Vision

Tourism - A Key Sector for the 2030 Agenda
Towards 2030: Smart, Competitive and responsible tourism

Tourism & 2030 Agenda
Policy Priority
Knowledge & Policy
Value for Members & Membership
Partnerships for Resources & Capacity

SDGs
Priorities
Investing in People for Results Based Management

1. Innovation & digital transformation
2. Investment & entrepreneurship
3. Education & employment
4. Safe, secure & seamless travel
5. Social, cultural & environmental sustainability
1. Innovation & entrepreneurship ecosystems
2. Advancing smart destinations
3. Content & capacity building on innovation and digitalization in tourism
Priorities
Investment & Entrepreneurship

1. Improve business environment – HOW?
   - Stimulating entrepreneurship and SMEs in tourism and other sectors along the tourism value chain
   - Production of knowledge

2. Annual Global Tourism Investment Forum

3. Attracting investments
   - Promotion of tourism lines within existing funding institutions
Priorities

Education & Employment for More & Better Jobs

1. UNWTO Academy and International Centres
2. Strengthen capacity: tourism education, development of frameworks and policies
3. Research: tourism and jobs, promote talent development
Priorities
Safe, Secure and Seamless Travel

1. Crisis preparedness and communications for increased resilience
2. International transport research for increased connectivity
3. Research and advocacy on travel facilitation
Priorities
Social, cultural and environmental sustainability

1. Measuring Sustainable Tourism & UNWTO International Network of Sustainable Tourism Observatories
2. Sustainable consumption and production
3. Congestion management
4. Tourism & climate change: recommendations
5. Global Code of Ethics for Tourism