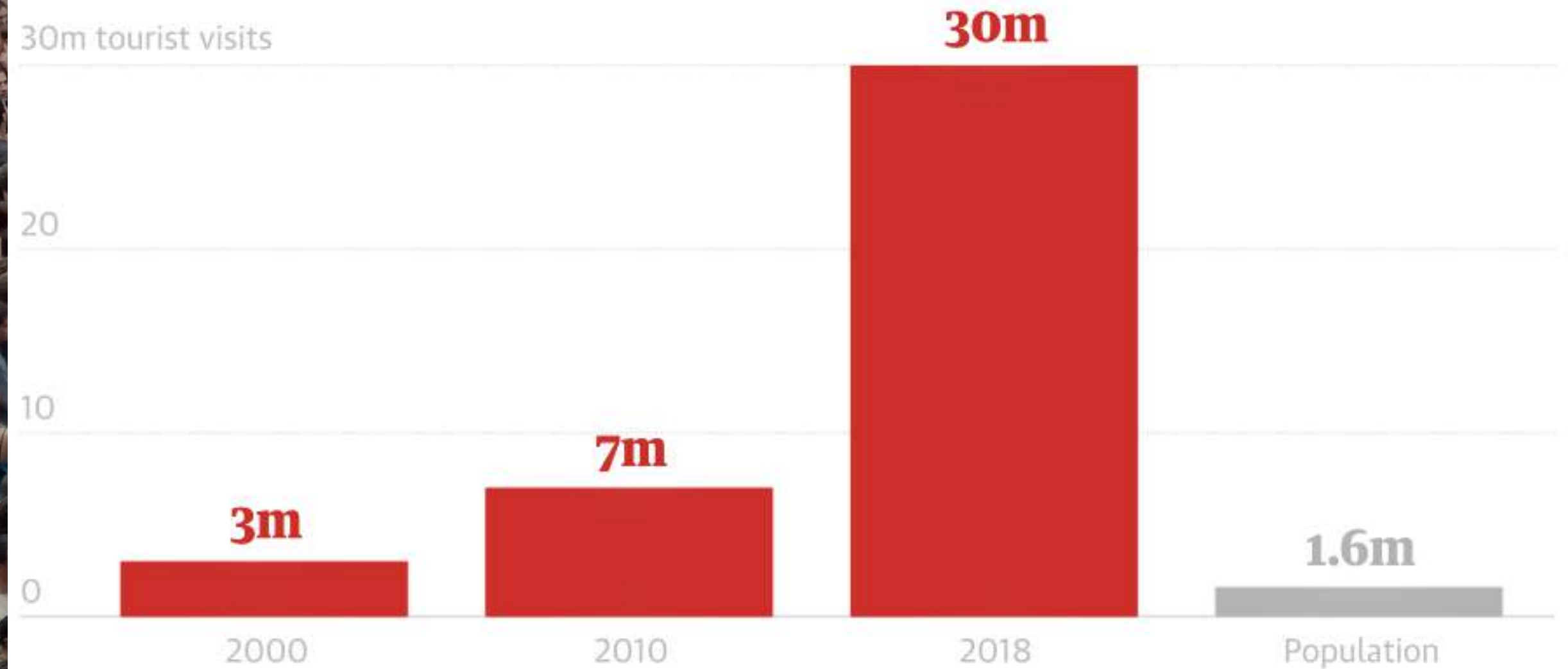
¹ 33 cities with corresponding 15 countries taken into account

Source: Eurostat, TourMis, Roland Berger

Tourism social externalities

Henley (2020)

Tourist numbers in Barcelona have quadrupled in a decade



Guardian graphic. Source: Barcelona tourist office

A photograph of a beach heavily littered with plastic waste, including bottles, bags, and debris. In the background, two people are standing near a wooden structure with hanging items, possibly a market stall, under a large black umbrella. The ocean is visible in the distance.

**Marine litter
in the Mediterranean
increases by up to
40%
during peak season**

United Nations One Planet (s.f.)



