

Diplomacy
Dialogue

**“Expert Group Meeting for Global
Sustainable Deveopment Report”
Dubrovnik, 21-22 Oct. 2013**

Tourism & Culture

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<http://www.csend.org/trade-policy-governance-cat/trade-tourism>



Questions for this Session

Under what conditions can tourism & culture generate large scale employment and contribute to poverty reduction?

Does a Green Economy offer new opportunities for poverty reduction?

Sustainability as Driver for Tourism Development and Employment Generation

Linkage Possible? **YES!!!!!!**

Requires **system thinking** and
effective **policy coordination &
governance**

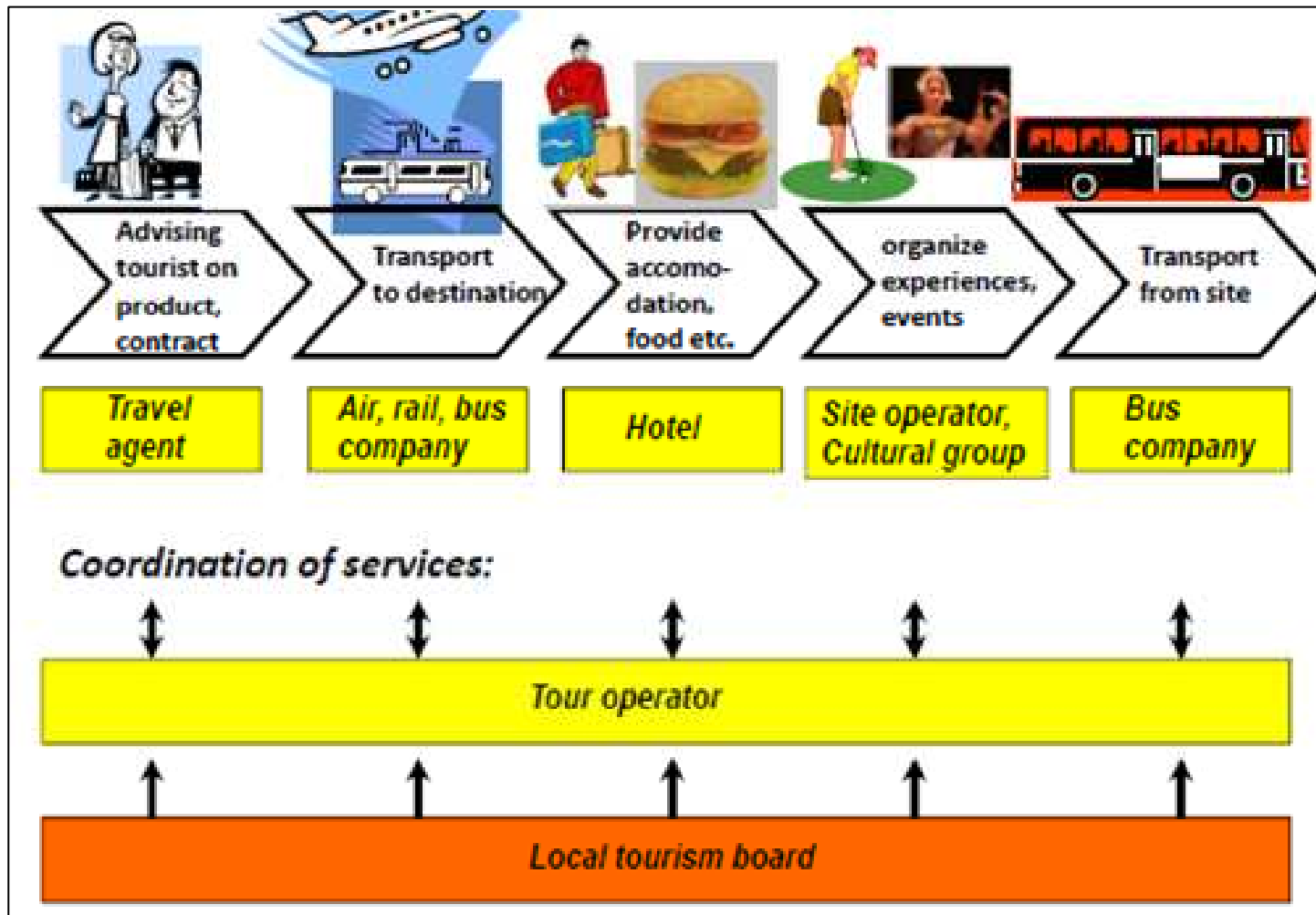
Relevance of Tourism

- Tourism & culture are major contributors to GDP, employment, cultural industry and international appreciation of a country - no matter what level of development!!!
- Tourism and its linkage to sustainable development has been largely absent in the capacity building discussions in Aid-for-Trade, EIF, PRSP and general development discourses

