

RETHINKING TOURISM

Ministers Summit at World Travel Market in association with UNWTO and WTTC

The Future Stage

Tuesday, 8 November. 10.30 – 12.30

Introduction

The pause in international travel caused by the pandemic represented a once-in-a-lifetime opportunity to reconsider tourism – both where the sector is at and where it is going. Since 2019, the world has changed dramatically. And the entire tourism value chain must also evolve. If the sector is to face up to its climate action responsibilities while at the same time growing back to drive economic development and provide opportunities for all, it must embrace new voices and new ideas.

World Travel Market London, the World Tourism Organization (UNWTO), and the World Travel and Tourism Council (WTTC) will bring together leading thinkers from across the broad sector. Joining Ministers of Tourism from every global region will be private sector leaders and youth representatives, all sharing their vision for the sector: how it addresses its biggest challenges and how it finally realizes its enormous potential.

Background

The restart of tourism is underway in many parts of the world. Following a 50% reduction in Travel and Tourism's direct contribution to global GDP along with millions of job losses in 2020, data for 2022 shows a clear rebound with strong pent up demand. In the long term, despite the difficulties the sector faces, UNWTO and WTTC projections point to a strong decade of growth.

However, the world has changed significantly since 2019, and tourism must do likewise. Rethinking tourism means addressing the biggest challenges facing travel and tourism while also seizing the opportunity to build a more inclusive, resilient and sustainable sector.

UNWTO celebrates World Tourism Day 2022 around the theme of 'Rethinking Tourism'. The determination to do more and do better is there: With more than 600 signatories in less than a year, the Glasgow Declaration on Climate Action in Tourism, launched at the COP26 Climate Change Conference last year, makes clear the sector is taking steps to live up to its responsibilities, including

through reshaping policies on emissions, consumption and waste. Similarly, the Global Tourism Plastics Initiative, developed by UNWTO in collaboration with the United Nations Environment Programme (UNEP) is gaining real momentum across the sector. Alongside this, the Sorrento Call to Action, the product of the landmark Global Youth Tourism Summit, is a commitment to make young people active participants in guiding the sector forward.

With COP26 in Glasgow pitched as a last-chance saloon for the world to start a comprehensive transition towards a net zero future and on the back of a widespread call from its Members, WTTC launched the first ever sector-wide Net Zero Roadmap for Travel & Tourism at the global event. The 'Roadmap' was developed jointly with UNEP and Accenture and was endorsed by the United Nations Framework Convention on Climate Change (UNFCCC). It lays out a meaningful path towards net zero by 2050 and it also includes a call to action.

Objectives and Intended Outputs

“What should the tourism sector of tomorrow look like? And how do we get there?”.

This central question will guide the discussions of the Ministers' Summit. The event will provide a high-level platform for leaders from both the public and private sectors, including both governments and international finance, to outline their visions and ideas. It will also address key topics such as:

- What one major change would you like to see prioritized?
- What actions are you taking to help fight climate change?
- What role will innovation and digital technology play in reimagining tourism as a driver of social inclusion?
- How can effective public-private governance be ensured to successfully rethink tourism?
- How can we make sure young people are included in the decision-making process as active protagonists?
- In one sentence, what does 'Rethinking Tourism' mean to you?

