Supporting sustainable and resilient tourism through investments and policy making

16th UNWTO Asia Pacific Executive Training Programme on Tourism Policy and Strategy

Session 3: Sustainable Tourism Investment to enable MSMEs,

Seoul, Republic of Korea, 10 November 2022
Tourism as a tool for development

Globally one of the most important economic activities

Used as a priority tool for economic development

Very diverse sector, involving many MSMEs

Supporting millions of direct and indirect jobs all over the world, particularly for women and young people.

Original investment triggers a chain of benefits for local businesses and households – even for those not directly connected to the tourism sector.

Social returns generated by tourism investment go beyond the obvious economic gain
Sustainable and resilient tourism

• Sustainability is not enough!
• Destination need to be resilient and healthy
• Remaining flexible enough to adapt to unexpected events without its essential functions being threatened
2022 Report on Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection (A/77/219)
Tourism and sustainability in national tourism policies

- UNWTO collected national-level tourism policy documents, including policies, plans and strategies that would have been in effect in 2021.
- Policy documents from a total of 85 member States and six territories, including 20 from Asia and the Pacific were identified and analyzed.
Main messages from the report:

- As a sector that has inter-linkages with all other economic sectors, tourism has been one of the sectors hit hardest by the COVID-19 pandemic.
- Major efforts have been undertaken by Member States to promote sustainable tourism for poverty eradication and environmental protection.
- Progress has been made on many fronts.
- The pandemic has stressed the importance of the sector becoming more sustainable and resilient.
Main messages from the report:

Tourism offers significant opportunities and is a priority economic sector in many countries with many direct and multiplier effects for job creation and poverty reduction.

Tourism policies reviewed highlight national commitments, towards the conservation and restoration of the environment while enhancing people’s well-being and livelihoods through tourism.
Main messages from the report:

The pandemic has brought greater awareness of the impact that human activities have on nature and the connection between human health and biodiversity.

Illustrating the need to advance a multi-disciplinary, multi-sectoral approach to sustainable tourism development and planning and,

Highlighting the need to reduce the risk of socio-economic and environmental impacts of disasters and future pandemic outbreaks.
Other findings:

- The **need for further commitment to the sustainable development of tourism**
- **Accessibility** is a central element of any inclusive and sustainable development policy
- **Promoting the engagement of young people** on the development of sustainable tourism is vital for the future of the sector.
- **Tourism** is an **important** source of revenue for conservation efforts
New developments

Integrating circularity along the entire tourism value chain represents an opportunity to advance towards a sustained, sustainable, and resilient economic growth pathway.

A healthy environment is critical, for the competitiveness of the tourism sector, and as a natural barrier for future pandemics.

The pandemic has resulted in the acceleration of digital transformation and technology adoption, highlighting the urgency of strengthening national capacity-building and bridging the digital divide.
Incentives, measures and technical support for micro, small and medium-sized enterprises

- Ambitious safety nets and adopted fiscal stimulus measures intended to offer immediate financial relief for enterprises and job and income protection for workers (MSMEs)
- Measures to support livelihoods and businesses and safeguard jobs and income have proven to be fundamental for the survival of the sector.
- Women and young people have felt the brunt of the impact on jobs, particularly in lower-income countries.
Strategic directions for the successful recovery
Investment in sustainable tourism

- Supportive fiscal measures for the protection and promotion of economic efficiency and employment in the sector, during and after the COVID-19 crisis
- Investment and finance for sustainable tourism
- Strengthening governance and administrative capacity, harnessing digital technology, fostering training and building human capacity
Strategic directions for the successful recovery - Investment in sustainable tourism

- Policy frameworks need to **enhance the development benefits from investments**, including tourism

- **Support MSMEs** to understand the market and financial analysis process and identify potential sources of financing
Strategic directions for the successful recovery

- Good governance, **sustainable financing** mechanisms and digitization can build the sector’s resilience

- Investment is essential to build a competitive tourism sector, stimulate growth and maximize the economic and social returns generated by the tourism sector.
Thank you!

Ms. Sofía Gutiérrez
Deputy-Director,
Sustainable Development of Tourism
World Tourism Organization (UNWTO)