ALULA FRAMEWORK
INCLUSIVE COMMUNITY DEVELOPMENT THROUGH TOURISM
OBJECTIVES

Advancing the potential of tourism for achieving inclusive community development and the Sustainable Development Goals.

G20 2020 PRESIDENCY PRIORITIES

EMPOWERING PEOPLE
Creating conditions in which all people can live, work and thrive

PROTECTING THE PLANET
Fostering collective efforts to protect our commons

SHAPING NEW FRONTIERS
Adopting strategies to utilize and share the benefits of innovation
FRAMEWORK FOR INCLUSIVE COMMUNITY DEVELOPMENT THROUGH TOURISM

FOR WHOM
Which communities?

BY WHOM
Which stakeholders?

MEASURING
Outcomes & impact

Pillars of action
Empower (people)
Safeguard (planet)
Prosper (prosperity)
Collaborate (partnerships)
## FOR WHOM - CRITERIA FOR SELECTING A COMMUNITY

<table>
<thead>
<tr>
<th>Factor</th>
<th>Tourism</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural environment &amp; attractions</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>Tangible / intangible cultural heritage</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Existing connectivity &amp; transport</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>Existing tourism infrastructure</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Good governance structure</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>Education and human resources</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>Resident support for tourism</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>Distance to source markets</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Safety and security</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>Private sector potential investment</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Community size</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Income distribution</td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>Average per capita income</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Share of youth (% population)</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>Share of women (% population)</td>
<td></td>
<td>9</td>
</tr>
</tbody>
</table>
SET OF RECOMMENDATIONS

1. Inclusive community development at the core of tourism policies
2. Integrated approach to inclusive community development
3. Engage with all stakeholders
4. Public-Private-Community Partnerships (PPCPs)
5. Tourism value chain development to empower local communities
6. Evidence-based policy and management (MST Framework)
7. Support the development of smart destinations
8. Promote human capital development & decent work
9. Assist communities in accessing funds
10. Strengthen the role of development assistance and financing
11. Mainstream gender at all levels
12. Encourage innovation and digital transformation
13. Support equitable and sustainable business practices
14. Promote resilience through diversification and social protection
15. Align with the 2030 Agenda for Sustainable Development
FRAMEWORK FOR INCLUSIVE COMMUNITY DEVELOPMENT THROUGH TOURISM: 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 Government
• Vertical: public, private and community regional/local stakeholders
# CASE STUDIES

1. Argentina
2. Brazil
3. Canada
4. Chile
5. France
6. Hungary
7. Indonesia
8. Italy
9. Japan
10. Jordan
11. Kenya
12. Mexico
13. Rep of Korea
14. Rwanda
15. Saudi Arabia
16. Switzerland
17. Tanzania
18. Turkey
19. Vietnam
“It is imperative that we rebuild the tourism sector” in a “safe, equitable and climate friendly” manner and “ensure tourism regains its position as a provider of decent jobs, stable incomes and the protection of our cultural and natural heritage”

–

UN Secretary-General, ANTONIO GUTERRES

September 2020
TOURISM FOR RURAL DEVELOPMENT
OUR VISION

Make tourism a driver of rural development and wellbeing
OUR GOALS

1. Fight **depopulation** & regional inequalities
2. Promote **gender and youth empowerment**
3. Improve **connectivity, infrastructure, and investment**
4. Accelerate **digitalization & innovation in product development, value chain integration and marketing**
5. Promote **sustainable food systems, cultural heritage and local gastronomy**
6. Preserve **tangible and intangible natural and cultural heritage and traditional lifestyles**
7. Promote **sustainable practices**
8. Enhance **education and skills**
BEST TOURISM VILLAGES OF THE WORLD
SELECTION PROCESS

Applications by Member States
Evaluation by UNWTO Secretariat
Selection by Steering Committee
Announce @UNWTO GA
BEST TOURISM VILLAGES OF THE WORLD
TIMELINE

May
Launch

May–June
Applications

July–August
Evaluation

September
Selection

October
Announcement