



**Global
Tourism
Forum**
Andorra 2011



World Tourism Organization

PRESS KIT

FIRST GLOBAL TOURISM FORUM (GTF): ANDORRA 2011

The first Global Tourism Forum (GTF) was endeavours to promote tourism's unquestionably valuable role as a factor contributing to the recovery of the global economy. It is a sector that stands out in terms of its effectiveness as a creator of jobs, its high degree of competitiveness and its increasingly keen awareness of the need for sustainable development.

The tourism sector represents 5% of world GDP, accounts for up to 7% of jobs and generates service export revenues amounting to 3 billion dollars a day worldwide. Despite these figures that place tourism at the same level as industries such as food or textiles, major international economic bodies are only now beginning to consider tourism as one of the key components in order to meet the challenges and opportunities of the world economy. To a certain extent, this is a consequence of the fragmented nature of the sector, which makes it difficult for it to carry greater weight and representation in political fora and economic gatherings at the international level.

The Forum is thus intended to serve as a truly high-level platform where industry leaders from both the public and private spheres can come together to address the main issues, challenges and opportunities, making it possible to place tourism at the forefront of the international agenda.

The Global Tourism Forum Andorra 2011 will focus on the key issues of the competitiveness and responsibility of the tourism sector. Other priority topics include new business models to enhance competitiveness, ways in which tourism can and should contribute to sustainable and responsible development, and future challenges and opportunities for the sector.

TOURISM AROUND THE WORLD: CHALLENGES AND OPPORTUNITIES

Tourism is immersed in a process of transformation that has been marked most recently by the world economic crisis, and which must be made compatible with the need for social and environmental sustainability. Nevertheless, 2010 was a year in which the sector experienced a sharp recovery. International tourist arrivals were up by almost 7% to 935 million. Following the 4% decline in 2009, the vast majority of destinations worldwide posted positive figures. The worldwide recovery, however, has proceeded at varying speeds in the different regions, being led mainly by the emerging economies (+8%), which outpaced advanced ones (+5%). Moreover, growth in international tourism receipts continued to lag somewhat behind that of arrivals during 2010, as is the trend during periods of recovery.



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Among the top outbound tourism markets in terms of expenditure abroad, emerging economies continued to drive growth: China (+17%), the Russian Federation (+26%), Saudi Arabia (28%) and Brazil (+52%). Of the traditional source markets, Australia (+9%), Canada (+8%), Japan (+7%) and France (+4%) rebounded, while more modest growth at 2% came from the USA, Germany and Italy.

Moderate growth in 2011

The sector has demonstrated the necessary flexibility in the face of the challenges posed by fluctuations in demand and instability in the markets. As a result, it has come out stronger. Continued growth is therefore expected for the tourism sector this year, albeit at a slower pace. The UNWTO forecasts international tourist arrivals to grow by 4% to 5% in 2011.

In this context, the sector faces a series of challenges as well as opportunities for growth thanks to increased confidence among businesses and consumers, while interest rates and inflation continue to be at historic lows. However, high unemployment remains a major concern, with the gradual recovery in employment expected for 2011 still too weak to compensate for the jobs lost during the economic crisis.

Nevertheless, crises present an opportunity to address structural weaknesses and to implement strategies that promote sustainable development and the transition to a green economy. In this context, the GTF intends to bring forth new models and initiatives that can contribute to boosting the sector and the economy.

CLIMATE CHANGE, POVERTY AND THE TOURISM SECTOR

Over the past several years, leaders from all around the world have identified a series of global challenges, among the most important being extreme poverty and climate change. In order to meet them it is necessary to innovate and change behaviours. Tourism can and should contribute to providing a solution to both these problems.

Tourism is both a cause and an effect in climate change. Not only should it be capable of reducing its emissions, but it must also adapt itself to society's new demands in this area.



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THE WORLD TOURISM ORGANIZATION (UNWTO)

The **World Tourism Organization (UNWTO)** is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.

UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries.

The Organization encourages the implementation of the **Global Code of Ethics for Tourism**, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

Its membership includes 154 countries, 7 territories and over 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities. Direct actions that strengthen and support the efforts of National Tourism Administrations are carried out by UNWTO's regional representatives (Africa, the Americas, East Asia and the Pacific, Europe, the Middle East and South Asia) based at the Headquarters in Madrid.

UNWTO is committed to the United Nations Millennium Development Goals, geared toward reducing poverty and fostering sustainable development.