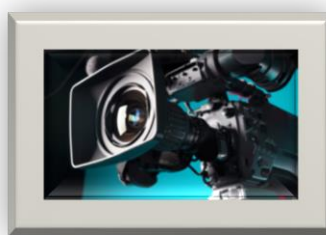




# UNWTO GLOBAL CONFERENCE ON LINKING TOURISM, CULTURE AND CREATIVE INDUSTRIES: PATHWAYS TO RECOVERY AND INCLUSIVE DEVELOPMENT

Lagos, Federal Republic of Nigeria, 14-16 November 2022

## Concept note



## I. INTRODUCTION

Global leaders, governments, businesses and local communities are seeking to identify industries that can stimulate socio-economic recovery, mitigate the effects of the pandemic, accelerate job creation and address the challenges of climate change and biodiversity loss.

**Creative economy and creative industries** could be part of the solution. They offer an immense potential for growth, innovation and product diversification within the tourism ecosystem.

[The 2021 International Year of Creative Economy for Sustainable Development](#), has put the creative economy at the center of the post-pandemic recovery. The creative economy was finally recognized as a powerful force for improving people's livelihoods, nurturing social cohesion and promoting a more inclusive economic development.

According to UNWTO, the travel of approximately 40% of international tourists is motivated primarily by culture-related experiences<sup>1</sup>. Secondly, the culture and

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<sup>1</sup> Tourism and Culture Synergies, UNWTO Publication 2018



creative industries generate 2,250 billion USD annually with the creative economy accounting for 3% of global GDP<sup>2</sup>.

Nevertheless, cultural tourism<sup>3</sup> and the creative industries<sup>4</sup> (CCIs) have not been given enough consideration to address current post pandemic challenges. **Their vast potential to stimulate social entrepreneurship and MSMEs, empower communities, enhance competitiveness and help local economies bounce back better, still remains unexploited.**

Although both sectors have been greatly affected by the health crisis, new opportunities have arisen due to the acceleration that the pandemic has brought to trends related to the digital transformation and tourists' demand for the sought-after authentic experiences and active engagement in creative processes.

The 2021 *UNWTO Inclusive Recovery Guide-Socio cultural impacts of COVID-19, Issue II: Cultural Tourism*<sup>5</sup>, called for innovation in SMEs, cooperatives and creative economy to support tourism recovery. This set of guidelines advocated for the empowerment of women, youth and indigenous peoples through cultural tourism, and for addressing informal economy models in many emerging destinations.

## II. RATIONALE

When cultural tourism and creative industries thrive, and policy-makers create an enabling environment for them to access the right markets and become more inclusive, they contribute towards advancing the UN 2030 Agenda for Sustainable Development. These sectors can serve to leapfrog the current gaps in jobs shortage and employment quality, while addressing the deceleration in investment and the

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<sup>2</sup> <https://en.unesco.org/commemorations/international-years/creativeeconomy2021>

<sup>3</sup> UNWTO defines Cultural tourism as a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination". <https://www.unwto.org/es/tourism-and-culture>

<sup>4</sup>The creative industries – which include advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, and TV/radio – are the lifeblood of the creative economy. They are also considered an important source of commercial and cultural value (UNCTAD). <https://unctad.org/fr/node/27530>

<sup>5</sup> The 2020 UNWTO Inclusive Recovery Guide-Socio cultural impacts of COVID-19, Issue II: Cultural Tourism ; <https://www.e-unwto.org/doi/pdf/10.18111/9789284422579>



complex digital divide. They can help the informal economy become formal, so it could withstand future global shocks.

The African continent traditionally showcases its rich cultural identities, as part of its branding. The African nations successfully illustrate both traditional and contemporary cultural expressions and a wide array of creative industries found in the region. However, more destinations still need to harness their full potential and better incorporate their added value in tourism policies and strategies, as well as their products and marketing plans.

**Against this backdrop, adequate policies and strategies should be put in place to better link tourism, culture and creative industries' sectors as part of the recovery efforts, making their products, services and experiences more competitive and their professionals more resilient.**

In light of the foregoing, the Federal Ministry of Information of Culture of Nigeria and the World Tourism Organization are jointly organizing in Lagos, from 14 to 16 November 2022, a UNWTO Global Conference on **LINKING TOURISM, CULTURE AND CREATIVE INDUSTRIES: PATHWAYS TO RECOVERY AND INCLUSIVE DEVELOPMENT**. This conference is aimed at addressing the current challenges and tapping into emerging opportunities to speed up the global economic recovery.

