



WORLD TOURISM ALLIANCE



UN Tourism

Tourism

A Driver for Shared Prosperity



Tourism

A Driver for
Shared Prosperity

Table of contents

Acknowledgements	5
Foreword by the World Tourism Organization (UN Tourism)	6
Foreword by the World Tourism Alliance (WTA)	7
Executive summary	8
01. Shared prosperity, the SDGs and tourism	20
1.1 Defining shared prosperity	21
1.2 Drivers and outcomes of shared prosperity	22
1.3 Tourism: a socioeconomic driver and a tool for inclusive development	24
1.3.1 Tourism and shared prosperity: exploring the relationship between tourism and development indicators	26
1.3.2 Tourism, shared prosperity and the Sustainable Development Goals	32
1.4 Measuring the sustainability of tourism and the contribution to the SDGs	41
1.4.1 Measuring the Sustainability of Tourism	41
1.4.2 Ensuring that tourism projects contribute to the SDGs	41
1.5 Progress towards the SDGs	44



Traditional House of West Sumatra, Indonesia © Miratusalimah Tamam | Dreamstime.com

https://www.e-unwto.org/doi/book/10.18111/9789284425822 - Wednesday, April 30, 2025 3:44:46 AM - IP Address: 188.252.198.190

02.	Tourism development for poverty reduction – the case of China	46
2.1	The development stages of poverty alleviation through tourism in China	47
2.1.1	Initial phase (1978–1991)	47
2.1.2	Market development phase (1992–1999)	48
2.1.3	Innovation phase (2000–2005)	49
2.1.4	Accelerated development phase (2006–2012)	50
2.1.5	Targeted poverty alleviation phase (2013–2021)	50
2.1.6	Consolidation Phase (2021 to present)	51
2.2	China's pillars in promoting poverty alleviation through tourism	52
2.2.1	Making tourism for poverty alleviation a national policy	52
2.2.2	Adaptation to local conditions and differentiated development approach	52
2.2.3	Sector integration for holistic poverty alleviation	52
2.2.4	Training and technical support for talent assurance	52
2.2.5	Marketing and promotion for higher visibility	53
2.3	China's Vision of Common Prosperity	54
2.4	Alignment with the SDGs	55
2.5	China case studies	56
	Case study 1: Azeke Village, Yunnan Province, China	58
	Case study 2: Huangling Village, Jiangxi Province, China	63
	Case study 3: Idle Valley Art Town, Jiashantou Village in Shandong Province, China	68
	Case study 4: Jingzhu Village in Chongqing Province, China	74
	Case study 5: Maoyang Town in Zhejiang Province, China	80
	Case study 6: Yucun in Zhejiang Province, China	86
2.6	Summary	90
03.	Case studies	92
3.1	Case study methodology	96
3.2	Albania	98
	Case study 7: Albania	100
3.3	Indonesia	107
	Case study 8: Indonesia	110
3.4	Jordan	114
	Case study 9: Jordan	116
3.5	Peru	121
	Case study 10: Peru	124
3.6	Rwanda	130
	Case study 11: Rwanda	132
3.7	Vanuatu	135
	Case study 12: Vanuatu	137

04.	Summary and implications of case studies	142
4.1	Cross-case insights	143
4.2	SDGs addressed	144
4.3	Successful factors across cases	146
4.4	Common challenges	147
4.5	Most referenced stakeholders	148
05.	Policies for progressing shared prosperity through tourism	150
5.1	Policy recommendations for advancing shared prosperity through tourism	151
	1. Quality education	152
	2. Healthcare	153
	3. Infrastructure and investment	154
	4. Social safety nets	155
	5. Sustainable and decent jobs	156
	6. Good governance	157
	7. Partnerships (SDG 17) as a key success lever	158
Conclusions	162	
Annexes	166	
Annex 1	Chinese policies for poverty alleviation through tourism 2018–2022	166
Annex 2	International tourism in least developed countries (LDCs), 2019 and 2023	168
Lists of figures and tables		170
Acronyms		171
References and bibliography		172

Acknowledgements

Tourism – A Driver for Shared Prosperity was authored by Dr. David Ermen as tourism specialist for the World Tourism Organization (UN Tourism). The authoring team at the UN Tourism Market Intelligence, Policies and Competitiveness Department included Sandra Carvão, who coordinated the report, Javier Ruescas, who provided data and analysis, and Kanan Aliyev with overall project support, all under the guidance of Executive Director, Zoritsa Urosevic.

The report was developed with support from the World Tourism Alliance (WTA), which contributed with the research and chapters on China. The authoring team at WTA included WANG Kunxin (王昆欣), ZHAO Ke (赵珂), ZHOU Maolin (周茂林) and at the Hangzhou City University (浙大城市学院): QIU Hanqin (邱汉琴), LYU Jiaying (吕佳颖) and CHEN Xuejie (陈雪洁).

Gratitude is extended to the following UN Tourism colleagues for their support and contributions: Mahmoud Atiya, Jacopo Bordignon, Dirk Glaesser, Sofía Gutiérrez, Juan Carlos Izurieta, Marcel Leijzer, Claudia Lisboa, Gang Liu, Benjamin Owen Susana Costa Resende and Igor Stefanovic, and to Juliana Contreras for her editing, revisions and guidance on design.

UN Tourism and WTA express their sincere appreciation to the following group of external experts for their review and insights throughout the development of this report:

Ahmed A.R. Eiweida, World Bank
 Albert Kimbu, PhD, University of Surrey
 Ben Lynam, The Travel Foundation
 Ben Schroeter, Booking.com
 Cherise Addinsall, University of Sunshine Coast
 Jeremy Sampson, The Travel Foundation
 Jost Neumann, TUI Care Foundation
 Sergio Guerreiro, Turismo de Portugal

UN Tourism and WTA would like to extend a special note of appreciation to the national tourism administrations of the following UN Tourism member states for their invaluable contribution to the report:

- Albania – Ministry of Tourism and Environment: Herida Duro and Dorina Patuzi;
- Indonesia – Ministry of Tourism and Creative Economy: Diah Martini Mohammad Paham and Iman Eka Setya
 Ministry of Villages and Development of Disadvantaged Regions and Transmigration: Sugito;
- Jordan – Ministry of Tourism and Antiquities: Amani Aldraghmeh, Moayad Al Rawjfah and Mohammad Alshraiedeh;
- Peru – Ministry of External Trade and Tourism: Claudia Viviana Burga Casanova, Rosa Emilia Bianchi Gainza De Urrutia, Scarlett Veralucia Abate Correa, Diego Miranda Pastor and Guy Rengifo Rodriguez;
- Rwanda – Rwanda Development Board: Doreen Ingabire, Jackson Hakiza, Ariella Kageruka, Linda Mutesi, Paul Ntambara, Telesphore Ngoga and Michaela Rugwizangoga; and
- Vanuatu – Department of Tourism: Paul Pio and Geraldine Tari Natu.

Foreword

Zurab Pololikashvili
Secretary-General,
World Tourism Organization (UN Tourism)



The year 2023 marked the midway point on our journey towards 2030 – the target for achieving the Sustainable Development Goals. Recent research from the United Nations shows that we are behind in our progress and that many targets are at risk. As one of the world's largest economic sectors, tourism can significantly contribute to getting us back on track to fulfilling all 17 Goals. This potential must be realized, and UN Tourism is committed to strengthening sustainable tourism development to improve economic, social and environmental outcomes. This report, developed by UN Tourism in cooperation with the World Tourism Alliance (WTA), focusses on tourism as a driver for shared prosperity and actions that our sector can take to contribute to better outcomes for all.

The COVID-19 pandemic halted 30 years of progress in poverty eradication. Consequently, new policies are needed to ensure that growth benefits people at all income levels. As tourism recovers, we must ensure that the economic development it delivers is equitable and shared within the host communities. As a sector, we can enable shared prosperity through adequate policies, including in the areas of education and skills, infrastructure development, inclusive and decent job creation, and gender equality.

A joint approach from all actors within the tourism value chain and beyond is needed to maximize the positive outcomes for local communities – both socially and economically. This is illustrated through data on the correlation between tourism development and equality indicators, as well as with global examples, including from Albania, China, Indonesia, Jordan, Peru, Rwanda and Vanuatu. The research shows that policies supportive of tourism can increase the distribution of economic and social benefits and lead to more equitable societies. This report makes recommendations on how to learn from these examples and illustrates the need to incorporate tourism as a key tool for policies on poverty alleviation, development and shared prosperity.

We thank our partners at the World Tourism Alliance for their invaluable support and for their research on the case studies from China.

Foreword

Zhang Xu
Chair,
World Tourism Alliance (WTA)



Dear friends from the travel and tourism sector,

Today, as the world economy steadily recovers, we often hear discussions on COVID-19's impacts on the UN 2030 Agenda for Sustainable Development. In some countries, the immediate risk of falling back into poverty due to the pandemic is visible and must be addressed. Countries and regions that have risen from poverty aspire to return to steady and sustainable growth. To support them we must ensure that the collective fruits of societal progress are distributed more fairly and effectively.

About thirty years ago, China first set the grand goal to achieve common prosperity for all. With the support of its central government, the Zhejiang Province, home to the WTA headquarters, was designated as a demonstration zone for achieving common prosperity through quality development. To this end, Zhejiang is expected to shoulder a historical responsibility to lead in building a thriving society characterized by common prosperity and by presenting successful practices.

WTA aims to draw from the Zhejiang experience and contribute to the recovery and better development of the world tourism economy by joining hands with UN Tourism. In launching this research project together, we want show how tourism can drive prosperity through case studies from Zhejiang and other places in China, as well as the rest of the world.

We hope our readers, particularly members of destination communities and policymakers, may find these insights inspiring.

Executive summary

Abstract: As the global community passes the halfway point on the journey towards the 2030 Agenda, significant challenges such as climate change, geopolitical instability, weak economic growth and COVID-19 are hindering the achievement of the Sustainable Development Goals (SDGs). This report highlights tourism's potential to drive shared prosperity, focussing on the need to ensure that adequate policies make the sector progress economic benefits, social inclusion, and sustainable development. It emphasizes the need for targeted policies, regulatory frameworks and governance to enhance tourism's contribution to shared prosperity aligning with SDG 10 to reduce inequalities within and among countries.

Key words: Sustainable Development Goals | SDGs | shared prosperity | tourism | economic development | poverty alleviation | social inclusion | climate change | COVID-19 impacts | regulatory framework | SDG 10 | tourism policy

Key findings:

- Tourism can significantly contribute to shared prosperity through income generation, job creation, gender empowerment, community development, and sustainable practices, aligning with SDG 10.
- Climate change, geopolitical instability, weak economic growth and the COVID-19 impacts, have increased extreme poverty for the first time in a generation.
- Adequate tourism policies, regulatory frameworks and governance are crucial to ensuring tourism benefits are shared by all community members, promoting social equity and inclusion.
- Examples from Albania, China, Indonesia, Jordan, Peru, Rwanda and Vanuatu demonstrate how national policies can make tourism support shared prosperity.
- Policymakers and tourism actors must focus on inclusive planning, investment, and governance to harness tourism's full potential for promoting shared prosperity and achieving the SDGs.



Lu Gu Lake, Yunnan Province, China © Xing Zhu | Dreamstime.com

As the global community works to advance the 2030 Agenda, the pursuit of the Sustainable Development Goals (SDGs) continues to encounter important challenges, including climate change, geopolitical instability and conflict, weak global economic growth, and the impacts of the COVID-19 pandemic which stalled three decades of steady progress in reducing extreme poverty and led the number of people living in extreme poverty to increase for the first time in a generation.¹

In this context, tourism with its socioeconomic impacts and significant post pandemic recovery, stands out as a sector that – when well managed – is well-positioned to deliver economic benefits, social inclusion and foster shared prosperity.

This report examines how tourism can progress shared prosperity, a vital element in ensuring that the sector's development directly and indirectly contributes to the well-being of all. Starting with the socioeconomic definition of shared prosperity as “the average annual growth rate in income or consumption of the bottom 40 percent of the population in a country”², it proposes an extended approach to tourism and shared prosperity, linking it with the 17 SDGs and to SDG 10 – Reduce inequality within and among countries, in particular.

The report aims to raise awareness among policymakers at local, national and international levels that with adequate planning, policies, regulatory framework, investment and governance – tourism can be an important lever of shared prosperity and promote a fairer and more inclusive society.

Tourism and shared prosperity

As per the World Bank definition, *shared prosperity* measures the “average annual growth rate in income or consumption of the bottom 40 percent of the population in a country”³. The indicator is closely linked to that of *Shared Prosperity Premium* which “is the difference between the growth of the poorest 40 percent and the growth rate for the entire population”⁴. Both “shared prosperity and the Shared Prosperity Premium are important indicators of inclusion and well-being that correlate with reductions in poverty and inequality”⁵.

The report highlights the multifaceted role of tourism in achieving this, through job creation, gender empowerment, community development, natural and cultural heritage conservation, sustainable environmental practices, education and infrastructure development.

The interconnected relationship between tourism, shared prosperity and the SDGs is explored through comprehensive analysis of the relationship between shared prosperity, development and tourism indicators, as well as qualitative cases. Cases include China's poverty reduction through tourism policy and six village-level examples from China, developed in partnership with the World Tourism Alliance (WTA), as well as cases from Albania, Indonesia, Jordan, Peru, Rwanda and Vanuatu, with a focus on how national policies work to make tourism support shared prosperity. Desk research and interviews with national stakeholders informed these cases and their conclusions.

The report concludes with recommended policies and interventions by the various stakeholders, with a focus on policymakers, to enable tourism's impact on shared prosperity and its links with the SDGs.

1 United Nations (2023), *The Sustainable Development Goals Report 2023: Special Edition*, UN, New York, available at: <https://unstats.un.org/sdgs> [26-10-2023].

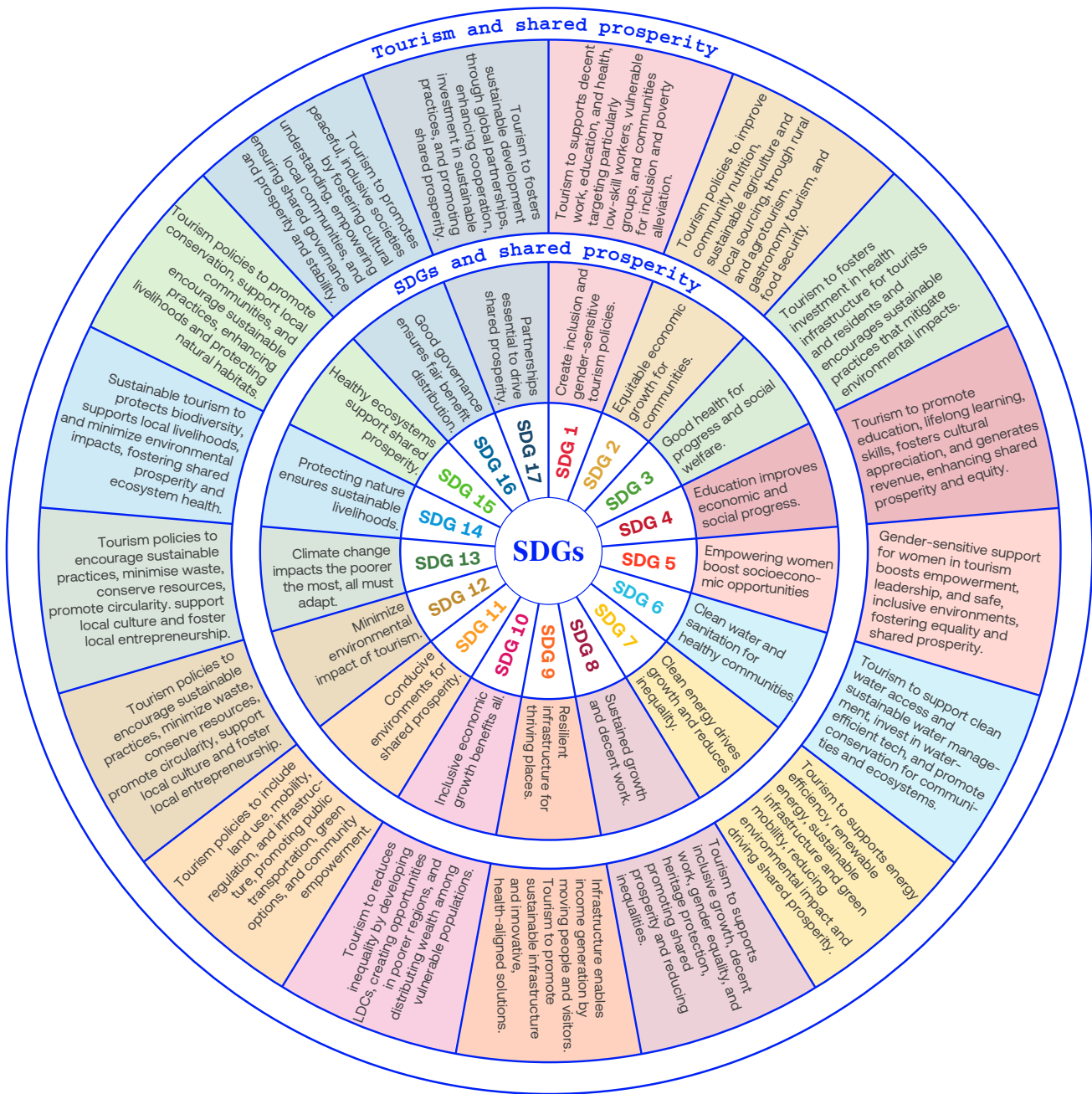
2 World Bank (2023), ‘Shared Prosperity: Monitoring Inclusive Growth’, WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity> [26-10-2023].

3 World Bank (2023), ‘Shared Prosperity: Monitoring Inclusive Growth’, WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity> [26-10-2023].

4 World Bank (2023), ‘Shared Prosperity: Monitoring Inclusive Growth’, WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity> [26-10-2023].

5 World Bank (2023), ‘Shared Prosperity: Monitoring Inclusive Growth’, WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity> [26-10-2023].

Figure ES.1: Sustainable Development Goals (SDGs), shared prosperity and tourism



- SDG 1: No poverty
- SDG 2: Zero hunger
- SDG 3: Good health and well-being
- SDG 4: Quality education
- SDG 5: Gender equality
- SDG 6: Clean water and sanitation
- SDG 7: Affordable and clean energy
- SDG 8: Decent work and economic growth
- SDG 9: Industry, innovation and infrastructure
- SDG 10: Reduced inequalities
- SDG 11: Sustainable cities and communities
- SDG 12: Responsible consumption and production
- SDG 13: Climate action
- SDG 14: Life below water
- SDG 15: Life on land
- SDG 16: Peace, justice and strong institutions
- SDG 17: Partnerships for the Goals

Key findings – Tourism can drive shared prosperity

Tourism represents 10% of all exports in least developed countries (LDCs).⁶ It creates jobs for millions, particularly among women (54% of the workforce as compared to 39% in the overall economy)⁷ and young people. It offers opportunities for low-skilled workers to enter the world of employment and grow while it can create new income sources for local communities.

Based on the evidence in this report, tourism can drive shared prosperity and contribute to SDG 10 – Reduce inequality within and among countries. More specifically, tourism can be an important tool to achieve Target 10.1 to “reduce income inequalities: by 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average”. However, this is not an automatic causal relationship and policymakers, and other tourism actors, need to focus efforts to ensure that tourism does contribute to the desired outcomes.

Three key elements are essential in progressing tourism’s contribution to shared prosperity:

1. Placing Tourism as a pillar of policies that promote shared prosperity, poverty reduction, development, and socioeconomic inclusion

Tourism is most effective at supporting shared prosperity and poverty alleviation, when included as a pillar of overall poverty reduction and/or development strategies in a country. A good example of that is China, which – through the work of WTA – is covered in detail in chapter 2. China incorporated and leveraged tourism as part of its systematic and integrated approach to poverty reduction. From the early development of tourism in 1978, tourism had an organic impact on livelihoods, especially in impoverished regions. The placement of tourism within the broader poverty alleviation framework created enabling tourism policies and freed up resources and investment from both national and local governments and private sector who support the village developments. This example supports the conclusion that placing tourism as a part of larger national policy framework to create shared prosperity and poverty alleviation, is a key factor.

1. Placing tourism as a pillar of policies aimed at promoting shared prosperity, poverty reduction, development and socioeconomic inclusion.

2. Ensuring that tourism policies, regulatory frameworks, investment and governance create the right conditions for shared prosperity for all engaged and in host communities at large.

3. Utilizing the income generated by tourism to reinvest in tourism sustainability and to support the wider shared-prosperity-enablers such as education, health and infrastructure in host communities and minimize any negative effects from the sector.

6 World Tourism Organization (n.d.), ‘UN Tourism Data Dashboard’, UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance> [15-04-2024].

7 World Tourism Organization (2019), *Global Report on Women in Tourism – Second Edition*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284420384>.

2. Promoting policies, regulatory frameworks, investment, and governance that promote shared prosperity

Tourism policies should aim at developing tourism in an equitable way that shares the benefits, especially socioeconomic progress and well-being, amongst all those engaged, as well as the entire population in the destinations. This can be achieved through policies, legislation and regulation, investment and governance frameworks that have shared prosperity and equitable development as their goal. Through intentional policymaking that drives shared prosperity, policymakers can ensure that benefits from tourism are widely distributed.

This report found that policymakers should take the following factors into account when planning and implementing such initiatives:

- **Whole-of-government approach and vertical coordination:** Tourism can create value for local communities based on a wide and versatile range of assets, including cultural attractions, natural landscapes, coastal communities and rural activities. In the process, tourism overlaps and connects with a variety of sectors, including agriculture, education, art and crafts, and the cultural sector. In all of these, tourism – if managed responsibly and in a coordinated manner – can add value to the existing producers or providers of these products or services, while reducing its own leakages. Tourism can therefore play a pivotal role in the development of economic and social resilience or revitalization by creating economic opportunities that translate to new businesses, jobs, incomes and improved social mobility for local populations. At the same time, policies and regulations on working conditions, education and training, infrastructure, business development, sustainability or land use and planning are essential to ensure the sector can contribute to shared prosperity and require cross-government coordination. The cases in this report showed that a whole-of-government-approach is critical for encouraging cross-sector partnerships, as well as vertical (national/local) coordination in the

adaptation of tourism models to the local context and environment.

- **Empowering communities through good governance and inclusive tourism development:** Policymakers should prioritize initiatives that empower local communities and ensure equitable benefits from tourism activities. The cases showed that by promoting inclusive tourism development, the sector empowers communities through skills, financing, formalizing working relationships which create security, and offering new entrepreneurial options. These policies can give communities a greater sense of self-determination if they are involved in the partnerships and consulted in tourism decisions. The policies also open or enhance economic opportunities for vulnerable groups, including women, youth and indigenous peoples, contributing to broader social equity and inclusion. Furthermore, ensuring the participation and active regular listening of residents is essential to tourism governance.

In the case of Peru, tourism development incorporated policies to formalize the sector and empower local people, especially women and local businesses to seek new opportunities in global markets. Public-private-community partnerships also played an important part in this case, driven by co-developed strategies and coordinated support. In Vanuatu and Albania, coordinated programmes across tourism and agriculture created a framework for inclusion and resilience.

- **Diversified and sustainable funding:** Tourism actors must advocate for the establishment of global, national and regional tourism funds and financing mechanisms, focussed on shared prosperity, sustainability and resilience. The funding and implementation of infrastructure projects should come as a top priority in this context. In addition to traditional donor or government funding, policymakers can explore partnership models with private sector or adjacent sectors and green financing options to support eco-tourism and community-based tourism initiatives. Alternative

funding support is required for indigenous tourism initiatives, which often operate outside the banking and registration systems.⁸

- **Strengthening policy and regulatory frameworks:** Intentional tourism action for shared prosperity often entails the need to adjust policy and regulatory frameworks to promote a more inclusive sector. This includes the development of comprehensive and consistent tourism policies that integrate clear economic, social and environmental sustainability objectives. Regulatory measures in the form of legislation or incentives that enhance tourism contribution to natural and cultural preservation, accessibility, decent work and the formalization of the sector, the inclusion of vulnerable groups, and women and community empowerment are essential to ensure tourism's role in shared prosperity.
- **Enhanced stakeholder engagement and coordination through public-private-community partnerships:** All actors can promote the establishment of multi-stakeholder platforms for continuous dialogue and collaboration. This should entail the creation of formal public-private-community partnerships that include local communities, NGOs, industry players and government agencies to ensure tourism development aligns with community needs and aspirations.
- **Capacity building and workforce development:** Investing in education and training programmes to build a skilled tourism workforce is vital for the sector and its progress towards shared prosperity. Higher skills and adaptability will translate into more opportunities, higher income and enhanced socioeconomic inclusion. A focus on transferrable skills, including digital literacy, sustainable management practices, and entrepreneurship supports the sector's modernization, sustainability and resilience.

- **A focus on micro-, small and medium-sized enterprises (MSMEs):** Tourism is mostly made of small businesses, and often family-run ones. Dedicated policies should address the challenges of MSMEs in competing in the market including access to financing, skills and digital transformation. Policies can leverage digital technologies to enhance tourist experiences, streamline operations, add value to the products and improve market access for MSMEs. Policymakers can encourage innovation in sustainable tourism practices through funding of research and development incentives. At the same time, larger tourism enterprises can drive shared prosperity by including local MSMEs in their supply chains, recruiting locally – namely among disadvantaged groups – and offering career opportunities, including training and skills development.
- **Step up international cooperation for development in sustainable tourism:** Tourism continues to be underrepresented in official development assistance (ODA) disbursements. As reported by official donors, tourism remains below 0.25% of the total ODA. Moreover, ODA's share for tourism decreased by 0.05% between 2018 and 2022, falling from 0.22% to 0.17%, respectively. However, it is noteworthy that ODA allocations to tourism by regional development banks increased from 0.07% in 2018 to 0.50% in 2022.⁹ This trend underscores a growing interest in and a better understanding of the tourism development potential by these entities. Strengthening international partnerships to share best practices, mobilize resources, and coordinate efforts in tourism development is essential for the sector to maximize its potential to promote shared prosperity. Clear alignment and impact measurement in line with the SDGs and especially those that support shared prosperity objectives, can promote tourism's role in the global efforts to create equitable growth and alleviate poverty.

⁸ World Tourism Organization and World Indigenous Tourism Alliance (2023), *Compendium of Good Practices in Indigenous Tourism – Regional Focus on the Americas*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424184>.

⁹ Based on Organisation for Economic Cooperation and Development.

3 . Utilizing the income generated by tourism to reinvest in tourism sustainability and support the wider shared prosperity enablers beyond Tourism

Policymakers can create the enabling conditions for tourism to drive shared prosperity in destinations for balanced and inclusive growth. Creating these enabling conditions means looking beyond direct tourism development approaches and focussing on factors like quality education, good healthcare, investment in infrastructure, development of social safety nets, supporting good and inclusive governance, establishing policies that generate decent and sustainable jobs, while utilizing partnerships and collaboration as a key lever to increase impact. This is particularly important for communities where tourism has a significant impact and economic relevance. Together, these policy areas can support thriving communities and tourism can contribute to all of these. Partnerships are especially vital as many of these topics are not core parts of traditional tourism policy, so new linkages and alignments are essential to connect public, private and community stakeholders to create change.

The findings in this report illustrate that, with strategic planning, inclusive policies and collaborative efforts, tourism can significantly contribute to shared prosperity and the broader SDG agenda. It calls for a concerted effort from all stakeholders to leverage tourism’s potential as a catalyst for sustainable development, economic growth and social inclusion. The policy recommendations provided in chapter 5 offer a comprehensive roadmap for achieving these objectives, emphasizing the transformative power of tourism in the global pursuit of shared prosperity.



