G20 Tourism Ministers' Meeting
Kutchan, Hokkaido, Japan, 26 October 2019

DECLARATION
Advancing Tourism's Contribution to the Sustainable Development Goals (SDGs)

We, Ministers of Tourism of the G20 member countries, and invited countries (Netherlands, Philippines, Singapore, Spain, Switzerland, Thailand and Vietnam) met under Japan's G20 Presidency, alongside the International Labour Organization (ILO), the Organization for Economic Cooperation and Development (OECD), the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC), in Kutchan, Hokkaido, Japan on October 26, 2019,

Recalling that,

1. tourism accounts for an estimated 10.4% of the world's GDP, considering its direct, indirect and induced impacts (WTTC, 2019) and the tourism sector accounts directly for 3% of the GDP of the G20 economies (UNWTO, 2019);
2. globally, tourism represents one of the fastest growing and resilient economic activities – forecasts indicate that tourism will experience sustained growth in the coming years, reaching 1.8 billion international tourist arrivals in 2030, up from 1.4 billion in 2018 (UNWTO, 2019);
3. global exports from international tourism, including passengers' transport, reached US$ 1.7 trillion in 2018 worldwide (7% of total exports) and, US$ 1.2 trillion in the G20 economies (6% of all G20 exports) (UNWTO, 2019);
4. tourism exports generate bigger impacts on the domestic economy than overall exports; on average, across countries, 1 US$ of tourism export (non-resident expenditure) results in 89 cents in domestic value added and 11 cents in foreign value added (OECD, 2019);
5. tourism is one of the main sectors driving economic integration and socio-economic development;
6. tourism, a labour-intensive service sector, is estimated to account for 1 in 10 jobs in the world or approximately 319 million jobs (direct, indirect and induced impacts) (WTTC, 2019) and 6% of the direct jobs in the G20 economies (UNWTO, 2019);
7. tourism creates jobs for people of all ages and skill levels, not only within the sector, but throughout its entire value chain in many other sectors, including agriculture, construction, manufacturing, retail, handicrafts, cultural and creative industries, financial services, information and communication technologies;
8. one job in the tourism sector is estimated to create about one and a half additional or indirect jobs in other sectors (ILO, 2017) and tourism accounts for a higher share of women's employment and entrepreneurship as compared to the whole economy;
9. the growth of tourism also creates important challenges in terms of the preservation and use of natural resources, environmental and climate impacts, bio-diversity, socio-cultural impacts,

infrastructure, mobility, working conditions and labour markets security, congestion management and the relationship with host communities;

10. tourism plays a significant role in the Sustainable Development Goals (SDGs), namely in SDG 8: 'Decent Work and Economic Growth'; SDG 12: 'Responsible Consumption and Production; and SDG 14: 'Life Below Water', and that tourism's cross-cutting nature positions it well to contribute to all 17 SDGs;

11. tourism is a driving force for social inclusion with the potential to advance employment and economically empower groups which are more vulnerable to social and economic risks including, but not limited to, women, young people, persons with disabilities, migrants, indigenous and tribal peoples, and rural populations;

12. tourism is a sector made up mostly of Small and Medium Enterprises (SMEs) with low barriers to entry, providing major opportunities for young and female entrepreneurial talent and for integrating SMEs and start-ups into the value chain;

13. the geographic distribution of tourism promotes job creation and entrepreneurship, supporting employment in rural areas and regional development;

14. digital transformation and new technologies have accelerated the growth and integration of tourism, providing new opportunities to advance market access, operational efficiency, job creation and entrepreneurship while presenting several challenges, particularly in terms of skills gaps, local labour markets or shortage of investment;

15. new technologies in the field of mobility and urban development have the potential to contribute significantly to more flexibility of both tourists and residents, and enhance their experiences, accessibility and overall quality of life.

Taking into consideration,

16. the main objective of the G20 to promote "strong, sustainable and balanced growth";

17. the objectives of the Japanese G20 Presidency to "lead global economic growth by promoting free trade and innovation, achieving both economic growth and reduction of disparities, and contributing to the development agenda and other global issues with the SDGs at its core" and to "promote a free and open, inclusive and sustainable", "human-centered future society";

18. the UN General Assembly resolution 70/1 of 25 September 2015 on Transforming our world: the 2030 Agenda for Sustainable Development, which adopts the 17 SDGs;

and the G20 Osaka Leaders' Declaration, which states that G20 members will work to maximize the tourism sector's contribution in employment, economy, environmental protection and inclusive and sustainable development, Tourism Ministers of G20 member countries agree to work towards:

- maximizing the contribution of tourism to the SDGs,
- managing tourism for the benefit of visitors and local communities, and
- enhancing the role of innovation and making good use of the digital transformation to advance sustainable tourism, by:

