

Sustainable Tourism



International
Labour
Organization

A catalyst for job creation and socio-economic development

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DECENT WORK

A better world starts here.

- ✓ **Promoting Jobs** -opportunities for investment, entrepreneurship, skills development, job creation and sustainable livelihoods
- ✓ **Guaranteeing rights at work** -recognition and respect for the rights of workers.
- ✓ **Extending social protection** - working conditions that are safe, allow adequate free time and rest, take into account family and social values, provide for adequate compensation in case of lost or reduced income and permit access to adequate healthcare.
- ✓ **Promoting social dialogue** - strong and independent workers' and employers' organizations

Sustainable tourism: driving force of Jobs, growth and development

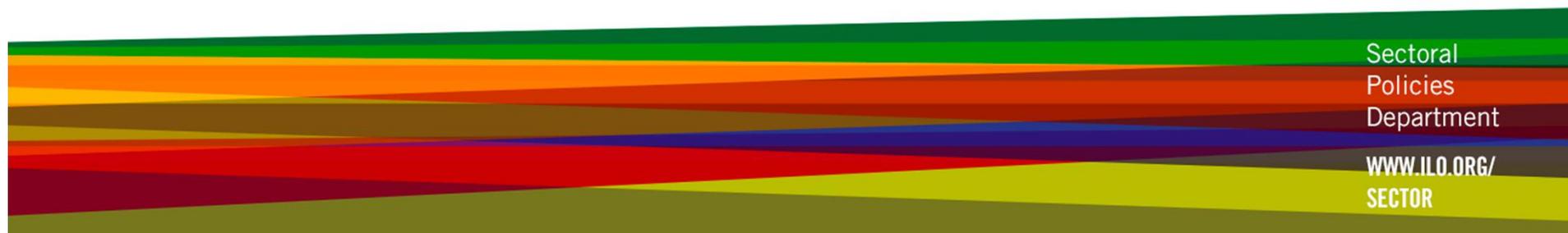
Sustainable tourism can greatly contribute to the creation of jobs, growth and social inclusion.

Tourism is a key driver of economic growth

- It accounts for an estimated 10% of the worlds' GDP
- One of the fastest growing and most resilient economic activities
- Significant multiplier effects on other sectors (e.g. agriculture, construction, manufacturing, retail, handicrafts, financial services, information and communication technologies and resource efficient technologies)
- Economic diversification of the rural economy

Tourism is a job generator

- Labour intensive sector accounting for 1 in 11 jobs in the world; 1 job in tourism creates about 1.5 additional or indirect jobs in other sectors
- Creates jobs for people of all ages and skill levels
- MSMEs: potential for young entrepreneurial talent



