

International Tourism Newsletter

Special edition of ITC global services network



Spotlight on Tourism at the Aid for Trade Global Review 2017, 11-13 July 2017, Geneva, Switzerland

[Report Launch: Tourism for Development in Least Developed countries \(EIF, ITC, UNWTO\), 11 July 2017, \(11:30-13:00\)](#)

The joint Enhanced Integrated Framework (EIF), World Tourism Organisation (UNWTO) and International Trade Centre (ITC) study "Tourism for Development in Least Developed Countries: Leveraging Resources for Sustainable Tourism with the Enhanced Integrated Framework" will be launched at a side event at the Aid for Trade Global Review. Preliminary results of the study can be found in this [brochure](#).

The session will discuss how donor co-ordination, collaboration between tourism and trade stakeholders and smart design of support programs can contribute to building tourism activities in least developed countries that are economically, socially and environmentally sustainable.

The new joint ITC-UNWTO offering on [National Tourism Export Strategies](#) will also be presented at this occasion.

[Thematic Focus: Tourism, Travel Facilitation and Connectivity, 11 July 2017, \(17:30-19:00\)](#)

Tourism and air transport are potential engines for growth and economic development. Accessing tourism destinations is of primary importance for tourism growth and development, therefore connectivity is a powerful enabler to boost transportation and tourism.

The Session will discuss how to create an enabling environment for tourism to support resilient and sustainable economic growth and attract investment in infrastructure, ICT and tourism facilities; how to bridge air transport and tourism policies in facilitating travel; how innovative business models are responding to the digitalization of the tourism market.

The keynote speakers for this session are Marcio Favilla Lucca de Paula, Executive Director, United Nations World Tourism Organization, World Tourism Organization, Arancha González, Executive Director, International Trade Centre, Hamat Bah, Minister of Tourism of Gambia, and moderated by Shishir Priyadarshi, Director, Development Division, World Trade Organization.

News

[UNCTAD, The Economic Development in Africa Report 2017 Tourism for Transformative and Inclusive Growth](#)

UNCTAD's newly released [The Economic Development in Africa Report 2017: Tourism for Transformative and Inclusive Growth](#) examines the role that tourism can play in Africa's development process. It identifies the main barriers to unlocking the potential of tourism in Africa and provides policy recommendations on how to overcome them to help transform the continent's economy towards sustainable development. The report also demonstrates that tourism can be an engine for inclusive growth and economic development and it can complement development strategies aimed at fostering economic diversification and structural transformation within the right policy context.

[UNWTO publication on responsible use of ratings and review on digital platforms](#)

[The 3rd International Congress on Ethics and Tourism](#), took place in Krakow, Poland on 27-28 April 2017, and discussed ways to advance the commitment of tourism towards sustainable and responsible practices.

The Krakow Conference has served to present [the UNWTO Recommendations on the Responsible Use of Ratings and Reviews on digital platforms](#). The guidelines were developed by the World Committee on Tourism Ethics (WCTE) with the collaboration of TripAdvisor, Minube and Yelp.

This [UNWTO publication](#) highlights recommendations on the responsible use of ratings and review on digital platforms, which have become not just records but the most valuable assets a company can accumulate. Reviews online create a verifiable track record of performance and trustworthiness. TripAdvisor alone, for instance, offers over 435 million travel related reviews covering 6.8 million accommodations, restaurants and attractions.

[New technologies applied to tourism](#)

Today's traveller demands new experiences, new products and greater connectivity, factors that determine the competitiveness of tourist destinations. In order to meet these expectations, several recent events and publications have addressed the future of tourism based on competition, sustainability targets, information security and the use of big data.

The relationship between sustainability and new technologies was the main theme of the [International Seminar](#) held on 1 June 2017 after the 61st UNWTO Regional Commission for the Americas in San Salvador, El Salvador and Roatán, Honduras. The current trends in new technologies applied to tourism, especially with regard to big data and new platforms of tourism services.

