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World Tourism Organization (UNWTO)

6th Global Summit on Urban Tourism
Session 1: Tourism and the New Urban Agenda

Kuala Lumpur, Malaysia
4-6 December 2017
Actual Trend vs. Tourism Towards 2030 projection

International Tourist Arrivals (million)

- Trend 1995-2010
- Tourism Towards 2030 projection
- Actual 1995-2016*

1995: 525 mn
2010: 1235 mn
2015: 1.4 bn
2020: 1.8 bn

Source: World Tourism Organization (UNWTO)
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<tbody>
<tr>
<td>1</td>
<td>United States</td>
<td></td>
<td>Italy</td>
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<td>France</td>
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<td>2</td>
<td>Canada</td>
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<td>Canada</td>
<td></td>
<td>United States</td>
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<td>United States</td>
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<tr>
<td>3</td>
<td>Italy</td>
<td>71%</td>
<td>France</td>
<td>43%</td>
<td>Spain</td>
<td>39%</td>
<td>Spain</td>
<td>28%</td>
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<td>4</td>
<td>France</td>
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<td>Spain</td>
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<td>Italy</td>
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<td>Austria</td>
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<td>United States</td>
<td></td>
<td>Austria</td>
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<td>Austria</td>
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<td>Germany</td>
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<td>Germany</td>
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<td>7</td>
<td>Austria</td>
<td></td>
<td>Germany</td>
<td></td>
<td>Switzerland</td>
<td>22%</td>
<td>Germany</td>
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<tr>
<td>8</td>
<td>Spain</td>
<td>17%</td>
<td>Switzerland</td>
<td>22%</td>
<td>United Kingdom</td>
<td>18%</td>
<td>United Kingdom</td>
<td>18%</td>
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<tr>
<td>9</td>
<td>Germany</td>
<td></td>
<td>Yugoslavia</td>
<td>22%</td>
<td>Canada</td>
<td>18%</td>
<td>China</td>
<td>14%</td>
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<tr>
<td>10</td>
<td>United Kingdom</td>
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<td>United Kingdom</td>
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<td>China</td>
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<td>11</td>
<td>Norway</td>
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<td>Greece</td>
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<td>12</td>
<td>Argentina</td>
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<td>Czechoslovakia</td>
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<td>Portugal</td>
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<td>Malaysia</td>
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<tr>
<td>13</td>
<td>Mexico</td>
<td>9%</td>
<td>Belgium</td>
<td>10%</td>
<td>Switzerland</td>
<td>9%</td>
<td>Malaysia</td>
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<tr>
<td>14</td>
<td>Netherlands</td>
<td></td>
<td>Bulgaria</td>
<td></td>
<td>Yugoslav SFR</td>
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<tr>
<td>15</td>
<td>Denmark</td>
<td></td>
<td>Romania</td>
<td></td>
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<tr>
<td>Others</td>
<td>3%</td>
<td></td>
<td>Others</td>
<td>25%</td>
<td>Others</td>
<td>34%</td>
<td>Others</td>
<td>47%</td>
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<tr>
<td>Total</td>
<td>25 million</td>
<td></td>
<td>166 million</td>
<td></td>
<td>436 million</td>
<td></td>
<td>1235 million</td>
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Source: World Tourism Organization (WTO) ©
(Data as collected by UNWTO March 2017)
Asia and the Pacific, the Middle East and Africa to increase their shares
<table>
<thead>
<tr>
<th>Region</th>
<th>Share</th>
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<tbody>
<tr>
<td>Africa</td>
<td>5</td>
</tr>
<tr>
<td>Americas</td>
<td>16</td>
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<tr>
<td>Asia</td>
<td>25</td>
</tr>
<tr>
<td>Europe</td>
<td>50</td>
</tr>
<tr>
<td>Middle East</td>
<td>4</td>
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</table>
Asia and the Pacific with highest annual growth per year between 2005 and 2016

International tourist arrivals
Average Annual Growth 2005-2016 (% a year)

- World: 3.9
- Africa: 4.7
- Americas: 3.7
- Asia and the Pacific: 6.4
- Europe: 2.9
- Middle East: 4.7
2016 and 2017 by region

International Tourist Arrivals (% change)

- Americas: 3.6 (2016), 3 (2017/2016 Jan-Aug)
- Middle East: 5 (2017/2016 Jan-Aug)

Source: World Tourism Organization (UNWTO) ©
At the beginning of the 19th century, only 2% of the world’s population was urban.

Over half of the world’s population now living in cities, and 90% of urban growth taking place in developing countries.

600 cities to generate nearly 65% of the world economic growth by 2025.

A phenomenal shift towards urbanization, with 6 out of every 10 people in the world expected to reside in urban areas by 2030.