19. promoting efforts, in each country, regarding tourism's paragraph in the G20 Osaka Leaders' Declaration;

20. promoting that tourism can contribute to the 17 SDGs by integrating and engaging tourism in the national agendas and processes related to the implementation of the SDGs;

21. encouraging the joint work of the UNWTO and the Japan International Cooperation Agency (JICA) on the development of a toolkit to evaluate the contribution of tourism to the SDGs, and expecting that this will be completed and widely used from next year;

22. based on the Osaka Blue Ocean Vision, making efforts in the field of tourism to protect tourism destinations and local communities through the G20 Implementation Framework for Actions on Marine Plastic Litter;

23. welcoming reports on women's empowerment through tourism by international organizations such as the UNWTO, UN Women, the World Bank and WTTC, and encouraging actions in each country's initiative based on the agreement on women's empowerment in the G20 Osaka Leaders' Declaration, referring to the actions (Annex 1);

24. encouraging high quality infrastructure investment in the field of tourism and related fields based on the G20 Principles for Quality Infrastructure Investment;

25. strengthening the resiliency of tourism in G20 member countries through international cooperation and taking voluntary measures including sharing of best practices in crisis management and crisis communication during and in the aftermath of natural and man-made disasters and external shocks (Annex 2);

26. fostering public-private sector partnerships and promoting governance models that integrate the public and private sectors, entrepreneurs, local communities as well as academics in sustainable tourism development;

27. encouraging responsible tourism in which people experience unique nature and culture in local areas and promoting benefit sharing with local communities for the protection of nature and culture, and encouraging travelers to visit diverse destinations to revitalize local economies and improve sustainability of the tourism destination;

28. encouraging policies that promote human capital development and inclusive labour markets that facilitate innovation and foster the creation of sustainable enterprises and decent jobs, including among women and youth, and promoting cooperation in tourism vocational training and a human-centred approach to the future of work;

29. making full use of the digital transformation to improve the visitor experience, market intelligence and access, and collection and sharing of data, to promote safety and security and travel facilitation, to foster effective visitor management and to support the development of SMEs, including their uptake of new technologies, digital skills and access to finance;

30. encouraging efforts for the introduction of the initiative Towards a Statistical Framework for Measuring the Sustainability of Tourism (MST) led by UNWTO, and advancing the measurement of sustainable tourism through international standards and the use of new technologies to monitor and measure tourism's impacts and ensure evidence-based policy and decision making, planning and management of destinations;

31. establishing favourable framework conditions for a conducive business environment, stimulating innovation and entrepreneurship and creating networks by linking start-ups, major companies, investors and governments along the tourism value chain;

32. encouraging G20 Leaders to consider institutionalizing the Tourism Ministers Meeting as an official G20 Ministers Meeting to maximize the potential of tourism to support economic growth, job creation, resiliency, inclusion and sustainability; and,

33. advancing these overarching initiatives through collective G20 member state engagement with the UNWTO, OECD, the ILO and other organizations toward achievement of these objectives.

The G20 member states wish to express appreciation to the Government of Japan for their leadership in advancing the tourism agenda in the G20 framework and express our appreciation to Saudi Arabia for its gracious invitation to host the G20 Tourism Ministers' Meeting as the official G20 ministerial meeting in 2020.

Kutchan, Hokkaido, October 2019

ANNEX 1
Actions for Women's Empowerment in the Field of Tourism

The G20 Osaka Leaders' Declaration states the following about women's empowerment.

- Gender equality and women's empowerment are essential for achieving sustainable and inclusive economic growth.
- G20 Leaders will exchange their respective progress and actions taken in the G20 towards the Brisbane Goal on the basis of the annual report.
- G20 Leaders commit to take further action to reduce gender pay gaps, end all forms of discrimination against women and combat stereotypes and promote women's access to managerial and decision-making positions.
- G20 Leaders commit to continue their support for women's education and access to digital technology in order to close the digital gender gap.
- G20 Leaders will address the gender gap in unpaid care work, which remains a major obstacle to women's participation in the labour market.
- G20 Leaders reaffirm the importance of taking measures to eradicate all gender-based violence, abuse and harassment.
- G20 leaders reaffirm the importance of taking measures to support skills development and provide access to funding to promote women's entrepreneurship.

Tourism continues to be an important driver of global economic growth and, as such, it is mentioned in the G20 Leaders' Declaration as a sector that can contribute to the creation of quality jobs and entrepreneurship, especially for women and youth.

As a sector with more female employment, business start-ups and higher economic growth compared to many other sectors, tourism can greatly contribute to the progress of the Brisbane Goal (to reduce the gender labor force participation gap by 25% by 2025) and the 2030 Agenda for Sustainable Development, in particular Sustainable Development Goal 5: "achieve gender equality and empower all women and girls". However, women working in the tourism sector remain concentrated in low-level jobs, have limited representation amongst management and senior positions and experience many other issues such as wage disparities between themselves and men (UNWTO, UN Women, GIZ on behalf of the German Federal Government, World Bank & Amadeus* 2019).