Taierzhuang ancient city, Shangdong Province, China © xiaoyong | Dreamstime.com

Overview of case studies presented in this publication

Country	Case study	Short description	SDGs
China	1. Azeke Village in Yunnan Province (page 152)	Education supports endogenous development through Azeke Plan	4 5 8 9 10 17
	2. Huangling Village in Jiangxi Province (page 63)	Brand building through village development	3 8 9 10 15 17
	3. Idle Valley Art Town in Shandong Province (page 68)	Empowering spiritual prosperity through art	1 2 3 4 8 9 10 15
	4. Jingzhu Village in Chongqing Province (page 74)	Integrated development driving full employment	4 8 9 10 11 15 17
	5. Maoyang Town in Zhejiang Province (page 80)	Integrating agriculture, culture, and tourism: the “Five Prosperity” model	2 4 8 9 10 17
	6. Yucun in Zhejiang Province (page 86)	Prioritizing environmental conservation, developing the community of common prosperity	3 8 9 10 15
Albania	7. Implementation of agritourism (country wide) (page 100)	Agrotourism as a driver for rural tourism development	2 5 9 12 13 15 17
Indonesia	8. Tourism Village Initiatives (country wide) (page 110)	Developing inclusive tourism, one village at a time	1 4 5 6 8 9 11 13
Jordan	9. Country wide case study (page 116)	Policies for rural development and cultural preservation	1 2 5 6 7 8 10 11 12 13
Peru	10. Community tourism development (country wide) (page 124)	Integrating tourism across the country	1 3 4 5 10 11 13 17
Rwanda	11. Country wide case study (page 132)	Sharing concessions revenue with local communities for shared prosperity	1 2 6 13 15
Vanuatu	12. Agrotourism programme (country wide) (page 137)	Creating resilience through cross-sector partnerships	1 2 8 12 13 15



Introduction

Abstract: The chapter highlights the critical need for accelerated action to achieve the Sustainable Development Goals (SDGs) by 2030 amidst rising global risks such as extreme weather, societal polarization and economic challenges. It emphasizes tourism’s potential as a key driver for inclusive socioeconomic development, environmental protection and community empowerment and resilience. The report outlines strategies for making tourism more sustainable, resilient, and capable of promoting shared prosperity, particularly for low-income communities and vulnerable groups, through targeted policies and interventions.

Key words: Sustainable Development Goals | SDGs | shared prosperity | tourism | economic development | poverty alleviation | environmental protection | community resilience | community empowerment | inclusive development | global risks | socioeconomic inclusion

- Key findings:**
- The halfway point to 2030 shows significant challenges remain in achieving the SDGs, with global risks exacerbating vulnerabilities, especially in low-income and conflict-affected regions.
 - Tourism is a vital socioeconomic sector that can drive job creation, economic growth, social inclusion and environmental sustainability if adequate policies are in place.
 - Resilient and sustainable tourism is needed to promote inclusive development and support global sustainability goals.
 - Shared prosperity, measured by income growth among the poorest in populations, is essential for ensuring tourism benefits all community members, fostering socio-economic inclusion and well-being.



Yucun, China @ Yucun

2023 marked the halfway point to the deadline of the journey to 2030, and there is still much work to do to achieve the Sustainable Development Goals.¹⁰ Extreme weather events, AI-generated mis- and disinformation, societal and political polarization, the cost-of-living crisis and cyberattacks are seen as the most likely risks to create a material crisis over the next two years.¹¹ Excluding the cost-of-living crisis, the other four are also ranked as the most severe risks. In the coming decade, environmental factors including extreme weather, critical changes to earth systems, biodiversity loss and ecosystem collapse and natural resources shortages will be the most severe risks on the horizon. Already vulnerable countries are particularly at increased risk of these global challenges and will require additional support to respond.¹² Many vulnerable emerging markets and developing economies are falling further behind in economic growth and income. The World Bank 2024 *Global Economic Prospects*¹³ forecast per capita income to remain below its 2019 level in 2024 in one-third of low-income countries and more than 60% of economies to face fragile and conflict-affected situations.

As one of the world's largest socioeconomic sectors, tourism has the potential to be a powerful force in addressing these challenges. Tourism can create jobs and boost economies, and – when managed adequately – tourism can also help to preserve and promote healthy ecosystems and natural resources and to enhance infrastructure and connectivity in remote areas, which can help to minimize impacts of extreme weather events and increase resilience of affected populations. At the same time, tourism can promote the reinforcement of

local identity, values and social bonds, which are vital for community resilience in the face of external shocks.¹⁴

As tourism emerges from the COVID-19 pandemic and returns to pre-pandemic levels, it is essential to reflect on the impact of tourism and accelerate action towards a more sustainable, inclusive and resilient sector, and how policies and interventions in the sector can be designed in a manner that promotes shared prosperity among the lower income part of communities.

The need for the tourism sector to become more sustainable and resilient has been recognized at the highest level through the resolution on the *Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection*, adopted by the United Nations General Assembly in 2022.¹⁵ The resolution puts **resilience** in the forefront, highlighting the need to strengthen the resilience of tourism – especially after the COVID-19 pandemic –, to promote sustainable and inclusive recovery and support a stronger role of tourism in societies and global sustainability processes.

An important concept in progressing shared benefits and equitable development is that of *shared prosperity*, which “[...] measures the extent to which economic growth is inclusive by focusing on household consumption or income growth among the poorest population relative to the population as a whole.”¹⁶ The World Bank set this as one of its twin goals alongside alleviating extreme poverty in 2015.

10 United Nations (2023), *Sustainable Development Goals – Progress Chart 2023*, UN, New York, available at: <https://unstats.un.org/sdgs> [26-10-2023].

11 World Economic Forum (2024), *The Global Risks Report 2024, 19th Edition – Insight Report*, WEF, Geneva, available at: <https://www.weforum.org/publications/global-risks-report-2024/> [26-01-2023].

12 United Nations (2023), ‘Why do we need an MVI for vulnerable countries?’, UN, New York, available at: <https://www.un.org/ohrls/mvi/why-need-an-mvi.html> [26-10-2023].

13 World Bank (2024), *Global Economic Prospects, 2024 Edition*, World Bank, Washington, available at: https://www.worldbank.org/en/publication/global-economic-prospects?cid=ECR_LI_Worldbank_EN_EXT_profilesubscribe [27-08-2024].

14 United Nations General Assembly (2022), ‘Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection’, A/RES/77/178, resolution adopted by the United Nations General Assembly on 14 December 2022 on its 77th session, UN, New York, available at: https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2023-01/Resolution_A_RES_77_178_ENG.pdf?VersionId=jfpCQCnhCVjH1bgRISHnxYi.CISVFmKe [15-02-2024].

15 United Nations General Assembly (2022), ‘Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection’, A/RES/77/178, resolution adopted by the United Nations General Assembly on 14 December 2022 on its 77th session, UN, New York, available at: https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2023-01/Resolution_A_RES_77_178_ENG.pdf?VersionId=jfpCQCnhCVjH1bgRISHnxYi.CISVFmKe [15-02-2024].

16 World Bank (2023), ‘Shared Prosperity: Monitoring Inclusive Growth’, World Bank, Washington, DC, available at: <https://www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity> [15-01-2024].

Shared prosperity is thus a vital concept to focus on in tourism development because it aims to ensure that the sector, directly and indirectly, contributes to the well-being of all residents, and to their socioeconomic inclusion and welfare.

The purpose and structure of this report

This report explores the linkage between tourism, shared prosperity and the Sustainable Development Goals (SDGs) to identify policy recommendations and interventions that can effectively make tourism contribute to shared prosperity in destinations. The report outlines how tourism development can – and should – create the enabling conditions for shared prosperity, ensuring that tourism drives socioeconomic inclusion and well-being.

The study builds on UN Tourism's extensive work on progressing the Sustainable Development Goals through tourism in general, as well as the Organization's specific work on promoting tourism as a tool for inclusive growth.¹⁷ This includes several projects, among others, the 2017 joint report with UNDP on *Tourism and the Sustainable Development Goals – Journey to 2030*,¹⁸ the *Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals*¹⁹ (2023), *AIUla framework for Inclusive Community Development through Tourism*,²⁰ published in 2020, and *Achieving the*

*Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*²¹ from 2023, as well as the *Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)*,²² adopted in March 2024 by the United Nations Statistical Commission and which constitutes an internationally agreed reference framework for measuring the economic, social and environmental aspects of tourism.

In examining tourism as a driver for shared prosperity and progress towards the SDGs, the Organization's work on tourism for rural development is also highly relevant considering that approximately 80% of individuals living in poverty are concentrated in rural areas.²³ Tourism can provide an essential opportunity for economic and social development in remote areas if the right policies are in place and local communities have the tools to manage tourism for mutual benefit. Two recent UN Tourism reports in this space are *Tourism and Rural Development: A Policy Perspective*²⁴ and *Tourism and Rural Development: Understanding Challenges on the Ground? – Lessons learned from the Best Tourism Villages by UNWTO Initiative*,²⁵ which both provide examples of how tourism can lead to better outcomes for rural communities.

The current report was developed by UN Tourism in partnership with the World Tourism Alliance (WTA), which has actively researched tourism development and its potential contribution to poverty alleviation and rural development in China.²⁶ WTA's expertise, including

17 World Tourism Organization (n.d.), 'Ethics, culture and social responsibility', UN Tourism, Madrid, available at: <https://www.unwto.org/ethics-culture-and-social-responsibility> [26-10-2023].

18 World Tourism Organization and United Nations Development Programme (2017), *Tourism and the Sustainable Development Goals – Journey to 2030*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284419401>.

19 World Tourism Organization (2023), *Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424443>.

20 World Tourism Organization (2020), *AIUla Framework for Inclusive Community Development through Tourism*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284422159>.

21 World Tourism Organization (2023), *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*, UN Tourism, Madrid, <https://doi.org/10.18111/9789284424344>.

22 World Tourism Organization (n.d.), 'Measuring the Sustainability of Tourism', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/measuring-sustainability-tourism> [26-10-2023].

23 United Nations Development Programme and Oxford Poverty and Human Development Initiative (2022), '2022 Global Multidimensional Poverty Index (MPI): Unpacking deprivation bundles to reduce multidimensional poverty', UNDP, New York, available at: <https://hdr.undp.org/content/2022-global-multidimensional-poverty-index-mpi#/indicies/MPI> [30-03-2024].

24 World Tourism Organization (2023), *Tourism and Rural Development: A Policy Perspective*, UN Tourism, Madrid, <https://doi.org/10.18111/9789284424306>.

25 World Tourism Organization (2023), *Tourism and Rural Development: Understanding Challenges on the Ground? – Lessons learned from the Best Tourism Villages by UNWTO Initiative*, UN Tourism, Madrid, <https://doi.org/10.18111/9789284424368>.

26 World Tourism Alliance (2023), *WTA Best Practices of Rural Revitalization through Tourism*, WTA, Beijing, available at: <https://www.wta-web.org/eng/report> [18-12-2023].

six case studies on rural tourism development in China, form a key part of this research project and are valuable examples of China's policies and experience in driving poverty alleviation through tourism, particularly in rural areas.

The first chapter defines what shared prosperity means; it links the concept of shared prosperity to the Sustainable Development Goals (SDGs), and introduces the links between tourism, shared prosperity and the SDGs, looking into how the tourism sector can help to drive shared prosperity in destinations. Chapter 2 reviews the example of China's policies and initiatives to promote poverty alleviation through tourism, based on research from the World Tourism Alliance (WTA) including six regional cases from China. Chapter 3 introduces six country-level cases that show how tourism policies and initiatives have contributed to shared prosperity in different contexts and draws insights across cases. Chapter 4 provides an analysis across all twelve cases as a basis for recommendations and conclusions. Chapter 5 shares recommendations for policies and interventions that tourism stakeholders can implement or support to create the conditions for promoting tourism's contribution to shared prosperity and ultimately progress the SDGs.



Traditional Balinese building, Indonesia
© Tashka2000 | Dreamstime.com

Yuanyang, Yunnan Province, China © Javarman | Dreamstime.com

01.

Shared prosperity, the SDGs and tourism

Abstract: This chapter outlines the concept of shared prosperity and its critical role in economic development, focussing on the World Bank's twin goals of poverty alleviation and improved shared prosperity. It looks into the drivers and outcomes necessary to foster shared prosperity and highlights the role of tourism as a significant socioeconomic driver. By analyzing the relationship between tourism and development indicators such as income per capita, the Gini Index and or the Human Development Index, the chapter underscores tourism's potential to enhance shared prosperity, particularly in least developed countries (LDCs) and small island developing states (SIDS).

Key words: Shared prosperity | economic development | poverty alleviation | Sustainable Development Goals | SDGs | tourism | World Bank | income inequality | social welfare | sustainable growth | inclusive development | least developed countries | small islands developing states.

Key findings:

- Shared prosperity is measured by the growth rate of income or consumption of the poorest 40% of the population, according to the World Bank, aligning with SDG 10 on reducing inequalities (target 10.1 By 2030, progressively achieve and sustain income growth of the bottom 40% of the population at a rate higher than the national average).
- Key enablers of shared prosperity include supportive policies in education, healthcare, infrastructure, social safety nets, good governance and sustainable job opportunities.
- Tourism, as a significant global economic sector, can drive inclusive development, particularly in least developed countries and small island developing states.
- There is a moderate to strong relationship between international tourism receipts and income per capita, particularly in least developed countries, indicating tourism's positive effect on development.
- Tourism can contribute to multiple SDGs by promoting sustainable economic growth, reducing inequalities, supporting environmental conservation and enhancing global partnerships.

1.1

Defining shared prosperity

Prosperity is a primary goal of economic development, and all members of society must benefit from growth and development in their country and region. The World Bank set its **twin goals of alleviating extreme poverty and improving shared prosperity** in 2015, the same year the 2030 Agenda and the Sustainable Development Goals were adopted by all UN member states.²⁷ The Bank's vision has progressed to "create a world free of poverty on a livable planet" and its mission was updated in 2023 to "end extreme poverty and boost shared prosperity on a livable planet".²⁸

The World Bank states that *shared prosperity* can be measured as the "average annual growth rate in income or consumption of the bottom 40 percent of the population in a country"²⁹. Closely related is the concept of Shared Prosperity Premium, which calculates the difference between the growth rate of the poorest 40% compared with the overall population.³⁰ Both are essential indicators to measure the fight against poverty and the progress of inclusion in economic development and in the overall well-being of a population,³¹ and are closely aligned with SDG 10 – Reduce inequality within and among countries, and in particular Target 10.1 – Reduce income inequalities: by 2030, progressively achieve and sustain

income growth of the bottom 40% of the population at a rate higher than the national average.

As well, discussions of shared prosperity as a concept for the World Bank address its relationship to the concepts of social welfare, poverty, inequality and mobility.³² A first conclusion is that shared prosperity measures changing social and economic welfare, rather than the current state, which is why it was set as a twin goal of the World Bank alongside poverty eradication. The above definition of shared prosperity, although clearly related, is only linked to both poverty and inequality because both are generally thought of as multi-dimensional constructs that include more than just changes in income or consumption. Another World Bank report stated that, *shared prosperity* is more challenging to measure and monitor than poverty because it requires two comparable household surveys rather than just one.³³ This confirms the point of it being a measure of change or progress, rather than a particular point in time. Research noted that income increases amongst the poorest 40% in the investigated sample were highly correlated with overall economic growth, which suggests that general policies to assist economic growth should also benefit the poorest.³⁴

-
- 27 Ferreira, F. H. G.; Galasso, E. and Negre, M. (2018), 'Shared Prosperity: Concepts, Data, and Some Policy Examples', *IZA Discussion Paper No. 11571*, June 2018, DOI: <https://doi.org/10.2139/SSRN.3193325>.
 - 28 World Bank (n.d.), 'Who we are', WB, Washington, D.C., available at: <https://www.worldbank.org/en/who-we-are> [13-06-2024].
 - 29 World Bank (2023), 'Shared Prosperity: Monitoring Inclusive Growth', WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity> [13-06-2024].
 - 30 World Bank (2023), 'Shared Prosperity: Monitoring Inclusive Growth', WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity> [13-06-2024].
 - 31 World Bank (n.d.), 'LAC Equity Lab: Shared Prosperity', WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/lac-equity-lab1/shared-prosperity> [15-01-2024].
 - 32 Ferreira, F. H. G.; Galasso, E. and Negre, M. (2018), 'Shared Prosperity: Concepts, Data, and Some Policy Examples', *IZA Discussion Paper No. 11571*, June 2018, DOI: <https://doi.org/10.2139/SSRN.3193325>.
 - 33 World Bank (2023), 'Shared Prosperity: Monitoring Inclusive growth', WB, Washington, DC, available at: www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity [13-06-2024]."
 - 34 The development of the Statistical Framework for the Measurement of Sustainable Tourism has the potential to provide an additional data basis for measuring the alignment between social and economic progress in tourism destinations. This matter will be covered in more detail in chapter 3.

1.2

Drivers and outcomes of shared prosperity

Research shows that several drivers are required to create the conditions for shared prosperity and its related concepts.³⁵ These include supportive policies and action on areas such as education, healthcare, infrastructure, social safety nets, good governance, and sustainable and decent job opportunities. This is supported by a World Bank survey that found that asset improvement, infrastructure works, knowledge generation and improving resilience to shocks are the main channels used to affect the incomes of the poorest 40%.³⁶ Shared prosperity, in a broader sense should translate into beneficial outcomes, including overall increased well-being and social welfare, more socioeconomic opportunities, improved working conditions and social protection, better health and reduced income inequality, all of which embed in the SDGs and related targets.³⁷ In the aftermath of the COVID-19 pandemic, it is more important than ever to ensure that more people can participate in and benefit from economic growth.³⁸

This approach is based on the insight that shared prosperity cannot be addressed as a separate concept but needs to be looked at in terms of a series of enablers that can be created through policies aimed at generating a set of expected beneficial outcomes, and which in turn lead to virtuous cycles of reinvestment in such enablers. The enablers described below guide the recommendations included in this report for tourism stakeholders to create change and support shared

prosperity, while the *outcomes* should be defined and measured accordingly to track progress and ensure that the policies have the desired effect.

The diagram below shows the main enablers and outcomes with a focus on shared prosperity and within the framework of the global development context and the SDGs, as measures of status and progress of both enablers and outcomes.

35 Ferreira, F. H. G.; Galasso, E. and Negre, M. (2018), ‘Shared Prosperity: Concepts, Data, and Some Policy Examples’, *IZA Discussion Paper No. 11571*, June 2018, DOI: <https://doi.org/10.2139/SSRN.3193325>.

36 Smets, L. and Bogetic, Z. (2018), ‘An Evaluative Look Behind the Curtain: World Bank Group Staff’s Early Experience with the Shared Prosperity Goal’, Policy Research working paper, no. WPS 8293, WB, Washington, D.C., available at <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/287671515005039496/an-evaluative-look-behind-the-curtain-world-bank-group-staffs-early-experience-with-the-shared-prosperity-goal> [13-02-2024]

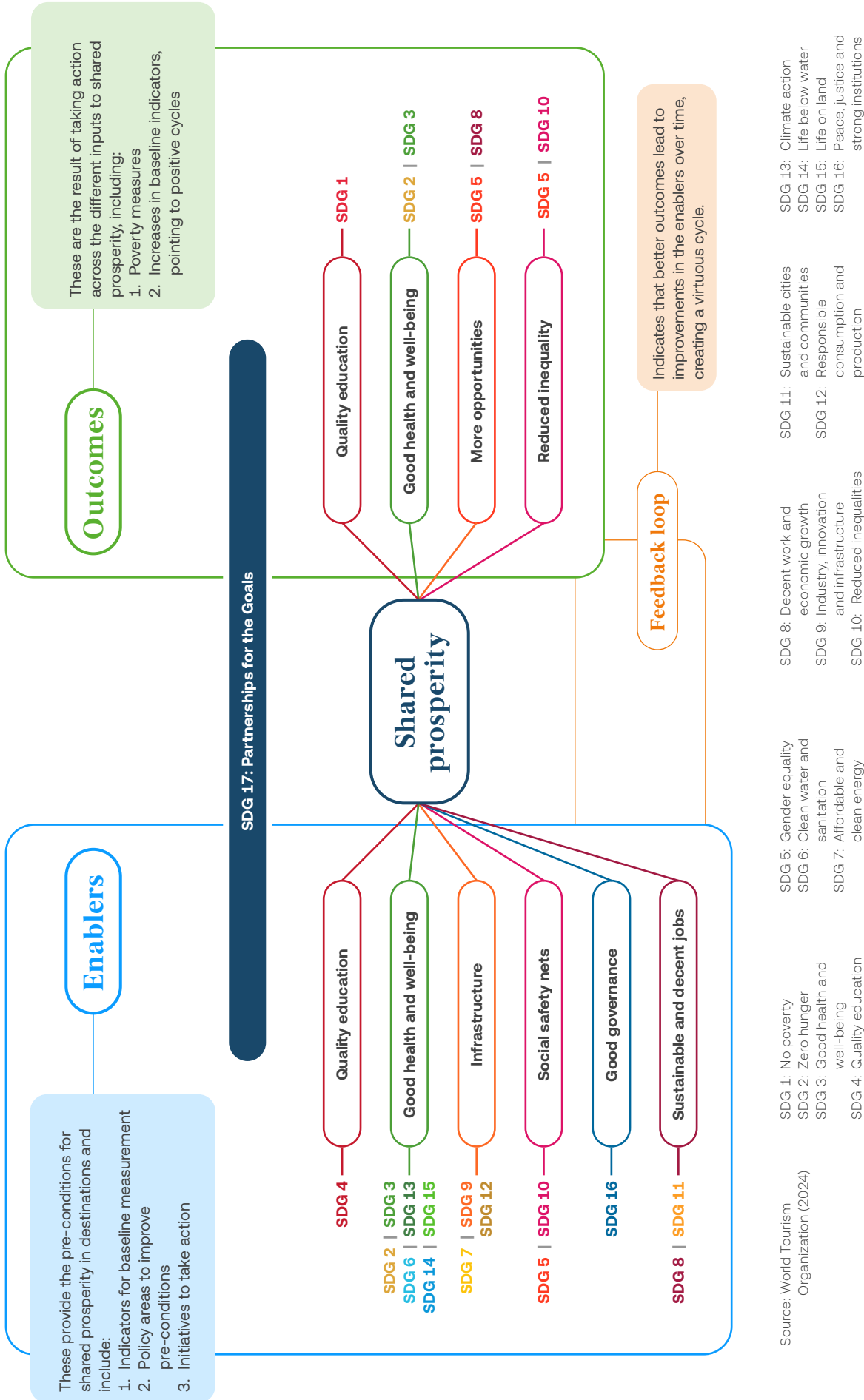
37 Oxfam International and Economic and Social Commission for Asia and the Pacific (2017), *Taxing for Shared Prosperity: Policy Options for the Asia-Pacific Region, Policy Brief*, Oxfam, Oxford, DOI: 10.21201/2017.1282.

38 World Bank (2022), *Poverty and Shared Prosperity 2022: Correcting Course*, WB, Washington, D.C., DOI:10.1596/978-1-4648-1893-6.

Figure 1.1: Enablers and outcomes of a wider shared prosperity concept in the context of the SDGs

SDGs and the global development context

The SDGs provide a global framework in which to address shared prosperity, including its inputs and outcomes.



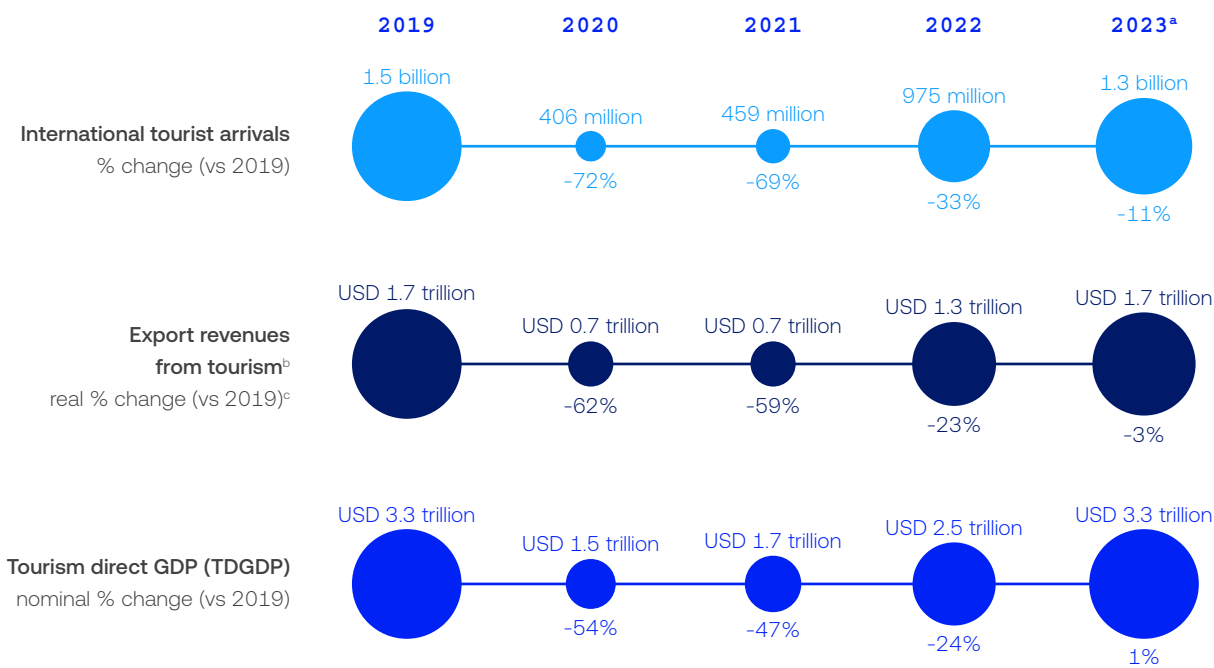
1.3

Tourism: a socioeconomic driver and a tool for inclusive development

The tourism sector had grown significantly in recent decades before the COVID-19 crisis. Prior to the pandemic, tourism was the world’s third largest export category, after fuels and chemicals, accounting for 7% of the world’s exports in 2019.³⁹

With 1.5 billion international tourist arrivals in 2019, the sector generated USD 1.7 trillion in export revenues and USD 3.3 trillion in output, equivalent to 4% of world GDP, measured in tourism direct gross domestic product (TDGDP).⁴⁰

Figure 1.2: Global international tourist arrivals, export revenues from tourism and tourism direct gross domestic product (TDGDP), 2019–2023



Notes: a) Provisional data.
b) Revenues include international tourism receipts and passenger transport fares.
c) In local currencies and constant prices.

Source: World Tourism Organization (2024), *World Tourism Barometer*, volume 22, issue 2, May 2024, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/wtobarometereng>.

39 Exports from tourism include receipts from international visitor spending, as well as receipts from international passenger transport contracted from companies outside the travellers’ countries of residence (‘passenger transport’ item in the balance of payments). For destinations, receipts from international tourism are a services export in their balance of payments (the ‘travel’ item) which includes all transactions related to the consumption of goods and services by international visitors, such as accommodation, food and beverage, fuel, domestic transport, entertainment and shopping. They include transactions generated by same-day, as well as overnight visitors.

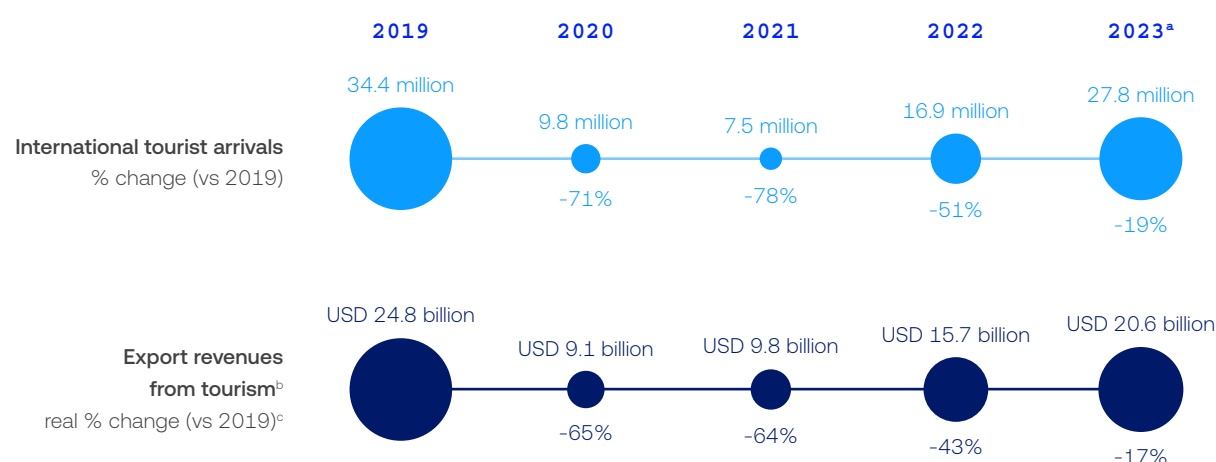
40 World Tourism Organization (2023), *International Tourism Highlights, 2023 Edition – The impact of COVID-19 on tourism (2020–2022)*, October 2023, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424986>.

