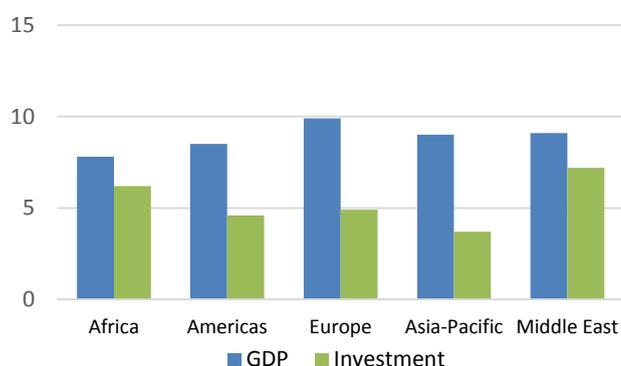


TOURISM - AN IMPORTANT DRIVING FORCE FOR INCLUSIVE SOCIO-ECONOMIC DEVELOPMENT, ECONOMIC DIVERSIFICATION, ENTERPRISE AND JOB CREATION

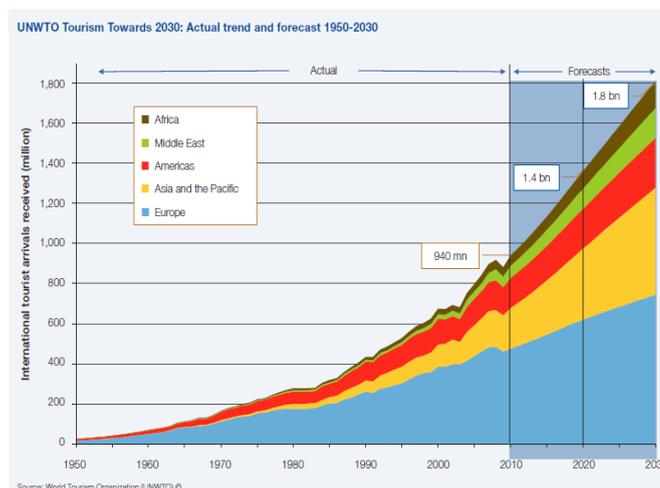
■ **Tourism is one of the most dynamic and fastest growing economic sectors globally.** Continued expansion and diversification have characterized the tourism sector over the past decades. In 2016, the sector's overall contribution to GDP was around 10% and is foreseen to rise by 3.9% annually to reach 11.4% of GDP in 2027. Tourism also attracts capital investment, which accounted for US\$806.5 billion in 2016, representing 4.4% of total investment. International tourism receipts earned by destinations worldwide have increased from US\$ 2 billion in 1950 to US\$1,220 billion in 2016.

Figure 1. Total contribution of travel and tourism to GDP and to total investment, 2016 (in %)



Source: WTTC. 2017. *Travel and tourism, economic impact 2017*. Regional reports for Africa, America, Europe Asia-Pacific and the Middle East (London, 2017)

■ **Tourism is the world's third largest export category after chemicals and fuels:** international tourism (inbound and outbound tourism) represents 30% of the world's services exports and accounts for 7% of overall exports in goods and services. For many countries inbound tourism is an important source of foreign currency earnings and contributes to countries' economies. For emerging economies¹ as a whole, where the sector increasingly provides an opportunity for economic diversification, tourism accounts for 40% of services exports.²

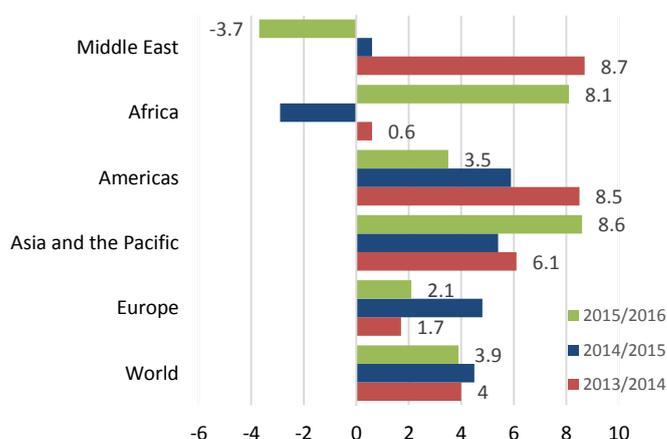


Source: WTTC. 2017. *Travel and tourism, economic impact 2017*. Regional reports for Africa, America, Europe Asia-Pacific, Middle East (London, 2017)

■ **International tourist arrivals rose from 25 million in 1950 to 278 million in 1980, 674 million in 2000, and 1235 million in 2016.** France, the United States, Spain and the People's Republic of China are the top-five destinations in terms of international tourist arrivals. Tourism growth is strongest in emerging economies (+4.4%) with tourist arrivals foreseen to increase at twice the rate of those in advanced economies (+2.2%) between 2010 and 2030.

