



HMT 141

United Nation Tourism

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"UN tourism is leading the way forward in growing investments into the tourism sector. We serve as the bridge between investors and destinations, and we guide investments where they will have the biggest impact in making tourism more resilient, inclusive and sustainable."

- **MR. ZURAB POLOLIKASHVILI**
UN Tourism General Secretary



What is UN Tourism?



The World Tourism Organization (UNWTO) is a specialized agency of the United Nations, and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.

The World Tourism Organization (UN Tourism) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

Why UN Tourism?



- ❖ Mainstreaming tourism in the global agenda
- ❖ Promoting sustainable tourism development
- ❖ Fostering knowledge, education and capacity building
- ❖ Improving tourism competitiveness
- ❖ Advancing tourism's contribution to poverty reduction and development
- ❖ Building partnerships

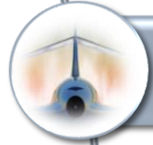
Mission and Vision



SUSTAINABLE DEVELOPMENT



COMPETITIVENESS



INNOVATION AND INVESTMENT



ETHICS, CULTURE AND SOCIAL RESPONSIBILITY



TECHNICAL COOPERATION



STATISTICS



UN TOURISM ACADEMY

Tourism and Sustainable Development Goals (SDGs)

UN Tourism is responsible for the promotion of responsible, sustainable and universally accessible tourism geared towards the achievement of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).



Global Impact of Tourism

In 2019, prior to the pandemic, Travel & Tourism (including its direct, indirect, and induced impacts) accounted for 10.5% of all jobs (334 million) and 10.4% of global GDP (US\$ 10.3 trillion). Meanwhile, international visitor spending amounted to US\$ 1.91 trillion in 2019.

Economic Contribution:



Tourism plays a vital role in promoting socio-economic development by stimulating economic growth, generating employment opportunities, alleviating poverty, and fostering sustainable development, especially in rural and remote areas.

Tourism as a Development Tool:



UNWTO has been instrumental in guiding the recovery of global tourism after the pandemic, focusing on rebuilding responsibly and inclusively.

Post-COVID Recovery Efforts:



Challenges in Global Tourism

Overtourism:

Managing tourist numbers in highly visited destinations to avoid environmental degradation and preserve cultural sites.

Climate Change:

Addressing the impact of tourism on global warming by encouraging low-carbon tourism strategies.

Inclusivity and Accessibility:

Ensuring that tourism is accessible to people of all abilities and backgrounds, supporting gender equality and youth employment.



Case Study: UNWTO's Work in India



Rural Tourism Development

- The **Rural Tourism Scheme** initiated by the Indian government, with UNWTO's guidance, focuses on developing tourism in villages with potential for cultural and natural attractions.
- Empowering women and youth through employment opportunities in tourism.



Heritage and Cultural Preservation

- Workshops and seminars to train local stakeholders, including site managers and local authorities, on sustainable practices.
- Partnering with **India's Archaeological Survey** to protect heritage while improving visitor experience.



Digital Innovation and Smart Tourism

- UNWTO has encouraged India's adoption of **smart tourism technologies** to enhance the visitor experience and make tourism more accessible.
- With UNWTO's support, India has begun integrating digital platforms in tourism to provide real-time information, manage tourist flow, and enhance safety at popular destinations.

Future of **Global** Tourism

Resilience and Adaptation:

- Tourism will need to focus on sustainability and crisis preparedness, whether due to health issues or climate risks.

Youth and Digital Transformation:

- Promoting **innovation** and **entrepreneurship** among youth in the tourism sector.