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







Benefits for all



1.5 billion
arrivals reached
in 2019

UNWTO (2020)



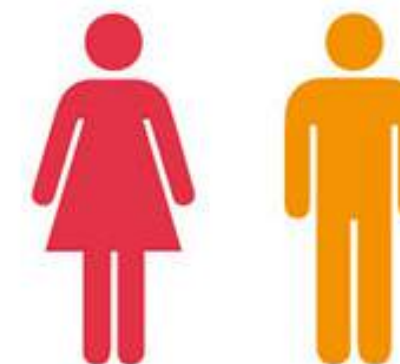
1/10
jobs worldwide
are in tourism

UNWTO (2019)



7%
of global
exports

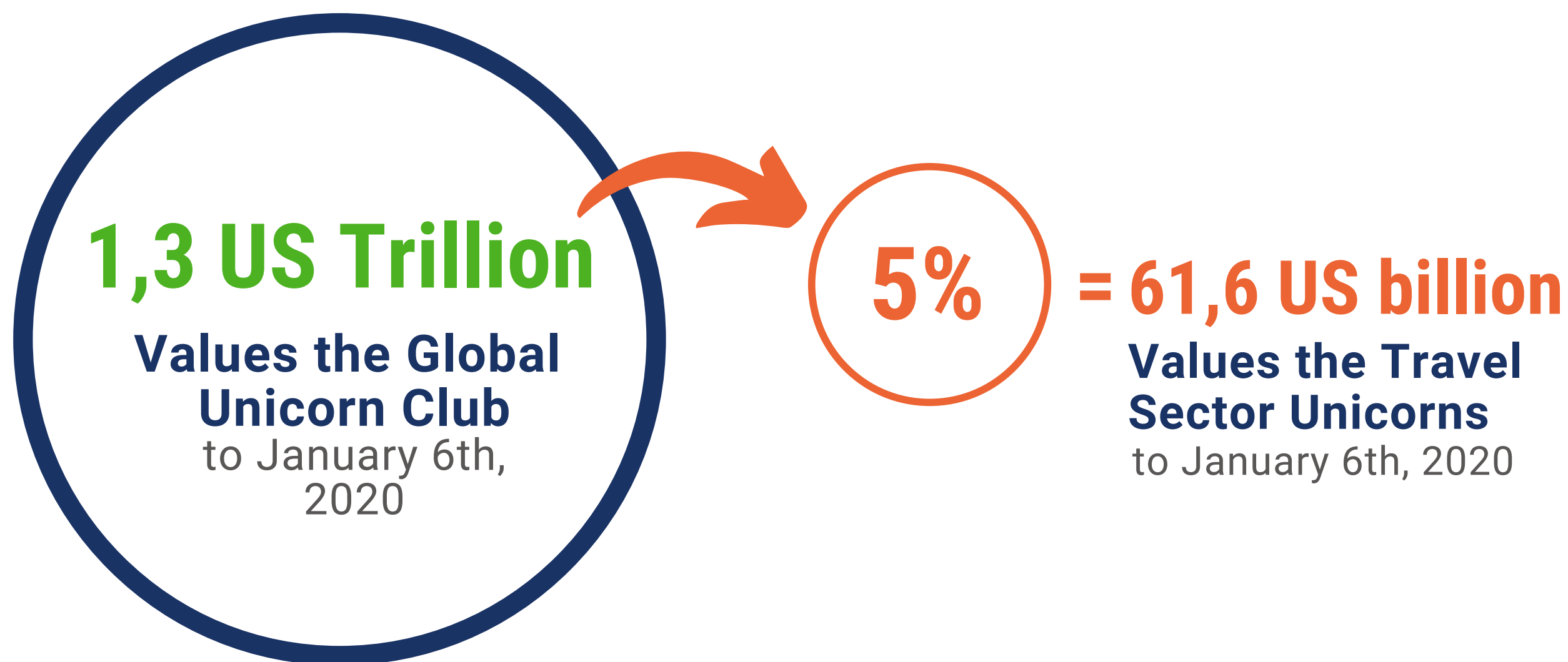
UNWTO (2019)



54%¹ of people
employed in tourism
are women **vs 39%**²
in the broader economy

¹ UNWTO (2019)
² World Bank (2019)