By 2030, the market share of international tourism in emerging economies is expected to reach 57%, compared to 45% in 2016 and 30% in 1980. By 2030 international tourism is foreseen to increase in Asia and the Pacific (to 30% up from 22% in 2010), the Middle East (to 8% up from 6%) and Africa (to 7% up from 5%).³

Figure 2. International tourist arrivals (change in %)



Source: UNWTO. 2017. *Tourism Highlights 2016 Edition* (Madrid).

¹ Classification based on the IMF. World Economic Outlook Statistical Annex, 2017 ³ UNWTO. 2017. Op.cit.

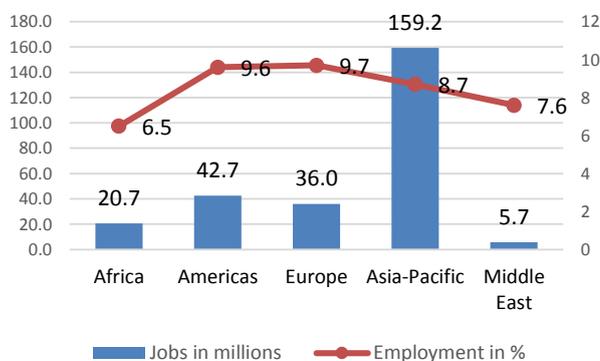
² UNWTO. *Tourism Highlights 2017 Edition* (Madrid, 2017).

Tourism is firmly positioned in the 2030 Agenda for Sustainable Development. Its importance as a driver for job creation and the promotion of local economic development, local culture and products is reflected in the Sustainable Development Goals (SDGs) 8, 12 and 14, which include tourism-specific targets. The role of tourism as “a vehicle for job creation, economic growth and development” has also been recognized by the G20. Declarations issued by the G20 Tourism Ministers since 2010 reaffirm G20 countries’ commitment to advance initiatives that promote more and better jobs in the tourism sector.

TOURISM - A MAJOR SOURCE OF EMPLOYMENT, PARTICULARLY FOR WOMEN AND YOUNG PEOPLE, BECAUSE OF ITS LABOUR INTENSIVE NATURE AND THE SIGNIFICANT MULTIPLIER EFFECT ON EMPLOYMENT IN RELATED SECTORS

- One job in the core tourism sector creates about 1.5 additional or indirect jobs in the tourism-related economy. Tourism overall accounts for one in 10 jobs in the world.⁴
- In 2016, tourism globally generated 108 million direct jobs (3.6% of total employment). Including jobs indirectly supported by tourism, the sector represented 292 million jobs (9.6% of total employment)⁵.

Figure 3. Contribution of travel and tourism to employment, 2016

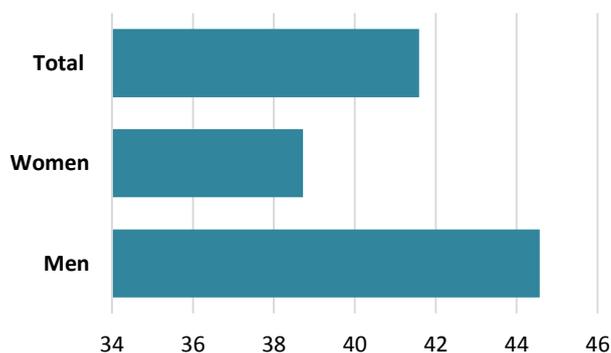


Source: WTTC. 2017. *Travel and tourism, economic impact 2017*. Regional reports (London, 2017)



- The proportion of part-time and temporary workers, as well as of self-employed persons is generally higher in hotels and restaurants than in the overall economy. Turnover also tends to be frequent as workers are more likely to spend less than 2 years working with the same employer.⁶

Figure 4. Mean weekly hours worked per employee in accommodation and food service activities, 2016



Source: ILOSTAT. Calculations are based on the available data from 97 countries.

- The age profile of the tourism workforce is generally lower than for the economy as a whole. Most tourism workers are under 35 years of age, and half of them are 25 or under. In developed countries, almost half (46.8%) of the tourism workforce is aged 15-34, compared to 32.4% in the economy as a whole.⁷

- Women represent between 60% and 70% of the global tourism workforce. They are often over-represented in lower skilled and lower paid occupations, notably housekeeping and customer contact areas. Moreover, women frequently suffer segregation in terms of education and training, and are on average paid less than male workers for comparable skills.⁸

- The sector is also an important source of employment for migrant workers.

⁴ WTTC. *Travel and tourism, economic impact 2017*. World (London, 2017).

⁵ WTTC. 2017. Op.cit.

⁶ Stacey, J.: *Supporting quality jobs in tourism*, p. 27, in: *OECD tourism papers, 2015/02* (Paris, OECD Publishing, 2015).

⁷ Stacey J. 2015. Op.cit, p. 29.

⁸ ILO: *Guidelines on decent work and socially responsible tourism. Sectoral Policies Department* (Geneva, 2017).