1. Tourism Non-LDCs Country Performance (1)

Country	International tourist (overnight) arrivals (000)	Economic share of tourism industry (% in GDP)*a	Travel & Tourism Economy Employment
France	79,300	10.0	11.6
U.S.A.	57,937	10.0	10.5
Spain	57,316	16.3	17.9
China	53,954	9.8	7.6
Italy	42,734	9.6	11.0
UK	30,142	9.6	9.9
Turkey	24,994	9.9	6.4
Germany	24,884	8.0	8.3
Mexico	22,637	12.7	13.7
Macau	22,290	75.8	72.1
Malaysia	22,052	13.4	11.6
Austria	21,982	12.5	13.3
Hong Kong	17,319	16.2	16.2
Switzerland	8,608	13.1	16.9

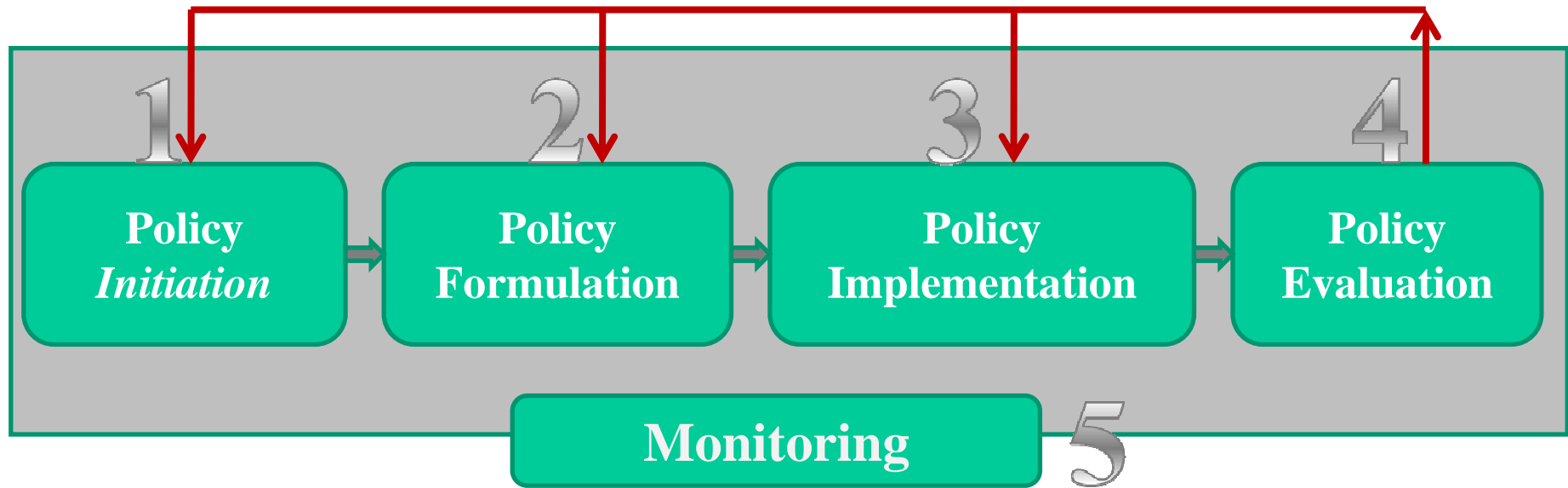
Tourism Value Chain



Source: ITC

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Policy Making Process & Tool box



Inclusiveness + Coherence + Relevance = Quality & Results



Creative Economy

Is a set of knowledge-based economic activities with cultural value and cross-cutting linkages with the overall economy