Travel Tech startups: new players



2019 Best-Funded Travel Startups

by money raised in US dollars



More than 3 billion
United States
Accommodation



More than 1.5 billion
China
Accommodation



755 million
China
Accommodation



659.5 million
Germany
OTA



Significantly more than 561 million
Germany
Mobility



571 million
China
Accommodation



526.5 million
United States
Accommodation



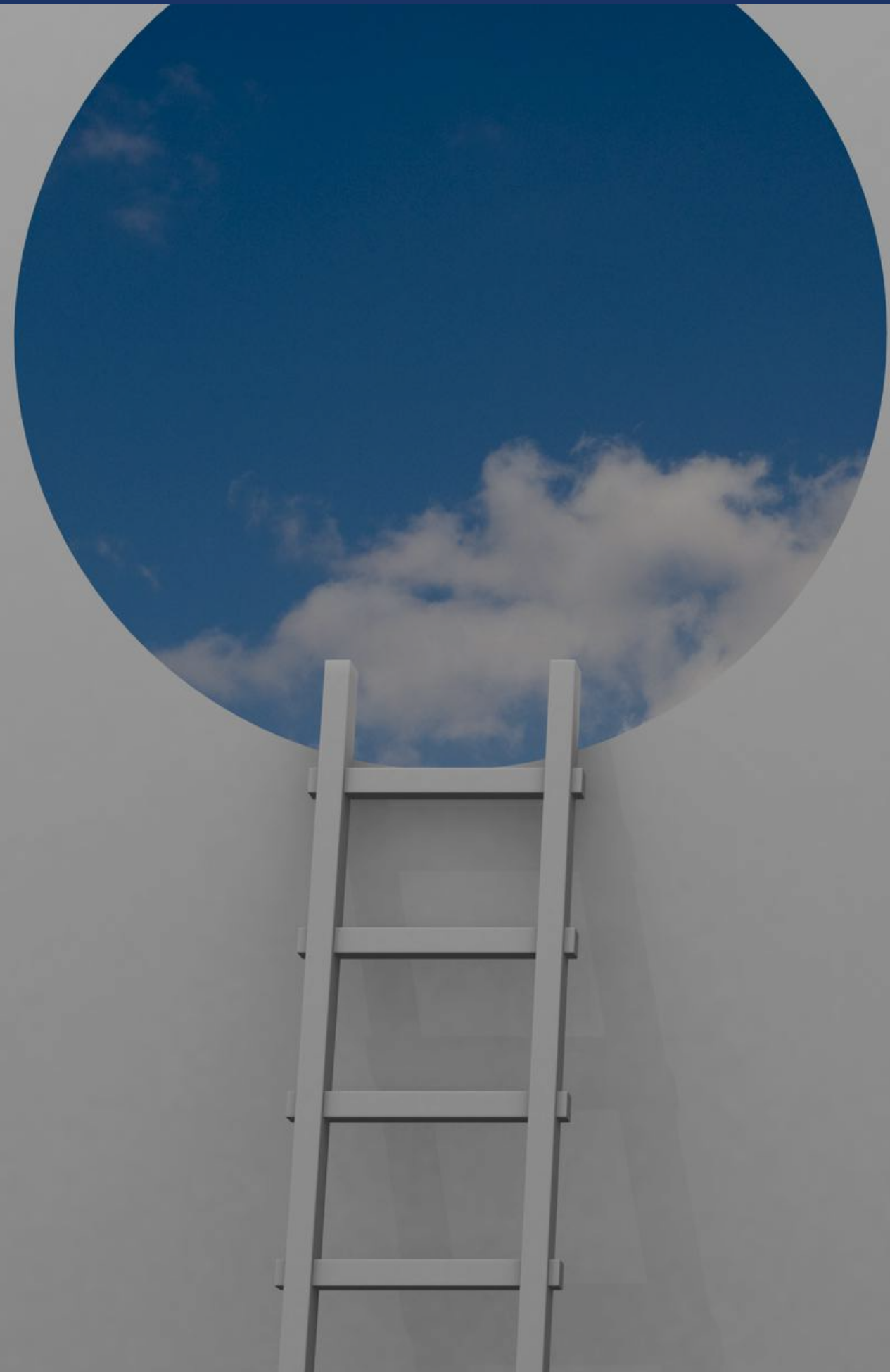
521.5 million
Hong Kong
OTA



503 million
China
Travel recommendations



500 million
Indonesia
OTA



**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)

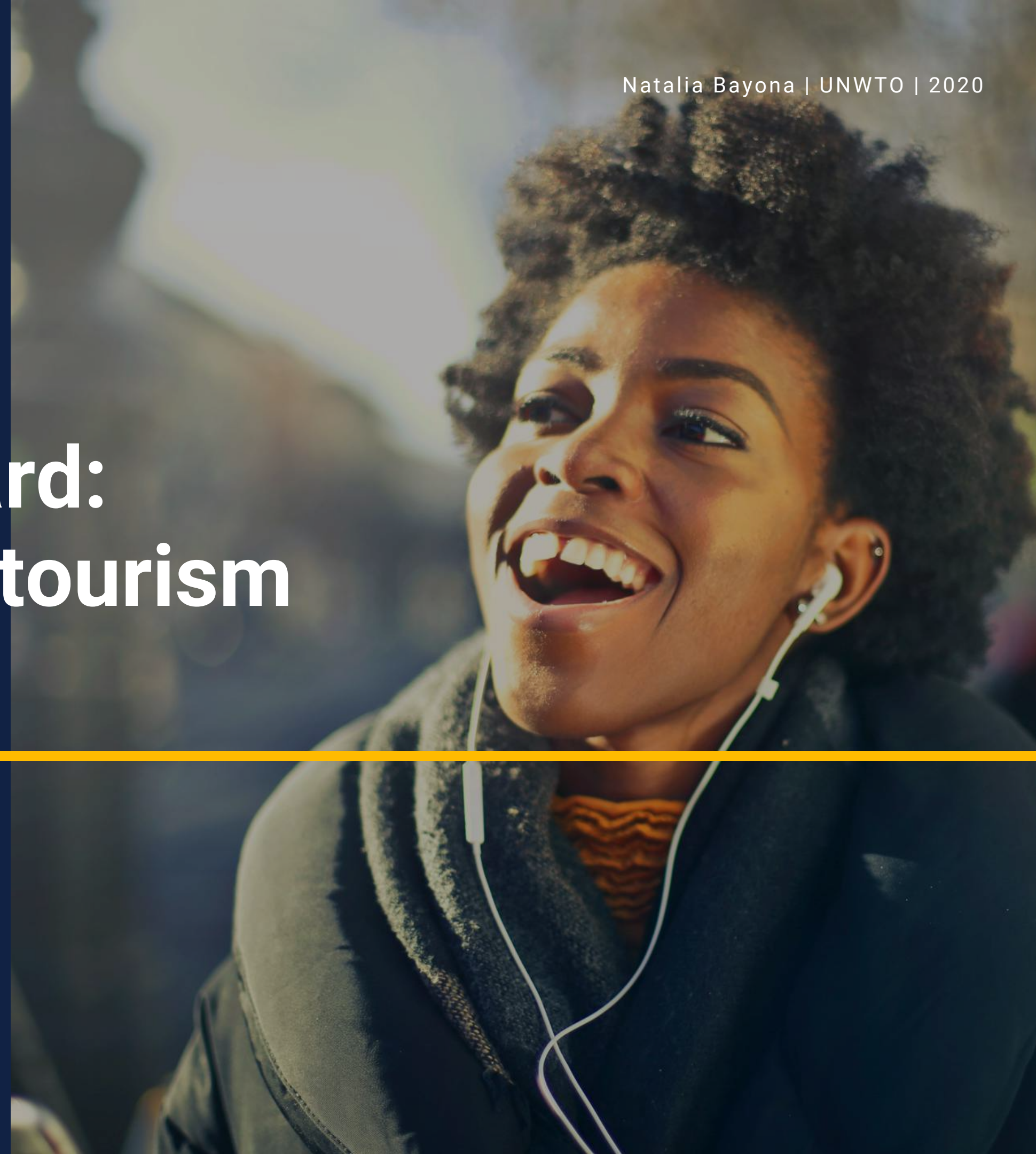




and generate benefits valued at **\$700 billion**
for customers and the wider society through,
reduced environmental footprint
safety and security, and cost and time savings

WEF (2017)