Source: UN-HABITAT
Main Challenges

- Maintain and extend infrastructure to cater for the new city dwellers’ demands
- Increased mobility of capital, people and goods
- Increased pressure on local communities, culture, heritage and the environment
- Production and consumption patterns
- Resilience
- Safety and security
The New Urban Agenda

Influenced by:

- The 2030 Agenda for Sustainable Development (People, Planet, Prosperity, Peace and Partnership) as the comprehensive, inclusive, integrated and transformative vision for sustainable development
- The 17 SDGs and related Targets
- SDG 11 - making cities inclusive, safe, resilient and sustainable
- The Paris Agreement and other relevant global development agreements and frameworks
The New Urban Agenda

- **Universal in scope, participatory, inclusive and people-centered** (30,000 participants from 167 countries)
- Provides a **long-term vision** and sets up **priorities and actions** at the different special levels – global, regional, national, sub-national and local – for developing and developed countries
- Represents a powerful source of **inspiration to decision makers, citizens and the tourism community** to rethink the way we plan, design, develop, finance and manage urban spaces – cities and urban settlements
Principles and Commitments:

- Leave no one behind
- Sustainable and inclusive urban economies
- Environmental Sustainability
- Resilient Urban Development
- Governance
The New Urban Agenda

Key findings:

1. Cities can definitively be the solution to the many challenges we currently face
2. Well-planned and well-managed urbanization can ultimately lead to the sustainable development of cities
3. There is not one solution but rather several formulas to improve urbanization and achieve sustainable urban development
4. Cooperation, collaboration and partnership
Tourism and the New Urban Agenda

- Visitors as temporary residents of a city vs. residents as guests of the city
- Tourism, along with other sectors, constitutes a central component in the economy, social life, geography and spatial dynamics of many cities around the world
- Urban tourism has a high potential to stimulate local economic growth because of its linkages with other economic activities, job creation for women and young people
Tourism and the New Urban Agenda

- Tourism is an important engine for the local economic and social development of cities of different sizes.
- **Sustainable tourism** has the potential to advance urban infrastructure and universal accessibility, promote the regeneration of areas in decay and preserve cultural and natural heritage, assets on which tourism depends.
A Framework of Key Themes for Sustainable Tourism in Urban Areas

- Social inclusiveness
- Decent jobs and gender equality and empowerment
- Governance
- Accessibility
- Mutual understanding and cross cultural behavior
- Culture and cultural diversity as critical sources of enrichment of humankind
- Safety and security
The Key Drivers for Action to Foster Sustainable Urban Tourism

- Long term and inclusive vision, shared among the public, private and civil society and supported by urban development policies and processes

- Renewal and revival of cultural heritage and the development of creative industries to the benefit of local communities and individuals

- Innovation and Technology
The Key Drivers for Action to Foster Sustainable Urban Tourism

- Local citizens and stakeholders must benefit from the **positive economic and social impact** of tourism
- Transparency, knowledge and professionalism
- Tourism as an instrument to make cities **livable, lovable and economically sustainable**
- A city that is not good for its citizens is not good for tourists
Tourism and the SDGs

Tourism’s role in resource efficiency, environmental protection and addressing climate change is linked to SDGs 6, 7, 8, 11, 12, 13, 14 and 15

Tourism’s role in economic growth is linked to SDGs 8, 9, 10 and 17

Tourism’s role in promoting cultural values, heritage and diversity is linked to SDGs 8, 11 and 12

Tourism’s role in social inclusiveness, employment and poverty reduction is linked to SDGs 1, 3, 4, 5, 8 and 10

Tourism’s role in promoting mutual understanding, peace and security is linked to SDG 16

Governance frameworks for sustainable tourism are linked to SDG 17
70th Session of UN General Assembly 2015
“Decides to proclaim 2017 the International Year of Sustainable Tourism for Development”

UNWTO- the leading agency to coordinate all IY2017 related activities on a global basis...

1967: International Tourist Year: Tourism – Passport to Peace

2002: International Year of Ecotourism
5 KEY AREAS

1. Inclusive and sustainable economic growth
2. Social inclusiveness, employment and poverty reduction
3. Resource efficiency, environmental protection and climate change
4. Cultural values, diversity and heritage
5. Mutual understanding, peace and security
I. Discussion Paper on “Sustainable Tourism for Development”

II. “Journey to 2030: Tourism and the Sustainable Development Goals” Project
Communicating the IY2017

www.tourism4development2017.org

642 Initiatives as of 14 November 2017

Consumer-oriented Campaign
Tips for a Responsible Traveler

https://youtu.be/4GhKvl9PFvU
Thank you!

Márcio Favilla
Executive Director
Operational Programmes and Institutional Relations

Visit us at unwto.org