

## FOCUS SESSION XVI:

### Tourism as an engine for growth and development

#### Focus session 16

15 April 2014, at 15h00, Room Montejo 4

#### Objective:

This Focus Session will aim to: (a) demonstrate the importance of the tourism sector in the world economy and its contribution to development and poverty reduction, job creation and green growth in developing countries; (b) underline the contrast between the low percentage of ODA and Aid for Trade flows disbursement against tourism capacity to achieve development; (c) debate on innovative delivery models and how aid effectiveness can be instrumental for tourism public and private stakeholders in the post 2015 agenda.

#### Session Format:

Panel Discussion – to be followed by an interactive discussion with audience.

#### Speakers/Panelists:

- Mr. Javier Guillermo Molina, Head, Department Affairs and International Co-operation, Secretaría de Turismo, México, D.F.
- Mr. Márcio Favilla L. de Paula, Executive Director, Operational Programmes and Institutional Relations, UNWTO
- Mr. Schneider Romain, Minister, Development Cooperation, Luxembourg
- Mr. Martin Malan, Chargé d’Affaires, Embassy of the Republic of South Africa in Mexico
- Mr. Soares Sambu, Minister of Economy and Regional Integration, Guinea Bissau

Moderator: Mrs. Zoritsa Urosevic, Head, Institutional Relations and Resources Mobilization, UNWTO

#### Background/Narrative:

Tourism is one of the fastest developing economic sectors in the world, generating 9% of world’s GDP, accounting for 36% of service exports and creating one in every 11 jobs.

Tourism features in the Rio+20 Outcome Document, *The Future We Want*, as one of the cross cutting sectors capable of making “a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities.”

Building upon the successes and failures on how to better deliver development together, in order to act jointly to address post-2015 development challenges from a multi-stakeholder perspective, the session will examine innovative ideas for addressing how increased ODA and Aid for Trade flow can maximize the sustainability and competitiveness of tourism as a rather complex sector with multiple linkages to the rest of the economy. Cooperation flows for tourism can act as catalyzers for national development efforts at different levels for MICs and LDCs, including SIDS. These flows can trigger increased private sector investment, contributing to a greater effectiveness of Aid and poverty reduction. The discussions could lead towards the conceptualization of “new” cooperation architecture for effective delivery of Aid for tourism in the post-2015 agenda.

### Related Links:

Secretariat of Tourism of Mexico (SECTUR) – <http://www.sectur.gob.mx/>  
World Tourism Organization (UNWTO) – <http://www.unwto.org/>  
*Aid for Trade and Value Chains in Tourism* (joint WTO, OECD and UNWTO report) - [http://www.wto.org/english/tratop\\_e/devel\\_e/a4t\\_e/global\\_review13prog\\_e/tourism\\_28june.pdf](http://www.wto.org/english/tratop_e/devel_e/a4t_e/global_review13prog_e/tourism_28june.pdf)  
*Sustainable Tourism for Development Guidebook*<sup>1</sup> – <http://icr.unwto.org/content/guidebook-sustainable-tourism-development>

### Organisers:

The event is being organized by the World Tourism Organization (UNWTO) in cooperation with the International Trade Center and the UN Steering Committee on Tourism for Development (SCTD)<sup>2</sup>, with the support of the Ministry of Tourism of Mexico and the Ministry of Tourism of South Africa.

### Contact(s):

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México: Mr. Javier Esteban Guillermo Molina [jequillermo@sectur.gob.mx](mailto:jequillermo@sectur.gob.mx) and Ms. Karla Ruth Orozco Toledano [korozcot@sectur.gob.mx](mailto:korozcot@sectur.gob.mx)

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<sup>1</sup> The European Commission (Directorate General Development and Cooperation – DG DEVCO/ EuropeAid) commissioned UNWTO to develop a guidebook.

<sup>2</sup> Ten key international organizations have joined forces and formed the United Nations Steering Committee on Tourism for Development (SCTD) with the objective to strengthen the developmental impact of international tourism: International Labor Organization (ILO), International Trade Center (ITC), United Nations Conference on Trade and Development (UNCTAD), United Nations Development Programme (UNDP), United Nations Environment Programme (UNEP), United Nations Educational, Scientific and Cultural Organization (UNESCO), United Nations Industrial Organization (UNIDO), United Nations Women (UN WOMEN); United Nations World Tourism Organization (UNWTO), and World Trade Organization (WTO). SCTD website: <http://icr.unwto.org/sctd>