4 The way forward: rebuilding the tourism model





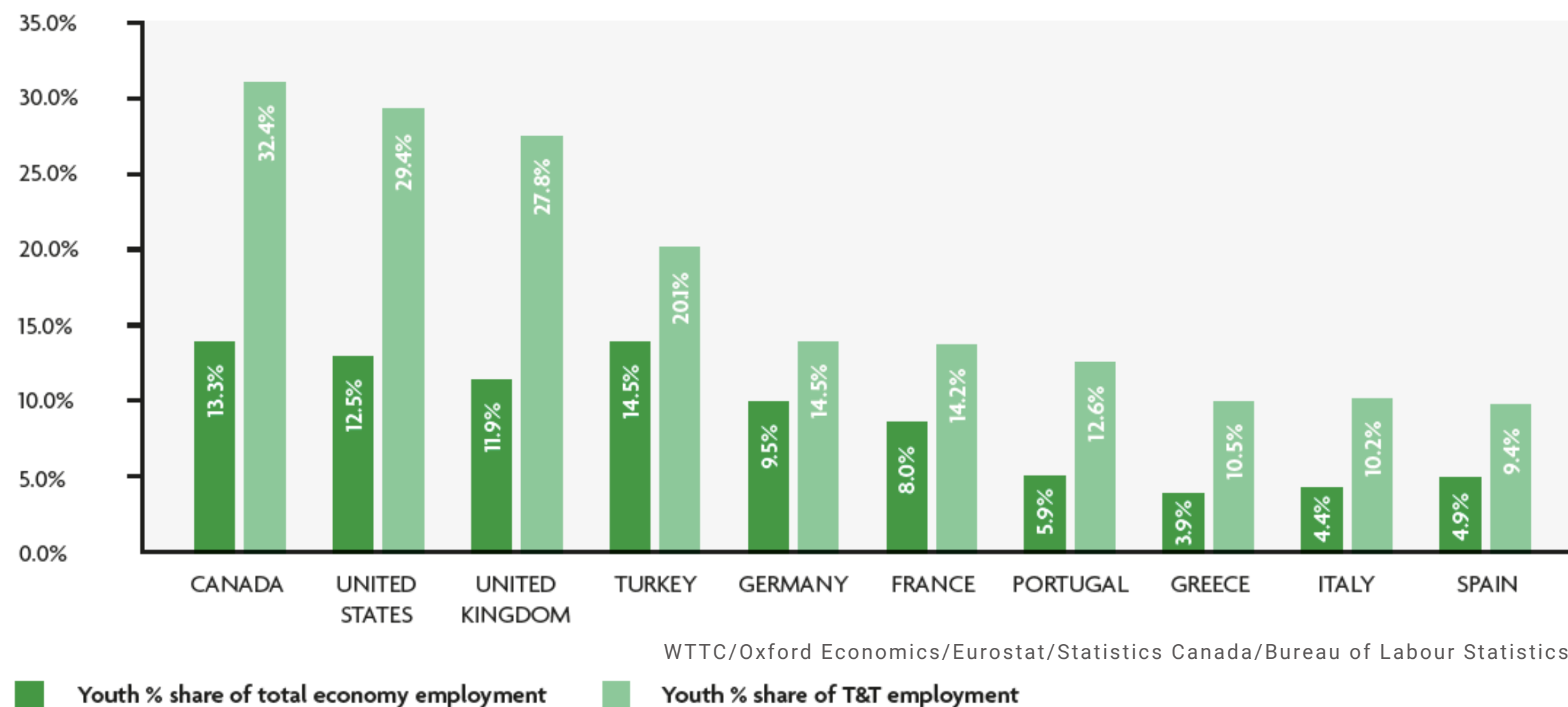
Added value jobs

Insights

Youth employment

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

UNWTO, 2019

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

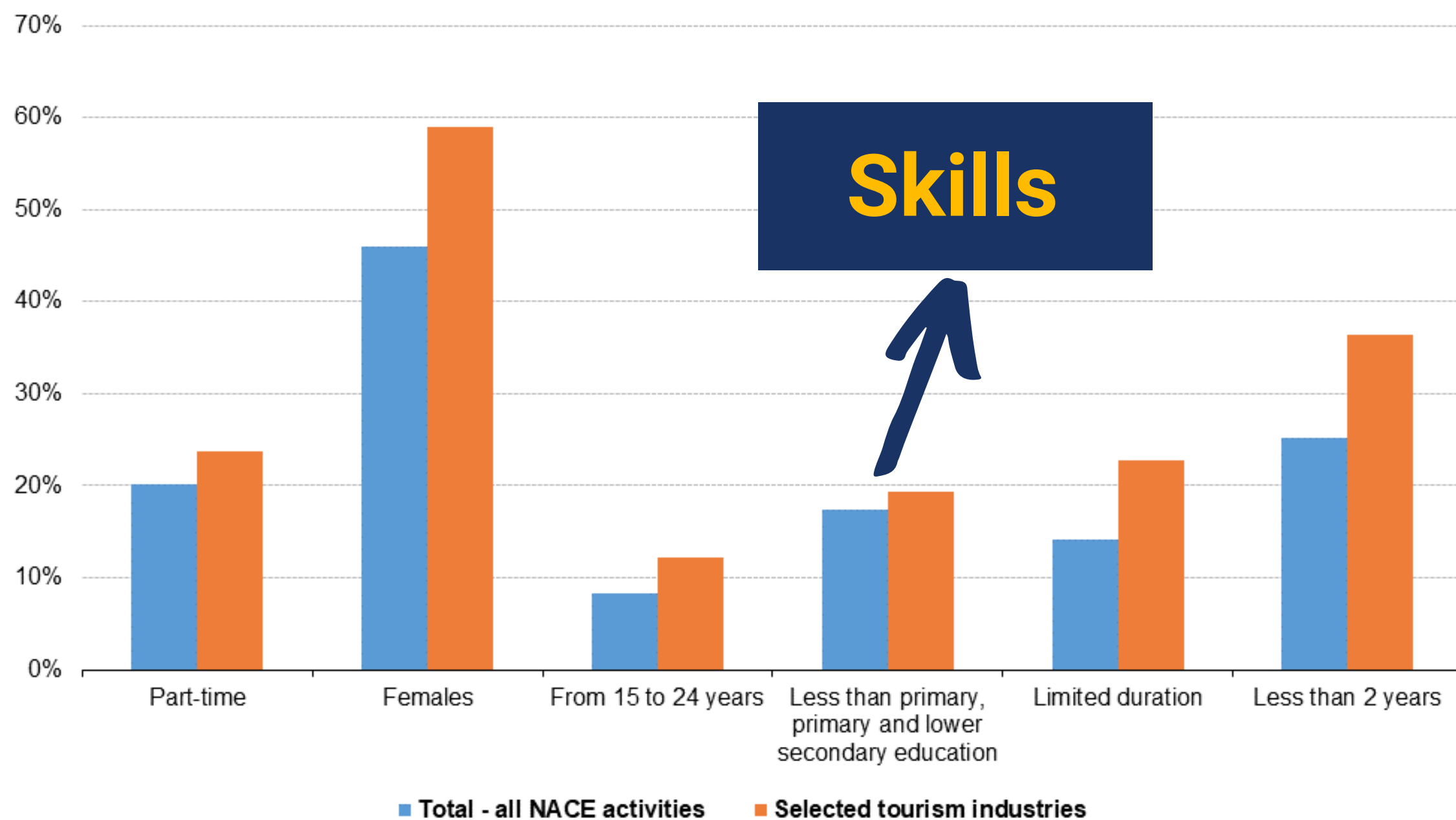
Moreover, women's mean **hourly rate is significantly lower** than men across regions.

UNWTO, 2019

Employment quality

Employment in selected tourism industries in the EU, 2018

Eurostat, 2019



UNWTO Jobs Factory



Michael King

Retail Stock Associate



Stockroom Associate

Skills: Customer Service, Safe

Warehouse Manager

Skills: Inventory Control, Communications

● Strong Match

Store Clerk (Grade 2)

Skills: Inventory Management, Detail Oriented

● Strong Match



UNWTO
JOBS FACTORY

Powered by:  eightfold.ai



Digital and tech skills

Insights

Skills gap and mismatch

"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)

Blockchain

Big Data

**Virtual
Reality**

**Internet of
Things**

**Artificial
Intelligence**

Post Covid times

Skills



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

BCG (2020)

Source: BCG analysis.