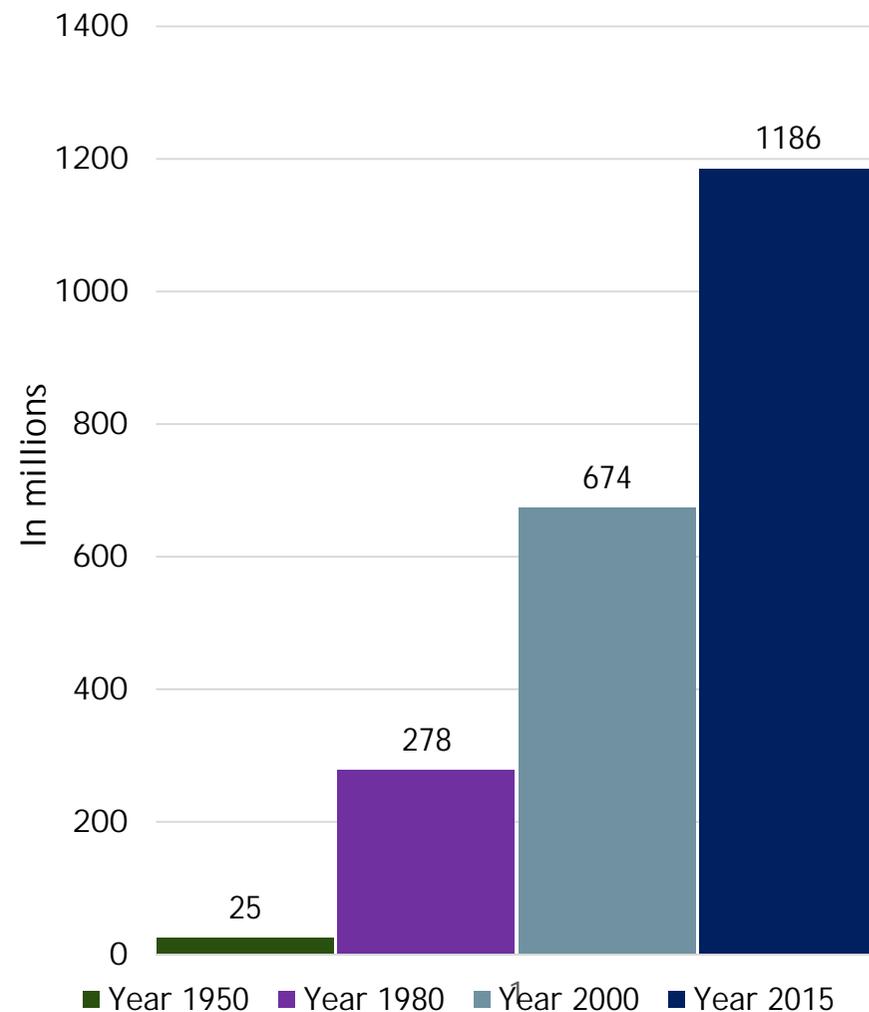
Contribution of tourism to employment and GDP, 2016

- ü Tourism directly contributed to 3.1 % of total GDP.
- ü Total contribution of tourism to GDP was 10.2%.
- ü Tourism directly created over 108 million jobs (3.6% of total employment).
- ü Total contribution to employment was 9.6% of total employment with over 280 million jobs.

The growing importance of the tourism sector: International tourist arrivals 1950-2015

ü Globally international tourist arrivals have increased from 25 million in 1950, to 278 million in 1980, 674 million in 2000, and 1.186 million in 2015.

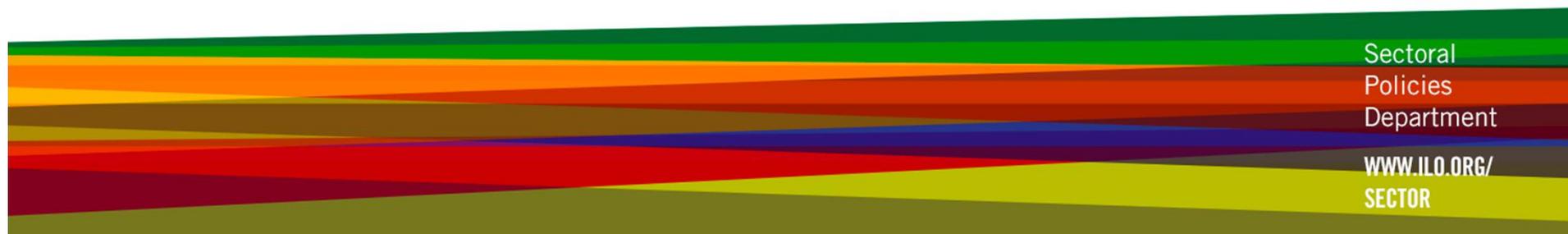
ü In 2015, the number of international tourist arrivals increased by 4.6% worldwide, representing a rise of 52 million arrivals over the previous year.