Tourism is particularly relevant for least developed countries (LDCs) and small island developing states (SIDS) where it is a major source of export earnings. The 45 LDCs⁴¹ received a combined 34 million international tourists in 2019, which is less than 3% of the global figure. Export revenues from international tourism amounted to USD 25 billion in 2019, equivalent to 10% of total exports in LDCs, well above the world average of 7%.⁴²

In the SIDS group, tourism accounted for 9% of total export revenues in 2019, though in 22 out of 39 SIDS, it accounted for 30% or more of total exports.⁴³

As a major service export, tourism can be catalytic for economic growth and diversification of LDCs⁴⁴ while promoting jobs and inclusion for disadvantaged groups, communities and territories, such as rural areas. For example, tourism was instrumental in supporting the graduation of Cabo Verde, the Maldives and Samoa from their LDC status.⁴⁵

Figure 1.3: International tourism in Least Developed Countries (LDCs), 2019–2023



Notes: Refer to annex 2 for detailed figures and data.

a) Provisional data.

b) Revenues include international tourism receipts and passenger transport fares.

c) In local currencies at constant prices.

Source: World Tourism Organization (UN Tourism).

41 United Nations Conference on Trade and Development (2023), *UN list of least developed countries*, December 2023, UNCTAD, Geneva, <https://unctad.org/topic/least-developed-countries/list> [13-07-2024].

42 Inbound tourism expenditure is considered an export for the destination country and accounted as such in the balance of trade.

43 United Nations (2024), *World Economic Situation and Prospects 2023*, January 2024, UN, New York, <https://www.un.org/development/desa/dpad/publication/world-economic-situation-and-prospects-2024/>.

44 Tourism is included in the Doha Programme of Action 2022–2031 for LDCs and was recognized in the 5th UN Conference on LDCs (LDC5) with a dedicated thematic area of the Private Sector Forum alongside sustainable energy, agriculture, connectivity, and climate change. For more information please consult: United Nations (2023), 'Doha Programme of Action', 5th United Nations Conference on Least Developed Countries (LDC5), UN, New York, available at: <https://www.un.org/ldc5/doha-programme-of-action> [13/06/2023].

45 World Tourism Organization, International Trade Centre and Enhanced Integrated Framework (2017), *Tourism for Sustainable Development in the Least Developed Countries – Leveraging Resources for Sustainable Tourism with the Enhanced Integrated Framework*, UN Tourism, Madrid, and ITC and EIF, Geneva, DOI: <https://doi.org/10.18111/9789284418848>.

1.3.1 Tourism and shared prosperity: exploring the relationship between tourism and development indicators

Given the limitation of data on shared prosperity as defined by the World Bank⁴⁶ and thus the difficulty of exploring the relationship between tourism and prosperity indicators, this section takes a broader perspective of the concept.

In this regard, the following **three proxies** related to the concept of shared prosperity were analysed in comparison with tourism indicators over a period of 20 years prior to the coronavirus pandemic, from 2000 to 2019 (see methodological note)⁴⁷:

1. The **Gini Index**, which measures the extent to which the distribution of income (or, in some cases, consumption expenditure) among individuals or households within an economy deviates from a perfectly equal distribution;⁴⁸
2. The **net adjusted income per capita** (in current USD)⁴⁹ which corresponds to gross national income (GNI) minus consumption of fixed capital and natural resources depletion; and

3. The **Human Development Index (HDI)** which measures the average achievement in key dimensions of human development: a long and healthy life, being knowledgeable and having a decent standard of living, according to UNDP.⁵⁰

Results

1. Gini Index

- The analysis shows some statistical correlation between Gini Index coefficients and international tourism receipts in **14** out of the **35** countries studied.⁵¹ In those cases, growth in Gini coefficients can be attributed to tourism to a medium to great extent. In the remaining 21 countries the relationship is weaker.
- There is no clear link between higher correlation and a larger weight of tourism in total export revenues.
- Although a relationship cannot be demonstrated for the overall sample of countries, the correlation is stronger in the Americas. Of the 15 countries with highest correlation, **10** are in the Americas, including Brazil, Peru, Bolivia, Argentina and Dominican Republic (see table 1.1).

46 World Bank data on shared prosperity (defined as average annual growth rate in income or consumption of the bottom 40 percent of the population in a country) is only available for specific time periods depending on the country, making comparisons difficult.
See definition: World Bank (2023), 'Shared Prosperity: Monitoring Inclusive growth', WB, Washington, DC, available at: www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity [13-06-2024].

47 The relationship between variables was studied for the period 2000 to 2019 using a linear regression analysis, either by comparing the tourism data series with the prosperity data series, or by comparing the 20-year percentage change in tourism data with the same percentage change in the prosperity indicator for countries with available data. The study is limited to countries with available data for the complete, or almost complete 20-year period.

48 Definition according to the World Bank (n.d.), 'Data Bank', 'Metadata Glossary – GINI index', World Bank Group, Washington, D.C., available at: <https://databank.worldbank.org/metadataglossary/jobs/series/SI.POV.GINI> [26-08-2024].

49 According to the World Bank (n.d.), 'Data Bank', 'Metadata Glossary – Adjusted net national income per capita', World Bank Group, Washington, D.C., available at: <https://databank.worldbank.org/metadataglossary/world-development-indicators/series/NY.ADJ.NNTY.PC.KD>.

50 See definition of Human Development Index (HDI) in United Nations Development Program (UNDP) (n.d.), 'Human Development Index', UNDP, New York, available at: <https://hdr.undp.org/data-center/human-development-index#/indicies/HDI> [26-08-2024].

51 The Gini coefficient was compared with international tourism receipts (visitor expenditure in destinations) for the period 2000 to 2019 for 35 countries for which data is mostly available. These 35 countries consist of 17 countries with complete data, 6 with data for 19 out of 20 years, and 12 with data for 18 years, for which the missing data were estimated.

Table 1.1: Top 15 destinations with highest coefficient of determination (R^2)^a between Gini Index and international tourism receipts (2000–2019)

Country	Tourism as % of total exports (2019)	R^2 coefficient ^a (Gini Index and receipts)
1. Brazil	2%	0.946
2. Peru	9%	0.880
3. Bolivia	10%	0.849
4. Argentina	7%	0.838
5. Dominican Republic	36%	0.837
6. Panama	28%	0.825
7. Republic of Moldova	12%	0.789
8. Colombia	14%	0.746
9. El Salvador	18%	0.741
10. Sweden	4%	0.705
11. Ecuador	9%	0.699
12. Belarus	3%	0.684
13. Germany	3%	0.681
14. Canada	5%	0.632
15. United Kingdom	7%	0.592

Note: a) The coefficient of determination (R^2) is a measure of statistical correlation between data sets. R^2 values range from 0 to 1, where the higher the coefficient, the higher the correlation (relationship) between variables. For example, an R^2 of 0.8 represents high correlation, meaning that growth in the Gini Index can theoretically be attributed to tourism to a great extent. An R^2 of 0.5 or less would indicate low correlation.

Source: World Tourism Organization (UN Tourism), Gini Index according to World Bank.

2 . Income per capita⁵²

- In 96 out of the 178 countries analysed (54%) there is a moderate to strong relationship between tourism receipts and income per capita between 2000 and 2019, meaning the increase in income can be attributed to tourism. Table 1.2 shows the 30 countries with highest correlation.
- Of the 49 countries with high correlation, 21 are either LDCs or SIDS or both. Importantly, three of them are former LDCs which have graduated from that category: Maldives (2011), Vanuatu (2020) and Bhutan (2023). Another three are expected to graduate in the coming years: Bangladesh (2026), Nepal (2026) and Solomon Islands (2027).⁵³
- Therefore, international tourism can be interpreted as contributing to income per capita in over half the countries analysed, particularly in several current or former LDCs. As income per capita is an indicator of standard of living, the above suggests that tourism has a positive effect on socioeconomic development, particularly in LDCs.
- However, other factors might explain the evolution of income per capita in each country, including other economic activities, especially since there is no clear link between higher correlation and a larger weight of tourism in total exports. For example, in Singapore the correlation is high (R^2 of 0.96) though tourism only represents 3% of the country's exports in US dollar terms. This can be attributed to other export categories growing at similar rates as tourism and therefore producing similar correlations. Indeed, merchandise exports and tourism produce an R^2 of 0.93 in Singapore.

- Viet Nam is another example. While tourism and income per capita produce an R^2 of 0.97, tourism represents only 4% of total export revenues. Merchandise exports, which account for 94% of total exports produce the same coefficient of 0.97. Tourism seems to have grown at similar rates, but it is clearly the exports of goods such as textiles, electronics and machinery which have contributed to rising income per capita in Viet Nam.
- A regression analysis to compare change in income per capita and change in international tourism receipts from 2000 to 2019 in 30 countries where tourism represents 25% or more of total exports (calculated in USD) shows that tourism earnings contribute moderately to income per capita, especially in SIDS (see figure 1.4) though this varies across countries. Logically, the contribution for this group of countries is higher than for the group where tourism represents a smaller share of export revenues.

3 . Human Development Index (HDI)

- In this analysis, the percentage change in HDI from 2000 to 2019 was compared with the change in international tourist arrivals and tourism receipts for the same period. A year-by-year analysis was not feasible because HDI data is only available for a few years of the entire 20-year period.
- The regression analysis of change in HDI and change in international tourist arrivals from 2000 to 2019 indicates a moderate to high correlation between number of tourists and human development in countries dependent on tourism, mostly SIDS. However, a similar exercise comparing HDI and international tourism receipts reveals low correlation.

52 Income per capita was compared with international tourism receipts (visitor expenditure in destinations) for a total of 178 countries for which data is available over the same 20-year period (2000–2019). Percentage change in income per capita from 2000 to 2019 was compared with percentage change in international tourism receipts in the same years for a total of 131 countries with available data. The analysis was broken down into countries where tourism accounts for 25% or more of total export revenues (30 countries) and those where tourism accounts for less than 25% (101 countries).

53 List of countries that have graduated from LDC: United Nations (n.d.), 'Countries that have already graduated', UN, New York, available at: <https://www.un.org/ldcportal/content/countries-approaching-graduation-and-graduated> [26-08-2024].

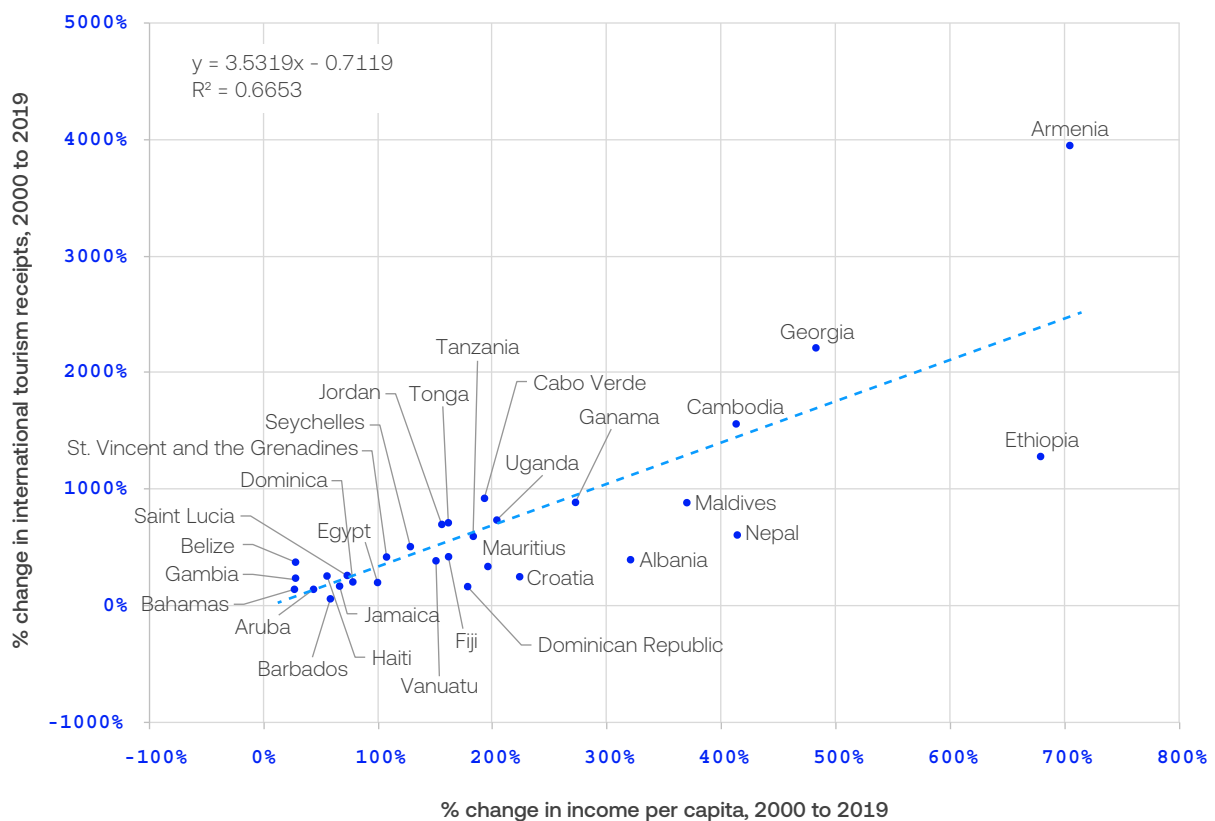
- The above suggests that international tourism contributes moderately to human development as measured by HDI, whether directly or indirectly, in countries where tourism represents at least 25% of total export revenues, many of them SIDS.

In conclusion, the three proxies analysed show a moderate link between international tourism and the concept of shared prosperity, suggesting a positive effect of tourism on the prosperity and development of countries. The link is not necessarily stronger in countries most dependent on tourism (in the case of the Gini Index and income per capita) suggesting that other factors, especially merchandise exports, also contributed to the

growth and distribution of income in those countries. However, when taking 20-year growth rates, the link between tourism and development (income per capita and HDI) is clearly stronger in countries where tourism has a 25% or higher weight in total export revenues.

International tourism can be interpreted as contributing to income per capita in over half the countries analysed, particularly in several current or former LDCs. As income per capita is an indicator of standard of living, the above suggests that tourism has a positive effect on development, particularly in LDCs.

Figure 1.4: Comparison of change in international tourism receipts and income per capita from 2000 to 2019 (%)



Note: Regression analysis based on a sample of 30 countries with available data, where tourism accounts for 25% or more of total export revenues (as of January 2024). The coefficient of determination (R^2) is a measure of statistical correlation, ranging from 0 to 1, where the higher the coefficient, the higher the correlation (relationship) between data sets. In this case, growth in income per capita can be attributed to growth in tourism receipts to a moderate extent ($R^2 = 0.67$) meaning other economic sectors are also behind the growth in income.

Sources: World Tourism Organization (UN Tourism).

Income per capita data according to World Bank.

Table 1.2: Top 30 destinations with highest coefficient of determination (R^2) between income per capita and international tourism receipts data series (2000–2019)

Country	Tourism as % of total exports (2019)	R^2 coefficient ^a (Income per capita and receipts)	Country group ^b
1. Panama	28%	0.994	
2. Cambodia	25%	0.979	LDC
3. Viet Nam	4%	0.974	
4. Lao People's Democratic Republic	14%	0.973	LDC
5. Tanzania	28%	0.973	LDC
6. Uruguay	18%	0.967	
7. Bolivia	10%	0.964	
8. Singapore	3%	0.961	SIDS
9. Bulgaria	11%	0.952	
10. Iceland	25%	0.951	
11. Rwanda	28%	0.950	LDC
12. Maldives	85%	0.945	SIDS
13. Israel	7%	0.944	
14. Mauritius	39%	0.941	SIDS
15. Bangladesh	1%	0.939	LDC
16. Haiti	26%	0.934	LDC and SIDS
17. Vanuatu	75%	0.934	LDC and SIDS
18. India	6%	0.927	
19. Peru	9%	0.923	
20. Costa Rica	19%	0.923	
21. Malaysia	8%	0.920	
22. Morocco	21%	0.916	
23. United States of America	9%	0.915	
24. Bhutan	14%	0.913	
25. Solomon Islands	14%	0.908	LDC and SIDS
26. Jordan	42%	0.904	
27. Fiji	51%	0.904	SIDS
28. Russian Federation	4%	0.903	
29. Nepal	31%	0.900	LDC
30. Saint Lucia	83%	0.896	SIDS

Notes: Figures based on sample of 178 countries for which data is available.

LDCs = least developed countries

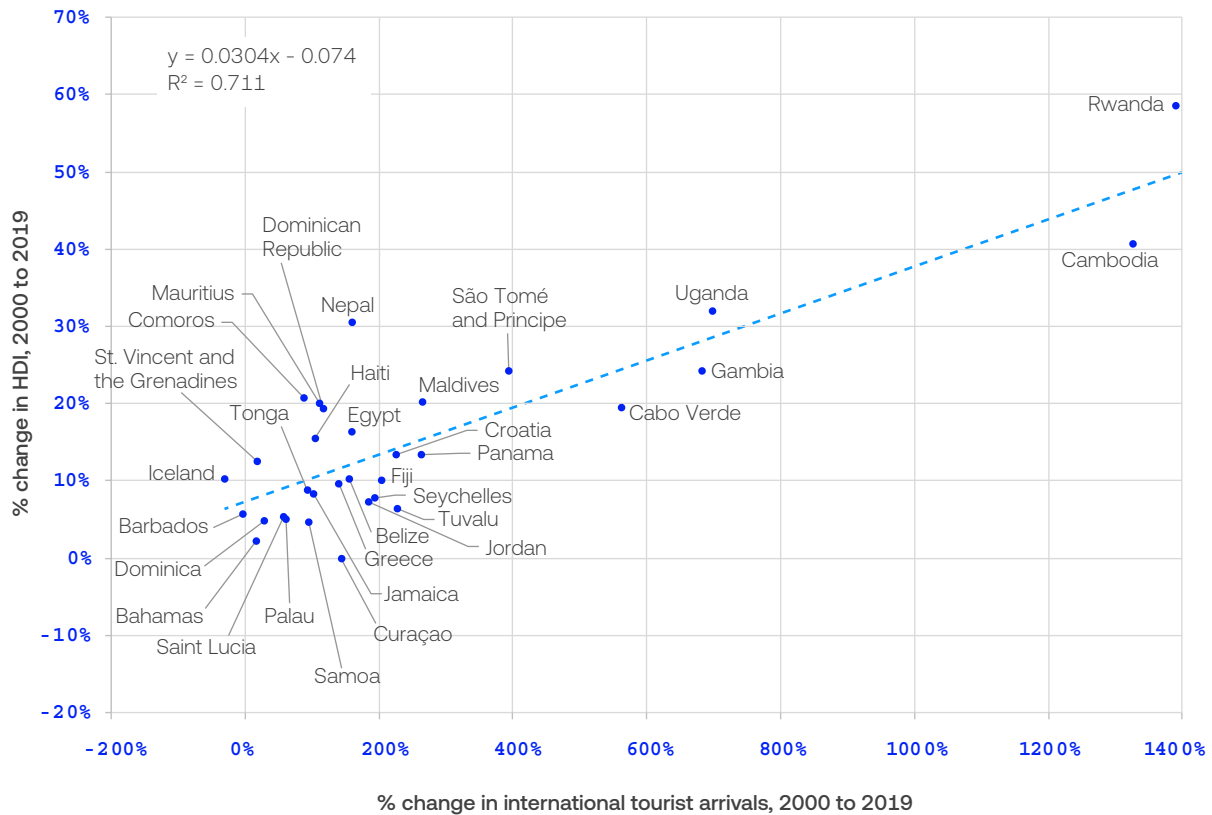
SIDS = small island developing states

a) The coefficient of determination (R^2) is a measure of statistical correlation, ranging from 0 to 1. The higher the R^2 , the greater the correlation between both data sets, meaning that growth in income per capita can be attributed to growth in tourism receipts to a higher or lower extent. In this sample of countries with high correlation ($R^2 > 0.8$), growth in income per capita can theoretically be attributed to growth in international tourism receipts to a considerable extent.

b) According to United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLS).

Sources: World Tourism Organization (UN Tourism). Income per capita data according to World Bank.

Figure 1.5: Comparison of change in international tourist arrivals and Human Development Index (HDI), from 2000 to 2019



Note: Regression analysis based on a sample of 32 countries with available data, where tourism accounts for 25% or more of total export revenues (as of January 2024). The coefficient of determination (R^2) is a measure of statistical correlation ranging from 0 to 1, where the higher the coefficient, the higher the correlation (relationship) between both data sets. In this case, growth in HDI can be attributed to growth in tourist arrivals to a significant extent ($R^2 = 0.71$) though other economic sectors also contribute to varying degrees.

Sources: World Tourism Organization (UN Tourism).

HDI data according to United Nations Development Programme (n.d.), 'Human Development Index (HDI)', UNDP, New York, available at: <https://hdr.undp.org/data-center/human-development-index#/indicies/HDI> [03-09-2024].



Yandangshan Mountains, Zhejiang Province, China
© Tempestz | Dreamstime.com

1.3.2 Tourism, shared prosperity and the Sustainable Development Goals

Shared prosperity is part and parcel of the Sustainable Development Goals (SDGs), which are a universal call to end poverty, protect the planet and ensure that by 2030 all people enjoy peace and prosperity.

Shared prosperity is directly aligned with Target 10.1, which aims to “progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average” by 2030.⁵⁴ This aims for a positive Shared Prosperity Premium across countries over time as part of the goals. Progress on SDG 1 (No poverty) and SDG 10 (Reduced inequalities), which are two of the key outcomes, needs to be measured to capture progress on shared prosperity.

The UN Tourism/UNDP report *Tourism and the Sustainable Development Goals: Journey to 2030*⁵⁵ published on the occasion of the International Year of Sustainable Tourism for Development in 2017, highlights how tourism can positively support the achievement of all 17 Sustainable Development Goals, either directly or indirectly. The 2023 *Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals*⁵⁶ developed by the G20 Tourism Working Group and the *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*⁵⁷, both reinforce this point and guide how tourism can contribute to the goals and targets at country and project level.

The table below introduces the most relevant SDG and targets to consider when advancing the contribution of tourism to shared prosperity and, where appropriate, describes how they can support shared prosperity, and provides linkages to tourism policies that could help progress in this area.



54 For further information on SDG 10, please consult: United Nations (n.d.), ‘10 – Reduce inequality within and among countries’, UN, New York, available at: <https://sdgs.un.org/goals/goal10#overview> [26-10-2023].

55 World Tourism Organization and United Nations Development Programme (2017), *Tourism and the Sustainable Development Goals – Journey to 2030*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284419401>.

56 World Tourism Organization (2023), *Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424443>.

57 World Tourism Organization (2023), *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*, UN Tourism, Madrid, <https://doi.org/10.18111/9789284424344>.




Table 1.3: Linkages of the Sustainable Development Goals (SDGs), shared prosperity and tourism

Link to shared prosperity	The role of tourism
 <p>Goal 1: End poverty in all its forms everywhere</p> <p>SDG 1, Target 1b: Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions</p>	<p>Adequate policy frameworks based on a pro-poor and gender-sensitive approach create the necessary conditions to allow disadvantages groups to access key drivers of shared prosperity such as decent work, education and health.</p> <p>Tourism can be an important entry point to the job market for low skill workers, vulnerable groups and low-income communities creating opportunities to fight poverty.</p> <p>Specifically, tourism can support Target 1b by:</p> <ol style="list-style-type: none"> 1. Being part of the wider national, regional or local development or poverty alleviation policies;⁵⁸ 2. Being included in national, regional and local gender policies; 3. Developing tourism policies with a special focus on pro-poor and socioeconomic inclusion; and 4. Ensuring that gender is a cross-cutting element (see <i>UN Tourism's Gender Mainstreaming Guidelines for the Public Sector in Tourism</i>⁵⁹).
 <p>Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>	<p>With its aims, SDG 2 is both a driver and an outcome of shared prosperity. Focussing on equitable economic growth ensures that the benefits of development are distributed fairly, particularly to the poorest and most vulnerable.</p> <p>This equitable distribution supports SDG 2 by increasing access to nutritious food, enhancing food production capabilities, and improving living standards for all. As communities become more prosperous, they are better equipped to invest in sustainable agricultural practices, reduce hunger, and improve nutrition, creating a virtuous cycle that promotes overall well-being and sustainable development.</p> <p>Tourism policies can create access to socioeconomic opportunities for disadvantaged groups and thus provide conditions to improve families and communities' nutrition.</p> <p>Furthermore, tourism policies can align with and support sustainable agricultural practices, local food production through rural tourism, agritourism, as well as gastronomy tourism. Foreign direct investment (FDI) in food systems can introduce best practices and management skills to the destination, but this needs to be balanced with policies for local sourcing and supply development to ensure economic and social linkages to the local economy. These policies can boost local economies, provide supplementary income for farmers, and reduce poverty, contributing to zero hunger. By integrating local food systems into tourism value chain, destinations can reduce leakages, offer unique culinary experiences, support food security, and preserve traditional knowledge and biodiversity, thereby fostering shared prosperity and sustainable development within communities.</p> <p>Furthermore, the sector can progress the fight against food waste.⁶⁰</p> <p>See also SDG 12.</p>

58 Chapter 2.1.4 presents the example of how tourism was included in China's poverty reduction policy.

59 World Tourism Organization (2022), *Gender Mainstreaming Guidelines for the Public Sector in Tourism*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284423248>.

60 World Tourism Organization (2023), *Global Roadmap for Food Waste Reduction in the Tourism Sector*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424085>.

Link to shared prosperity	The role of tourism
<div><div><div>3</div><div>GOOD HEALTH AND WELL-BEING</div><div></div></div><div>Goal 3: Ensure healthy lives and promote well-being for all at all ages</div></div> <div><div><p>Good health is an enabler and an outcome of development, including raising a community out of poverty. Health interventions, especially for young children are likely to have intergenerational impacts on poverty in communities and allow for progress on education, more productive work and better social outcomes. The well-being of the individual or a community is an important outcome of an increase in social welfare or shared prosperity.</p></div><div><p>The tourism sector can support this SDG by fostering investments in health infrastructure and services in tourist destinations and including these elements into the tourism FDI regulatory frameworks. These policies can encourage sustainable practices that mitigate environmental health risks, promote physical activities, and support mental health through leisure and recreational opportunities. By facilitating equitable access to these benefits, tourism can enhance public health outcomes and drive shared prosperity, aligning economic development with improved health standards and well-being.</p></div></div>	
<div><div><div>4</div><div>QUALITY EDUCATION</div><div></div></div><div>Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</div></div> <div><div><p>Education is a key factor in allowing people to improve their economic and social conditions. Where industries provide economic opportunities for low-skilled workers, education and training can help them to move up and earn more, leading to better outcomes. Reinvestment in education by governments, businesses or individuals will create virtuous cycles of better education and skilled workers which in turn promote economic growth.</p></div><div><p>The tourism sector can support by promoting equitable quality education in the sector, as well as lifelong learning opportunities for all and by creating quality jobs. This includes upskilling, reskilling and providing new skills to workers in the tourism sector. Furthermore, by integrating educational programmes about local cultures, histories and environments into tourism, policies can foster a greater appreciation and understanding among tourists and locals alike. Investment in tourism can also generate revenue for the education systems, facilitate vocational training in hospitality and management, and encourage cultural exchange, contributing to shared prosperity and educational equity. As above, regulatory frameworks for tourism FDI should also consider local human resources development.</p></div></div>	
<div><div><div>5</div><div>GENDER EQUALITY</div><div></div></div><div>Goal 5: Achieve gender equality and empower all women and girls</div></div> <div><div><p>Policies and initiatives focussing on the empowerment of women can help to even the playing field and help whole communities raise their access to socioeconomic opportunities and living standards.</p></div><div><p>By implementing gender-sensitive training programmes and supporting female education and training, as well as entrepreneurship in tourism and related businesses, the sector can enhance women's economic empowerment and leadership roles. Additionally, promoting safe and inclusive tourism working environments contribute to shared prosperity by fostering a culture of equality and respect, benefiting communities and economies at large.⁶¹</p></div></div>	

61

Consult for more information: World Tourism Organization (n.d.), ‘Women’s empowerment and tourism’, UN Tourism, Madrid, available at: <https://www.unwto.org/gender-and-tourism> [13-06-2023].

Link to shared prosperity

The role of tourism

**Goal 6: Ensure availability and sustainable management of water and sanitation for all**

SDG 6 is closely related to health, clean water and sanitation as these are the basis for a healthy community.

Tourism development and projects must ensure that local populations in destinations always have access to clean water and sanitation. Tourism stakeholders should support the achievement of clean water and sanitation for all by promoting sustainable water management practices,⁶² including in through policies and regulatory frameworks for the development of infrastructure and tourism projects. Tourism policies should encourage investments in water-efficient technologies and infrastructure, promote water conservation among tourists and local businesses, and support projects that improve access to clean water and sanitation facilities in tourist areas.⁶³

By ensuring sustainable water use, tourism can contribute to shared prosperity and enhance the well-being of local communities and ecosystems.