UNWTO Tourism Online Academy

7000+ students

1000+ scholarships



UNWTO

TOURISM ONLINE ACADEMY

POWERED BY **ie**
UNIVERSITY



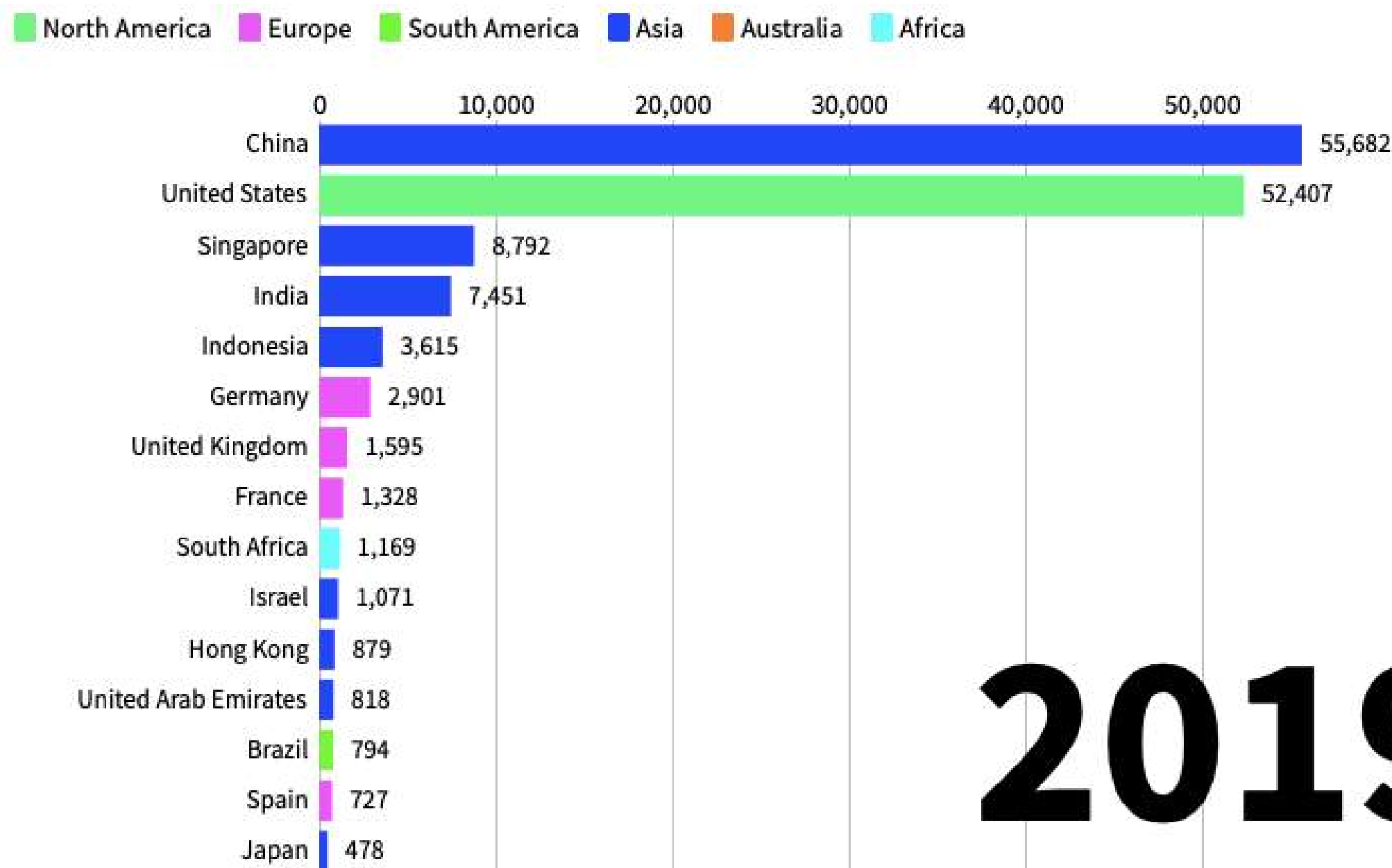
Sustainable investments

Insights

Venture capital for innovation

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

TNMT (2019)

