UNWTO and ITC joint work on SDGs

The world tourism Organization and the International Trade Center (ITC) are working in the framework of the following SDGs:

- **SDG 1**: End poverty in all its forms everywhere
- **SDG 8**: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- **SDG 17**: Strengthen the means of implementation and revitalize the global partnership for sustainable development.

**Why Tourism?**

Tourism is today one of the fastest-growing and most important economic sectors worldwide, contributing nearly 10% to world gross domestic product (GDP) and generating on in eleven jobs globally through its direct, indirect and induced impacts. In 2015, there were 1.2 billion international tourist arrivals. These tourists generated US$ over 1.4 trillion in exports to the visited economies or 7% of the world’s total exports.

**Tourism and Sustainable Development**

Tourism is firmly positioned in the 2030 Agenda for Sustainable Development for its potential to contribute to the 17 Sustainable Development Goals (SDGs), and particularly to Goals 8, 12 and 14.

Sustainable tourism, and its impact at community level, can foster national poverty reduction goals, promote entrepreneurship and small businesses, and empower less favored groups, particularly youth and women.

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Unlocking tourism’s potential requires integrating the policy dimensions of international trade and Foreign Direct Investment (FDI) into tourism planning and ensuring that tourism is include in national strategies in these areas.

The International Trade Center (ITC) and the World Tourism Organization (UNWTO) provide an integrated approach to tourism and trade development to support least developed and developing countries.

ITC and UNWTO technical assistance includes the following modules:

- **Strengthen tourism institutions and services providers** such as tourism boards, tourism ministries, professional associations and training institutions.
- **Enhance public/private dialogue**, especially the cooperation between tourism and trade stakeholders to enable policy in the areas of:
  - trade, investment and visas.
  - branding, marketing and product positioning.
  - resilience and risk management.
- **Design national Tourism Export Strategies (TES)** that complement Tourism Master Plans and Strategies with an export-oriented vision for the entire sector.
- **Explore opportunities through the tourism value chain**, in building a more inclusive growth by:
  - strengthening the capacity and the competitiveness of tourism providers;
  - building strong backward linkages with local SMEs to create value in the local economy.
- **Gather and disseminate tourism data** to measure the sector and its impact; promote results-focused management, and highlight strategic issues for policy decisions.
International tourism is an important source of foreign currency earnings. In 2014, international tourism generated US$ 1,522 billion in tourism receipts in destinations plus an estimated US$ 221 billion in passenger transport, bringing the total exports from international tourist to US$ 1.5 trillion.

As a worldwide export category, tourism ranked third in 2014, after fuels, chemicals, food, and ahead of automotive products.

Tourism is the top export sector in many emerging economies, including several Least Developed Countries (LDCs).

In 2014, international tourism generated US$ 503 billion in exports in emerging economies and developing countries.

ITC and UNWTO are committed to mainstreaming international tourism: joint advocacy efforts to raise the profile of the importance of the tourism sector, in the trade services and AfT agenda. In order to achieve the expected aim of increasing the visibility of Tourism and its potential as an instrument for sustainable development.