



# UNWTO

## DIGITAL FUTURES

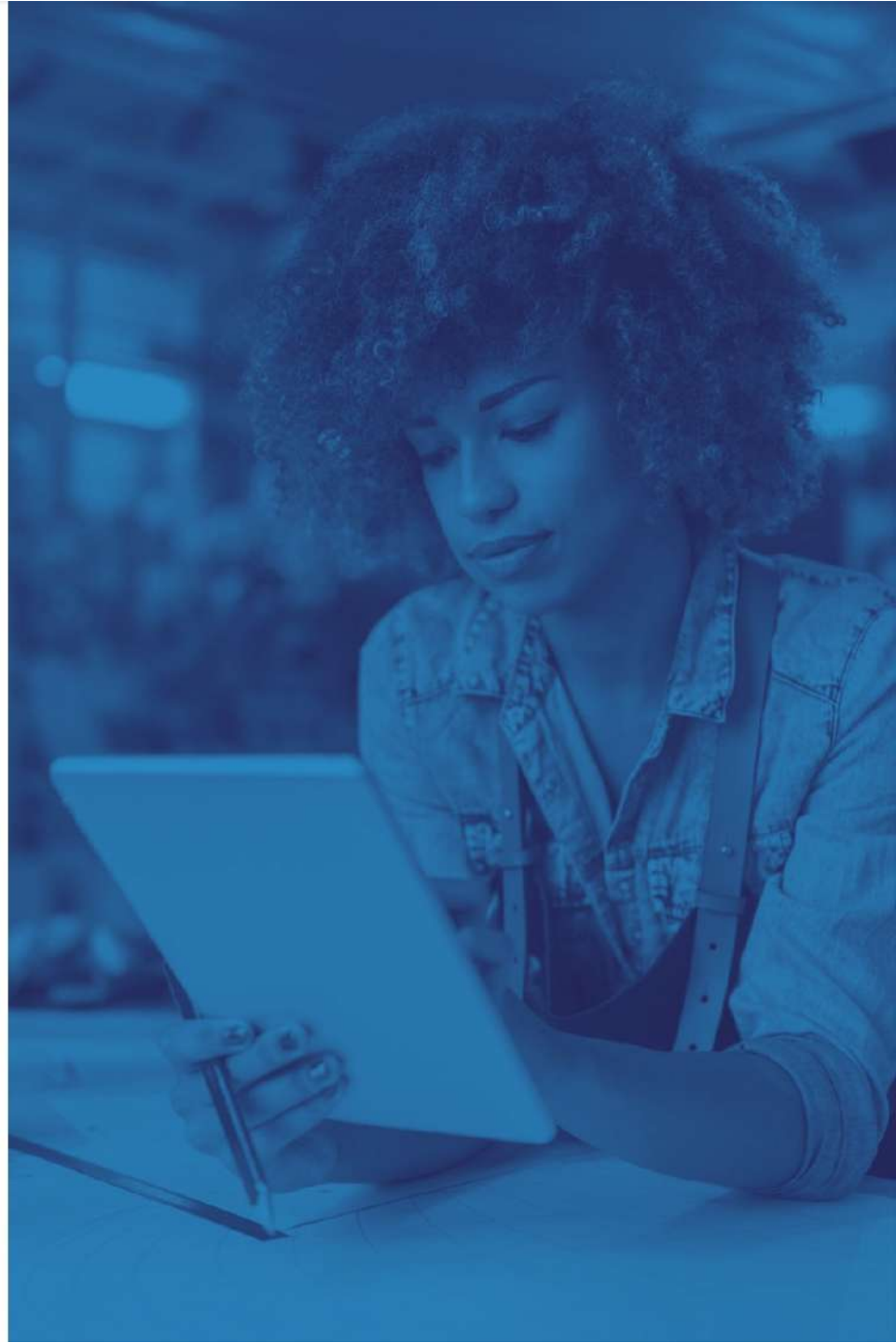
FOR **SMEs** 



**4%** of the **Global GDP**

is the direct contribution of tourism to the economy

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**85 %** of the tourism value chain  
is made up by

**Small and Medium Enterprises**

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## UNWTO seeks for

Accelerating economic recovery by **scaling up SMEs to unleash digital technologies**, supporting job creation and future resilience.

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Reaching out to

**2.000.000 SMEs**

over the next 3 years



In Stage 1 we are targeting 31 countries

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|----------------|----------------------|
| ● Capo Verde   | ● Bangladesh         |
| ● Egypt        | ● India              |
| ● Ghana        | ● Malaysia           |
| ● Kenya        | ● Maldives           |
| ● Morocco      | ● Philippines        |
| ● Mozambique   | ● Sri Lanka          |
| ● Nigeria      | ● Thailand           |
| ● Rwanda       | ● Vietnam            |
| ● Saudi Arabia | ● Argentina          |
| ● South Africa | ● Greece             |
| ● Tanzania     | ● Italy              |
| ● Tunisia      | ● Portugal           |
|                | ● Spain              |
|                | ● Brazil             |
|                | ● Dominican Republic |
|                | ● Peru               |
|                | ● Mexico             |
|                | ● Chile              |



...with the intention to further expand our reach across all four regions

# Prioritized Tourism Subsectors

	<b>Food and Beverage</b>	Restaurants, Coffee shops, Bars, eating and drinking places, supply chain capacity.
	<b>Accommodation</b>	Hotels, dwelling, and other accommodation including sharing economy startups.
	<b>Transportation services</b>	Traditional services, Ride hailing and carpooling, Micromobility, Car rental and sharing Intercity mobility, etc.
	<b>Travel support services</b>	Tour operators, travel agencies, tour guides, etc.
	<b>Financial services</b>	Banking, insurance, currency exchange, credit card issuers and processors, security payments, fintech services.
	<b>Information services</b>	General search and book services, Hospitality and property management, call centers, online operators, travel tech startups.
	<b>Commercialization and distribution</b>	Tourist shops, retails, laundry, supply chain capacity including food deliveries.
	<b>Complementary services</b>	Community and lifestyle, Creative industries, Recreational & leisure activities, Health care, Sport events, and Experience related services.