Furthermore, tourism also plays a key role in water management and thus must step up its sustainable use of water resources (including improved measurement) to reduce its impact on water in destinations.

**Goal 7: Ensure access to affordable, reliable, sustainable, and modern energy for all**

Access to energy underpins economic growth, enhances productivity and fosters innovation, directly contributing to equitable wealth distribution. Access to clean energy, addresses environmental sustainability, improves health and education outcomes and reduces inequalities, ensuring that the benefits of development reach all segments of society. Thus, SDG 7 plays a crucial role in creating a foundation for shared prosperity.

The tourism sector can support SDG 7 by promoting energy efficiency and renewable energy in destinations. Through incentives for sustainable infrastructure and operations, such as solar-powered accommodations or green mobility, the sector can reduce its environmental impact, encourage sustainable consumption, and contribute to energy transition. This approach fosters shared prosperity by creating sustainable tourism models that benefit both communities and the environment.

62 World Tourism Organization (2023), 'Tourism Commits to Water Action Agenda at 2023 UN Water Conference', press release, published 24 March 2023, UN Tourism, Madrid, available at: <https://www.unwto.org/news/tourism-commits-to-water-action-agenda-at-2023-un-water-conference> [30-03-2024].

63 United Nations Environment Programme (2003), *A Manual for Water and Waste Management: What the Tourism Industry Can Do to Improve its Performance*, UNEP, Nairobi, available at: <https://www.unep.org/publications-data> [30-03-2024].

Link to shared prosperity

The role of tourism



Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

SDG 8, Target 8.9: By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

This goal emphasizes the critical role of sustained, inclusive economic growth and decent work⁶⁴ for all in achieving economic and social progress. By focussing on productive employment, fighting informality, and reducing unemployment, especially among young people and vulnerable groups, policies in this space can help to elevate living standards, reduce poverty, and create a stable economic environment conducive to shared prosperity.

Preliminary estimates of tourism direct gross domestic product (TDGDP) point to USD 3.3 trillion in 2023, or 3% of global GDP, the same level as in 2019.⁶⁵ Tourism can significantly support the achievement of inclusive and sustainable economic growth, create employment and promote decent work for all.

Implementing policies and business practices that ensure fair income distribution, equal gender opportunities, promote the inclusion of disadvantaged groups, addresses leakages, and protect cultural and natural heritage fosters shared prosperity, contributing to SDG 8 by boosting economic activities and reducing inequalities. Furthermore, tourism policies can promote decent work, social protection nets and fight informal employment which in the tourism industries reaches high levels.⁶⁶



Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Resilient infrastructure, inclusive and sustainable industrialization, and innovation are key elements to establishing the physical and technological foundations necessary for economies to thrive. This economic growth, in turn, drives job creation, boosts efficiency and enables countries to progress towards wealth creation and shared prosperity.⁶⁷ Infrastructure also connects to related targets, like good healthcare and sanitation, that are part of the enablers, as well as outcomes for shared prosperity

Infrastructure is a key enabler for income generation and distribution, either moving people to a place of work or, in the case of tourism, moving visitors to the destination. Tourism policies should include provisions for sustainable infrastructure and innovative solutions that promote sustainability facilitate cross-border movement and adds value for visitors and locals alike. Ideally these policies align with health and other policies to ensure that specific specialist infrastructure, like hospitals are provided in the area.



Goal 10: Reduce inequality within and among countries

SDG 10 aims to foster shared prosperity by ensuring inclusive economic growth, equal opportunities, and social protection. It addresses income disparities, empowers disadvantaged groups, and promotes global cooperation, ensuring that all individuals and countries benefit equitably from economic development, leading to a more inclusive and prosperous world.

Tourism policies can support reductions of inequality both among and within countries.

Among countries, tourism has contributed to the development of LDCs, supporting them to graduate and creating greater parity with other countries.

Within countries, the tourism sector can create economic opportunities in poorer or disadvantaged regions, and among vulnerable populations providing greater distribution of wealth within countries.

Specific policy interventions in these areas are addressed in the recommendations of this report.

64 The International Labour Organization (ILO) definition of decent work: “[Decent work] involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for all, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men”.

Consult ILO at: <https://www.ilo.org/global/topics/decent-work/lang--en/index.htm>.

65 World Tourism Organization (n.d.), ‘UN Tourism Barometer’, UN Tourism, Madrid, available at: <https://www.unwto.org/un-tourism-world-tourism-barometer-data> [14-06-2024].

66 Berger, A. and ILOSTAT (2023), ‘How data can bolster decent work in the tourism sector’, *ILOSTAT blog*, International Labour Organization, Geneva, available at: <https://www.ilo.org> [14-06-2024].

67 Ferreira, F. H. G.; Galasso, E. and Negre, M. (2018), ‘Shared Prosperity: Concepts, Data, and Some Policy Examples’, *IZA Discussion Paper No. 11571*, June 2018, DOI: <https://doi.org/10.2139/SSRN.3193325>.

Link to shared prosperity

The role of tourism

**Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable**

SDG 11 can help to address the challenges of rapid urbanization by progressing affordable housing, sustainable transport and green public spaces. This creates a conducive environment for economic and social activities to flourish, which is essential for fostering shared prosperity within communities.

Policies on land planning and use, mobility, business environment and regulation, infrastructure, as well as a whole-of-government approach to territories where tourism is included are central to this SDG. This implies in the case of cities developing urban planning and policies that are holistic and cater for residents and tourists alike.

Transport is most certainly an enabler to shared prosperity and a pre-condition that tourism destination stakeholders, at national, regional, or local level can support. Tourism should incentivize the use of public transportation, as well as green options, particularly in cities. Other areas of important action for tourism include empowering local communities, measuring and tracking residents' sentiment on tourism, including residents' representation in tourism planning and decision-making. Artificial intelligence (AI) and big data capabilities can support tourism stakeholders to scale and monitor these activities for mutual benefit.

**Goal 12: Responsible consumption and production**

SDG 12, Target 12.b: Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

SDG 12 aims to minimize the environmental impact of consumption and production by promoting efficient use of resources, reducing waste, and encouraging sustainable practices. Shared prosperity measures the level of income or consumption within a population, so it is vital that consumption or economic development is environmentally sustainable, supports equitable access to resources, and fosters a healthy planet for future generations. Likewise, reducing pressure on resources will lead to better access to all.

Tourism policies can significantly contribute to SDG 12, especially Target 12.b which mentions tourism and shared prosperity by encouraging sustainable tourism practices that progress circularity, minimize waste, conserve resources, and promote local culture and products.⁶⁸ Tourism policy can drive standards for sustainable operations in tourism businesses, such as energy efficiency, water conservation and waste reduction. By promoting the consumption of local and sustainable products, tourism can reduce its environmental footprint and support local economies.⁶⁹

Tourism can foster local entrepreneurship, protect and promote local products and knowledge, create local brands, adhere to international labels such as denominations of origin, develop and promote intellectual property rights for tourism products, and protect intangible heritage while building capacity for local businesses to produce more sustainably and promote responsible consumption.

Other initiatives in which countries can engage at international level include the Global Roadmap for Food Waste Reduction in the Tourism Sector and the Global Tourism Plastics Initiative.⁷⁰

68 World Tourism Organization (2023), *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424344>.

69 World Tourism Organization (2023), *Tourism and Rural Development: Understanding Challenges on the Ground – Lessons learned from the Best Tourism Villages by UNWTO Initiative*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424368>.

70 World Tourism Organization (n.d.), 'Circular Economy', UN Tourism, Madrid, available at: <https://www.unwto.org/sustainable-development/circular-economy> [26-05-2024].

Link to shared prosperity

The role of tourism



Goal 13: Take urgent action to combat climate change and its impacts

Climate change is already affecting the world’s poorest populations most severely⁷¹ and all industries must aim to reduce their contribution to climate change, but also help vulnerable populations adapt to climate change wherever possible. The impact of climate change puts the basics of socioeconomic development at risk while the extreme effects of climate change tend to affect vulnerable populations more given their lack of resources, vulnerable infrastructure, or social networks. For example, a lack of social security means that job losses due to extreme weather events can leave vulnerable populations or those working in the informal economy without an income.

Tourism is highly vulnerable to climate change and at the same time contributes to the emission of greenhouse gases (GHG), which cause global warming. Accelerating climate action in tourism is of utmost importance for the resilience of the sector and its progress of shared prosperity. Climate action is understood as the efforts to measure and reduce GHG emissions and strengthen adaptive capacity to climate induced impacts.⁷²

Tourism policies progress mitigation and adaptation to climate change by investing in sustainable infrastructure, supporting conservation projects, and encouraging the use of renewable energy sources. By mitigating climate impact, these initiatives not only contribute to global efforts against climate change but also ensure the long-term sustainability and economic viability of tourist destinations, benefiting local communities and environments.

To frame and incentivize progress in the sector The Glasgow Declaration: A Commitment to a Decade of Climate Action in Tourism⁷³ aims to act as a catalyst for increased urgency about the need to accelerate climate action in tourism and to secure strong actions and commitment. The signatories of the Glasgow Declaration commit to accelerate climate action and to support the global goals of cutting emissions by at least a half over the next decade and reach net zero emissions as soon as possible before 2050. Signatories are developing climate plans aligned with five pathways: measure, decarbonize, regenerate, collaborate, finance and reporting progress on an annual basis.



Dead Sea, Jordan © Christopher Sprake | Dreamstime.com

71

World Economic Forum (2020), ‘Climate change hits the poor hardest. Here’s how to protect them’, WEF, Geneva, available at: <https://www.weforum.org/agenda/2020/10/climate-change-poor-hardest-how-protect-them/> [26-10-2023].

72

World Tourism Organization (n.d.), ‘Climate Action’, UN Tourism, Madrid, available at: <https://www.unwto.org/sustainable-development/climate-action> [26-05-2024].

73

World Tourism Organization (n.d.), ‘Climate Action’, UN Tourism, Madrid, available at: <https://www.unwto.org/sustainable-development/climate-action> [26-05-2024].

Link to shared prosperity

The role of tourism

**Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development**

SDG 14, Target 14.7: By 2030, increase the economic benefits to small island developing states (SIDS) and least developed countries (LDCs) from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

Local populations, especially in poorer areas, are mostly reliant on natural resources for their livelihoods, as well as vulnerable to the impacts of the misuse of the same. Industries must strike the balance of preserving nature and ensuring that local communities have opportunities to create sustainable livelihoods for themselves. Therefore, protecting nature on land and in the water is essential for thriving communities, as well as protecting ecosystems for healthy food access and living. This is particularly true in the SIDS, which are in many cases highly dependent on tourism for economic and social benefits, while relying on natural assets and limited air connectivity that are very vulnerable to the effects of climate change.⁷⁴

Tourism is highly reliant on natural assets. By promoting sustainable practices, tourism policies can protect marine and terrestrial biodiversity, support the livelihoods of local communities through conservation efforts and minimize environmental impacts. Investments in these areas can lead to shared prosperity by ensuring the health of ecosystems that are vital for economic activities and cultural heritage, fostering a sustainable relationship between tourism and nature. Adequate planning and land use in tourism should contribute to the conservation of natural resources and to build resilience to natural disasters and the impacts of climate change. The sustainable use of natural resources, as well as sustainable infrastructure and adequate management of visitors is essential to build resilience in fragile ecosystems.

International aid for development and trade,⁷⁵ as well as international regulatory frameworks and financing⁷⁶ can support to increase economic benefit and shared prosperity from tourism of SIDS and LDCs.

**Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss**

This goal's relation to shared prosperity lies in the recognition that healthy ecosystems underpin economic prosperity for all, especially for communities directly dependent on natural resources for their livelihoods and a healthy environment for their well-being. By ensuring environmental sustainability on land, SDG 15 supports the foundation for long-term economic growth, provides livelihoods and secures resources necessary for future generations, thereby contributing to an equitable sharing of the planet's benefits.

Tourism policies can promote conservation efforts that protect natural habitats and biodiversity. Policies that encourage sustainable tourism practices, such as minimizing the environmental impact of tourism activities, supporting conservation projects and investing in the protection of natural areas, can generate revenue for conservation while also providing economic benefits to local communities. By involving local populations in tourism development and ensuring that they receive a fair share of the benefits, such policies can enhance livelihoods, promote social equity and foster a sense of stewardship over natural resources.⁷⁷

74 World Tourism Organization (2012), *Challenges and Opportunities for Tourism Development in Small Island Developing States*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284414550>.

75 United Nations Environment Programme (2019), 'High Level Panel discussion – "Climate resilient transport infrastructure for sustainable trade, tourism, and development in SIDS"', UNEP, Nairobi, available at: https://wedocs.unep.org/bitstream/handle/20500.11822/32155/COP25_HLO.pdf?sequence=1&isAllowed=y [02-04-2024].

76 United Nations (2022), 'Supporting sustainable and emerging ocean economies of LDCs, LLDCs, and SIDS', UN, New York, available at: <https://sdgs.un.org/partnerships/supporting-sustainable-and-emerging-ocean-economies-ldcs-lllcs-and-sids> [30-03-2024].

77 Snyman, S.; Fitzgerald, K.; Bakteeva, A.; Ngoga, T. and Mugabukomeye, B. (2023), 'Benefit-sharing from protected area tourism: A 15-year review of the Rwanda tourism revenue sharing programme', *Frontiers in Sustainable Tourism*, 1:1052052, DOI: 10.3389/frsut.2022.1052052.

Link to shared prosperity

The role of tourism



Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels

Good governance is a key enabler to ensure that economic and social opportunities and benefits are distributed fairly amongst the local communities. Policies and laws at the national, regional and local level can help to facilitate shared benefits, reduce exploitation or persistent exclusion of disadvantaged groups.

Tourism can play a key role in promoting peaceful and inclusive societies for sustainable development by fostering cultural understanding and tolerance. By encouraging respectful engagement with local cultures and heritage, these policies can contribute to reducing violence, enhancing social inclusion and strengthening institutions. Investments in community-based tourism can also empower local communities, ensuring equitable benefits and shared prosperity, thereby laying the foundation for long-term peace and stability in tourist destinations.⁷⁸



Goal 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

Shared prosperity is a complex objective, despite its clear economic definition. Considering the many factors that lead to shared prosperity it becomes clear that no one stakeholder can achieve this in isolation and hence partnerships, whether formal or informal, international cooperation, as well as adequate financing and official development assistance are required to drive shared prosperity.

Tourism can enhance global partnerships for sustainable development by fostering collaboration between governments, the private sector and civil society. By increasing international cooperation and official development assistance, which is comparatively low in tourism,⁷⁹ these policies can facilitate the exchange of knowledge, expertise and resources, driving innovation and investment in sustainable practices.

Strengthening partnerships with the private sector is essential to promote economic growth, reduce inequalities, and promote shared prosperity including by advancing environmental, social and governance (ESG) considerations in tourism. Global tourism brands working in LDCs can bring formality and nest practices into the countries, creating local economic linkages and opportunities for partnerships.

Partnerships are also vital for cross-sector collaboration, for example with agriculture, the creative industries or education as they are between the various levels (national, regional and local) of tourism policy. Therefore SDG 17 is linked to all the other enabling conditions.

78 World Tourism Organization (2002), *Enhancing the Economic Benefits of Tourism for Local Communities and Poverty Alleviation* (English version), UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284405886>.

79 Organisation for Economic Cooperation and Development (2020), 'Official development assistance (ODA) by sector, DAC Total Bilateral commitments', OECD International Development Statistics 2020, OECD, Paris, dataset available at: https://www.oecd-ilibrary.org/official-development-assistance-oda-by-sector-dac-total_ae453c2f-en.xlsx?itemId=%2Fcontent%2Fcomponent%2Fa453c2f-en&mimeType=vnd.openxmlformats-officedocument.spreadsheetml.sheet [27-08-2024].

1.4

Measuring the sustainability of tourism and the contribution to the SDGs

Measuring progress on the contribution of tourism to shared prosperity, and the SDGs at large, is essential to understand the impacts of the sector, as well as to ensure and track policies and progress.

1.4.1 Measuring the Sustainability of Tourism

The Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)⁸⁰ is an internationally agreed reference framework for measuring the economic, social and environmental aspects of tourism endorsed by the United Nations Statistical Commission (UNSC) at its 55th session.

As a living example of going beyond GDP, SF-MST will support in countries the production of reliable, internationally comparable data on the performance of countries and subnational tourism destinations on the sustainability of tourism. Measuring the Sustainability of Tourism (MST) will lead to more robust data to ensure that tourism action on the ground really contributes to the betterment of people's lives now and in the future. The MST Statistical Framework was developed by UN Tourism with the support of the United Nations Statistics Division, the International Labour Organization and others. The SF-MST is essential to define baselines and track progress on the SDGs in tourism, because it takes a nested system view, acknowledging the interrelations between the economy, society and environment.⁸¹

Although tourism is only included as a target in three SDGs (SDG Targets 8.9, 12.b and 14.7), it can contribute directly or indirectly to all 17 SDGs. MST is thus essential, with its measurement of the impacts of tourism in its three pillars – economic, social and environmental –, to better understand the contribution of tourism to the 17 SDGs and to build evidence on the effectiveness and progress of tourism policies in the areas that drive shared prosperity.

1.4.2 Ensuring that tourism projects contribute to the SDGs

Linking the achievement of those SDGs – in this case – related to shared prosperity, at the level of project is also of particular importance to ensure adequate project definition, implementation and impact assessment, and so ultimately use tourism projects, namely those supported by development assistance, to effectively leverage the potential of tourism in delivering on the SDGs and shared prosperity.

*Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*⁸² proposes practical guidance on how to link projects with different SDGs and respective relevant targets. The mapping across different SDGs can help to identify the most promising leverage points in the system and support targeted interventions. The specific example below shows target connections for SDG Target 10.1 for shared prosperity:

80 World Tourism Organization (n.d.), 'Measuring the Sustainability of Tourism (MST)', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/measuring-sustainability-tourism> [02-04-2024].

81 World Tourism Organization (2024), *Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) – Final Draft*, UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/measuring-sustainability-tourism> [02-04-2024].

82 World Tourism Organization (2023), *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*, UN Tourism, Madrid, <https://doi.org/10.18111/9789284424344>.

Table 1.4: Linkages and suggested indicators for SDG Target 10.1 from the Toolkit of Indicators fro Projects (TIPs)

TARGET 10.1

By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average

Tourism can be an effective tool for reducing inequality, by not only generating additional income for local communities, but also through rural development activities, which in turn helps to reduce inequalities between urban and rural population. The tourism sector can recruit, train and employ local community members, including those living in poverty, and integrate them in the value chain (as

producers, suppliers, distributors, vendors). It can also invest in business-driven poverty eradication activities.

This target is closely related to Goal 1, especially when it revolves around the economic development in areas of high poverty. Therefore, many indicators proposed under Goal 1 can be adapted and used in this target.

POTENTIAL INDICATORS	EXPLANATION
Theme: Inclusion / Sub-theme: Equality and inclusivity	
Connected to Target 1.b	
<ul style="list-style-type: none">Number of income redistribution policy and outcome at national levelNumber of pro-poor policy framework mentioning tourismNumber of tourism policy framework fostering pro-poor concernsNumber of tourism policy framework fostering gender-sensitive concernsNumber of tourism laws/acts revised to include pro-poor issuesNumber of tourism laws/acts revised to include gender-sensitive issuesNumber of proposals/revisions/assessments on current frameworks provided through the project	<p>These indicators assess whether there are appropriate policies which are pro-poor in place in a destination. Tourism can influence poverty eradication and gender equality by fostering these issues in policy frameworks at the national, regional and international levels.</p> <p>Note on Indicators</p> <ul style="list-style-type: none">If a project is gender-sensitive, it is possible to add this factor to further disaggregate the indicator.
Theme: Infrastructure / Sub-theme: Transport	
Connected to Targets 9.1 and 11.2	
<ul style="list-style-type: none">Whether there are infrastructures for connection to remote areas (Yes/No)	<p>This indicator assesses whether there are appropriate infrastructures in a tourism destination which would facilitate access from remote areas to areas where there are more work opportunities which could help elevate and sustain income growth.</p>
Theme: Employment / Sub-theme: Recruitment of persons from vulnerable groups	
Connected to Target 8.5	
<ul style="list-style-type: none">Whether there is a creation/revision of labour laws that facilitate the recruitment of vulnerable groups by the tourism sector (Yes/No)Number of incentives created to facilitate the recruitment of vulnerable groupsNumber of tourism jobs created by the project for people living in povertyAverage increase (in percentage or in currency) of income of tourism workers.	<p>These indicators assess the impact of a project in creating an enabling environment for inclusive job creation for vulnerable groups, covering the whole labour inclusion process: training, post adjustment, etc. Employment opportunities created through and by the tourism project should be aligned with national labour laws.</p> <p>Note on Indicators</p> <ul style="list-style-type: none">These indicators would benefit from a disaggregation by different demographics in case there are different groups targeted by the project.

Source: World Tourism Organization (2023), *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*, UN Tourism, Madrid, <https://doi.org/10.18111/9789284424344>.

This section has shown the linkages between shared prosperity, the SDGs beyond Target 10.1 (progressively achieve and sustain income growth of the bottom 40% of the population at a rate higher than the national average by 2030) and the role of tourism in creating the conditions for shared prosperity. The next section looks at the global progress on the SDGs and why now is the right time for tourism to accelerate its efforts to contribute to the SDGs and ensure shared prosperity is part of tourism's ambitions.



Akagera National Park, Rwanda © Wirestock | Dreamstime.com

1.5

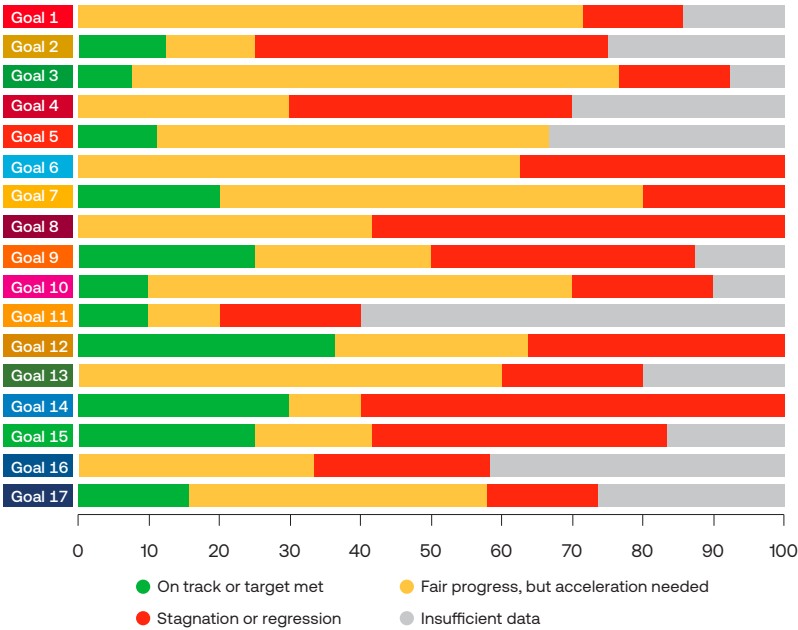
Progress towards the SDGs

At the midway point of the journey towards 2030, the *Sustainable Development Goals Report 2023: Special Edition* gave the latest update on the global community’s progress.⁸³ 31 out of the total 169 targets (18%) have insufficient data available for an assessment, affecting 12 of the goals. For the 138 assessable targets, only 15% are on track. 48% of the targets are moderately or severely off track, and for the remaining 37%, progress has either stagnated or regressed.⁸⁴ Figure 1.6 shows the complete picture across all 17 Sustainable Development Goals.

“Unless we act now, the 2030 Agenda will become an epitaph for a world that might have been.”

António Guterres, Secretary-General, United Nations
in the SDG Report 2023, special edition

Figure 1.6: Progress assessment for 17 Goals based on assessed targets, 2023 or latest data (%)



Source: United Nations (2023), *Sustainable Development Goals – Progress Chart 2023*, and *Sustainable Development Goals Report 2023: Special Edition*, UN, New York, available at: <https://unstats.un.org/sdgs/>; <https://unstats.un.org/sdgs/report/2023/progress-chart/>; and <https://unstats.un.org/sdgs/report/2023/> [26-10-2023].

83 United Nation (2023), *Sustainable Development Goals Report 2023: Special Edition*, UN, New York, available at: <https://unstats.un.org/sdgs/> [26-10-2023].

84 United Nation (2023), *Sustainable Development Goals Report 2023: Special Edition*, UN, New York, available at: <https://unstats.un.org/sdgs/> [26-10-2023].

COVID-19 slowed progress on many of the goals significantly, and the realities of the climate crisis are devastating countries and economies. The report calls for more ambitious action from all countries, especially when it comes to reducing inequality, enhancing social protection, improving education, addressing gender inequalities, and improving digital inclusion.

For the tourism sector, the recovery from the COVID-19 pandemic is a unique opportunity to accelerate progress towards the SDGs and rebuild with a focus on communities and shared benefits.⁸⁵ The *G20 Bali Guidelines for Strengthening Communities and MSME as Tourism Transformation Agents: A People-centred Recovery* outline a strong case for transformation and learning from the crisis to build a better and more equitable tourism future.⁸⁶

The next chapter explores how China has used tourism policy as a key contributor to its overall poverty alleviation strategy, how their approach aligns with the SDGs, and presents six specific cases where tourism helped to drive rural development and poverty alleviation measures.



Piquillacta, Cusco, Peru © Coconutdreams | Dreamstime.com

85 United Nations General Assembly (2022), 'Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection', [A/RES/77/178](https://www.un.org/en/press/docs/2022/20221217-res77178.shtml), resolution adopted by the United Nations General Assembly on 14 December 2022 on its 77th session, UN, New York, available at: https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2023-01/Resolution_A_RES_77_178_ENG.pdf?VersionId=jfpCQCnhCVjH1bgRISHnxYi.CiSVFmKe [15-02-2024].

86 World Tourism Organization (2022), *G20 Bali Guidelines for Strengthening Communities and MSMEs as Tourism Transformation Agents – A People-centred Recovery*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284423828>.

Prepared by the
World Tourism
Alliance (WTA)

02. Tourism development for poverty reduction – the case of China

Abstract: This chapter explores China's achievements in poverty alleviation through tourism, analysing the development stages from 1978 to the present. It examines how targeted policies were developed along key phases such as the initial reform period, market development, innovation, accelerated development, targeted poverty alleviation and consolidation. The chapter also presents case studies illustrating models and strategies in tourism-driven poverty alleviation.

Key words: China; poverty alleviation | tourism development | sustainable tourism | economic growth | rural development | community engagement | environmental protection | policy support | policy integration | common prosperity.

Key findings:

- China's targeted policymaking and infrastructure development has been crucial in using tourism as a tool for poverty alleviation.
- Integration of tourism with agriculture and cultural heritage has contributed to diversify and revitalize rural economies, creating unique tourism products and additional income streams for local communities.
- Sustainability and environmental protection have been placed as central to the policies linking tourism development and poverty alleviation, ensuring the preservation of natural and cultural attractions.
- China's comprehensive strategy goes beyond economic benefits, encompassing social, cultural and environmental dimensions, making tourism a key driver of overall well-being and sustainable development for shared prosperity.

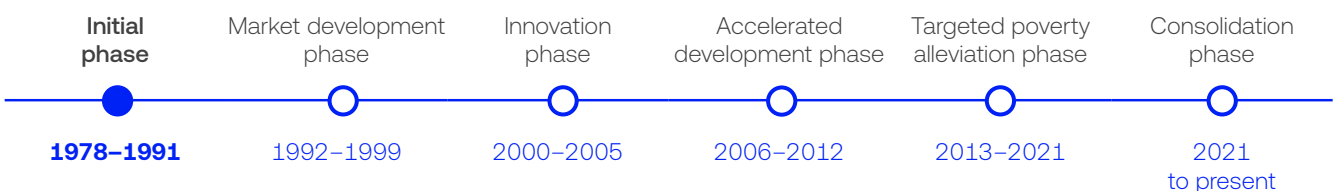
China, the world's most populous developing country, has significantly reduced the number of people living in extreme poverty over the past four decades. Poverty alleviation measures have pulled nearly 800 million people up from living below the international poverty line of USD 1.90 per day, as defined by the World Bank.⁸⁷ This accounts for approximately three-quarters of the global reduction in extreme poverty in the 40 years leading up to 2020. In February 2021, President Xi Jinping officially declared the successful conclusion of the poverty alleviation campaign, meaning China eradicated extreme poverty ahead of schedule,⁸⁸ and tourism has played an increasingly important role in progressing poverty alleviation in the country. The below explores the various phases of development of this process.