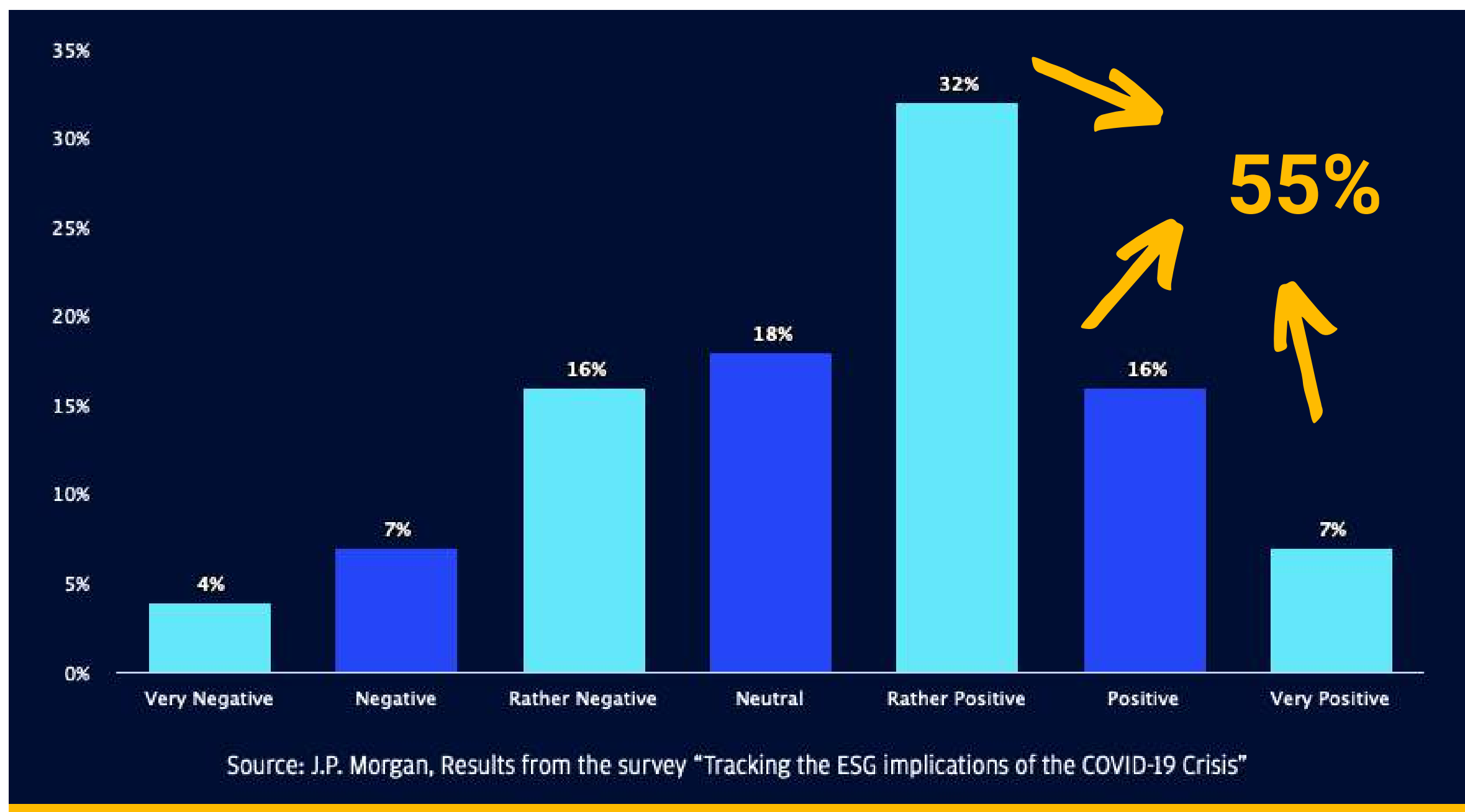


Source: Lufthansa Innovation Hub, Pitchbook, Crunchbase

2019

travelandmobility.tech

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



Natalia Bayona
Director of Innovation, Education
and Investments

Resources

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