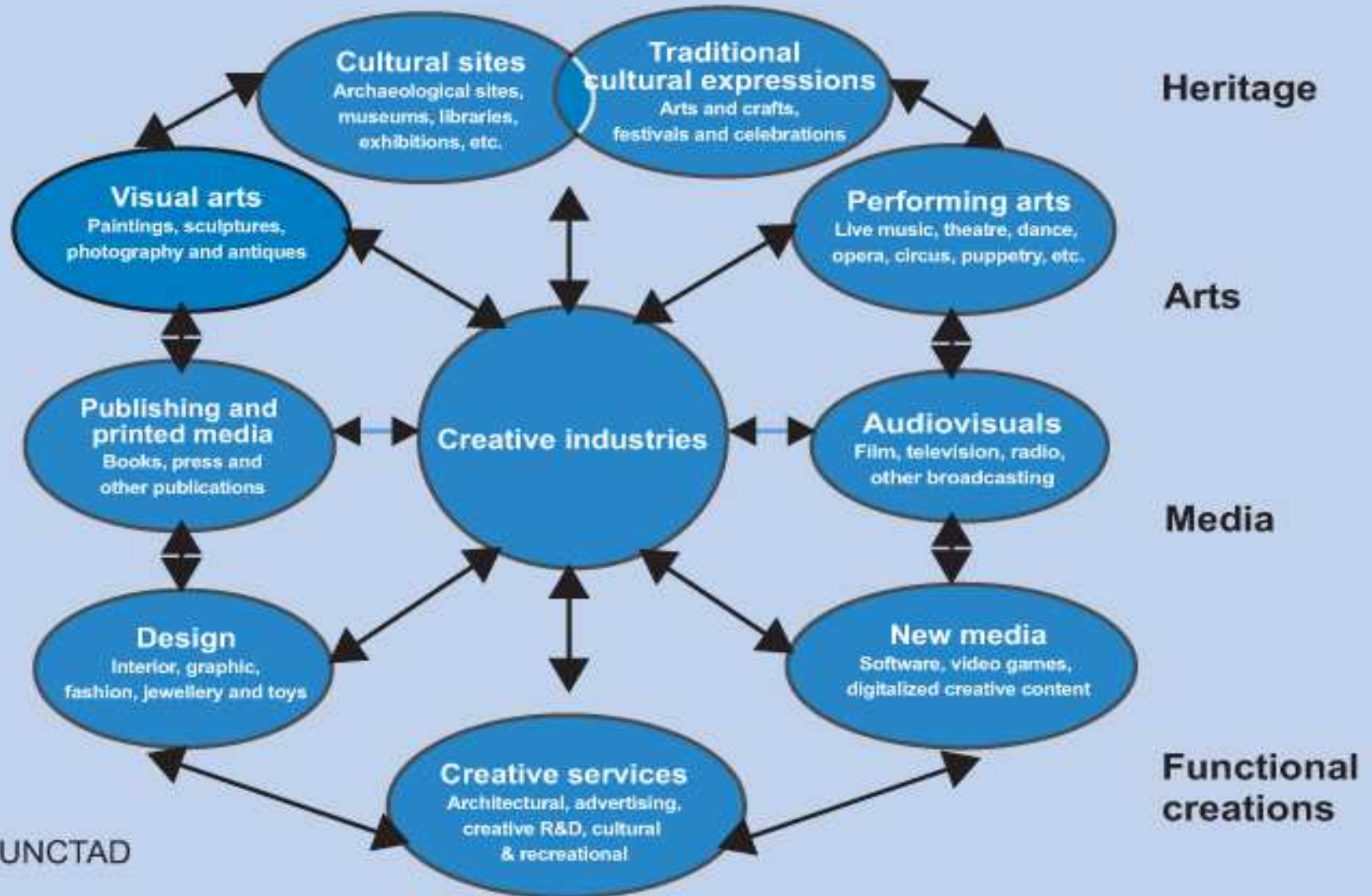
Creative Industries

Are tangible goods and intangible services with creative content, economic value and market objectives