2.1 The development stages of poverty alleviation through tourism in China⁸⁹

2.1.1 Initial phase (1978–1991)

In 1978, China initiated its reform and opening-up policy,⁹⁰ which marked the beginning of both domestic and inbound tourism development. In the opening-up policy and the initial reforms, priority was given to the development of inbound tourism as a means of earning foreign exchange, while for domestic tourism the policy of “not advocating, not publicizing, and not opposing” was adopted.⁹¹ The task of the tourism sector was thus to promote the development of inbound tourism, break down the institutional barriers that restrict the development of inbound tourism, and then promote the opening up of China to the world.

The development stages of poverty alleviation through tourism in China



- 87 World Bank (2022), 'Lifting 800 Million People Out of Poverty – New Report Looks at Lessons from China's Experience', WB, Washington, D.C., available at: <https://openknowledge.worldbank.org/server/api/core/bitstreams/e9a5bc3c-718d-57d8-9558-ce325407f737/content> [01-01-2024].
- 88 Xinhuanet (2021), 'Xi declares "complete victory" in eradicating absolute poverty in China', Xinhuanet, published 26 February 2021, Beijing, available at: http://www.xinhuanet.com/english/2021-02/26/c_139767705.htm [25-01-2024].
- 89 The exchange rate used for the preparation of this subchapter is of USD 1 to CNY 7.233 on 15 May 24, based on UN Operational Rates of Exchange, available at: <https://treasury.un.org/operationalrates/OperationalRates.php>.
- 90 The reform and opening-up policy were a significant decision established during the third plenary session of the 11th Central Committee of the Communist Party of China in December 1978.
- 91 Zhang, H.Q.; Chong, K. and Ap, J. (2023), 'An analysis of tourism policy development in modern China', *Tourism Management*, 20(4), pp. 471–485, DOI: [https://doi.org/10.1016/S0261-5177\(99\)00020-5](https://doi.org/10.1016/S0261-5177(99)00020-5).

Key milestones in this period include the promulgation of the “Classification and Evaluation of Foreign-related Hotel Stars” standard, which marks the beginning of China’s tourism standardization work, aimed at improving the quality of China’s tourism products, addressing the challenge of insufficient capacity and promoting the rapid development of inbound tourism. By 1991, China’s tourism sector received 33.3 million inbound visitors,⁹² and earned CNY 20.25 trillion (USD 2.8 trillion) in foreign exchange – an increase of 18.4 times and 10.8 times respectively over 1978.

This development had a significant impact on the economic growth of various tourism destinations, including impoverished areas, and played a crucial role in poverty alleviation.⁹³ Recognizing the importance of tourism, the State Council organized the first national tourism conference in 1981, explicitly acknowledging tourism as an indispensable comprehensive economic sector closely linked to the well-being of the nation and its people. However, at this stage, poverty alleviation driven by tourism was primarily an organic and spontaneous process.⁹⁴

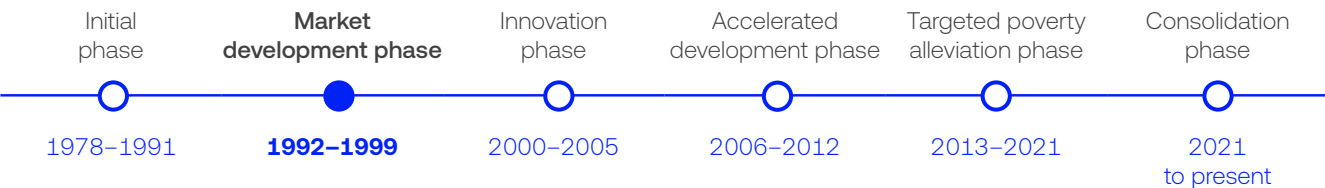
2.1.2 Market development phase (1992–1999)

In the first phase, in 1986, China officially incorporated the tourism sector into its national economic and social development plans. This inclusion led to the allocation of national or local funds to support economically underdeveloped areas that possessed abundant tourism

resources, including cultural and natural attractions.⁹⁵ This marked the official start of the efforts aimed at reducing poverty through tourism. Following two years of practical implementation and exploration, in 1993, the General Office of the State Council forwarded the “Opinions on Actively Developing Domestic Tourism” issued by the National Tourism Administration.⁹⁶ This document was the first high-level directive dedicated to domestic tourism since the establishment of the People’s Republic of China and it signified the formal recognition of domestic tourism as an important agenda item for the central government.

In 1996, a special meeting of the State Council Poverty Alleviation Office and the National Tourism Administration (NTA) reviewed the work and impact of tourism development in poverty alleviation, concluding

The development stages of poverty alleviation through tourism in China



92 Including same-day visitors.

93 Social Sciences in China (2023), ‘Tourism China: Forty Years of Tourism Development and Contemporary Social Changes’, Beijing, available at: https://www.cssn.cn/dkzgxp/zgxp_zgshkx/2023nd11q/202312/t20231226_5722742.shtml [01-01-2024].

94 The State Council – The People’s Republic of China (2021), 中共中央 国务院关于支持浙江 – 高质量发展建设共同富裕示范区的意见 (‘Opinions of the Central Committee of the Communist Party of China and the State Council on Supporting Zhejiang’s High Quality Development and Construction of a Demonstration Zone for Common Prosperity’), *Official Gazette of the State Council*, number 18, Xinhua News Agency, Beijing, available at: https://www.gov.cn/gongbao/content/2021/content_5621189.htm [15-01-2024].

Editorial Department of China Tourism Memorabilia (1995), ‘China Tourism Memorabilia’, China Tourism Press, Beijing.

95 People’s Publishing House (1986), 人民出版社·十二大以来重要文献选编, (‘Selected Important Documents Since the Twelfth National Congress of the Communist Party of China’), People’s Publishing House, 1986 edition, p. 1020.

96 China Tourism News (2019), 中国旅游法制四十年：为旅游业健康发展保驾护航 (‘Forty Years of China’s Tourism Legal System: Escorting the Healthy Development of the Tourism Industry’), Beijing, available at: <https://eco.cri.cn/chinanews/20190129/42b24912-4658-d546-8b13-f48f9de05d07.html> [15-01-2024].

that between 1978 and 1996, approximately six million people had been lifted out of poverty through tourism in 12,000 villages. The “government-led + market operation” dual-track model for poverty alleviation through tourism was established during this meeting.⁹⁷

As a result of this, the State Council issued CNY 520 billion (USD 71.9 billion) of long-term construction bonds in 1998 for five years, with CNY 4.2 billion (USD 580 million) designated for tourism development.⁹⁸ This attracted over CNY 40 billion (USD 5.5 billion) of foreign and local capital investment from the private sector into the tourism sector, with the majority invested in western and impoverished regions. In the same year, China introduced the “Golden Week” holiday system and the Western China Development Strategy.⁹⁹ In 1999, during the first “Golden Week” national holiday, 28 million people travelled nationwide generating CNY 14.1 billion (USD 1.95 billion). The holiday met the people’s latent tourism consumption demand and through the high spend also contributed to poverty reduction.¹⁰⁰

2.1.3 Innovation phase (2000–2005)

In 2000, the National Tourism Administration (NTA) established the first national tourism poverty alleviation pilot zone, the Liupan Mountain Tourism Poverty Alleviation Pilot Zone, located in the western part of Ningxia.¹⁰¹ Pilot zones were intended to consolidate experiences, learn lessons and promote successful practices for poverty alleviation.¹⁰² This pilot initiative accelerated tourism development not only in Ningxia but also in the entire western region of China. According to data provided by the National Tourism Administration in 2004, over a period of 25 years, approximately 60 million to 80 million individuals living in poverty in China directly benefited from tourism development.¹⁰³ This showcases how tourism became a crucial pathway for poverty alleviation and wealth creation in China.

The development stages of poverty alleviation through tourism in China



97 Cao, Y. and Han, J. (2023), ‘Research on the model of rural tourism development in China under the background of targeted poverty alleviation’, *China Travel Review*, 01, pp. 100–108.

The State Council Information Office of China (2021), ‘《人类减贫的中国实践》白皮书’ (White Paper: Poverty Alleviation: China’s Experience and Contribution), Xinhua News Agency, Beijing, available at: https://www.gov.cn/zhengce/2021-04/06/content_5597952.htm [15-01-2024].

98 Cao, Y. and Han, J. (2023), ‘Research on the model of rural tourism development in China under the background of targeted poverty alleviation’, *China Travel Review*, 01, pp. 100–108.

99 The State Council – The People’s Republic of China (2006), 黄金周的由来 (‘The origin of Golden Week’), Xinhua News Agency, Beijing, available at: https://www.gov.cn/govweb/fwxw/sh/2006-05/03/content_273147.htm [15-01-2024].

100 People’s Daily Online (2019), 中国为什么会有假期“黄金周”？ (‘Why does China have a holiday “Golden Week”?’), Beijing, available at: <http://politics.people.com.cn/n1/2019/0911/c429373-31348470.html> [15-01-2024].

101 Du Haitao (2023), ‘The country’s first tourism poverty alleviation pilot zone will be established soon’, *Poverty-stricken areas in China*, 08, 24.

102 Cao, Y. and Han, J. (2023), ‘Research on the model of rural tourism development in China under the background of targeted poverty alleviation’, *China Travel Review*, 01, pp. 100–108.

103 Cao, Y. and Han, J. (2023), ‘Research on the model of rural tourism development in China under the background of targeted poverty alleviation’, *China Travel Review*, 01, pp. 100–108.

2.1.4 Accelerated development phase (2006–2012)

The National Tourism Administration designated 2006 as the “Year of Rural Tourism in China” and proposed the concept of “tourism advancing into rural areas” to drive poverty alleviation through tourism.¹⁰⁴ The Year of Rural Tourism aimed to serve rural areas and focussed on showcasing new rural areas, promoting new forms of tourism, advocating for new experiences and establishing new trends. The initiative showcased the opportunity for tourism to broaden farmers’ income-generating channels, increase farmers’ employment opportunities and improve the living standards for rural populations. Specific initiatives included supporting agricultural operators with implementing tourism, encouraging urban-rural interaction, launching more rural tourism products and tourism routes, and leading the country’s rural tourism to a new stage of development.

In 2009, the National Tourism Administration officially became a member of the Leading Group of the State Council’s Poverty Alleviation Office, facilitating coordination of poverty alleviation efforts among various departments and further intensifying poverty alleviation through tourism. The Leading Group coordinates projects across various departments, such as the construction department and the agricultural department. In 2012,

“poverty alleviation through tourism” was first included in “China’s Rural Poverty Alleviation and Development Outline (2011–2020)”.¹⁰⁵ These developments highlight the growing importance of tourism in combating poverty, particularly in rural areas. China has incorporated tourism as a key component of its poverty alleviation strategies and recognized tourism’s potential to drive economic growth and improve the well-being of people in impoverished regions.¹⁰⁶

2.1.5 Targeted poverty alleviation phase (2013–2021)¹⁰⁷

In 2013, China introduced the “Targeted Poverty Alleviation” approach, which aimed to accurately identify and assist individuals or communities living in poverty. In the same year, the General Office of the Communist Party of China Central Committee and the General Office of the State Council issued the “Opinions on Innovating Mechanisms and Solidly Promoting Rural Poverty Alleviation and Development Work”.¹⁰⁸ This document set the goal of supporting approximately 6,000 impoverished villages to develop rural tourism by 2020, marking a transition in China’s poverty alleviation efforts through tourism from a general phase to a more focussed approach.

The development stages of poverty alleviation through tourism in China



104 The Central People’s Government of the People’s Republic of China (2006), 2006年旅游主题为“中国乡村游” (‘In 2006, the theme of the tour was “China Rural Tour”’), available at: https://www.gov.cn/jtzt/fwzk9/content_142335.htm [30-04-2024].

105 Cheng, L. (2023), ‘China’s Poverty Alleviation Resettlement: A Review of Policy and Progress’, in: *China’s Poverty Alleviation Resettlement and Urban Transformation*, Urban Sustainability series, Springer, Singapore, pp. 43–57, DOI: https://doi.org/10.1007/978-981-99-6415-4_4.

106 Cao, Y. and Han, J. (2023), ‘Research on the model of rural tourism development in China under the background of targeted poverty alleviation’, *China Travel Review*, 01, pp. 100–108.

107 See annex 1 (page 166) for a full table of policies implemented between 2018 and 2022.

The exchange rate used for the preparation of this subchapter is of USD 1 to CNY 7.233 on 15 May 24, based on UN Operational Rates of Exchange, available at: <https://treasury.un.org/operationalrates/OperationalRates.php>.

108 The State Council – The People’s Republic of China (2014), 关于创新机制扎实推进农村扶贫开发工作的意见 (‘Opinions on Solidly Promoting Rural Poverty Alleviation and Development through Innovative Mechanisms’), Xinhua News Agency, Beijing, available at: https://www.gov.cn/zhengce/2014-01/25/content_2640104.htm [15-01-2024].

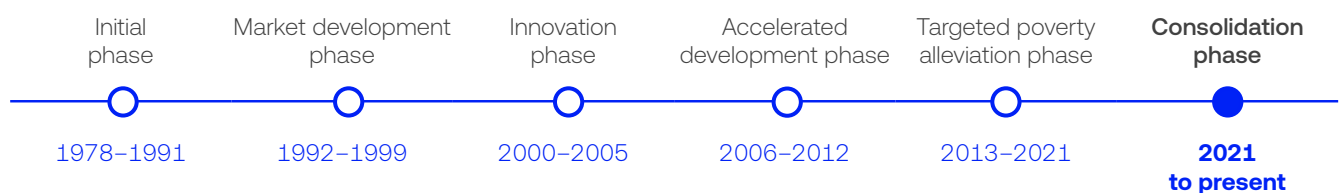
In 2017, the National Tourism Administration announced the Rural Tourism Poverty Alleviation Action Plan, which provided targeted support to very impoverished areas on an annual basis.¹⁰⁹ The national rural poverty identification standard is based on the per capita net income of farmers, which was CNY 2,736 (USD 378) in 2013 (equivalent of CNY 2,300 or USD 318 in 2010 in the constant prices).¹¹⁰ Each province, autonomous region, and direct-controlled municipality (referred to as provinces) should identify poor households based on their own standards in accordance with local conditions, while ensuring the completion of the national rural poverty identification task. The information was then integrated into the National Poverty Alleviation Information Network System for unified management and to identify those regions most in need.¹¹¹ This support included financial assistance, entrepreneurial guidance and talent development programmes. Over 1,000 projects were implemented with a total investment exceeding CNY 300 billion (USD 41.5 billion).

Additionally, the State Council Office for Poverty Alleviation released a comprehensive plan outlining fundamental principles to support poverty alleviation through tourism promotion in impoverished areas. These principles encompassed infrastructure upgrade projects, tourism marketing support and talent training initiatives.

2.1.6 Consolidation Phase (2021 to present)

China's primary task after eradicating extreme poverty by 2020, is to consolidate the achievements made and ensure that the poverty-stricken population does not fall back into poverty.¹¹² This entails strengthening industrial development, providing employment support, enhancing social security measures and implementing other initiatives aimed at enhancing the long-term sustainable development capacity of the formerly impoverished communities. In 2021, the National Administration for Rural Revitalization was established to support these efforts and "The Rural Revitalization Promotion Law of the People's Republic of China" was enacted.¹¹³ It explicitly emphasized that government departments at all levels should recognize and leverage the advantages of local rural resources and ecological assets to support the development of rural tourism. The latest government strategies no longer focus solely on reducing the poverty rate but aim to encourage quality growth and improving the overall quality of life for the population. The emphasis is on fostering sustainable development, leveraging local resources effectively and promoting the revitalization of rural areas as key factors in ensuring long-term prosperity and well-being for previously impoverished communities.

The development stages of poverty alleviation through tourism in China



109 Xinhuanet (2017), China eyes rural tourism for poverty alleviation, Beijing, available at: http://www.xinhuanet.com/english/2017-10/29/c_136713022.htm [15-01-2024].

110 China has adopted three rural poverty lines, namely "1978 standard", "2008 standard" and "2010 standard". The "2010 standard" is the current rural poverty standard, which uses the previous measurement method, and is CNY 2,300 per person per year based on the 2010 price level.

Ye Xingqing and Yin Haodong (n.d.), '从消除绝对贫困到缓解相对贫困：中国减贫历程与2020年后的减贫战略' ('From Eliminating Absolute Poverty to Alleviating Relative Poverty: China's Poverty Reduction Journey and Post-2020 Poverty Reduction Strategy'), China Anti-Poverty Research Institute, Renmin University of China, available at: <http://capri.ruc.edu.cn/yjcg/xslw/dc54a8c426c04631a89cd5d14084f92f.htm> [27-08-2024].

National Bureau of Statistics of China (2024), 'National Economy was Generally Stable With Steady Progress in July', available at: https://www.stats.gov.cn/zs/tjws/tjzb/202301/t20230101_1903716.html [27-08-2024].

111 The National Rural Revitalization Administration (2016), 关于印发乡村旅游扶贫工程行动方案的通知 ('Notice on Issuing the Action Plan for Rural Tourism Poverty Alleviation Project'), Beijing, available at: https://nrra.gov.cn/art/2016/8/11/art_1747_672.html [15-01-2024].

112 The State Council Information Office of China (2021), 《人类减贫的中国实践》白皮书 ('White Paper: Poverty Alleviation: China's Experience and Contribution'), Xinhua News Agency, Beijing, available at: https://www.gov.cn/zhengce/2021-04/06/content_5597952.htm [15-01-2024].

113 The State Council – The People's Republic of China (2021), 中华人民共和国乡村振兴促进法 ('Law of the People's Republic of China on the Promotion of Rural Revitalization'), Xinhua News Agency, Beijing, available at: https://www.gov.cn/xinwen/2021-04/30/content_5604050.htm?ddtab=true [15-01-2024].

2.2

China's pillars in promoting poverty alleviation through tourism

2.2.1 Making tourism for poverty alleviation a national policy

The Government leads China's poverty alleviation efforts through tourism with the involvement of diverse stakeholders in a collaborative framework which includes the government, society, market and the population. Research shows that China's poverty alleviation framework had positive impacts on the local environment and people's education, demonstrating that poverty interventions can have positive impacts on other development areas.¹¹⁴ From a micro perspective, it is essential to empower impoverished populations with decision-making and management authority, oversight rights, and benefit rights in tourism development. Opportunities should be provided for impoverished populations to acquire the basic capabilities to participate in tourism, increasing their proportion of direct or indirect involvement in local tourism development.

2.2.2 Adaptation to local conditions and differentiated development approach

Poverty alleviation through tourism must adapt to local conditions with differentiated approaches. It is crucial to develop poverty-stricken rural areas based on their unique natural and cultural resources. This requires adequate use of rural landscapes, pastoral scenery and distinctive architecture, as well as the incorporation of local customs, agricultural festivals and farming culture to add depth, highlight uniqueness and attract visitors.

2.2.3 Sector integration for holistic poverty alleviation

China has shown the importance of integrating tourism with other sectors and industries, including agriculture, handicrafts and cultural heritage, as part of its poverty reduction efforts. The aim is to connect low-value-added agricultural products and farming activities with tourism, transforming them into desirable *purchase* goods, *consumable* ingredients and *experiential* products. This will effectively enhance the added value of agricultural products, enrich and diversify tourism experiences, optimize the structure and system of the rural primary, secondary and tertiary industries, increase the income for impoverished farmers and achieve poverty alleviation and prosperity.

2.2.4 Training and technical support for talent assurance

The Chinese Government provides training and technical support to enhance the skills and management capabilities of tourism practitioners in impoverished areas. This not only enables them to operate tourism businesses more effectively and provide higher quality services but also helps impoverished individuals improve their literacy and skills. This capacity-building approach internalizes the support for cultural revitalization and encourages intergenerational transmission of good practices, ensuring sustainable and stable poverty alleviation outcomes.

¹¹⁴ Pan, Y.; Shi, K.; Zhao, Z. and Wu, J. (2024), 'The effects of China's poverty eradication programme on sustainability and inequality, *Humanities and Social Sciences Communication*, volume 11, article 119, DOI: <https://doi.org/10.1057/s41599-024-02631-3>.

2.2.5 Marketing and promotion for higher visibility

Building on the industrial integration approach, China actively markets and promotes the tourism resources and products of poverty-stricken areas. Through exhibitions, tourism promotion activities and online platforms, it aims to increase the exposure and promotion of tourism in these underprivileged regions, ultimately attracting a larger number of visitors. For example, China has initiated a focussed campaign on 1,000 rural tourism villages, 225 of them located in impoverished areas. This ongoing initiative has successfully nurtured a collection of high-quality rural tourism brands specific to these disadvantaged regions.¹¹⁵



Kenggen Stone Village, Zhejiang Province, China
© Tempestz | Dreamstime.com

¹¹⁵ People.cn/People's Daily Online (2020), 乡村旅游业日益成为产业扶贫重要方式和脱贫攻坚重要渠道 ('Rural tourism has increasingly become an important way of industrial poverty alleviation and an important channel for poverty alleviation'), *People's Daily Online*, available at: <http://travel.people.com.cn/n1/2020/1223/c41570-31976656.html> [30-04-2024].

2.3

China’s Vision of Common Prosperity

China’s approach to poverty reduction offers a good example of how placing tourism as a tool for development can contribute to making tourism a driver of shared prosperity. Closely aligned with shared prosperity, China has adopted a vision of common prosperity as a national policy, taking a broader perspective of development towards more inclusive and equitable economic and social systems. It aims to achieve this through more efficient market mechanisms, more equity through taxation and fiscal transfers, and ethics in the form of charity and philanthropy.¹¹⁶

“China’s vision of common prosperity refers to the comprehensive development of individuals and social progress, achieved by the entire population through hard work and mutual assistance, leading to general affluence and abundance in livelihoods, spiritual confidence and self-improvement, livable and viable environments, harmonious and peaceful societies, and universal access to and benefits from public services. It entails sharing the fruits of reform and development and enjoying a happy and beautiful life.”¹¹⁷

There are three key elements in China’s Common Prosperity concept:

- 1. **Development:** Common prosperity is a dynamic concept that emphasizes the continuous development and progress of individuals and society as a whole. This means that it is more than lifting people out of poverty; it applies to everyone, by giving people opportunities to progress economically and socially, while improving their well-being.
- 2. **Sharing:** The principle ensures that progress creates and distributes benefits to all members of society equitably. The goal is to give everyone equal opportunities to benefit from social progress and economic growth.
- 3. **Sustainability:** This principle recognizes the need to balance growth with natural limits to ensure long-term sustainability. Sustainable development is integral to achieving and maintaining common prosperity in the long run.

116 World Economic Forum (2021), ‘What is common prosperity and how is China’s philanthropic sector advancing it?’, WEF, Geneva, available at: <https://www.weforum.org/> [31/10/2023].

117 State Council of the People’s Republic of China (2021), ‘Opinions of the Central Committee of the Communist Party of China and the State Council on Supporting Zhejiang’s High-Quality Development and Construction of a Demonstration Zone for Common Prosperity’, *Official Gazette of the State Council*, number 18, Beijing, available at: https://www.gov.cn/gongbao/content/2021/content_5621189.htm [01-11-2023].

2.4

Alignment with the SDGs

China's common prosperity policy¹¹⁸ aligns most closely with four of the Sustainable Development Goals (SDGs):

- **SDG 1 – No poverty:** China's common prosperity policy aims to reduce poverty and achieve shared prosperity among its population. By implementing measures such as targeted poverty alleviation, sector integration and rural revitalization, China seeks to lift all its citizens out of absolute poverty and ensure a decent standard of living for everyone. An example of this is the development of tourism villages to achieve local employment, ensuring that residents no longer solely engage in agriculture.
- **SDG 8 – Decent work and economic growth:** China's common prosperity policy emphasizes the importance of sustainable economic growth. It recognizes that long-term prosperity requires not only poverty reduction but also the development of a robust and resilient economy. By promoting sector integration, innovation, and sustainable development practices, China aims to create a sustainable and inclusive economic environment that benefits all segments of society.
- **SDG 10 – Reduced inequalities:** The common prosperity policy also addresses the goal of reducing inequalities. It focusses on narrowing the wealth gap and promoting equitable distribution of resources and opportunities. Through measures like income redistribution, social welfare programmes and inclusive development, China aims to create a more balanced and harmonious society.

- **SDG 17 – Partnerships for the Goals:** Achieving the SDGs requires global cooperation and partnerships. China's common prosperity policy can contribute to SDG 17 by fostering international collaboration in poverty reduction, sharing its successful practices and promoting south–south cooperation. By actively engaging with other countries and international organizations, China can contribute to the global effort towards achieving shared prosperity and sustainable development.

So far, this chapter has looked into China's policy approach to poverty alleviation and provided linkages to the SDGs. The next section presents an overview of the Chinese tourism context and then introduces six cases of tourism villages that are good examples of how China's policies affect tourism destinations and communities at the local level.

118 The State Council – The People's Republic of China (2021), 中共中央 国务院关于支持浙江高质量发展建设共同富裕示范区的意见 ('Opinions of the Central Committee of the Communist Party of China and the State Council on Supporting Zhejiang's High-quality Development and Construction of a Common Prosperity Demonstration Zone'), Xinhua News Agency, Beijing, available at: https://www.gov.cn/zhengce/2021-06/10/content_5616833.htm [15-01-2024].

2.5

China case studies

Country factsheet

GDP (2019):	USD 14,340.6 billion
Tourism direct GDP, as percentage of GDP (2019): ¹¹⁹	11.05%
International tourist arrivals at frontiers:	65.7 million (2019); 5.7 million (2021)
International tourism receipts (USD):	35.8 billion (2019); 24.8 billion (2023)
Total employment in tourism industries (2019): ¹²⁰	28.25 million
Tourism as a share of total exports (2019):	1%
Shared Prosperity Index (%) (2015–2020):	5.42
Gini Index (2020):	37.1
Shared Prosperity Premium (2015–2022):	1.41
Number of UNESCO sites: ¹²¹	57 (39 cultural, 14 natural, 4 mixed)
Number of Best Tourism Villages by UN Tourism: ¹²²	8

119 National Bureau of Statistics of China (2023), ‘2022 年全国旅游及相关产业增加值占GDP比重为 3.71%’ (‘National added value of tourism and related industries to be 3.71% of GDP in 2022’), NBC, Beijing, available at: https://www.stats.gov.cn/xgk/sjfb/zxfb2020/202312/t20231229_1946075.html [03-09-2024].

120 National Bureau of Statistics of China (2023), ‘2022 年全国旅游及相关产业增加值占GDP比重为 3.71%’ (‘National added value of tourism and related industries to be 3.71% of GDP in 2022’), NBC, Beijing, available at: https://www.stats.gov.cn/xgk/sjfb/zxfb2020/202312/t20231229_1946075.html [03-09-2024].

121 United Nations Educational, Scientific and Cultural Organization (2023), ‘UNESCO World Heritage Convention – China’, UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/cn/> [30-11-2023].

122 World Tourism Organization (2023), ‘Best Tourism Villages by UN Tourism’, UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/> [30-11-2023].

China's journey in tourism reflects its rich cultural tapestry and rapid modernization. As the custodian of an ancient civilization with a myriad of natural and historical treasures, many recognized by UNESCO as World Heritage Sites, China is strategically developing its tourism sector to foster socioeconomic growth and development. As described before the Government's approach, when planning tourism as a tool for poverty alleviation, is comprehensive, focussing on infrastructure improvement, diversification of tourist experiences and stringent protection of heritage sites.

Central to China's strategy is the integration of community involvement and shared prosperity. Initiatives are in place to ensure that local communities' benefit from tourism, particularly in rural areas where tourism catalyzes cultural preservation and economic revitalization. The aim is to distribute the economic gains from tourism widely, contributing significantly to poverty alleviation.

Innovation and technology also play crucial roles in China's tourism development.¹²³ Smart tourism initiatives enhance visitor experiences along the tourism value chain,¹²⁴ while green technologies aim to minimize environmental impacts. Examples include smart parking lots in tourism villages, digital technology infrastructure and digital products and experiences, digital platforms to sell tourism and agricultural products and connecting digital efforts to adjacent sectors like agriculture.¹²⁵ These efforts demonstrate how China has integrated tourism into its overall poverty alleviation policy and is promoting

socioeconomic development and opportunities through cross-sector linkages.

The following cases provide snapshots of China's commitment to protecting its vast cultural and natural heritage while promoting inclusive growth and embracing technological advancements.



Wuyuan Huangling, Jiangxi Province, China
© 贤杰 李 | Dreamstime.com

¹²³ Zhao, X.; X. Mei and Z. Xiao (2022), 'Impact of the Digital Economy in the High-Quality Development of Tourism – An Empirical Study of Xinjiang in China', *Sustainability*, MDPI, 14 (20), October, pp 1–17, see: RePEc:gam:j:susta:v:14:y:2022:i:20:p:12972-d:938732.