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Subsectors

# How Digital Futures will Benefit your country

1

Accelerate the recovery of the post-pandemic tourism sector through digital tools.

2

Access to tools, expertise and know-how from global tech companies to help SMEs in the tourism sector adapt rapidly to a changing business environment.

3

Upskill SMEs workforce to stimulate entrepreneurship, foster innovation, and safeguard jobs.

4

Build resilience and increase competitiveness of the tourism sector value chain.



# Digital Paths



Connectivity



Business Growth



E-Commerce



Big Data & Analytics



Payments & Security



WORLD TOURISM ORGANIZATION  
A UNITED NATIONS SPECIALIZED AGENCY



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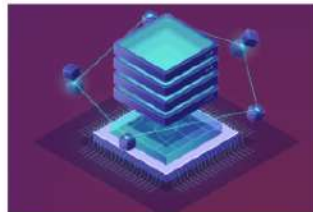


Search



### Connectivity

The connectivity path is essential to many business functions today. This path will help SMEs to manage and protect their IT infrastructure; it will offer tools on how to build a business network infrastructure, manage IT environments, and configure basic security and other connectivity services for SMEs.



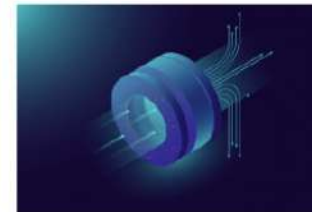
### Business Growth

The Business Growth path provides several tools to enable SMEs and Entrepreneurs to quickly establish an online presence by learning how to market and grow their business on social media, understand how to market in the digital space globally.



### E-Commerce

The E-Commerce path aims to provide SMEs and Entrepreneurs with tools and training so they can securely get paid, get capital, and get digital wherever they are through online presence. It also offers solutions to protect their business against cyber threats.



### Big Data & Analytics

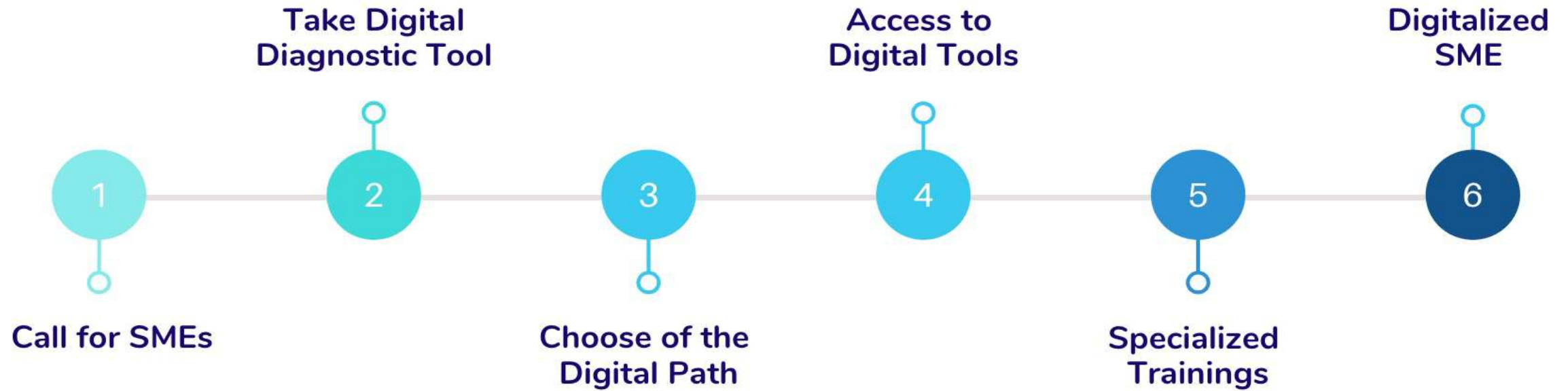
The Big Data and Analytics paths will allow to SMEs and Entrepreneurs to identify customer insights analyzing their online data to develop data-driven advertising campaigns and optimize their operations touring big data into actionable insights and make them a key for informed and timely decisions.



### Payments & Security

Payments and Security path provides with cybersecurity tools that will help to protect SMEs digital infrastructure by providing cybersecurity knowledge to protect and defend SMEs payment ecosystem delivering security, convenience, and control to your consumers.

# The journey





# How You Can Help

Let's collaborate to ensure a tourism sector that is more resilient, inclusive, sustainable, and innovative

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- **Promote** the Digital Futures Programme.
- **Encourage 10,000 SMEs** in your respective country to take the **Digital Diagnostic Tool**.
- **Collaborate to identify** and reach out to at least **10,000 SMEs** that are part of the tourism value chain and its subsectors.
- **Sponsor locally targeted programmes** based on your country's needs (Connectivity, Business Growth, Payments & Security, E-Commerce, Big Data & Analytics).



Going digital is more urgent than ever.  
**SMEs' acceleration is tourism growth.**  
Let us start this journey together!

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