[Smart Destinations](#)

The use of technological solutions contributes effectively to evidence-based decision-making, prioritization of measures and anticipation of future scenarios, which is essential for responsible management of tourism and its impacts. ['Smart destinations'](#) are key to sustainable development and contribute not only to advances in the tourism sector but also in societies at large.

In Europe, the advancement of competitiveness and sustainability of the tourism sector largely depends on the offerings of new technologies. Tourism experts as well as government and private sector representatives met in Madrid on 24 March 2017 to discuss the [challenges and opportunities](#) offered by these new technologies. Juan Jesús García, responsible for Institutional Relations for Europe at the Amadeus IT Group elaborated on the challenges deriving from the digitalization of the travel and tourism sector, highlighting that "innovation in the field of smart multimodal mobility and support for SMEs in digital adoption are two key strategic axes for us".

[Visa openness level continues to progress](#)

Qatar's [new transit visa structure](#) now allows passengers with a minimum transit time of five hours in Hamad International Airport, to stay in Qatar for up to 96 hours (four days), a significant increase from the previous scheme which allowed 48 hours only. In addition, Qatar has launched an [e-visa platform](#) through which visitors can directly apply for tourist visas.

ITC's Youth Empowerment Project (YEP) support job creation in Gambia

This four-year EU funded €11 million project aims to strengthen the long-term competitiveness and viability of the Gambia's economy, [and support job creation and entrepreneurship for Gambian youth](#). The YEP will focus on building specific skills among youth in a number of [sectors such as agriculture and tourism](#). These sectors will continue to provide the bulk of economic development in the Gambia and serve as the main drivers of socio-economic progress and job creation.

India pushes for discussion on tourism at the WTO

[India's communication dated 23 February 2017](#) included a draft text for a Trade Facilitation Agreement, which includes provisions on the temporary entry for the supply or consumption of services, as well as facilitating movement of natural persons, which both relate to tourism. Previous communications from India had mentioned tourism more explicitly. The communication from September 2016 made specific reference to tourism, medical services and education services as well as travel facilitation. India's communication from November 2016 included medical tourism as a topic to be considered when discussing the facilitation of consumption of services abroad.

RECENT EVENTS

Tourism and future energy: committed to curb emissions, 26-27 June 2017, Astana, Kazakhstan

['Tourism and Future Energy: Unlocking low-carbon growth opportunities'](#) conference brings industry leaders and policy makers to the Kazakh capital city of Astana to discuss the contribution of the tourism sector to reducing carbon emissions. [The Conference](#) was a joint initiative of Astana EXPO 2017 and the World Tourism Organization (UNWTO) with the support of the Ministry of Culture and Sports of Kazakhstan. The Conference concluded on the need to secure the commitment of all actors at national and local level (public and private sectors) and develop tourism products with low-carbon impact that can create jobs, especially for women and youth, among many others.

UNWTO Manila Conference sets roadmap to measure Sustainable Tourism, 21-23 June 2017, Manila, Philippines

[The Statistical Framework for Measuring Sustainable Tourism \(SF-MST\)](#) is an organizing structure for integrating statistics on the economic, environmental and social dimensions of sustainable tourism. UNWTO is the UN agency with the responsibility to carry forward work on the measurement of tourism.

Nearly 1.000 experts from over 80 countries convened for three days (21-23 June) in Manila at the [6th International Conference on Tourism Statistics](#) to lay the groundwork for an expanded statistical framework to measure sustainable tourism in its economic, social and environmental dimensions. Statistical information on tourism's multiple facets is pivotal in advancing knowledge of the sector, monitoring progress, promoting results-focused management, and highlighting strategic issues for policy decisions.

UPCOMING EVENTS

World Islamic Tourism Conference, 24-25 July 2017

The first [World Islamic Tourism Conference](#) will take place in Kuala Lumpur, Malaysia, on 24-25 July. The Islamic Tourism is increasingly becoming an important share of the market with more than 1.7 billion Muslims worldwide. According to Thomson Reuters, the Muslim travel market is expected to generate US\$ 243 billion by 2021. The inaugural conference aims at enhancing tourism stakeholders' understanding of the increasing opportunities this group offers.



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