UNCTAD Classification

Figure 1.3

UNCTAD classification of creative industries



Source: UNCTAD

Table 6.1

Some results of the surveys based on the *WIPO Guide*¹²

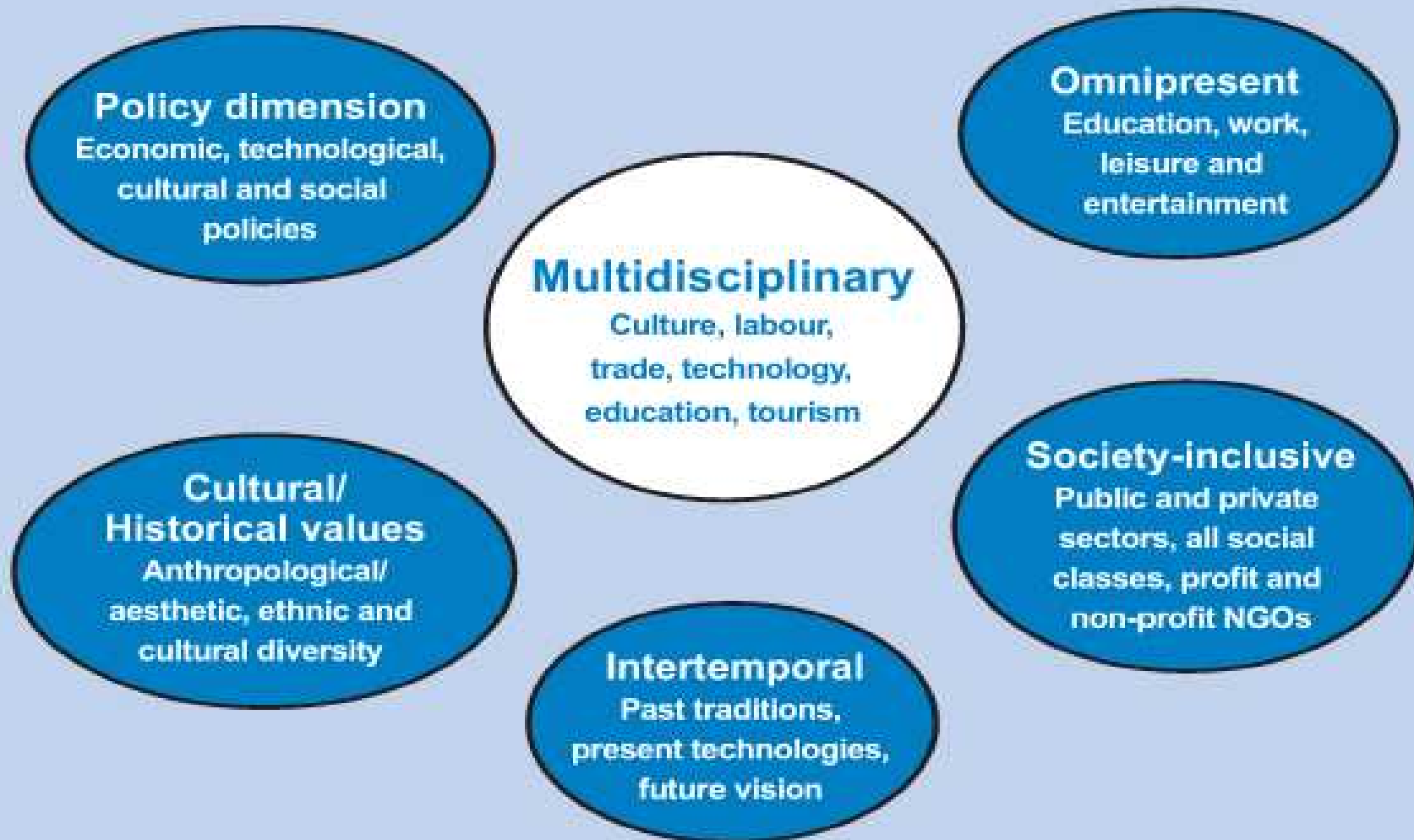
Country	Creative industries contribution to GDP (%)	Creative industries % of employment
United States	11.12	8.49
Singapore	5.70	5.80
Canada	4.50	5.55
Latvia	4.00	4.50
Hungary	6.67	7.10
Philippines	4.92	11.10
Russian Federation	6.06	7.30
Mexico	4.77	11.01
Croatia	4.42	4.23
Lebanon	4.75	4.49
Jamaica	5.10	3.03
Bulgaria	3.42	4.31

Source: WIPO.

The Development Dimension

Figure 2.1

Development dimension of the creative economy



Source: UNCTAD (Dos Santos, 2006).



“Sustainable Tourism & Culture, Green Jobs and Climate Change Adaptation: Possible Linkages?”

