

Digital Futures in Tourism: Empowering SMEs and Local Economies for Global Impact

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Contents

1. Tourism, SMEs and Digital Environment
2. Policy Discussion on the Future of Work in Tourism
3. UNWTO's Initiatives for Tourism Recovery through Accelerating Digitalization and Expanding Innovation
4. Future Directions and Recommendations

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4% of the **Global GDP**

is the direct contribution of tourism to the economy

USD 3.5 trillion in **2019**



A woman with curly hair is looking at a laptop screen. The image is overlaid with a blue tint and a white geometric shape on the right side.

85 %

of the tourism value
chain is made up by

Small and Medium Enterprises

**In the EU out of 3.2 million tourism
businesses, 99.8% were MSMEs**

OECD (2019)

<https://ec.europa.eu/eurostat/web/structural-business-statistics>

Global Greenfield FDI

tourism sector

2,415 announced projects
representing a total capital investment of
USD 175.5 billion



66% of the projects
developed correspond to
hotels

It means, an average investment of
USD 72.6 million
per project

388,000 approx. jobs supported
in the same period

2018

2022

fDi Intelligence from the Financial Times in association with UNWTO (2023).

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within **tourism**

From all announced greenfield projects in the same period:

66% were in **hotel infrastructure**

16% in **technology and Innovation** for the sector; and

9% in **entertainment**

fDI Intelligence from the Financial Times in association with UNWTO (2023).



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1. Tourism, SMEs and Digital Environment


2. Policy Discussion on the Future of Work in Tourism

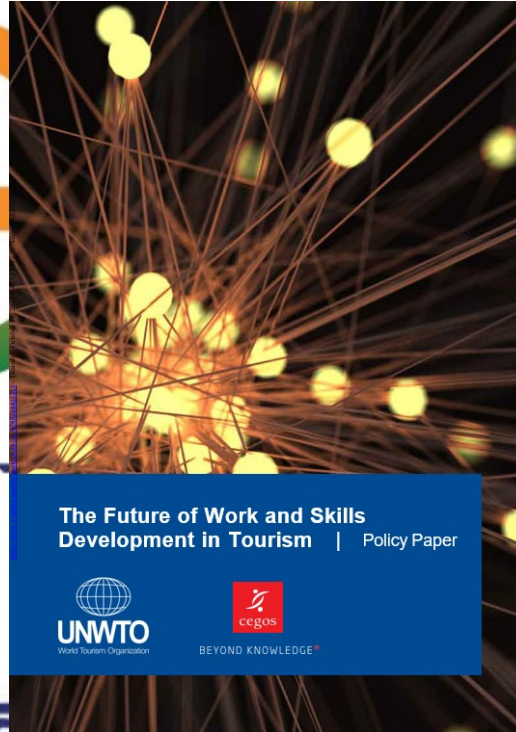
3. UNWTO's Initiatives for Tourism Recovery
through Accelerating Digitalization⁹ and
Expanding Innovation

As a Global Policy

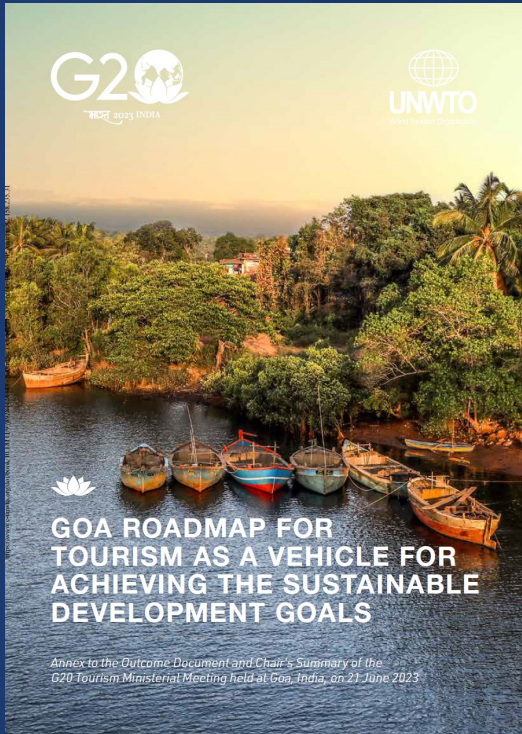
1. The UN General Assembly **2015** on Transforming our World: the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals,
2. The One Planet Vision for a Responsible Recovery of the Tourism Sector,
3. G20 **2018**: Buenos Aires - The Future of Work in sustainable development: Technological Change as a Key