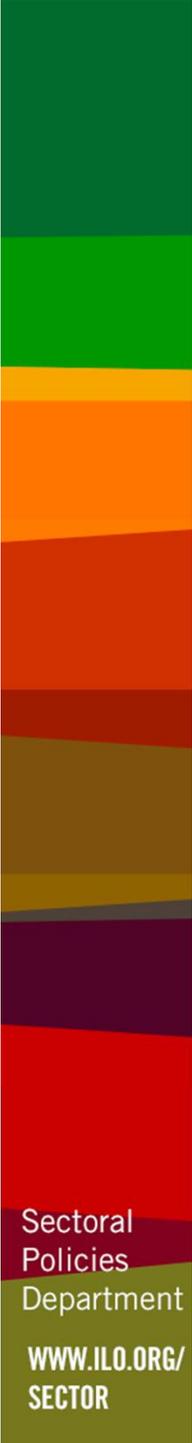


Tourism is an effective tool to promote economic development and social inclusion

ü *Tourism can*

- stimulate the development of new infrastructure and transport services
- bring an export market right to the doorstep of many sectors
- Upgrade skills of rural workers
- provide incentives and funds for natural, cultural and historical resources to be managed in a more sustainable manner
- empower women and groups vulnerable to social and economic risks such as indigenous and tribal peoples





... but decent work challenges need to be addressed

- High incidence of informal working arrangements
- Low skilled work and unskilled workers often in the most vulnerable jobs
- Low wages and long working hours, high turnover rate and limited social protection
- Occupational segregation: gender inequalities
- Non standard forms of employment (shift and night work, seasonality, temporary, part-time employment, outsourcing and subcontracting)

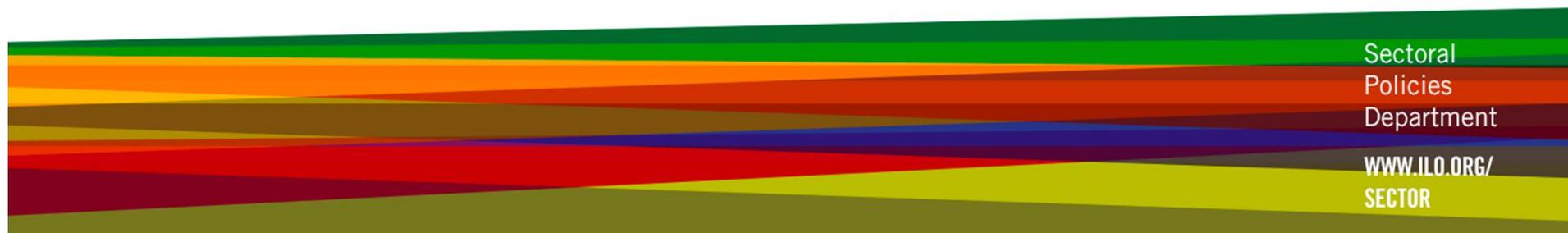
Social justice, decent work, gender equality, economic development, and environmental integrity are at the heart of sustainable tourism

Trends and developments in tourism

- ü Demographic and social changes, multigenerational travel
- ü Climate change and natural disasters
- ü New technologies and social networks, technology driven and on-demand accommodation platforms, low-cost services, online booking
- ü Changing values in society and consumers increasingly interested in products and services respecting local cultures and protecting the environment
- ü Development of non-traditional and small-scale tourism: adventure tourism, cultural tourism, ecotourism, agro-tourism, medical and wellness tourism,



- ü New modalities, trends and developments may require new legal frameworks.
- ü Governments should design, promote and implement holistic sustainable tourism development policies and strategies, from the national to the local level, in partnership with social partners, public and private sector stakeholders, including host communities of the tourism destination.



Resources

- ü ILO Guidelines on Decent Work and Socially Responsible Tourism (adopted by a Tripartite Meeting of Experts, 2017). The document will be submitted to the 331st Session of the Governing Body of the ILO, to take place in between October 26 and November 9 2017.
- ü Working Conditions (Hotels and Restaurants) Convention, 1991 (No. 172) and Recommendation, 1991 (No.179)
- ü ILO Toolkit on Poverty Reduction through Tourism (2013)

**Thank you for your
attention**