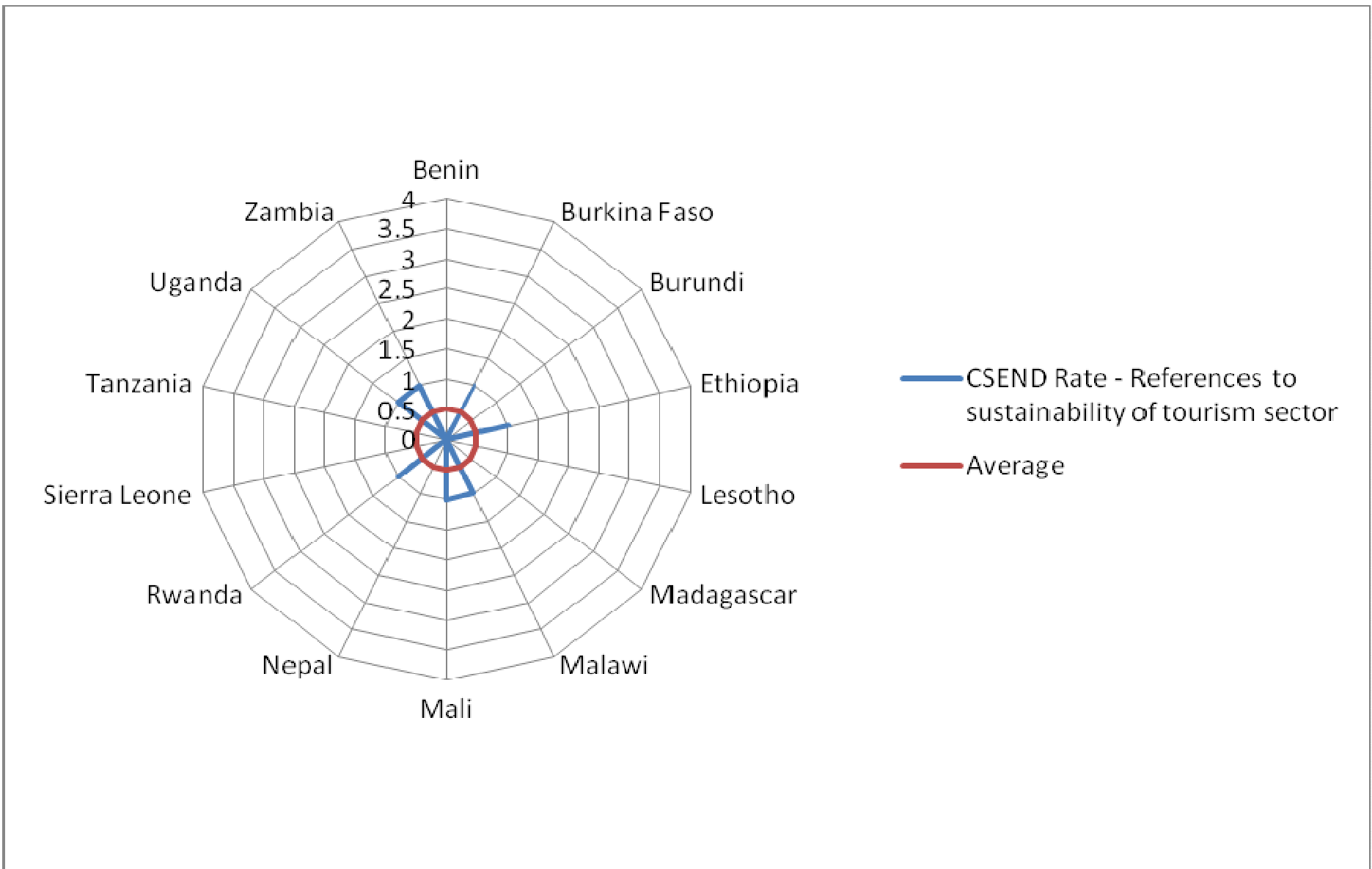


CSEND Assessment Grid

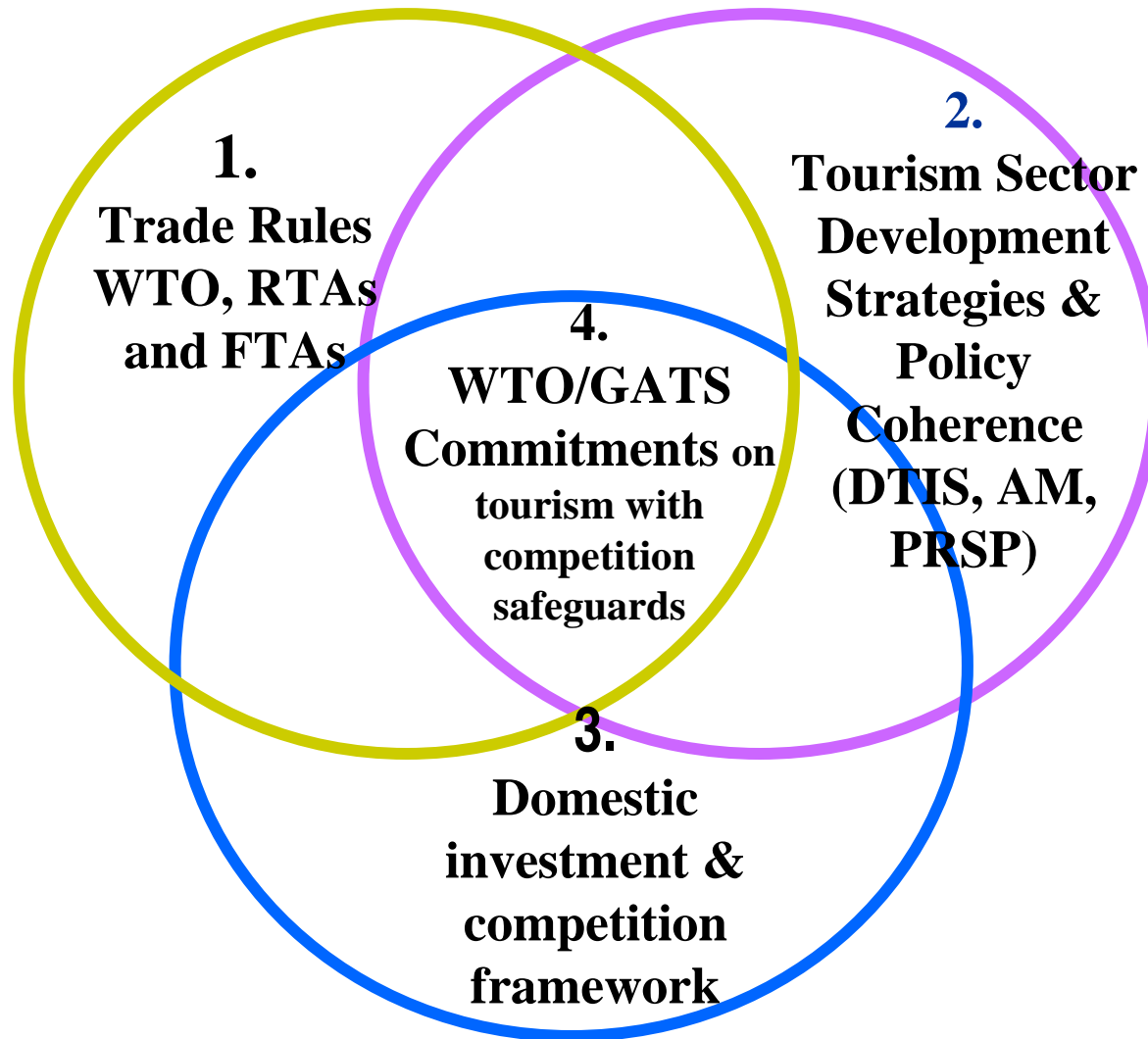
	None (0)	Few (1)	Low (2)	Moderate (3)	High (4)
1-Tourism assets					
2-References to tourism in DTIS, AM and PRSP					
3-Coherence of trade development support in DTIS, AM and PRSP					
4-Extent of liberalization of trade in tourism sector					
5-Trade arrangements (RTAs, FTAs)					
6-Governance mechanisms pertaining to tourism development					
7-Articulation of Tourism Strategy					
8-References to Sustainability of tourism sector in DTIS, AM and PRSP					