4. G20 **2019**: Osaka Declaration on Digital Economy
5. The United Nation's Policy Brief "COVID-19 and Transforming Tourism",
6. G20 **2021**: Recommendations for the Transition to a Green Travel and Tourism Economy,
7. The Glasgow Declaration, **2021**: A Commitment to a Decade of Climate Action in Tourism,
8. The Digital Futures Programme for SMEs, launched during the Executive Council on 30 November **2021**,

- 
9. "Putting sustainable and resilient tourism at the heart of an inclusive recovery", organized by the UNGA on 4 May **2022**,
 10. The report on Rethinking Tourism: From Crisis to Transformation,
 11. G20 **2022** Bali Guidelines for strengthening Communities and MSMEs as Tourism Transformation Agents - A People-Centered Recovery
 12. **2022** Marrakesh Call to Action on SMEs Digitalization



ONE EARTH • ONE FAMILY • ONE FUTURE



— **Priority 1 - Green tourism:**

— **Priority 2 - Digitalization:**

— **Priority 3 - Skills:**

— **Priority 4 - Tourism micro-, small and medium-sized enterprises (MSMEs):**

— **Priority 5 - Destination management:**

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Crisis Management

#TRAVELTOMORROW



Priority

Support the fight against the pandemic and sustain tourism jobs and companies.

Restart Tourism

#RESTARTTOURISM



Priority

Restoring mobility, promote safe travel, enhance coordination and consumer confidence while supporting the survival of the sector.

Accelerating Transformation

FUTURETOURISM



Priority

Accelerate the transformation of the sector towards a more resilient, inclusive and sustainable future maximizing the opportunities of **innovation** and digitalization.

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FUTURETOURISM

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Accelerate the transformation of the sector towards a more resilient, inclusive and sustainable future maximizing the opportunities of innovation and digitalization.





seeks for

Accelerating economic recovery by scaling up SMEs to unleash digital technologies, supporting job creation and future resilience.



**UNWTO Ministerial Roundtable on
Tourism Resilience through Innovation and
Digitalization in Asia and the Pacific**

June 2022

BROADBAND FORUM

UNWTO
World Tourism Organization

UNWTO

Malaysia
Abdus Salam



Final of the 1st UNWTO Tourism Start-up Competition

Madrid, Spain
23 January 2019



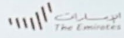
Tourism Tech ADVENTURES

UNITED ARAB EMIRATES

DUBAI 25 MARCH 2022



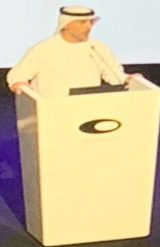
UNITED ARAB EMIRATES
MINISTRY OF ECONOMIC DEVELOPMENT



UNWTO
World Tourism Organization

OPENING

H.E. DR. AHMAD BELHOUL AL FALASI
MINISTER OF STATE FOR ENTREPRENEURSHIP
AND SMES, UNITED ARAB EMIRATES



BEST TOURISM VILLAGES



Future



1. Embrace digitalization



2. Encourage innovation



3. Enhance Partnerships



PARTNERSHIP

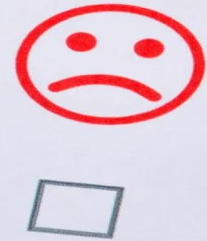


4. Implement Sustainable Practices



5. Enhance Visitor Experience using digital and innovation tools

visitor experience



6. Ensure Data Privacy and Security



7. Enhance Digital Skills



DIGITAL SKILLS





UNWTO

- Leading the digitalization of tourism
- Creating an Innovation and Entrepreneurship Ecosystem
- Maximizing the potential of the sector



UNWTO

World Tourism Organization

Thank You!

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COVID-19
RESPONSE