Global Perspective on Cultural Heritage and Sustainable Tourism

11 June 2018
INTERNATIONAL TOURIST ARRIVALS 2017

Source: 2017 Annual Report, World Tourism Organization (UNWTO)
Tourism Towards 2030

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030

- **Global average growth rate:** 3.3% / year
- **Actual trend:**
  - 1950: 940 mn
  - 2030: 1.8 bn

- **Forecasts:**
  - 2020: 1.4 bn
  - 2030: 4.9 bn

- **Average growth rates by region:**
  - Africa: 2.2% / year
  - Middle East: 4.9% / year
  - Americas: 4.9% / year
  - Asia and the Pacific: 4.9% / year
  - Europe: 4.9% / year

Source: World Tourism Organization (UNWTO) ©
Why Tourism?

10% of GDP (Direct, indirect, and induced)

1/10 Jobs

US$1.5 trillion in exports

30% of services exports

7% of world’s exports

Economic growth

Environment protection

Creating jobs

Cultural preservation

Peace & Security

Tourism is much more than you imagine

Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017
TRAVELLERS PAY DIRECTLY TO...
Airlines, coaches, rental cars, trains, cruise lines, travel agents, hotels, convention centres, restaurants, shopping centres, sports arenas, entertainment, theatre, recreation etc.

THESE ARE SUPPLIED BY...
outside goods and services such as marketing and PR, cleaning and maintenance, energy providers, catering and food production, design and print etc.

BOTH OF WHICH CREATE JOBS...
which pay salaries, wages, profits, and taxes

WHICH PAY INTO...
infrastructure, agriculture, technology, real estate, communications, education, banks, healthcare and more.
TRAVEL & TOURISM: ECONOMIC IMPACT 2018

GLOBAL GDP GROWTH 2017 (%)

10.4% CONTRIBUTION TO GLOBAL GDP 2017 (US$8.3 TN)

1/10 OF ALL JOBS IN 2017 (313 MILLION)

1/5 OF ALL NEW JOBS CREATED IN 2017 (7.2 MILLION)

Sources: T&T Economic Impact 2018, World Travel & Tourism Council (WTTC), www.wttc.org.
WORLD: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

What is Sustainable Tourism?

“Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”
The 12 aims of sustainable tourism

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Sources: Sustainable Tourism for Development, World Tourism Organization (UNWTO), 2013