The conference will build upon the UNWTO and UNESCO joint declarations, notably the 2019 *Kyoto Declaration on Tourism and Culture*<sup>6</sup>, which advocated for researching linkages between tourism, living cultures and creative industries. It also called for forging collaboration between destinations, communities, academia and the private sector with a view to improve training and research on creative industries and cultural heritage.

**This gathering will showcase good practices demonstrating how creative industries can generate business opportunities and enrich the cultural tourism offer**, while providing entrepreneurial skills to traditionally marginalized population groups, diversifying experiences and adding value to the tourism sector.

The event will further discuss how these sectors **capitalize income, wealth and resources for local communities and in turn help in the preservation of both tangible and intangible cultural heritage assets.**

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<sup>6</sup> <https://www.e-unwto.org/doi/abs/10.18111/unwtodeclarations.2019.28.04>



The contemporary cultural expressions and creative industries should be high up on the destinations' agendas for the tourism rebound and resilience. They constantly evolve and make the local economy more vibrant, both in urban and rural settings. The delegates will debate on how to advance this agenda, so the cultural tourism and the creative industries can be better included into the supply chain and bring a wide range of benefits to the society at large.

### III. OBJECTIVES

In line with Promoting Cultural Heritage; one of the priority areas of the UNWTO Agenda for Africa 2030 -Tourism for inclusive Growth, which is spearheaded by the UNWTO Secretary-General and the programmatic priority of UNWTO on 'Protect Our Heritage: Social, Cultural and Environmental Sustainability', this high-level conference will have the following objectives:

- i) Gather researchers, experts and key stakeholders to discuss linkages and opportunities between tourism, culture and the creative industries;
- ii) Offer a unique networking opportunity for industry players, tourism and culture professionals, government officials and policy makers to debate on the most pressing issues related to the management and marketing of creative industries vis-à-vis tourism and culture.
- iii) Provide a platform to exchange ideas and information relating to the management of resources key to tourism, culture and the creative industries.
- iv) Identify investment avenues and mobilization of human and financial resources to boost recovery, through tourism, culture and creative industries;
- v) Promote innovative policies and strategies through good practices which harness the symbiotic potential of tourism, culture and the creative industries. Share some of the best practices around the world for instance such as:



- Nollywood film productions in Nigeria, Autonomous Support Fund For Culture in Cabo Verde (FAAC), The FESPACO Film festival in Burkina Faso, The Marrakesh Film Festival, Festival de Cannes, Berlinale (Film festival in Berlin) among others.
  - UNESCO intangible heritage elements and cultural practices around the world: Congolese rumba dance (UNESCO intangible cultural heritage list), The MOUTYA traditional dance of Seychelles (UNESCO intangible cultural heritage list), Grand festival of Tanjira (Bolivia), Breton Dance (France), Flamenco (Spain), Communities festivities in Campo Maior (Portugal) Indonesia Gamelan (Traditional Indonesia percussion Orchestra)<sup>7</sup>; -In Gastronomy for instance; CeebuJën, a culinary art of Senegal, Joumou Soup of Haiti, couscous (Algeria, Mauritania, Morocco and Tunisia) Valencian Paella of Spain, Belgian Beer culture, Oktoberfest of München (Germany), traditional Chinese food, French cuisine etc.
- vi) Identify capacity-building gaps of the cultural tourism and creative industries' professionals in the spheres of product development, marketing and digitalization;
- vii) Discuss the importance of making creative ecosystems more resilient, through the protection of copyrights in the film industry, design and fashion, visual arts and handicrafts, media and publishing sector, functional creations and more
- viii) Bring to the fore sustainable solutions for cultural tourism and the creative industries that can create a steady balance between the economic, the environmental and the socio-cultural pillars.

#### IV. AUDIENCE

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<sup>7</sup><https://en.unesco.org/news/43-elements-inscribed-unescos-intangible-cultural-heritage-lists>



- Ministers and officials from Tourism, Arts and Culture Ministries, National Tourism and Culture Organizations and Destination Management Organizations;
- Stakeholders from the public, private sector and civil society engaged in Tourism Planning, Cultural Management and the Creative Industries;
- Representatives of social media, influencers and creative economy professionals i.e. advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, and TV/Radio.

## V. OUTCOMES OF THE GLOBAL CONFERENCE

The outcomes of the global conference will be as follows:

- Elaboration of strategic guidelines on linking tourism, culture and creative industries;
- Report of the conference including key recommendations and guidelines;
- Networking and business opportunities among participants;
- Contribution to the SDGs and UN Agenda 2030; and
- Leverage on Identified synergies to maximize the benefits of the event to the host country;
- Raise awareness on the economic and social importance of the activities of tourism, culture and creative industries.