TOURISM WORKING GROUP

ALULA FRAMEWORK

INCLUSIVE COMMUNITY DEVELOPMENT THROUGH TOURISM

UNWTO.ORG

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

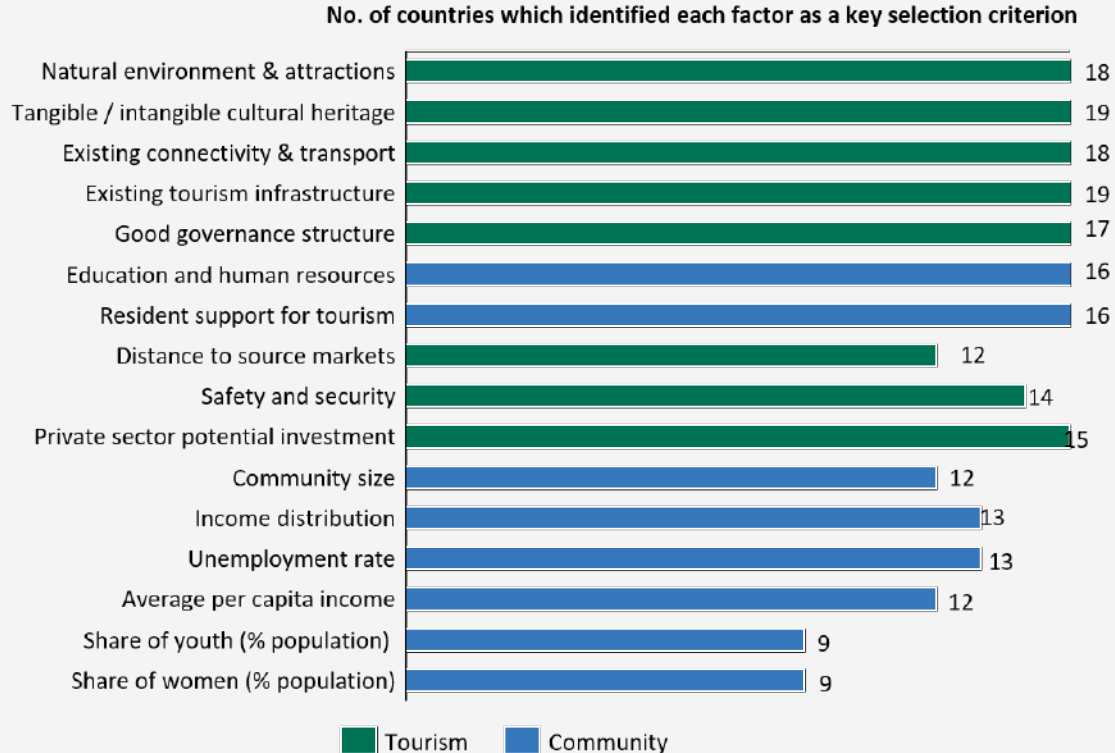# FRAMEWORK FOR INCLUSIVE COMMUNITY DEVELOPMENT THROUGH TOURISM

Empower (people)

Safeguard (planet)

Pillars of action

Prosper (prosperity)

Collaborate (partnerships)

FOR WHOM
Which communities?

BY WHOM
Which stakeholders?

MEASURING
Outcomes & impact

FOR WHOM – CRITERIA FOR SELECTING A COMMUNITY

No. of countries which identified each factor as a key selection criterion

Criterion	Value
Natural environment & attractions	18
Tangible / intangible cultural heritage	19
Existing connectivity & transport	18
Existing tourism infrastructure	19
Good governance structure	17
Education and human resources	16
Resident support for tourism	16
Distance to source markets	12
Safety and security	14
Private sector potential investment	15
Community size	12
Income distribution	13
Unemployment rate	13
Average per capita income	12
Share of youth (% population)	9
Share of women (% population)	9

