

# Powering Travel & Tourism into the Next Decade

## An Agenda for Growth and Development



The Global Travel Association Coalition (GTAC) is a cooperation between the leading global private sector and government organisations from the Travel & Tourism sector.

GTAC aims to speak with 'One Voice' on key issues shaping the growth of the sector, while promoting a better understanding of Travel & Tourism's role as a driver of economic progress, employment and sustainable development.

GTAC is currently comprised of the following members: Airports Council International (ACI), Cruise Line International Association (CLIA), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO), Pacific Asia Travel Association (PATA), World Economic Forum (WEF), World Tourism Organization (UNWTO) and World Travel & Tourism Council (WTTC).

Fuelled by a growth in real incomes, greater amounts of leisure time, improved and accessible transport and the globalisation of trade, business, and communications systems, Travel & Tourism has experienced continued expansion and diversification over the past six decades, turning into one of the largest, fastest growing economic sectors in the world. It accounts for 9.8% of global GDP, one in every 11 jobs worldwide (274 million), and 6% of global exports.

In 2014, international tourist arrivals reached 1.14 billion<sup>1</sup> and the sector grew by 3.7%, contributing over US\$7 trillion to global GDP (US\$2.4 trillion directly). This growth is set to continue over the decade ahead, with forecasts of an additional 74.5 million new jobs and a contribution of over US\$11 trillion to the global economy by 2025<sup>2</sup>. The forecast for international tourist arrivals is 1.8 billion by 2030<sup>3</sup>.

To harness the full potential of Travel & Tourism to help resolve some key challenges facing our societies, including consolidating the global economic recovery, contributing to resource efficiency while creating quality jobs, and providing inclusive economic opportunities, we, the undersigned organisations, will work with a coordinated approach, with governments and the private sector, to advance:

1. Travel Facilitation
2. Infrastructure Development
3. Environmental Sustainability
4. Investment in People

### ONE: Travel Facilitation

- We attest that travel facilitation allows people to cross international borders safely and efficiently for business and leisure tourism purposes, inter alia and that travel facilitation is an important element of a country's competitiveness, contributing to significant economic growth and job creation;

- We recognise the sovereign right of States to control the entry of foreign nationals to their territories, within the framework of national and international legislation and regulations;
- We respect the need for protection of personal data, while meeting technological requirements for enhanced security measures;
- We commend the recent improvements in visa facilitation around the world, such as the simplifying of terms within bilateral agreements and regional waivers, as well as the greater adoption of "visa on arrival"; and,
- We commit to continue producing research to quantify and explain the benefits of travel facilitation in generating jobs and prosperity.

### WE CALL FOR:

- a) Policies which facilitate international Travel & Tourism and thus export growth which generate economic and social benefits globally.
- b) The expansion of transparent visa processes, visa waiver programmes, regional visa agreements and trusted traveller programmes, as well as seamless travel procedures at borders.
- c) The use of new technologies to make travel more accessible, convenient, and more efficient while enhancing security.

### TWO: Infrastructure Development

- We emphasise that the foreseen growth of the Travel & Tourism sector requires significant investment in infrastructure, particularly the need for improved and expanded connectivity and capacity, including intermodality linkages;
- We consider that investment by governments and relevant stakeholders is crucial to ensuring that the forecast demand in Travel & Tourism is supported;
- We note with appreciation that some key countries and regions such as the EU, China and the USA are developing legislative and budgetary proposals to encourage investment in upgrading and developing infrastructure, and to increase carrying capacities and connectedness; and,
- We confirm that the continued liberalization of international air transport, both bilateral and multilateral, could provide important opportunities for ensuring the free flow of travel and trade.

1. UNWTO  
2. WTTC  
3. UNWTO

## **WE CALL FOR:**

- a) The advancement of air, rail, sea and road connectivity through properly designed regulatory frameworks, including measures enabling market and capital access in the context of tourism, transport and trade.
- b) Government and private sector co-operation, to capitalise on innovative and technological resources for improving and accelerating intermodal and infrastructure development.
- c) Setting and strengthening public/private partnerships, to assure legislative and funding needs for improvements and expansion of infrastructure.

## **THREE: Environmental Sustainability**

- We affirm that Travel & Tourism can contribute effectively to sustainable development as reflected in the United Nations' Sustainable Development Goals (SDGs); and
- We recognise the need to decouple the growth of Travel & Tourism from growth in the use of resources, to assure an essential balance between the needs of people with the preservation of the planet and the role of profit; and,
- We commit to continue and to develop the efforts of each of us to measure and target reductions in the use of resources, to minimize the impacts of the expected growth in Travel & Tourism.

## **WE CALL FOR:**

- a) Interagency coordination in considering and implementing ways to protect the environment, while fostering the sector's growth and its socio-economic benefits for host communities.
- b) A higher level of responsibility through the development of strong public/private partnerships for the measurement of tourism's environmental impacts, and evidence-based decision making,
- c) Greater investment in innovation, adequate legislation and technological solutions that ensure the sustainability of the sector and minimise adverse environmental and social impacts.

## **FOUR: Investment in People**

- We affirm that the continued growth of Travel & Tourism around the world depends on the right people with the right skills;
- We consider that Travel & Tourism is one of the world's largest employers;
- We recall that Travel & Tourism creates jobs at different skills levels for often-marginalized segments of society and in areas where other employment opportunities are scarce;
- We recommend the extensive training programs, apprenticeships and development opportunities that take place at all levels across the sector to develop a workforce that is fit for the future;
- We recognise the need for the creation of quality jobs in tourism; and,
- We commit to continuing to evaluate the gaps and providing empirical evidence to formulate solutions for where the needs will be most acute.

## **WE CALL FOR:**

- a) Greater co-ordination between governments, the industry and the education sector to assess and address the needs for future talent requirements that meet the forecast global growth of Travel & Tourism.
- b) The recognition that Travel & Tourism provides worthwhile and valuable long-term career opportunities.
- c) The sharing of best practice in and development of training programmes for the sector.

## **WE, MEMBERS OF GTAC, COMMIT TO:**

1. Continue producing and sharing research based evidence to support the implementation of this Agenda.
2. Speak with 'One Voice' to promote the Agenda's implementation to ensure that Travel & Tourism can be an effective driver of inclusive economic growth and sustainable development.
3. Call on governments to agree to national tourism policies that bring together all relevant government agencies, while creating or strengthening structures that allow for public/private sector cooperation and public coordination of tourism planning and development at all levels.