¹²⁴ Asian Development Bank (2023), 'Promoting Smart Tourism in Asia and the Pacific through Digital Cooperation', Asian Development Bank, Manila, available at: <http://dx.doi.org/10.22617/TCS230494-2> [15-01-2024].

¹²⁵ World Tourism Alliance (2023), 'WTA Best Practices of Rural Revitalization through tourism', WTA, Beijing, available at: <https://www.wta-web.org/eng/report> [15-01-2024].

Case study 1: Azeke Village, Yunnan Province, China

Education supports endogenous development

This case looks into how education and capacity building can support rural communities and alleviate poverty through communal business development.

Description and key stakeholders:

Azeke Village is located within the core area of the Red River Hani Terraced Fields World Cultural Heritage in Yunnan Province.¹²⁶ The village has a history of 210 years and boasts unique Hani traditional dwellings (known as *mushroom houses*), clustered spatial landscapes and a profound heritage of Hani traditional culture.¹²⁷ Over the past 1,300 years, the Hani people have developed a complex system of channels to bring water from the forested mountaintops to their terraces. This allowed them to create an integrated farming system that involves buffalos, cattle, ducks, fish and eel and supports the production of red rice, the area’s primary crop. The inhabitants worship the sun, moon, mountains, rivers, forests and other natural phenomena including fire.

Before starting its tourism journey in 2018, Azeke Village was an impoverished rural village, with only 64 households and 479 residents.¹²⁸ The average annual

income per capita was merely CNY 2,785 (USD 385)¹²⁹. With its sluggish economic development, the village’s traditional production and lifestyle were unsustainable. This led to the migration of most young people for work elsewhere, further reducing the population, and ergo endangering the village’s ability to preserve the traditional cultural landscapes. Wealthier families dismantled their distinct ethnic mushroom houses and replaced them with cement structures, prompting an urgent need for the protection of this traditional ancient village. This was compounded by the fact that in order to increase their income, most of the young people in the village left to work elsewhere, and Azeke became a typical hollow village.¹³⁰

In early 2018, during a critical stage of poverty alleviation efforts, a research team led by Professor Bao Jigang from Sun Yat-sen University conducted an in-depth investigation in Azeke Village and formulated the Azeke Plan. This plan proposed a “village collective-

126 China Daily (2013), ‘Hani terrace: a new World Heritage Site’, *China Daily*, Beijing, available at: http://www.chinadaily.com.cn/life/2013-06/24/content_16650913.htm [15-01-2024].

127 United Nations Educational, Scientific and Cultural Organization (2013), ‘Cultural Landscape of Honghe Hani Rice Terraces’, Paris, available at: <https://whc.unesco.org/en/list/1111> [15-01-2024].

128 Ministry of Education of the People’s Republic of China (2019), 阿者科计划——全球旅游减贫的一个中国解决方案 (‘Azeke programme: A Chinese solution to global tourism poverty reduction’), Beijing, available at: http://www.moe.gov.cn/jyb_xwfb/xw_zt/moe_357/jyzt_2019n/2019_zt27/zsgx/zsdx/201910/t20191015_403545.html [15-01-2024].

129 The exchange rate used for the preparation of this subchapter is of USD 1 to CNY 7.233 on 15 May 24, based on UN Operational Rates of Exchange, available at: <https://treasury.un.org/operationalrates/OperationalRates.php>.

130 Ministry of Education, People’s Republic of China (2019), 阿者科计划——全球旅游减贫的一个中国解决方案 (‘Azeke Program: A Chinese solution to global tourism poverty reduction’), Beijing, available at: http://www.moe.gov.cn/jyb_xwfb/xw_zt/moe_357/jyzt_2019n/2019_zt27/zsgx/zsdx/201910/t20191015_403545.html [29-04-2024].

driven endogenous-based” development model, which supported the village’s inherent developmental patterns, relying on its natural and cultural resources.¹³¹ The plan aimed to engage all villagers in rural tourism development and ensure that tourism income benefited the entire village community, ultimately enhancing farmers’ income. Employment opportunities were provided for impoverished households within the village, attracting some migrant villagers to return for work in Azeke.

Despite the challenges posed by the COVID-19 pandemic, the plan has continued to progress steadily. Villagers’ income has consistently increased and their vocational skills have improved, achieving an economy of shared development and prosperity within the Hani terraced fields.

The key stakeholders involved in this transformation were local residents, local government, local businesses and Sun Yat-sen University researchers.



Meng Lian, Yunnan Province, China
© Lu Yang | Dreamstime.com

131 Ministry of Education, People's Republic of China (2019), 阿者科计划——全球旅游减贫的一个中国解决方案 ('Azeke programme: A Chinese solution to global tourism poverty reduction'), Beijing, available at: http://www.moe.gov.cn/jyb_xwfb/xw_zt/moe_357/jyzt_2019n/2019_zt27/zsgx/zsdx/201910/t20191015_403545.html [15-01-2024].

SDGs addressed



SDG 4: Quality education

Through a cooperation with Sun Yat-sen University which sent 14 graduate students to help villagers set up a village collective tourism company, absorb villagers as employees of the company and initially set up a local talent team responsible for the daily operation and management of the company, with a total of 13 members. The Sun Yat-sen University village team is responsible for daily management, supervision and vocational skills training.¹³²



SDG 5: Gender equality

The Sun Yat-sen University team in the village helped women provide targeted training, such as Mandarin expression, Chinese character *pinyin*,¹³³ group leadership, arithmetic, bookkeeping, basic English, computer and other skills.¹³⁴



SDG 8: Decent work and economic growth

In cooperation with the natural and cultural scenery of Azeke Village, the Azeke Project resident team designed tourism routes, designed experience activities and cultural and creative products, wrote and recorded interpretations.



SDG 9: Industry, innovation and infrastructure

A scientific and reasonable tourism dividend mechanism, combining tourism development and heritage protection with villagers’ interests was established, which promoted the villagers’ employment and income, as well as the whole village to leave poverty behind and develop the collective economy.



SDG 10: Reduced inequalities

The Azeke Village library was established, with a total of more than 1,000 volumes (of which more than 600 volumes are children’s books). The library also offers also sports equipment such as for basketball, football or badminton, and computers. Villagers and children reading in the library can borrow books and equipment, cultivate their literary interests and hobbies, and increase their intellectual knowledge.



SDG 17: Partnerships for the Goals

Through cooperation between local government, villagers, and developers, the village was restored to create benefits for the community.

132 Sun Yat-sen University School of Tourism Management (2022), ‘阿者科计划’ 驻村团队专稿：以星星之火燎动乡村振兴之光’ (‘Special article by the resident team of the “Azeke Project”: Ignite the light of rural revitalization with the spark of a spark’), available at: <https://stm.sysu.edu.cn/article/3298> [29-04-2024].

133 *Pinyin* is a system used in China to represent the pronunciation of Chinese characters in a written form based on the Latin alphabet. It helps speakers who are not familiar with the thousands of unique Chinese characters to read and learn Mandarin Chinese by converting the sounds of the language into a series of letters and syllables that are easier to recognize and remember.

134 Sun Yat-sen University School of Tourism Management (2022), ‘阿者科计划’ 驻村团队专稿：以星星之火燎动乡村振兴之光’ (‘Special article by the resident team of the “Azeke Project”: Ignite the light of rural revitalization with the spark of a spark’), available at: <https://stm.sysu.edu.cn/article/3298> [29-04-2024].

Key successes/outcomes achieved

The implementation of the Azeke Plan led to a steady increase in villagers' income despite challenges posed by the pandemic:

- Establishment of a local library to support and empower rural education;
- Establishment of a village history museum, showcasing farming, weaving and ritual utensils related to the Hani culture;
- Establishment of a local talent team with the support of Sun Yat-sen University, providing vocational training and enhancing villagers' skills;
- Resident team organizes children's events, including painting contests, outdoor picnics, story reading and film appreciation, which supplements rural education by increasing children's abilities for critical thinking, ethical judgment, self-confidence, and awareness of hygiene and self-protection;
- Encouragement of women's employment and entrepreneurship, contributing to household income while balancing family responsibilities. As an example, the employees of the Azeke Village Collective Tourism Company include 11 female employees, accounting for 85% of the company's employees;
- Scientific approach that upheld the heritage protection bottom line, balancing development with cultural preservation;
- Preservation and development of Hani traditional culture and terraced field heritage, boosting cultural confidence among villagers, by carrying out training for the staff, and helping the village children expand their knowledge and broaden their horizons. This also helps to pass techniques down through generations and villages,¹³⁵ and

- Establishment of a tourism dividend mechanism, ensuring that the benefits of tourism are equitably shared among village residents.

Challenges/ongoing risks

- Maximizing the benefits for local villagers through tourism;
- Rights and revenue sharing remains a challenging issue, especially in the absence of legislation;
- Challenging for universities to continuously send graduate students to live in villages for several years;
- Shifting the village's economic base from traditional agriculture to tourism-centric development;
- Transportation to the village is inconvenient, and essential materials enter the village through a rugged stone road;
- Ensuring the preservation of cultural authenticity while promoting tourism;
- Managing the demands of tourism development with limited residential space and inadequate facilities;
- Preventing the village from becoming over-commercialized, while maintaining its historical and cultural essence;
- Facilitating the adaptation of the local community to the changes brought by tourism, including shifts in traditional lifestyles; and
- Managing external influences, particularly capital introduction and its impact on local participation and control.

¹³⁵ Sun Yat-sen University School of Tourism Management (2024), 这个春节·我们去阿者科分享了第九次分红的喜悦! ('This Spring Festival, we went to Azheke to share the joy of the ninth dividend!'), available at: <https://stm.sysu.edu.cn/article/3965> [29-04-2024].

Lessons learned

Polymakers can learn from Azeke Village to craft policies that balance tourism development with cultural preservation and community empowerment. Emphasizing sustainable infrastructure, women’s empowerment and equitable profit sharing in tourism projects is crucial, alongside regulating external capital to protect local interests.

The Azeke Village case illustrates that academia can play a key role in integrating education with cultural preservation in tourism. Collaboration in local talent development and vocational training, as well as research on sustainable rural tourism models, is important for replicating this success in other areas.

Businesses can take cues from Azeke Village challenges on respecting local culture and avoiding over-commercialization by tourism. According to the Azeke Plan, some core lessons are to not rent, sell or destroy traditional houses but to protect them. The Plan also warns against introducing foreign social capital, allowing disorderly local management by the villagers. These

activities all protect culture and heritage.¹³⁶ Sustainable practices that contribute to the local economy and heritage preservation, while offering unique cultural experiences, are essential for long-term success.

Communities can learn the importance of active involvement in tourism initiatives to ensure cultural and economic alignment.¹³⁷ The Azeke Village demonstrates the benefits and challenges of embracing tourism while maintaining traditional practices and establishing mechanisms for fair profit distribution.

Links to further information:

- China Xinhua News (2021), ‘Welcome to Azheke Village | China: Prescription for Poverty’, China Xinhua News, published 02 March 2021, Beijing, available at: <https://www.facebook.com/XinhuaNewsAgency/videos/welcome-to-azheke-village-china-prescription-for-poverty/243936214030778/> [15-01-2024]
- Fuller, A.; Bao, J.; Liu, Y. and Zhou, X. (2022), ‘Establishing tourism sustainability in a globally important agricultural heritage system in China: A case of social and eco-system recovery, *Growth and Change*, volume 53, issue 3, September 2022, pp. 1267–1281, DOI: <https://doi.org/10.1111/grow.12605>.



Red Land, Yunnan Province, China © Chun Guo | Dreamstime.com

136 Sun Yat-sen University School of Tourism Management (2023), ‘【南方+】揭秘阿者科计划：不靠招商引资，村民如何变身“万元户”？’ ([South+] Revealing the secret of the Azeke plan: how can villagers become “10,000 yuan households” without relying on investment promotion?), available at: <https://stm.sysu.edu.cn/article/3786> [29-04-2024].

137 Sun Yat-sen University School of Tourism Management (2021), ‘阿者科计划’入选《中国减贫密码》纪录片旅游扶贫案例’ (The “Azeke Project” was selected as a case study of tourism poverty alleviation in the documentary “China’s Poverty Alleviation Code”), available at: <https://stm.sysu.edu.cn/article/3087> [29-04-2024].

Case study 2: Huangling Village, Jiangxi Province, China¹³⁸

Brand building through village development

The Huangling Village exemplifies an integrated model of rural revitalization, blending cultural heritage preservation with sustainable tourism development to boost the local economy and community engagement.

Description and key stakeholders

Huangling Village, nestled in the scenic Wuyuan County of Jiangxi Province in China, presents a remarkable case of rural revitalization through tourism.

With 821 inhabitants, this picturesque village, known for its distinctive Hui-style architecture and rich cultural heritage. The village was first established between 1426 and 1435 during the Ming Dynasty). The ancient houses in Huangling village are characterized by whitewashed walls, black-tiled roofs and intricately carved wooden elements. These architectural features provide a glimpse into China's rich history and cultural heritage.¹³⁹

Prior to its tourism development, Huangling faced a myriad of challenges typical of rural communities. In drought years there was a lack of water, and during floods, landslides endangered the local population. Socioeconomically, the village was grappling with a declining population due to urban migration, leading to a significant number of deserted traditional houses and neglected agricultural lands. The local economy, primarily

reliant on limited agricultural practices, was stagnant, and the villagers struggled with low income and low opportunities for growth.

The village's landscape is characterized by ancient buildings, and a stunning natural backdrop, which, despite its potential, remained underutilized in terms of tourism and economic development. Cultural assets include the village's unique custom of sun drying crops, including chilis, rice and corn, in open bamboo baskets.¹⁴⁰ The infrastructure was aging and inadequate, lacking the amenities to safely accommodate the local population or attract and accommodate tourists. Additionally, the preservation of its cultural assets, including traditional festivals, local crafts and folklore, was at risk due to the dwindling and aging local population.

Recognizing the potential of Huangling's cultural and natural assets, the local government and private investors envisioned developing the village into a vibrant cultural tourism destination. This vision aimed not only to rejuvenate the village's economy but also to preserve its cultural heritage and promote sustainable development.

¹³⁸ The exchange rate used for the preparation of this subchapter is of USD 1 to CNY 7.233 on 15 May 24, based on UN Operational Rates of Exchange, available at: <https://treasury.un.org/operationalrates/OperationalRates.php>.

¹³⁹ China Daily (2023), 'Breathtaking scenery of Huangling village', *China Daily*, Beijing, available at: <https://govt.chinadaily.com.cn/s/202310/30/WS653f0dc9498ed2d7b7e9eba3/breathtaking-scenery-of-huangling-village.html> [15-01-2024].

¹⁴⁰ CGTN (2023), 'Huangling autumn sundry: A picturesque folk custom', Beijing, available at: <https://news.cgtn.com/news/2023-10-21/Huangling-autumn-sundry-A-picturesque-folk-custom-1o56jvDWG3u/index.html> [15-01-2024].

The initiative was a bold step towards tackling rural depopulation, economic decline and cultural erosion, setting a precedent for similar rural communities facing the challenges of modernization and globalization.

At the start of the process, a new settlement village with 68 houses and 24 apartments was built at the foot of the mountain, which provided better services and amenities for the villagers. The corporation (Wuyuan Huangling Cultural Tourism Co., Ltd.) purchased the original houses in the village and converted the area to state-owned construction land. An auction was held for the development rights and new land and real estate certificates clarified the property rights. The process ensured the villagers were compensated and offered better employment opportunities, also the villagers were able to partake in the tourism development success. For investors, the new structure raised confidence in the project and accelerated development.¹⁴¹

The development of tourism in Huangling involved a comprehensive restoration of ancient architecture, development of sustainable tourism practices, all with active community involvement. Villagers were given the opportunity to invest in the tourism company operating the development and they received dividends for cash or cultural equity (ancestral halls and ancient trees, for example) added to the project. The project aimed to employ local villagers first and train them to gain the necessary skills, and this has provided new employment opportunities especially for women. Villagers are also encouraged to start their own tourism businesses, which has encouraged several former residents to return to the area as entrepreneurs. Villagers now make up 70% of the regular employees in the Huangling scenic area, and more than 300 jobs were created.¹⁴²

The village branding seeks to leverage the area's unique Wuyuan heritage and picturesque landscape to create a sustainable and profitable tourism model. Local festivals are planned around the Sun-drying Autumn, for example,

where the harvested crops are dried in the open air. This has sparked a new interest in the tradition and added revenue sources. The project's overarching goal was to revitalize the local economy, enhance the living standards of the villagers and safeguard the village's rich cultural and historical legacy for future generations. From 2014 to 2022, as per capita income soared from CNY 3,500 (USD 480) to CNY 56,000 (USD 7,740) and household income increased from CNY 15,000 (USD 2,070) to CNY 180,000 (USD 24,885), the villagers have been sharing in the prosperity brought about by this new model.

The key stakeholders involved in this transformation were the local villagers, whose lives and livelihoods were directly impacted, the Wuyuan Huangling Cultural Tourism Co. Ltd, who led the tourism development project, local government bodies, and local tourism enterprises.

141 National Development and Reform Commission (2020), '创造乡村旅游篁岭模式 打造乡村振兴的示范和标杆——江西省上饶市篁岭村' ('Huangling Village, Shangrao City, Jiangxi Province, is the model of rural tourism and the benchmark of rural revitalization'), Beijing, available at: https://www.ndrc.gov.cn/xwdt/ztl/gqxclydxa/lyfpczx/202004/t20200423_1226439.html [15-01-2024].

142 China Travel News Network (2023), '江西篁岭村：留住村落、守护乡愁、晒起幸福' ('Huangling Village, Jiangxi Province: keep the village, guard homesickness, sun happiness'), available at: https://www.ctnews.com.cn/dongtai/content/2023-10/20/content_151751.html [30-04-2024].

SDGs addressed in the case



SDG 3: Good health and well-being

After consultation with the county and town governments, the development company invested CNY 12 million (USD 1.65 million) to build 68 resettlement houses, 24 elderly and single apartments and supporting infrastructure, including medical services, and carried out the overall relocation of 320 villagers from Huangling Village to safer and healthier homes.



SDG 8: Decent work and economic growth

A focus on revitalizing the economy, enhancing living standards for residents, and safeguarding the village's rich cultural and historical legacy has led to significant increases in per capita and household income.

The symbol of sun autumn activities, closely combine modern services and facilities with ancient rural dwellings and folk customs, to innovate and develop new forms of sustainable tourism.



SDG 9: Industry, innovation and infrastructure

The development company leased thousands of acres of terraced fields and hired local villagers for agricultural production. They planted, harvested, washed and sun-dried, and finally packaged and sold value-added agricultural products.



SDG 10: Reduced inequalities

The development of rural tourism promotes the increase of farmers' income, allowing them to partake in economic and social development opportunities.



SDG 15: Life on land

The village's unique landscape is a key attraction for visitors, which has encouraged residents to care for and rejuvenate the land.



SDG 17: Partnerships for the Goals

This project was only possible through tight collaboration between the villagers, the development company, local government and other parties.



Huangling Village, Jiangxi Province, China
© Mosessin | Dreamstime.com

Key successes/outcomes achieved

- Successfully and equitably relocating and resettling the villagers nearby to improve their living conditions and provide better amenities that were not feasible in the original location.
- Transfer of original land titles to the local government and auction of development rights to a local company to renovate the village including benefit sharing with the original local residents.
- Transformation of over 120 traditional and derelict houses into boutique guesthouses/hotels and restoration of Huizhou-style ancient buildings.
- Significant increase in tourist visitation and revenue, with villagers’ income rising substantially due to co-ownership, employment and entrepreneurial activities.¹⁴³
- Employment creation for villagers, particularly women, in tourism-related activities.
- Protecting and maintaining traditional customs and intangible cultural heritage in the Huangling Scenic Area promotes the protection, inheritance and development of the distinctive folk culture in ancient villages.¹⁴⁴
- Villagers actively participating in tourism development, benefiting from dividends and business opportunities.
- Sustainable development initiatives, including the Huangling Flower Sea project which leased land from local households to cultivate a flower field as a tourism attraction. This allows traditional farmers to create experiences for visitors and share in the profits.

Challenges/ongoing risks

- The need to move villagers to a new resettlement area to facilitate development raised questions around how to conduct overall replacement and acquisition of property rights in ancient villages.
- Ensuring the authenticity of the village’s cultural heritage while promoting tourism.
- Promoting the transformation of the tourism economy from nature resource-based to culture-oriented.
- Building necessary facilities that can withstand environmental impacts, like droughts and floods that caused significant disruption in the past.
- Establishing a long-term, sustainable model for tourism development.

143 China Daily (2024), ‘[文化振兴释放中国乡村旅游新动能](https://cnews.chinadaily.com.cn/a/202404/20/WS66239982a3109f7860dda3b9.html)’ (‘Cultural revitalization unleashing new driving forces for rural tourism in China’), China Daily, Beijing, available at: <https://cnews.chinadaily.com.cn/a/202404/20/WS66239982a3109f7860dda3b9.html> [30-04-2024].

144 Jiangxi Provincial People’s Government (2023), ‘[江西篁岭入选联合国世界旅游组织“最佳旅游乡村”](https://www.jiangxi.gov.cn/art/2023/10/23/art_481_4678835.html)’ (‘Jiangxi Huangling selected as “Best Tourism Village” by UNWTO’), available at: https://www.jiangxi.gov.cn/art/2023/10/23/art_481_4678835.html [30-04-2024].

Lessons learned

For policymakers, the Huangling case underscores the importance of developing supportive policies and infrastructure investments that align with preserving cultural heritage and promoting sustainable tourism, demonstrating the need for strategic planning and community-centric approaches in rural revitalization.

The case illustrates the value of businesses adopting sustainable practices, focussing on local culture and traditions in their operations and ensuring that tourism development benefits the local economy, particularly through the creation of employment opportunities and the promotion of local products.

The active involvement of the Huangling community in the tourism project highlights the significance of local participation in decision-making, the preservation and showcasing of cultural heritage, and the development of local entrepreneurship to ensure long-term benefits from tourism.

Links to further information:

- China Daily (2023), 'Huangling village in Jiangxi glitters with idyllic beauty', *China Daily*, published 25 October 2023, Beijing, available at: <http://www.chinadaily.com.cn/a/202310/25/WS6538c9dda31090682a5eaacc.html> [15-01-2024].
- Beijing Review (2022), 'How one village's classic charm came to rise and shine again today', *Beijing Review*, published 17 October 2022, Beijing, available at: https://www.bjreview.com/Lifestyle/202210/t20221017_800310410.html [15-01-2024].



Huangling Village, Jiangxi Province, China © Tsangming Chang | Dreamstime.com

Case study 3: Idle Valley Art Town, Jiashantou Village in Shandong Province, China¹⁴⁵

Empowering spiritual prosperity through art

This case is an example of how tourism can rejuvenate a village and create opportunities for value-added production in both the primary and creative sectors.

Description and key stakeholders

Jiashantou Village is located in Sishui County, Jining City in Shandong Province, and is home to the forward-thinking Idle Valley Art Town initiative. The village is situated along the scenic Longwan Lake, has a high rate of forest cover (64.7%), encompasses a total area of 1.55 square kilometres and is made up of 127 households.¹⁴⁶ The Idle Valley Art Town is adjacent to the Qufu Demonstration Zone for the Inheritance and Development of Excellent Traditional Culture, near Nishan, the birthplace of the famous philosopher Confucius. The demonstration zone aims to introduce traditional Chinese culture to a wide audience, including local school children through the Nishan Academy, hosting cultural events and facilitating international cultural exchanges.¹⁴⁷

This case is a tale of two villages, joined by an ambitious project to revitalize the area and reverse rural depopulation.

Before the rejuvenation efforts began, the village relied heavily on traditional agriculture for income, which meant low employment prospects and income for the residents. The younger generation had moved to urban centres in search of better opportunities, leaving behind a small population of predominantly resilient women, children and elderly residents.

In 2013, the same year in which China started its focus on targeted poverty alleviation, the local government in Shandong embarked on a journey to develop Jiashantou Village – firmly rooted in its cultural heritage – as a

145 The exchange rate used for the preparation of this subchapter is of USD 1 to CNY 7.233 on 15 May 24, based on UN Operational Rates of Exchange, available at: <https://treasury.un.org/operationalrates/OperationalRates.php>.

146 China Daily (2020), 'Sishui county', *China Daily*, published 9 December 2020, *China Daily*, Beijing, available at: http://shandong.chinadaily.com.cn/jining/2020-12/09/c_570737.htm [15-01-2024].

China Daily (2018), 'Best towns and villages to visit in Ningbo', *China Daily*, Beijing, published 7 September 2018, available at: http://ningbo.chinadaily.com.cn/2018-09/07/c_282407.htm [15-01-2024].

147 The State Council of the People's Republic of China (2016), 'Province promotes Qilu culture heritage', Beijing, available at: https://english.www.gov.cn/services/2016/06/01/content_281475362137616.htm [23-05-2024].

thriving hub for rural tourism, placing traditional cultural experiences, and the development of intangible cultural heritage and creative industries at its core. The local residents were supported to transform their traditional houses into homestays, secure jobs in tourism and reinvest their earnings in the project for additional income.

¹⁴⁸The name of the project – Idle Valley Art Town – comes from a famous poem that was written about the area.

The success of the project lies in the partnership between the local government who set the framework conditions, and a group of ambitious returning resident entrepreneurs, who invested in rebuilding their former home and giving it a new lease on life. They achieved this through innovative use of educational travel, creative industry development, village beautification and renovation and the development of intangible cultural heritage experiences. Besides tourism, added value agricultural and nature-related products like sweet potatoes and honey are very popular within visitors and help to provide further income sources from the traditional primary sector in the area.

A collaborative platform, guided by the principles of “constructing together, sharing together, thriving together, and prospering together,” is the cornerstone of the Idle Valley Art Town project. This platform has supported technology investment, creative collaborations, direct capital injections, assistance to attract investment and has successfully attracted artists, sector leaders and academic research institutions to contribute.

The platform works closely with the local government and brings together a group of like-minded partners: Under the guidance of the government, the platform provides partners with various operational support services, co-ordinates the integrated layout of production, ecology and life, and creates common spaces such as art granaries, research bases, cultural and creative districts, and academies; and it has a rural revitalization complex integrating cultural exchanges, art exhibitions, incubators, conference groups, theatre performances, catering and accommodation.

Through pooling of shared resources and distribution of mutual benefits, the partners have played a pivotal role in driving poverty reduction and fostering economic growth in this rural area. For example, part of the profits generated through the partnership are reinvested in social support mechanisms for less fortunate members of the population.

The installment of the project involved a **wide range of stakeholders**, including business partners, platform members, academic and training partners, guardians of cultural heritage, sector leaders, village collectives, villagers and the local and regional government.



Lushan Mountain, Shandong Province China
© Tempestz | Dreamstime.com

148 China Daily (2023), ‘Vitalization in Shandong transforms rural communities’, *China Daily*, Shandong, published 27 July 2023, available at: https://global.chinadaily.com.cn/a/202307/27/WS64cd90ca31035260b818d1b_1.html [21-0-2024].

SDGs addressed in the case



SDG 1: No poverty

The development of the cultural and tourism sectors drove common prosperity in the surrounding villages. In 2021, the collective income of all 18 villages around the project reached an estimated value of more than CNY 99,815 (USD 13,800) per capita, and the disposable income of residents was 45% higher than the average in the region, showing the benefits of vigorously promoting the sustainable economic and social development.



SDG 2: Zero hunger

The project has supported the redevelopment of the agricultural sector to increase output and add more value. This has enabled villagers to grow new varieties of produce both for their consumption and for visitors and export.



SDG 3: Good health and well-being

The changes have given the villages a sense of pride. The project has also improved the living environment in terms of sewage treatment, upgrading projects and building facilities for the utilization and treatment of domestic garbage.¹⁴⁹



SDG 4: Quality education

The project integrated technology into cultural tourism products. This has increased the importance of teaching more local villagers the traditional arts and how to process and produce intangible cultural heritage products, including paintings and pottery.¹⁵⁰



SDG 8: Decent work and economic growth

The project's overall approach has driven sustainable tourism product development by combining agriculture and traditional cultural heritage into attractive packages. This has created jobs and economic opportunities for local residents in the arts, agriculture or hospitality sector.



SDG 9: Industry, innovation and infrastructure

The Nishan Luming pastoral complex is founded on the principals of a modern sweet potato industry, smart agriculture and circular agriculture. Among them, the 'Sweet potato paradise' introduces sweet potato varieties for visitors to take home and abroad. Visitors can also experience farming by observing production and picking their own fruit. This venture has produced the Tiger Bites sweet potato brand.

