Digital Futures in Tourism: Empowering SMEs and Local Economies for Global Impact

Eunji Tae, UNWTO

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1. Tourism, SMEs and Digital Environment
2. Policy Discussion on the Future of Work in Tourism
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4% of the Global GDP is the direct contribution of tourism to the economy

USD 3.5 trillion in 2019
85% of the tourism value chain is made up by Small and Medium Enterprises.

In the EU out of 3.2 million tourism businesses, 99.8% were MSMEs.

OECD (2019)
Global Greenfield FDI in the tourism sector

2,415 announced projects representing a total capital investment of USD 175.5 billion

It means an average investment of USD 72.6 million per project

66% of the projects developed correspond to hotels

388,000 approx. jobs supported in the same period

FDI Intelligence from the Financial Times in association with UNWTO (2023).

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within tourism

From all announced greenfield projects in the same period:

66% were in hotel infrastructure
16% in technology and Innovation for the sector; and
9% in entertainment

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1. The UN General Assembly 2015 on Transforming our World: the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals,

2. The One Planet Vision for a Responsible Recovery of the Tourism Sector,

4. G20 2019: Osaka Declaration on Digital Economy

5. The United Nation’s Policy Brief “COVID-19 and Transforming Tourism”,

6. G20 2021: Recommendations for the Transition to a Green Travel and Tourism Economy,

7. The Glasgow Declaration, 2021: A Commitment to a Decade of Climate Action in Tourism,

8. The Digital Futures Programme for SMEs, launched during the Executive Council on 30 November 2021,
9. “Putting sustainable and resilient tourism at the heart of an inclusive recovery”, organized by the UNGA on 4 May 2022,

10. The report on Rethinking Tourism: From Crisis to Transformation,

11. G20 2022 Bali Guidelines for strengthening Communities and MSMEs as Tourism Transformation Agents - A People-Centered Recovery

12. 2022 Marrakesh Call to Action on SMEs Digitalization
— Priority 1 - Green tourism:

— Priority 2 - Digitalization:

— Priority 3 - Skills:

— Priority 4 - Tourism micro-, small and medium-sized enterprises (MSMEs):

— Priority 5 - Destination management:
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Crisis Management

Priority
Support the fight against the pandemic and sustain tourism jobs and companies.

#TRAVELTOMORROW

Restart Tourism

Priority
Restoring mobility, promote safe travel, enhance coordination and consumer confidence while supporting the survival of the sector.

#RESTARTTOURISM

Accelerating Transformation

Priority
Accelerate the transformation of the sector towards a more resilient, inclusive and sustainable future maximizing the opportunities of innovation and digitalization.

#FUTURETOURISM
Accelerating Transformation
# FUTURETOURISM

Priority
Accelerate the transformation of the sector towards a more resilient, inclusive and sustainable future maximizing the opportunities of innovation and digitalization.
seeks for

Accelerating economic recovery by scaling up SMEs to unleash digital technologies, supporting job creation and future resilience.
Tourism Tech Adventures
UNITED ARAB EMIRATES
DUBAI 25 MARCH 2022

OPENING
H.E. DR. AHMAD BELHOUL AL FALASI
MINISTER OF STATE FOR ENTREPRENEURSHIP
AND SMEs, UNITED ARAB EMIRATES
Future
1. Embrace digitalization
2. Encourage innovation
3. Enhance Partnerships
4. Implement Sustainable Practices
5. Enhance Visitor Experience using digital and innovation tools
6. Ensure Data Privacy and Security
7. Enhance Digital Skills
UNWTO

- Leading the digitalization of tourism
- Creating an Innovation and Entrepreneurship Ecosystem
- Maximizing the potential of the sector
Thank You!

E-mail: etae@unwto.org