Legend: Tourism / Community

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

#19 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

WORLD TOURISM DAY 2020 | TOURISM & RURAL DEVELOPMENT

UN75 2020 AND BEYOND
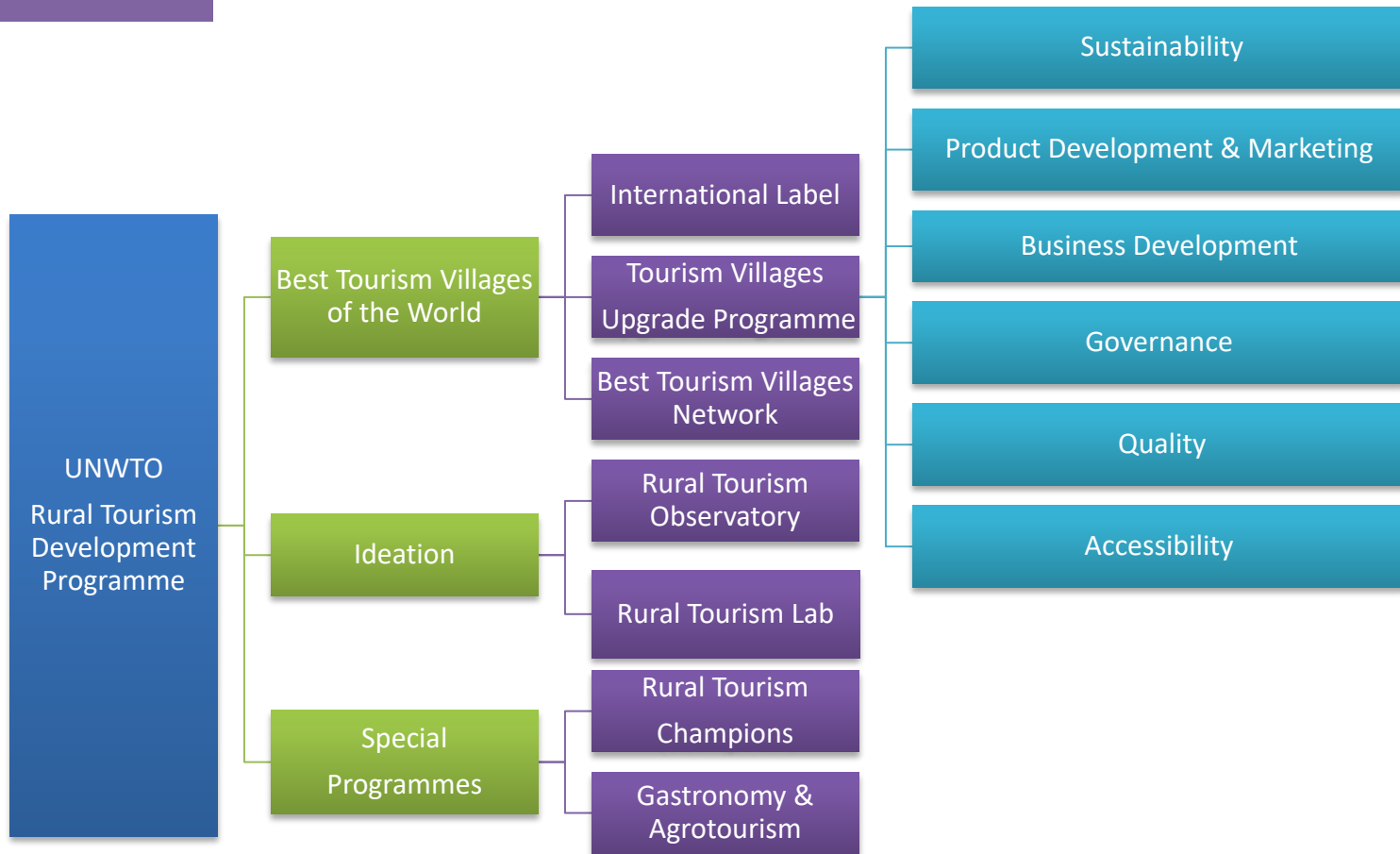
TOURISM FOR RURAL DEVELOPMENT

Make tourism a driver of
rural development and wellbeing
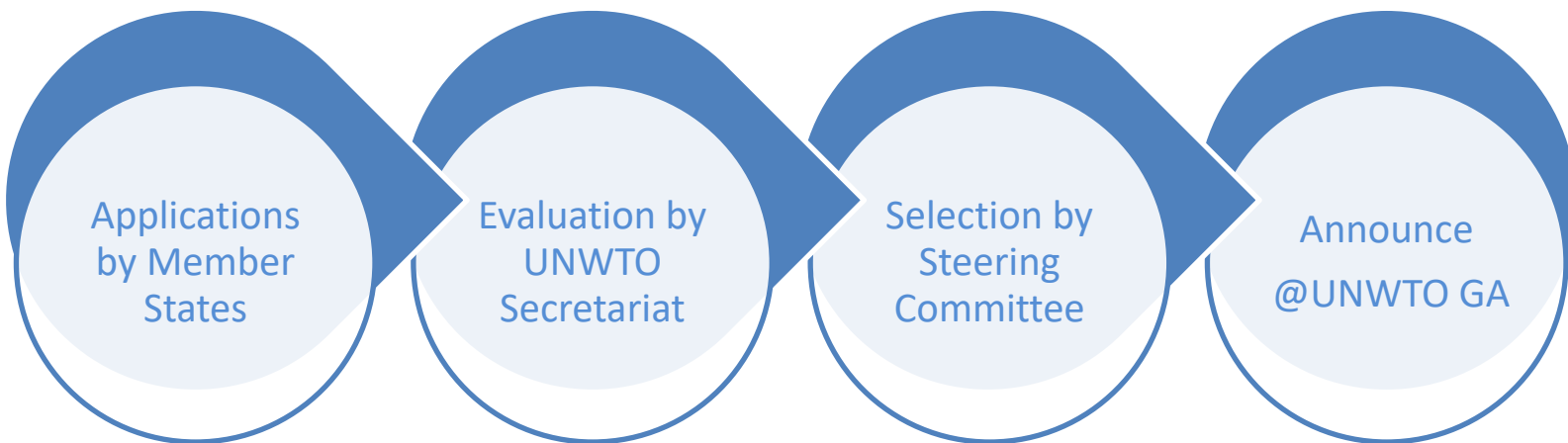
UNWTO
World Tourism Organization

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**

UNWTO

UNWTO Rural Tourism Development Programme

- Best Tourism Villages of the World
  - International Label
  - Tourism Villages Upgrade Programme
    - Sustainability
    - Product Development & Marketing
    - Business Development
    - Governance
    - Quality
    - Accessibility
  - Best Tourism Villages Network
- Ideation
  - Rural Tourism Observatory
  - Rural Tourism Lab
- Special Programmes
  - Rural Tourism Champions
  - Gastronomy & Agrotourism

BEST TOURISM VILLAGES OF THE WORLD SELECTION PROCESS

UNWTO
World Tourism Organization

Applications by Member States

Evaluation by UNWTO Secretariat

Selection by Steering Committee

Announce @UNWTO GA

BEST TOURISM VILLAGES OF THE WORLD TIMELINE

May 21
Launch

May-June 21
Applications

July-August 21
Evaluation

September 21
Selection

October 21
Announcement