Relying on resource advantages, the recent built Nanzhongdu Ecological Tourism Park covers an area of 15.3 ha developing forest fruit planting and rural tourism industry, it also has 75 greenhouses dedicated to strawberries and dragon fruit. The park's income sources are strawberry and dragon fruit picking and authentic rural tours for visitors.

149 Ministry of Agriculture and Rural Affairs of the People's Republic of China (2021), '山东省 (济宁市) 泗水县 圣域田园·自然而然' ('Surabaya County, Shandong Province (Jining City) Sanctuary Pastoral, naturally'), available at: http://www.moa.gov.cn/ztlz/dnj2021/202112/t20211207_6383909.htm [30-04-2024].

150 Ministry of Agriculture and Rural Affairs of the People's Republic of China (2021), '济宁：乡村振兴绘出新画卷' ('Surabaya Jining: Rural revitalization drawing a new picture'), available at: http://www.moa.gov.cn/xw/qg/202001/t20200117_6336224.htm [30-04-2024].



SDG 10: Reduced inequalities

The villagers are encouraged to reinvest any additional income back into village development, so they can benefit from the overall success of the venture. This makes them shareholders of the success and can lead to significant income growth. The new economic opportunities have also supported women to enter the workforce, allowing them to balance family life and entrepreneurship.



SDG 15: Life on land

The project has supported the restoration of land and waterways, contributing to the quality of produce, as well as providing a healthy environment for the residents and visitors.



Cemetery of Confucius in Qufu, Shandong Province © Mirko Kuzmanovic | Dreamstime.com

Key successes/outcomes achieved

- The project used art as a driver to restore and preserve cultural heritage.
- Innovative partnerships supported the development, where the local government openly recruited entrepreneurs, experts, scholars and other talents to return home and start businesses.
- The platform partners with village collectives to jointly develop rural industrial projects and farmers participate in project cooperation through vacant homesteads, real estate rental or equity.
- Increases in farmers' rent or share dividend income through value added product development and joint ownership of facilities.
- The village committee leases and shares assets such as collective land and infrastructure to increase the village collective economic income, which is then distributed amongst residents.
- Development of contract agriculture, signing purchase and sales contracts, forming a stable purchase and sales relationship with farmers and new business entities.
- Added value agricultural projects increase income from traditional primary industries.
- A business partnership model that includes industrial partners, expert partners, honorary partners, collective partners, technical partners, and enterprise partners, that supports local businesses to grow together and distributes benefits amongst the population.
- Focussing on agricultural production and management and agricultural science and technology, the partners encourage and guide experts and scholars to "join", train villagers and introduce new produce varieties through on-site classes, field classes, technical services and other support mechanisms. This has increased the collective income of the village by more than CNY 1.1 million (USD 152,000) between 2021 and 2023.
- The village established a farm that developed into the largest standardized strawberry planting and seedling base in Shandong Province.
- Industrial partners dug deep into the advantages of rural characteristics of resources, to create a modern agriculture, a revised sweet potato industry, cultural tourism offerings, and health care services that are equal to the Nishan Deer Ming demonstration area. This drove more than 10,000 people to increase their annual income by more than CNY 20,000 (USD 2,765) between 2020 and 2023.
- Partnerships also transformed an abandoned granary into an arts workshop and exhibition space, which has generated value of more than CNY 5 million (USD 691,000) in the same period.
- Some of the funds generated through the partnership are reinvested in social support mechanisms for less fortunate members of the population.
- Development of a collaborative platform for all stakeholders to contribute to and benefit from development.
- As an example, enterprise partner Sishui Li Feng Food Co., Ltd. and 17 villages, such as Kongjia Village and Jiagou Garden, jointly created a modern sweet potato planting base including the enterprise, the village collective, a new agricultural management body and the farmers, which has driven more than 2,000 villagers to increase their per capita income by more than CNY 23,000 (USD 3,180).

Challenges/ongoing risks

- One challenge was to preserve and commercialize the traditional intangible cultural practices to safeguard them and to add value.
- The existing tourist attractions in the region struggled to establish a strong cultural identity and did not provide immersive experiences, leaving visitors wanting a closer connection with the local traditions.
- Ensuring the replicability and sustainability in the surrounding villages while ensuring that the villagers benefit, not just the partners.
- Ensuring environmental conservation and not only protection and balancing it with economic development.
- Ensuring the destination offers diverse experiences and retains visitors.

Lessons learned

Policymakers can learn that it is possible to create the right conditions to reverse rural depopulation trends and to encourage entrepreneurs to stay and/or return and develop businesses in rural areas.

Stakeholders in general can learn from the opportunities to promote creative industries and tourism through preservation of local heritage and traditions.

The innovative business model that allows local residents to co-invest in the development of the village creates incentives and makes every resident a shareholder in the overall success of the development. These types of public-private-community partnerships are powerful tools for other destinations to consider.

Links to further information

- Han, S. (2024), 'Dengxiangu Art Granary Concert Hall / VDA', *ArchDaily*, available at: <https://www.archdaily.com/967356/dengxiangu-art-granary-concert-hall-vda> [15-01-2024].
- Asianet (2023), 'Jining: Cultural "Creative Transformation and Innovative Development" activating rural revitalization', *Asianet Agencies*, published 27 February 2023, Jining, available at: <https://asianetnews.net/news/jining-cultural-creative-transformation-and-innovative-development-activating-rural-revitalization> [15-01-2024].
- China Global Television Network (2023), 'Nourishment for the mind', CGTN, Beijing, available at: <https://news.cgtn.com/news/2023-12-19/Nourishment-for-the-mind-1pFubBgmEwM/p.html> [15-01-2024].



Taishan tree red lines in Shangdong Province, China
© Wen Wang | Dreamstime.com

Case study 4: Jingzhu Village in Chongqing Province, China¹⁵¹

Integrated development driving full employment

A case of transforming rural economy and culture through innovative sustainable tourism development for shared prosperity and employment.

Description and key stakeholders

Jingzhu Village, located in Chongqing Province, serves as case of rural development through tourism as reflected in its recognition as a Best Tourism Village by UN Tourism in 2022.¹⁵²

Established in 2004, this village spans 34 square kilometres and is home to a population of 2,036 across 638 households. It is situated in a sub-high mountainous region, endowed with abundant natural beauty and cultural richness. Notable attractions include the AAAA-rated¹⁵³ Guiyuan Scenic Area, the mystical Xiannyu Mountain, and the globally recognized Natural Three Bridges, a UNESCO World Natural Heritage site.¹⁵⁴

For years, Jingzhu Village faced numerous challenges typical of remote rural areas. Its economy was primarily based on traditional agriculture, which led to limited

economic prospects and widespread poverty. This situation began to change in 2012 when concerted efforts were made to enhance infrastructure and promote rural tourism. By 2015, the village saw the establishment of a cultural tourism company, marking a significant shift towards developing Jingzhu as a cultural heritage destination.¹⁵⁵

The development of Jingzhu Village as a tourism destination is not just a story of economic revitalization but also of cultural preservation and community empowerment.¹⁵⁶ The Guiyuan Town project, central to this transformation, focussed on preserving the rural cultural heritage while promoting sustainable tourism. This approach has seen Jingzhu evolve into an integrated development model, combining tourism with rural complexes and industrial parks.

151 The exchange rate used for the preparation of this subchapter is of USD 1 to CNY 7.233 on 15 May 24, based on UN Operational Rates of Exchange, available at: <https://treasury.un.org/operationalrates/OperationalRates.php>.

152 World Tourism Organization (2022), 'A countryside garden paradise', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/jingzhu/> [15-01-2024].

153 This rating system is used to rate the quality of scenic spots around China, 5A being the highest quality classification level. See for details: Ma, H. and Zou, J. (2022), 'Impacts of official high-standard scenic spots on environment and growth – Evidence from China's 5A scenic spots at the city level', *Ecological Economics*, volume 201, November 2022, 107555, DOI: <https://doi.org/10.1016/j.ecolecon.2022.107555>.

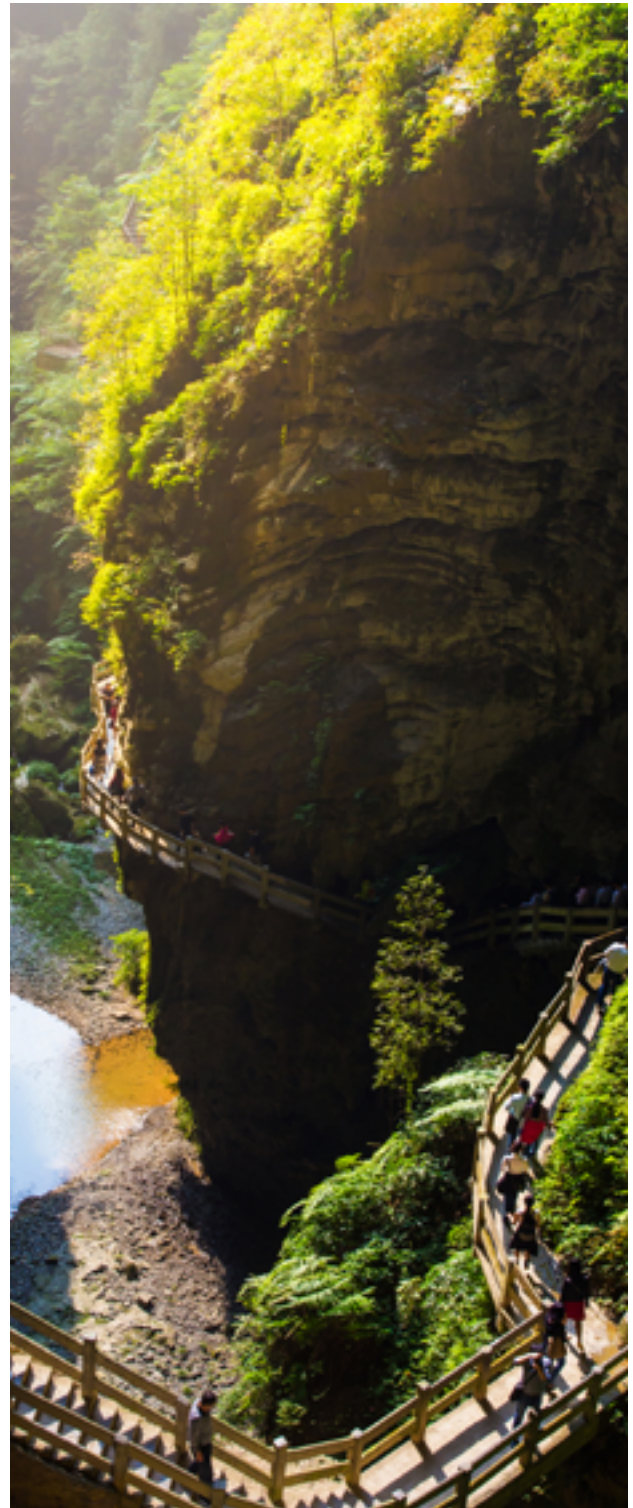
154 Chongqing News (2022), 'Visiting these new Class-A scenic areas in Chongqing', Chongqing, available at: http://english.cqnews.net/html/2022-01/04/content_927927928806125568.html [15-01-2024].

155 Chongqing Daily (2023), '小山村惊艳大世界·武隆荆竹村何以"出圈"' ('The small mountain village amazes the big world, why is Wulong Jingzhu Village "out of the circle"', available at: <https://baijiahao.baidu.com/s?id=1756144831555810657&wfr=spider&for=pc> [30-04-2024].

156 Global Times (2022), 'Jingzhu earns Best Tourism Villages title through creativity, heritage and sustainability', Beijing, available at: <https://www.globaltimes.cn/page/202212/1282452.shtml> [15-01-2024].

Jingzhu's journey towards becoming a recognized tourism destination culminated in 2022 when it was recognized as one of the “Best Tourism Villages” by UN Tourism.¹⁵⁷ This recognition is a testament to the village's successful integration of sustainable tourism development with the conservation of its unique cultural and natural heritage. Jingzhu Village now stands as a vibrant example of how rural areas can leverage their intrinsic assets to create sustainable economic growth and shared prosperity.

The key stakeholders involved in this transformation were local residents,¹⁵⁸ government authorities, tourism and cultural companies, local businesses and entrepreneurs, and international experts.



Longshuixia Fissure Gorge, Wulong County, Chongqing Province, China © Happystock | Dreamstime.com

157 World Tourism Organization (2022), ‘A countryside garden paradise’, UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/jingzhu/> [15-01-2024].

158 The case studies all adopt the public-private-community partnership model for inclusive tourism development that leads to shared prosperity for all. For more information about this approach, see:

World Tourism Organization (2020), *AIUla Framework for Inclusive Community Development through Tourism*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284422159>.

SDGs addressed in the case



SDG 4: Quality education

The project focussed on skills development by collaborating with professionals from colleges, training institutions and other relevant fields. Through a combination of “campus training + field teaching + outbound learning,” skill training programmes were conducted in various areas such as rural homestays, e-commerce, culinary arts, and handicrafts. This comprehensive approach resulted in the bettering of skills for over 2,000 individuals.



SDG 8: Decent work and economic growth

Jingzhu has transformed into an open and inclusive integrated development village and a total of 45 infrastructure projects have been implemented, with a total investment of CNY 110 million (USD 15.2 million). These projects have created employment opportunities for 1,658 locals.



SDG 9: Industry, innovation and infrastructure

The village focussed on building value added industries by creating clusters around the themed industrial parks. The economic rejuvenation generated investment in improved roads, transportation and public facilities enhancing connectivity for residents and tourists as well as the overall tourist experience.



SDG 10: Reduced inequalities

The Chongqing Homestay Industry Alliance was introduced to drive the cooperative development of rural tourism through the Jingzhu Night School, creating a model for targeted poverty alleviation and rural tourism reception. The “Rural Homestay Alliance” has created more than 30 homestays and restaurants, and the village now has over 2,750 accommodation rooms and receives an annual average of 500,000 tourists in an area of 34 square kilometres supporting the livelihoods of 42 impoverished households.





SDG 11: Sustainable cities and communities

By combining traditional housing with modern additions, the project made the houses appealing to visitors but also safer and healthier places for local residents to live.



SDG 15: Life on land

By fully leveraging traditional agriculture and extending the agricultural value chain, the village has successfully integrated the cultural and tourism elements into its economic landscape. This integration has stimulated the emergence of cultural creativity, wellness and leisure offerings, and ecological agriculture practices. A significant transformation occurred through the scaled development of high-altitude fruit planting bases, which revolutionized the traditional small-scale farming approach. Additionally, the village established a multifunctional integrated leisure area that facilitates agricultural and livestock experiences, along with creative agricultural product research. This innovative

approach has fostered an industry development model that prioritizes robust rural growth while enhancing the agriculture–tourism synergy.



SDG 17: Partnerships for the Goals

Through its commitment to integrated development, Jingzhu Village has effectively harnessed its diverse resources and created a harmonious blend of agriculture, tourism and culture. This approach not only revitalizes rural industries but also promotes sustainable economic growth and cultural preservation.



Wuyou Library, Jingzhu Village, Chongqing Province, China © Watcharee Suphakitdomkarn | Dreamstime.com

Key successes/outcomes achieved

- Boost in the local economy through increased tourism revenue.
- Successful integration of local cultural elements into tourism experiences, preserving the lifestyle and architectural character rooted in the unique geographical and cultural environment.
- Increased training of local population through innovative projects and linkages between tourism and agriculture.
- Connection with global experts through the Migratory Birds programme, which brought together over 50 high-level experts and scholars who provided intellectual support and guidance for the development of Jingzhu Village.
- Implementation of the Four Villagers project, through internal development and external recruitment of talents, to bring together “original villagers, new villagers, cloud villagers and honorary villagers”, to gather all kinds of talents in Jingzhu Village, outside the village, the country and even overseas, to participate in the rural revitalization of Jingzhu Village.
- This project aimed to enhance the skills of local people, attract new villagers, engage online participants and benefit from the guidance of honorary villagers. This developed talent in the village by supporting locals to grow their skills and attracting external talent.
- Improved roads, transportation and public facilities enhancing connectivity and tourist experience.

- At the same time, the village utilized modern creativity to rebuild the public cultural space. This included the renovation of the guesthouses to retain the elements of the original building such as stone walls, grey tiles and wooden windows. This was combined with a new modern space made of rammed earth, glass and steel, so that the contemporary design is integrated into the ancient village, connecting between the new and the old. This not only protects the original cultural values and local warmth, but also meets the needs of modern life.
- Development of ten mountain themed ‘industrial parks’ for economic development, which bring together different businesses and integrate fruit picking, sightseeing, leisure, science and education, and training under one roof.¹⁵⁹
- Creation of new job opportunities in various sectors, including hospitality, guiding services and local crafts. The infrastructure projects alone created jobs for 1,658 locals.
- Enhanced participation of local residents in tourism planning and execution through united development efforts, with grassroots organizations actively supporting robust industries, safeguarding the interests of villagers, motivating community engagement, and fostering a sense of unity within the village.
- Initiatives to maintain and protect natural landscapes and resources.
- Gained global acclaim as a top tourism village, enhancing its visibility and attractiveness.¹⁶⁰

159 Chongqing Agriculture and Rural Affairs Committee (2023), ‘从深山小村到最佳旅游乡村 重庆武隆荆竹村惊艳“出圈”’ (‘From the mountain village to the best tourist village, Chongqing Wulong Jingzhu Village stunning “out of the circle”’), Xinhua net, Beijing, available at: https://nyncw.cq.gov.cn/zwx_161/mtbb/202303/t20230324_11806659_wap.html [15-01-2024].

160 Tencent Dayu network (2018), ‘武隆仙女山夏季采摘攻略 高山鲜果等你来’ (‘Wulong Xiannu Mountain summer picking strategy mountain fresh fruit waiting for you to come’), Chongqing, available at: <https://cq.qq.com/a/20180803/027952.htm> [15-01-2024].

Challenges/ongoing risks

- Choosing the right industries that do not cause pollution and should be compatible with rural tourism development.
- Ensuring the new developments do not overshadow the village's traditional charm and cultural essence.
- Addressing potential environmental impacts due to increased tourism demand and maintaining long-term environmental balance.
- Effectively incorporating local culture into tourism activities without commercializing or diluting it.
- Risk of over-reliance on tourism for economic stability, especially in view of market fluctuations or external shocks.
- Ensuring the local community adapts to the changes brought by tourism, including shifts in traditional lifestyles and occupations.
- Managing the increased demand on local infrastructure and resources due to growing tourist numbers.
- Providing adequate training and development opportunities for local residents to engage effectively in tourism-related occupations.

Lessons learned

Policymakers can learn from Jingzhu to focus on sustainable infrastructure and policy development that enhances tourism while preserving cultural and natural heritage. Policymakers should facilitate community training and public-private-community partnerships for balanced tourism growth.

Businesses should adopt sustainable, culturally respectful tourism models, integrating local traditions and practices. Collaborating with communities for employment and local sourcing is essential, alongside innovating in eco-friendly tourism services.

Communities should actively participate in tourism initiatives, ensuring alignment with their cultural values. Embracing entrepreneurship in areas like homestays and local crafts, and prioritizing the conservation of natural and cultural heritage, are crucial for sustainable tourism benefits.

Links to further information

- Global Times (2022), 'Jingzhu earns Best Tourism Villages title through creativity, heritage and sustainability', *Global Times*, published 22 December 2022, Beijing, available at: <https://www.globaltimes.cn/page/202212/1282452.shtml> [15-01-2024].
- World Tourism Organization (2022), 'Jingzhu, China', UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/> [15-01-2024].

Case study 5: Maoyang Town in Zhejiang Province, China¹⁶¹

Integrating agriculture, culture, and tourism: the “Five Prosperity” model

This case is an example from Zhejiang Province, where an innovative cooperative business model creates shared benefits at the intersection of tourism, agriculture, and culture.

Description and key stakeholders

Maoyang Township is located in the central part of Xiangshan County, in Zhejiang Province, approximately 10 kilometres away from the county capital. The township is positioned between mountains and the sea and covers an area of 47 square kilometres; it has a registered population of approximately 14,000 people.¹⁶²

Maoyang was dependent on traditional agriculture as the primary economic activity. This income source was unstable and susceptible to environmental changes. Intensive livestock and poultry farming caused water and air pollution that affected local residents’ health and impacted agricultural product sales.

In 2012, Maoyang recognized the potential for rural tourism to drive economic development and improve livelihoods. In 2016, the local government introduced an innovative cooperative model that established a village tourism company, integrated local resource management practices, and entrusted an operating company with project development and operation.¹⁶³ The village tourism company’s role is to manage the relationship between the operating company and the villagers, to ensure that tourism creates mutual benefits.

Maoyang realized the strong connection between tourism and agriculture and encouraged young people to return home through their “Youth Entrepreneurship for Shared Prosperity Farm” programme.¹⁶⁴ This project set aside 83 ha of land to give youth entrepreneurship opportunities in an integrated agricultural and cultural tourism area. Some elements include agriculture, experiential learning, science education, natural landscapes, multi-level

161 The exchange rate used for the preparation of this subchapter is of USD 1 to CNY 7.233 on 15 May 24, based on UN Operational Rates of Exchange, available at: <https://treasury.un.org/operationalrates/OperationalRates.php>.

162 Compiled by the Ministry of Civil Affairs of the People’s Republic of China, Edited by Li Liguang; This Volume Edited by Shang Qing (2015), ‘中华人民共和国政区大典·浙江省卷’ (‘Compendium of Administrative Divisions of the People’s Republic of China – Zhejiang Province Volume’), China Social Sciences Press, Beijing, pp. 477–478.

Compiled by the Rural Social and Economic Survey, Department of the National Bureau of Statistics (2021), ‘中国县域统计年鉴2020, (乡镇卷)’ (‘China County Statistical Yearbook 2020 – Township Volume 2021’), China Statistics Press, Beijing, 03:182.

163 Peoples Daily (2024), ‘茅洋·茅Young! 这里的乡村发展何以吸引年轻人?’ (‘Mao Yang, Mao Young! Why does rural development here attract young people?’), *People’s Daily*, Beijing, published 29 April 2024, available at: <https://rmh.pdnews.cn/Pc/ArtInfoApi/article?id=40895766> [30-04-2024].

164 People’s Account (2023), ‘茅洋乡：深耕旅游产业创新开发 实现全域旅游品质蜕变’ (‘Maoyang Township: Deeply cultivate the innovation and development of the tourism industry to realize the transformation of the quality of all-for-one tourism’) Xiangshan County Media Center, available at: <https://mp.pdnews.cn/Pc/ArtInfoApi/article?id=37987611> [15-01-2024].

ecological co-farming, and rice-duck co-cultivation. The business model creates shared benefits through profits to enterprises, prosperity to farmers and increased income for the village collective, creating an impressive win-win situation.

The key stakeholders involved in Maoyang's tourism journey were the village economic cooperatives, local government and the local residents, who also contributed financially through crowdfunding initiatives.¹⁶⁵



Jiaxing city, Zhejiang Province, China
© Yongsy | Dreamstime.com

¹⁶⁵ People's Account (2023), '茅洋乡：深耕旅游产业创新开发 实现全域旅游品质蜕变' ('Maoyang Township: Deeply cultivate the innovation and development of the tourism industry to realize the transformation of the quality of all-for-one tourism') Xiangshan County Media Center, available at: <https://mp.pdnews.cn/Pc/ArtInfoApi/article?id=37987611> [15-01-2024].

SDGs addressed in the case



SDG 2: Zero hunger

Maoyang built a green cooperative farm, using 205 acres of dry land and rice fields to build a diversified operation model of agricultural tourism, research, science demonstration and land landscape, so as to achieve multi-channel employment and income increase for farmers.¹⁶⁶



SDG 4: Quality education

The establishment of the Youth Guesthouse Alliance has facilitated regular training programmes for guesthouse operators, leading to the standardization and improved operation of accommodations. In terms of operational approach, the team adopts a flexible “weekday and holiday” model, providing timely volunteer services tailored to the needs of tourist groups and the seasonal variations in tourism demand.



SDG 8: Decent work and economic growth

The construction of tourism projects through public village allows villagers to participate in and obtain profits through dividends.



SDG 9: Industry, innovation and infrastructure

Maoyang places a strong emphasis on the pivotal role of rural talents, recognizing that they are the most valuable resource for development. It actively promotes the integration of industry and education, fostering a nurturing environment that combines local expertise with external knowledge. By establishing connections with universities, colleges and talent practice bases, the town ensures a steady supply of skilled professionals to support its growth.



SDG 10: Reduced inequalities

Maoyang implements a one-on-one assistance mechanism, with state-owned cultural and tourism enterprises assisting and operating designated townships and providing ‘assistance commissioners’ responsible for helping farmers. This mechanism effectively activates the sense of responsibility and enthusiasm among various stakeholders in the industrial chain and forms a closed loop for industrial project construction, involving core personnel, core projects, assistance to villagers, assistance commissioners, project implementation and output combination.



SDG 17: Partnerships for the Goals

Through the operational management model involving the local government, a tourism operation company and farmers (including youth entrepreneurs), combined with modern agriculture, scientific education, sightseeing and leisure, and future rural development, Maoyang creates integrated scenes of agriculture, culture and tourism, showcasing the rural pastoral scenery with local characteristics. At the same time, Maoyang actively encourages participation from the beneficiaries and forms a good cooperative situation among the government, enterprises, townships and youth.

166 Xiangshan County People’s Government(2022), 象山县”微改造·精提升”: 茅洋乡青创共富农场“Xiangshan County “Micro Transformation, Fine Improvement”: Maoyang Township Qingchuang Gongfu Farm”, available at: https://www.xiangshan.gov.cn/art/2022/12/20/art_1229676508_59084903.html [30-04-2024].

Key successes/outcomes achieved

- Shifted from polluting intensive agriculture to mixed business model in 2016, integrating tourism, agriculture and culture.
- Established cooperative model to balance town and sector development.
- Established a professional management structure that combines state-owned assets, private enterprises and talented individuals.
- The first goal was to establish a scenic tourism destination around the Ring Crab Clamp Port region.
- The “Crab Clamp Port tourism” operations team followed and innovated with the creation of a ‘state-owned + private + skilled people’ organizational structure. This started the transformation from simply operating scenic spots to creating a tourism product system.
- Finally, to drive a more diversified development, the region improved its investment promotion for rural talents, industrial value chains and stock land, and successfully introduced key projects such as the Maoyang International Rural Club with a total investment of CNY 300 million (USD 41.5 million), the Huaqiang Agricultural and Tourism Comprehensive Experience Park, and the Grain Warehouse Intangible Cultural Heritage Bamboo Craft Experience Museum.
- Created an incentive programme for youth to move back to the town and start new commercial activities.
- Prioritized education to ensure a pipeline of skilled professionals to drive growth.
- Planned 12 distinct tourism routes and categories of tourism products.
- Working with affiliated organizations, like the ‘Youth Guesthouse Alliance’¹⁶⁷ to upskill operators and create better customer experiences.
- Developed a complete value chain from seed cultivation, sowing and harvesting to sales around the ‘Youth Entrepreneurship for Shared Prosperity Farm’ model.
- Revitalized old landscapes through new agricultural projects.
- Established clear local indicators for prosperity, including production efficiency, employment generation, increased income for farmers, and collective income from village operations.
- Experimentation with advanced agricultural technologies such as circular agriculture and multi-level cultivation to develop ecological production models such as rice-fish co-cultivation, rice-shrimp co-cultivation, and rice-crab co-cultivation.
- Development of a leisure complex project that combines leisure tourism, agricultural experiences, family vacations and educational activities.
- Use of a ‘Prosperity Workshop’ to demonstrate the benefits of the model and to engage with stakeholders.¹⁶⁸
- Development of successful tourism routes around the crab fishery on the seaside of the town.

167 People’s Account (2023), ‘茅洋乡：深耕旅游产业创新开发 实现全域旅游品质蝶变’ (‘Maoyang Township: Deeply cultivate the innovation and development of the tourism industry to realize the transformation of the quality of all-for-one tourism’) Xiangshan County Media Center, available at: <https://mp.weixin.qq.com/s/ArtInfoApi/article?id=37987611> [15-01-2024].

168 Zhejiang Online (2018), ‘象山茅洋乡：“斜杠青年”成为乡村振兴“生力军”’ (‘Xiangshan Maoyang Township: “Slash Youth” Becomes a “New Force” for Rural Revitalization’), *Ningbo Daily*, Zhejiang, Ningbo, available at: https://cs.zjol.com.cn/zjbd/nb16504/201810/t20181031_8622096.shtml [15-01-2024].