Investment Risk Profile

Overall Risk Assessment by the Economist					
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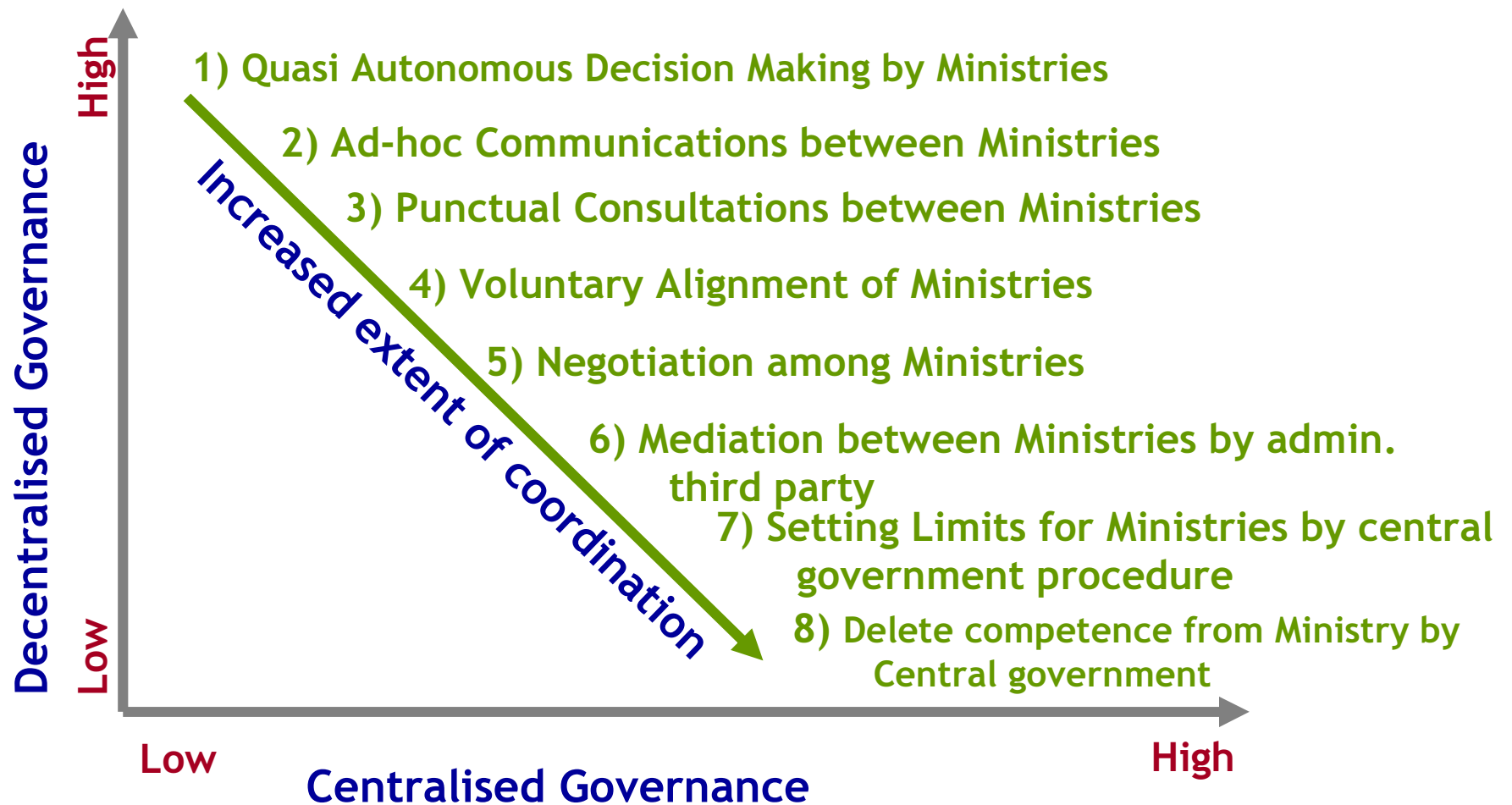
Overlapping Policy Solutions



CSEND WTO 2011

Levels of Governmental Coordination

(CSEND, 2009)



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References:

<http://www.csend.org/publications/csend-policy/studies>

GATS / Tourism Commitments



Limitations on	Market Access	Market Treatment
A. Hotels, Restaurants (including catering) (CPC 641, 642, 643) (excluding catering in transport services sector)	1) Unbound* 2) None 3) None** 4) Unbound***	1) Unbound* 2) None 3) None 4) Unbound***
B. Travel Agencies and Tour Operators Services (CPC 7472)	1) None 2) None 3) None 4) Unbound***	1) None 2) None 3) None 4) Unbound***
C. Tourist Guides Services and other (CPC 7472)	1) None 2) None 3) None 4) Unbound***	1) None 2) None 3) None 4) Unbound***

* Unbound due to lack of technical feasibility

** Location in the protected areas of particular historic and artistic interest and within national or landscape parks is subject to approval by the Government of the Republic of Croatia which can be denied

*** Unbound, except as indicated in the horizontal section