We welcome recommendations and work on women's empowerment through tourism by the UNWTO and WTTC, as well as women's empowerment recommendations by the OECD, UN Women, World Bank and other organizations.

This annex has been formulated in line with these important recommendations and we will work respectively and continue to share our knowledge, action and progress.

1. Employment
- Implement strategies for promoting decent work and strengthen legal protection for women across all areas of the tourism sector, including taking measures to eradicate all gender-based violence, abuse and harassment;
- Improve minimum wage regulations, equal pay laws, parental leave, flexible working hours, work-from-home options, childcare, and the prevention of sexual harassment (UNWTO et al. 2019*);
- Improve women's access to quality jobs and ensure equal access to opportunities between men and women (WTTC 2019**);
- Work to correct gender workplace segregation. (OECD 2019***);
- Improving availability of timely and comparable data concerning gender disparities in the labor market. (OECD 2019);
- Promote a general environment of zero tolerance of violence and harassment, including gender-based violence (ILO 2017****);
- Apply the principle of equal pay for equal work or work of equal value in law and practice, paying particular attention to specific challenges affecting the industry, namely, gender stereotypes, occupational segregation, sex-biased job classification systems and the gender pay gap (ILO 2017);
- Address occupational segregation and the gender wage gap by paying special attention to career development for women (ILO 2017).

2. Entrepreneurship
- Reduce barriers to businesses for women and facilitate women's financial inclusion; and
- Expand women's market access and promote fair trade for their tourism products and services (UNWTO et al. 2019);
- Promote entrepreneurship especially for young women by inter alia improving access to finance and financial education for the creation of sustainable tourism enterprises led by women (ILO 2017).

3. Education
- Develop skills and leadership training for women in tourism and promote gender equality training programmes for tourism representatives in the public and private sectors. (UNWTO et al. 2019);
- Anticipate the improvement of women's education levels in the Young Career Initiative (YCI), an initiative by the hotel industry aimed at youth unemployment (WTTC 2019);
- Promote return-to-work programmes, including the introduction of 'returnships'. (WTTC 2019);
- Promote provision and access to quality apprenticeships targeting women (ILO 2017).

4. Leadership
- Improve the gender balance in representation across tourism policy and administrations;
- Facilitate women's full participation and access to leadership positions in all levels of decision-making in administration, tourism companies and communities;
- Establish and develop training programmes for career progression aimed at women (UNWTO et al. 2019);
- Promote policies and efforts by private companies to foster women's promotion to management (WTTC 2019).

5. Community
- Support women's tourism networks, NGOs, and tourism cooperatives;
- Facilitate women's voices in community and household decision-making in tourism communities;

6. Measurement for better policies
- Strengthen national capacity to collect, use and report on tourism data that is disaggregated by sex, age occupation and employment status and other factors in a strategic manner (UNWTO et al. 2019);

- Support research to understand how tourism affects gender equality and women's empowerment in different contexts (UNWTO et al. 2019).

* The *Global Report on Women in Tourism, Second Edition (2019)* will be published in the Autumn of 2019 by UNWTO in collaboration with UN Women, GIZ on behalf of the German Federal Government, the World Bank and Amadeus.
**WTTC (2019), Travel & Tourism: Driving Women's Success, March 2019
***OECD (2019), Women at Work in G20 countries: Progress and policy action.
****ILO (2017) Guidelines on decent work and socially responsible tourism

ANNEX 2
Actions for Strengthening the Resiliency of Tourism

Tourism is vulnerable to external forms of disasters - both natural and man-made. The protection of tourists and the recovery from disasters are recognized as key issues all over the world.

Each country is faced with disasters such as earthquakes, tsunamis, typhoons, hurricanes, heavy rain, flooding, volcanic eruptions, terror attacks and infectious diseases, and has experience in disaster prevention, response and recovery related to such disasters. Countries have the opportunity to cooperate in improving world tourism resilience against disasters by taking voluntary actions as follows:

1. Countries can voluntarily share their knowledge and experience on crisis management and recovery from disasters with G20 member countries and the UNWTO.
2. The UNWTO and volunteer countries will investigate the best practices in the field of tourism in each phase of disaster prevention, response and reconstruction, and share the results at international conferences and with G20 member countries.
3. Countries can voluntarily support developing countries to improve their capacity of disaster prevention, response and recovery in the field of tourism.
4. Countries who volunteer can endeavor to proactively provide accurate and timely information which lives up to the standard of international organizations so that the public can make informed decisions about visiting a destination and protecting themselves.