- In the wider Maoyang region, due to the implementation of the “all-regional tourism + collective economy” development plan, some economically weak villages have also benefited.
- The project has attracted two second-generation farmers, eleven post-1990s youth and 37 local hosts to return home to start businesses. With Gongfu Workshop – one of the main locations in the model area – as the centerpiece, it has driven development of more than 100 farms, activities sites and homestays around it, achieving an annual income of more than CNY 40 million (USD 5.5 million).

Challenges/ongoing risks

- Defining the right collaborative model to drive tourism development.
- COVID-19 disrupted tourism in Maoyang, but the village was successful at growing its domestic market even during the pandemic.
- Homogenization of product structure in the ecological, agriculture, cultural and tourism sector.
- The longstanding issue of land use has not been resolved yet.

Lessons learned

Policymakers can learn that sectoral cross-fertilization can lead to more resilient local economies. Tourism, agriculture and culture are very complementary and can encourage new entrepreneurship and urban to rural migration, if the right opportunities are presented.

Public-private-community partnerships can attract talent and ideas. Cooperative business models can ensure benefits are shared and encourage locals to take an active interest in tourism development.

The initiative for these programmes can come from both public and private actors. Resident involvement is likely to improve resident sentiment to tourism development.

Links to further information

Ningbo, China (2018), ‘Best towns and villages to visit in Ningbo’, published on 7 September 2018, NINGBO, available at: http://ningbo.chinadaily.com.cn/2018-09/07/c_282407.htm [15-01-2024].



Yantou Town, Zhejiang Province, China © Yongsy | Dreamstime.com

Case study 6:

Yucun

in Zhejiang Province, China

Prioritizing environmental conservation,
developing the community of common prosperity

This case is an excellent example of how tourism can provide an alternative to extractive industries and improve the economic situation of local communities.¹⁶⁹

Description and key stakeholders

Yucun is located in the south-western part of Anji County, Zhejiang Province. The village is surrounded by mountains on three sides and has a total area of 4.86 square kilometres and a population of 1,050 people in 2020.¹⁷⁰

In the past, Yucun’s economy was built on lime kilns, brick factories and cement plants. This stone-based economy employed more than half the village which in the 1990s made it the “wealthiest village” in Anji County. However, these extractive industries also destroyed and polluted the environment, and caused health issues amongst the local population. This was not a sustainable solution and in 2005 the mines closed for good, leaving the community to search for alternative livelihoods.¹⁷¹

The villagers recognized that protecting and conserving nature, could also generate income and prosperity through tourism, ecological agriculture and green development. Their focus has shifted from selling stones to selling scenery and culture. This shift towards an ecology-based economy and the adoption of environmentally friendly practices¹⁷² contributed to its recognition as one of the Best Tourism Villages by UN Tourism in 2021.¹⁷³

The key stakeholders involved in this transformation were local government officials, local residents, local tourism operators, as well as global talents and businesses.

169 Case research conducted by WTA based on local sources.

170 Anji County People’s Government (2021), ‘余村村基本情况’ (‘Basic situation of Yucun Village’), Zhejiang, Anji, available at: www.anji.gov.cn/art/2021/5/21/art_1229518645_3766107.html [15-01-2024].

171 Anji County Agriculture and Rural Affairs Bureau (2022), ‘安吉县农业农村局-喜看余村新气象,’ (‘Interview Transcript about Yucun Village’), Zhejiang, available at: https://www.anji.gov.cn/art/2022/8/23/art_1229518621_3896401.html [25-01-2024].

172 China Daily (2021), ‘Anji makes progress in water, soil conservation’, *China Daily*, Beijing, available at: <https://global.chinadaily.com.cn/a/202112/25/WS61c6648da310cdd39bc7d681.html> [15-01-2024].

173 World Tourism Organization (n.d.), ‘Best Tourism Villages by UN Tourism – Yucun’, UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/yucun/> [20-06-2024].

SDGs addressed in the case



SDG 3: Good health and well-being

Originally, by opening mines and building cement factories, Yucun faced important environmental impacts and the health of residents was threatened. Later, through the development of tourism, the quality of life of residents and their health improved.¹⁷⁴



SDG 8: Decent work and economic growth

Villagers achieve local employment by developing homestays and handicrafts.¹⁷⁵



SDG 9: Industry, innovation and infrastructure

Combining the virtual and the real while creating three new industry clusters: Focussing on the integration of the digital economy, such as new retail, digital content creation and smart factories, with the physical economy, such as agricultural modernization, rural tourism and cultural creativity, diverse new business formats are continuously incubated and nurtured in Yucun. This is aimed at promoting a cluster-based and scaled development, actively fostering three major clusters: the youth-driven new economy, the experiential cultural and tourism sector, and the cross-border new agriculture. Starting with the youth-driven new economy as a

breakthrough, efforts are made to enhance the self-industrialization of rural entrepreneurial incubation functions. Moreover, through the innovation by young people, the matrix of new agriculture and cultural tourism sectors is continuously improved.



SDG 10: Reduced inequalities

Taking into account people's needs, experiences and feelings as the starting point and focus, efforts are being made to accelerate the overall improvement of Yucun's functional level. This includes comprehensive enhancements to the business environment, living environment, service environment, consumption environment and cultural environment. The goal is to bring together four types of people: local residents, returning residents, new residents and visitors, to collectively participate in the rural revitalization of Yucun.



SDG 15: Life on land

Yucun brands the village as a destination for ecological tourism and green leisure. This means that maintaining clean water and mountains creates revenue for the village collective and increases the potential revenue through diversified transformation from extractive to sustainable industries.¹⁷⁶

174 The People's Government of Zhejiang Province (2020), '15年后再访余村，总书记的殷切期望让村民备受鼓舞 乡村的明天更美好' ('Visiting Yu Village after 15 years, the general secretary's ardent expectations have greatly encouraged the villagers to have a better tomorrow for the village'), available at: https://www.zj.gov.cn/art/2020/4/2/art_1229006610_42603455.html [30-04-2024].

175 People.cn (2022), '浙江湖州：发展乡村旅游 助力乡村振兴' ('Huzhou, Zhejiang: Developing rural tourism to help rural revitalization'), available at: <http://ah.people.com.cn/n2/2022/0531/c401574-35293936.html> [30-04-2024].

176 Guangming Net (2022), '这个小山村为何令世界瞩目 旅游赋能余村乡村振兴纪实' ('Why this small mountain village has attracted the attention of the world Tourism empowers the rural revitalization of Yucun Village'), Guangming Net, published 06 January 2022, Beijing, available at: <https://m.gmw.cn/baijia/2022-01/06/35431373.html> [30-04-2024].

Key successes/outcomes achieved

- Integrating ecological principles into village planning and construction. The strategic development system of Yucun revolves around the systematic construction of “people, industries, carriers and mechanisms”. It explores and practices the integration of the “inward circulation of innovation-driven local transformation” and the “outward circulation of model export” in Yucun’s “dual circulation” rural economy model. By focussing on Yucun it aims to attract high-quality talents and resources, while going beyond Yucun seeks to export high-level markets and brands.
- Environmental protection balanced with economic development.
- Implementation of green and circular food production methods.
- Development of tourism attractions with the Integrated Village Scenic Area Operation model. This builds on the symbiosis of scenery and community, creating two major development carriers. Following the development approach that “the scenic area is the community, and the community is the scenic area”, two major base projects were established: (i) the Youth Mega Community and (ii) the Yucun Grand Scenic Area.
- Digitalization of rural governance processes, including (i) a smart village dashboard that includes negative oxygen ion detection screens at the village entrance displaying the real-time negative oxygen ion content of the entire village; (ii) a Village Monitoring, Three Affairs Open platform that allows residents to see village information at home; (iii) a system for residents to submit suggestions through the digital rural platform Village Situation Direct Line, and (iv) the command centre (see picture in figure 2.1) that assigns ‘grid officers’ to process suggestions through a mobile application.¹⁷⁷



Live dashboard displayed in Yucun village. © David Ermen.

177 Zhejiang Town Net (2020), ‘余村入选未来社区试点创建项目名单 “数字化应用” 彰显美丽城镇姿态’ (‘Yucun was selected into the list of pilot projects for the creation of future communities, and “digital application” highlights the posture of a beautiful town’), Anji, available at: https://town.zjol.com.cn/gun/202007/t20200722_12159858.shtml [15-01-2024].

- Alignment and cooperation with surrounding villages to create a community that promotes environmental protection and coordinated industrial development.
- Creation of the Yucun Global Partner Recruitment programme to recruit innovative entrepreneurs to revitalize industrial development. Taking into account people's needs, experiences and feelings as the starting point and focus, efforts are being made to accelerate the overall improvement of Yucun's functional level.
- The goal is to bring together four groups of stakeholders – local residents, returning residents, new residents and visiting residents – to collectively participate in the rural revitalization of Yucun.
- Development of cooperative distribution models to increase linkages between actors and promote unified planning, construction and operation of the local resource base.
- The diversified distribution model of “Two shares, Three benefits” motivates residents through cooperation forms such as “state-owned capital + village collective + company + farmers,” deepening the linkages between villages, villages and enterprises, and villages and residents.
- Taking into account the entire population living, working and starting businesses within the Yucun, the issue of sharing development outcomes is addressed based on co-creation and co-governance
- Transitioning of residents from bystanders to active participants: aligning goals, fostering unity of thought and harnessing the originality of the villagers.
- How to maximize the designation as a Best Tourism Village by UN Tourism in shifting from domestic to international markets and showcasing the village's advanced systems.

Lessons learned

Policymakers can learn that economic transitions from extractive industries to environmental tourism practices can happen if all actors are willing to work together and livelihoods are ensured.

It may take additional funding – potentially government or donor-led – in the transition phase, but the outcomes are more sustainable economic opportunities for communities in the long run.

It is also important to think beyond individual villages and connect local tourism attractions into the broader destination. With Yucun as the lead, the entire region has embraced ecological protection and coordinated industrial development.

The potential of digitalization to measure and manage impacts.

Links to further information

- Ministry of Foreign Affairs of the People's Republic of China (2022), ‘From a Mining Town to a Tourist Destination – The Cradle of the “Two Mountains” Theory’, published 30 August 2022, MFA, Beijing, available at: https://www.mfa.gov.cn/mfa_eng/topics_665678/zggcddwjw100ggs/xsd/202208/t20220830_10757731.html [20-06-2024].
- World Tourism Organization (n.d.), ‘Best Tourism Villages by UN Tourism’, UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/> [27-08-2024].

Challenges/ ongoing risks

- Changing the local population's mindset away from the stone-based economy to alternative livelihoods.
- COVID-19 disruptions during the process.
- Improved utilization rate of public facilities through systematic planning and enhanced shared use by both residents and tourists.

2.6

Summary

The case studies presented in chapter 2 of the report offer lessons on leveraging tourism for poverty reduction and rural development and are a direct reflection of China's national policies aimed at poverty alleviation through tourism. The “targeted poverty alleviation” policy, in particular, emphasizes targeted support for impoverished areas,¹⁷⁸ using tourism as a key vehicle for economic development and social progress. China's approach to rural revitalization and sustainable development forms the backbone of these initiatives, showcasing a model where policy and practice work hand in hand for mutual advancement.

These cases illustrate a comprehensive approach to integrating tourism with local development goals, highlighting the role of government leadership, community engagement, integration with other economic sectors, particularly agriculture and culture, sustainable practices and digitalization. The key elements spanning in the case studies are summarized below:

1. Government leadership and policy support:

All six cases underscore the pivotal role of national and local government leadership and long-term planning in driving tourism as a tool for poverty alleviation. The Chinese Government's active involvement in creating favourable policy environments, providing financial support, and facilitating infrastructure development and skills development has been crucial. Placing tourism as a tool for development and poverty alleviation at national level and developing ensuing policies is a stepping element to promote the contribution of tourism to shared prosperity.

2. Community engagement and empowerment:

A recurring theme in the cases is the emphasis on community engagement and empowerment, including through co-ownership, public-private-community partnerships with village organizations and skills development. By involving local communities in the tourism development process and providing them opportunities for job creation and entrepreneurship, not only are economic benefits distributed more equitably, but cultural heritage and local traditions are also preserved and valued. This participatory approach fosters a sense of ownership and pride among local residents, enhancing buy-in and social license, while laying the groundwork for the long-term sustainability of tourism projects.

3. Integration with local agriculture and culture:

The cases demonstrate innovative ways of integrating tourism with other economic sectors in rural areas, particularly agriculture and culture. By developing agritourism and leveraging local agricultural products, handicrafts and cuisines, these projects create unique tourist offerings through value-added primary products while providing additional income streams for local communities. This integration helps in diversifying rural economies and reducing dependency on a single sector and enhance the value of agriculture products and practices.

4. Environmental protection:

Sustainability is a key focus, with projects incorporating sustainable practices and conservation efforts. This not only ensures the long-term viability of tourism attractions based on natural or cultural

¹⁷⁸ Huang, Y.; Huang, X.; Li, R. and Cheng, W. (2023), 'Assessing the effectiveness of targeted poverty alleviation policies in Xinjiang, China', *Humanities and Social Sciences Communications*, volume 10, article number 389, DOI: <https://doi.org/10.1057/s41599-023-01858-w>.

assets but also aligns with global environmental goals and increases resilience to climate change and extreme weather events. Practices such as the preservation or restoration of natural landscapes or the sustainable management of resources, are prevalent across the cases.

Based on the above, there are several lessons emerging from the Chinese approach to poverty alleviation through tourism:

1. Holistic development approach:

China employs a holistic approach to tourism development, which goes beyond economic benefits, to include social, cultural and environmental dimensions. This comprehensive strategy ensures that tourism contributes to overall well-being and sustainable development as part of broader policy ambitions, including poverty alleviation and common prosperity. This holistic approach is also clear in the integration of tourism within other sectors, in particular agriculture and culture.

2. Policy coherence and support:

The cases show the importance of coherent policy frameworks at national and local level that support tourism as part of a clear development agenda, as well as of creating supportive environments through targeted policies, investment and financial incentives, and infrastructure development. For least developed and developing countries, donor agencies and international funders are important actors in this process, and the link from tourism to poverty alleviation might unlock new funding opportunities.

3. Community-based tourism models:

The emphasis on community involvement and empowerment offers a template for developing community-based tourism models that are equitable and sustainable. By placing communities at the heart of tourism development, countries can ensure that the benefits of tourism are widely shared.

4. Innovation and diversification:

Finally, the innovative integration of tourism within the local sector, namely agriculture, provides a pathway for diversifying rural economies and creating unique, sustainable tourism products, and value added to traditional primary products.

In summary, the Chinese case studies offer valuable insights into how tourism can drive rural development and poverty alleviation. By aligning tourism development with broader development objectives, fostering cross-sectoral coordination, promoting skills and adopting a community-focussed, sustainable approach, can make tourism a catalyst for shared prosperity.

The next chapter examines six cases of national tourism policies and initiatives from six countries around the world that drive shared prosperity through tourism.

03. Case studies

Abstract: This chapter presents country-level cases from Albania, Indonesia, Jordan, Peru, Rwanda and Vanuatu showcasing how these countries have supported shared prosperity through tourism. Each case provides country data, an overview of tourism development in the country, and then delves deeper into a particular example of tourism's role in progressing shared prosperity, including the SDG contributions, successes, challenges, key stakeholders involved, and lessons for tourism actors.

Key words: Shared prosperity | sustainable development | case studies | country data | Albania | Indonesia | Jordan | Peru | Rwanda | Vanuatu.

Key findings:

- Through targeted policies and strategies tourism can connect with other sectors, like agriculture, to create income opportunities and make local economies more resilient (Albania and Vanuatu)
- Tourism policies can ensure that villages surrounding national parks receive a share of the benefits from commissions for local development projects (Rwanda)
- Tourism policy can help to protect culture for the benefit of local communities, and this can lead to income opportunities in the tourism sector (Indonesia, Jordan, Peru)

The World Bank Group provides regular global poverty updates and trends, including shared prosperity data.¹⁷⁹ The [map](#) summarizes key economic indicators, tourism indicators and available shared prosperity and poverty data for the countries that form the cases for this report.

As described in chapter 1, there are challenges in quantifying shared prosperity consistently, which is why the data is not available for all countries and the time series are inconsistent due to national data collection timeframes and limitations of availability.



Bedouin tent in Wadi Rum, Jordan © Rafael Ben Ari | Dreamstime.com

179 World Bank (2023), 'Poverty and Equity Briefs', WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/publication/poverty-and-equity-briefs> [26-10-2023].

Figure 3.1: Key economic indicators, tourism indicators and shared prosperity data for selected countries

1 Albania

- GDP (2019): USD 15.4 billion
- TDGDP, % of GDP (2019): N/A
- ITA-TF: 6.2 million (2019) | 9.7 million (2023)
- ITR: USD 2.3 billion (2019) | USD 4.5 billion (2023)
- Total employment in tourism industries (2019): 52,000
- Tourism as a share of total exports (2019): 38%
- Shared Prosperity Index: N/A
- Gini Index (2020): 29.4
- Number of UNESCO sites:^f
4 (2 cultural, 1 natural, 1 mixed)

2 China

- GDP (2019):^h USD 14,340.6 billion
- TDGDP, % of GDP (2019): 11.05%
- ITA-TF: 65.7 million (2019) | 5.7 million (2021)
- ITR: USD 35.8 billion (2019) | USD 24.8 billion (2023)
- Total employment in tourism industries (2019):^h
28.25 million
- Tourism as a share of total exports (2019): 1%
- Shared Prosperity Index (%) (2015–2020): 5.42
- Gini Index (2020): 37.1
- Shared Prosperity Premium (2015–2022): 1.41
- Number of UNESCO sites:^f
57 (39 cultural, 14 natural, 4 mixed)
- Number of Best Tourism Villages by UN Tourism:^g 8

3 Indonesia

- GDP (2022): USD 1,319 billion
- TDGDP, % of GDP (2023):ⁱ
3.9% estimated reach 4.5% in 2024
- ITA-VF: 15.5 million (2019) | 11.7 million (2023)
- ITR: USD 16.9 billion (2019) | USD 140. billion (2023)
- Total employment in tourism industries:
20.76 million (2019) | 22.08 million (2023)
- Tourism as a share of total exports (2019): 9%
- Shared Prosperity Index (2017–2022): 3.44%
- Gini Index (2022): 37.9
- Shared Prosperity Premium (2017–2022): 1.04
- Number of UNESCO sites:^f 10 (6 cultural, 4 natural)
- Number of Best Tourism Villages by UN Tourism:^g 2

4 Jordan

- GDP (2019): USD 44.6 billion
- TDGDP, % of GDP (2019): N/A
- ITA-TF: 4.5 million (2019) | 5.3 million (2023)
- ITR: USD 5.8 billion (2019) | USD 7.4 billion (2022)
- Total employment in tourism industries (2019): 53,500
- Tourism as a share of total exports (2019): 42%
- Shared Prosperity Index (2008–2010): 4.56 %
- Gini Index (2019): 33.7
- Shared Prosperity Premium (2008–2010): -1.21%
- Number of UNESCO sites:^f 6 (5 cultural, 1 mixed)
- Number of Best Tourism Villages by UN Tourism:^g 2

5 Peru

- GDP (2019): USD 228.3 billion
- TDGDP, % of GDP (2019): 3.9%
- ITA-TF: 4.4 million (2019) | 2.5 million (2023)
- ITR: USD 3.7 billion (2019) | USD 2.7 billion (2023)
- Total employment in tourism industries (2019): 88,000
- Tourism as a share of total exports (2019): 7.9%
- Shared Prosperity Index (2016–2021): 0.39
- Gini Index (2019): 40.2
- Shared Prosperity Premium (2016–2021): 2.54
- Number of UNESCO sites:^f
13 (9 cultural, 2 natural, 2 mixed)
- Number of Best Tourism Villages by UN Tourism:^g 8

6 Rwanda

- GDP (2019): USD 10.3 billion
- TDGDP, % of GDP (2019): 3.2%
- ITA-VF: 1.5 million (2019) | 0.5 million (2022)
- ITR: USD 0.5 billion (2019) | USD 0.4 billion (2022)
- Total employment in tourism industries (2019): N/A
- Tourism as a share of total exports (2019): 28%
- Shared Prosperity Index (2013–2016): 0.31
- Gini Index (2019): 43.7
- Shared Prosperity Premium (2013–2016): 0.47
- Number of UNESCO sites:^f 2 (1 cultural, 1 natural)
- Number of Best Tourism Villages by UN Tourism:^g 1



7 Vanuatu

- GDP (2019): USD 0.93 billion
- TDGDP, % of GDP (2019): N/A
- ITA: 121,000 (2019) | 77,000 (2023)
- ITR:
USD 229 million (2019) |
USD 39 million (2022)
- Total employment in tourism industries (2019):
11,000 (direct and indirect)
- Tourism as a share of total exports (2019): 75%
- Shared Prosperity Index: N/A
- Gini Index (2019): 32.3
- Number of UNESCO sites: ^f 1 cultural

Map legend:

Unless otherwise indicated, all data corresponds to 2019; in the case of tourism data both 2019 and 2023 (2022 or 2021 when 2023 is not available) was included as a reference to the situation pre- and post-COVID-19.

- GDP: Gross domestic product for 2019 at current prices, in USD billion.^a
- TDGDP: Tourism direct gross domestic product as a proportion of total GDP. TDGDP is defined as the sum of the part of gross value added (at basic prices) generated by all industries in response to internal tourism consumption plus the amount of net taxes on products and imports included within the value of this expenditure at purchasers' prices (where available).^b
- ITA: International tourist arrivals.^c
- TF: Tourists at frontiers (overnight travellers).^c
- VF: Visitors at frontiers (overnight and same-day travellers).^c
- ITR: International tourism receipts (visitor spending in destinations) refers to the travel item in the balance of payments and excludes passenger transport, in USD billion.^c
- Direct employment in tourism industries (where available).^c
- Tourism share of total exports.^c
- SPI: Shared Prosperity Index measures the annualized growth rate (%) in mean consumption or income per capita of the poorest 40% (where available).^d
- GI: Gini Index.^d
- SPP: Shared Prosperity Premium measures the difference between the growth rate (%) of the poorest 40% and the average growth rate for the entire population – a positive premium indicates faster growth of the bottom 40% (where available).^d

Sources:

- a) IMF (n.d.), 'World Economic Outlook Database': <https://www.imf.org/en/Publications>.
- b) UN Tourism (n.d.), 'Economic contribution and SDG': <https://www.unwto.org/tourismstatistics/economic-contribution-SDG>.
- c) UN Tourism (n.d.), 'Global and regional tourism performance – UN Tourism Dashboard': <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance>.
- d) World Bank (2023), 'Poverty and Equity Briefs': <https://www.worldbank.org/en/topic/poverty/publication/poverty-and-equity-briefs>.
- e) World Bank (2023), 'Shared Prosperity: Monitoring Inclusive growth': www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity.
- f) UNESCO (n.d.), 'World Heritage Sites': <https://www.unesco.org/en/world-heritage/grid?hub=68246>.
- g) UN Tourism (n.d.), 'Best Tourism Villages by UN Tourism': www.unwto.org
- h) National Bureau of Statistics of China (2023), '2022年全国旅游及相关产业增加值占GDP比重为3.71%': https://www.stats.gov.cn/xxgk/sjfb/zxfb2020/202312/t20231229_1946075.html.
- i) Ministry of Tourism and Creative Economy – Republic of Indonesia (2022), 'Siaran Pers: Kemenparekraf Targetkan 45 Ribu Pekerja Pariwisata Tersertifikasi Hingga 2023': <https://kemenparekraf.go.id/berita/siaran-pers-kemenparekraf-targetkan-45-ribu-pekerja-pariwisata-tersertifikasi-hingga-2023>.

3.1

Case study methodology

In addition to the Chinese cases in chapter 2, which focussed on examples at local level, this chapter analyses a range of case studies to unpack the potential linkages between shared prosperity, SDGs and tourism at a national level.

These aim to identify how tourism can drive and positively contribute to shared prosperity and the outcomes that create the pre-conditions for shared prosperity.

The cases for the study were chosen to represent a diverse range of regions, country sizes, development stages and importance of the tourism sector.

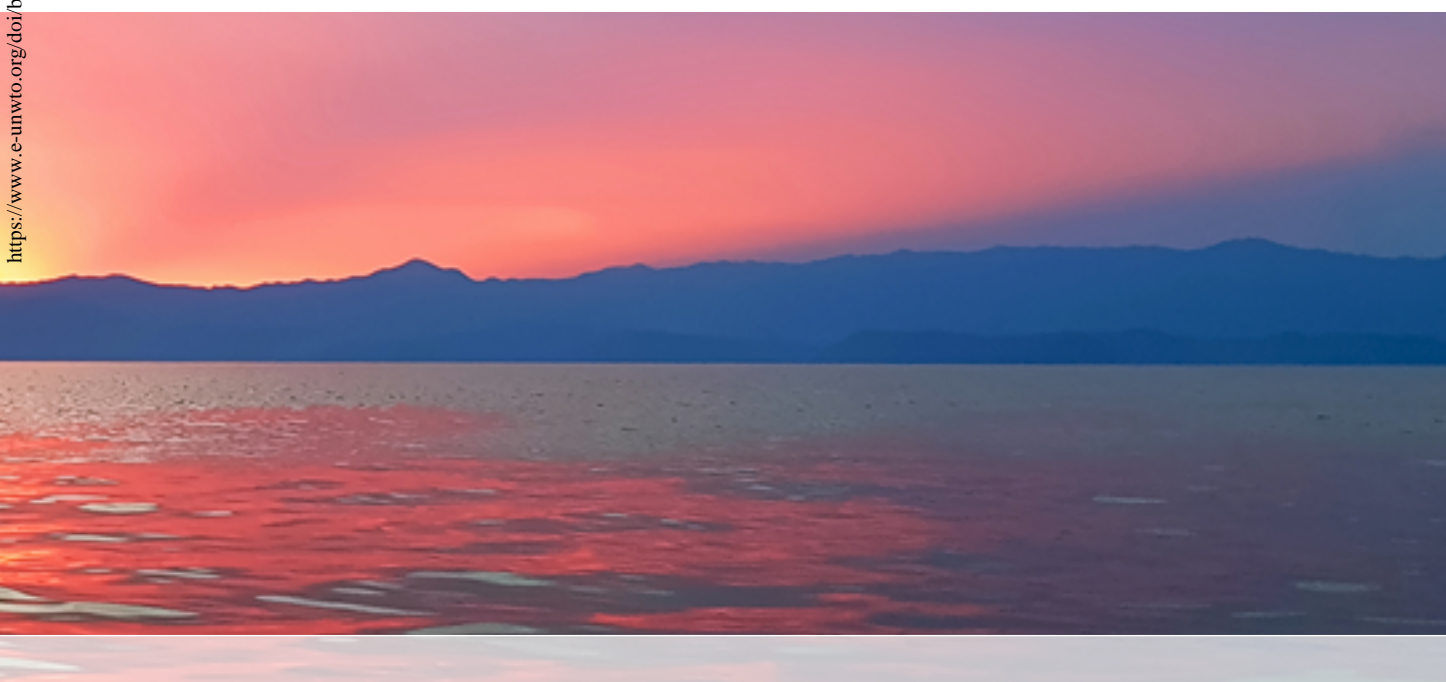
Each case starts with an overall profile of the country, including basic demographic data, economic data, tourism data, and shared prosperity or equality data. A brief description of the country’s overall approach to tourism and corresponding policies provides important background information. Then we delve deeper into a particular aspect of tourism development or a particular location in the country to explore how tourism has contributed to shared prosperity. The data is based on secondary research of strategies and plans relating to tourism development in the countries and primary interviews with key decision-makers in the relevant ministries. The goal of the cases was to determine how tourism drives shared prosperity in these countries, ensuring that tourism development is inclusive and for the benefit of all. Table 3.1 summarizes the cases included in the report.



Lake Kivu, Rwanda © Eokwong | Dreamstime.com

Table 3.1: Overview of cases chosen for the study

Country	Description
Albania (page 98)	Albania offers impressive mountain and coastal destinations. The country's tourism has been developing significantly in recent years with increased number of international tourist arrivals and revenue providing important development opportunities. Post pandemic, Albania has been one of the leading countries in recovering its tourism sector.
China (page 56)	China has implemented policies to utilise tourism development as part of its poverty alleviation efforts, especially in rural regions. This is evident in several successful revitalisation initiatives in villages, where tourism, agriculture, culture, and creative industries have helped to lift local residents out of poverty (see chapter 2).
Indonesia (page 107)	Indonesia's tourism sector has been traditionally concentrated around several destinations, and already before COVID-19 the Government started efforts to disperse tourism to lesser-known regions. This provides opportunities for the development of community- or village-based tourism, and thereby ensuring that the benefits are shared throughout the country.
Jordan (page 114)	Jordan's tourism sector combines ancient cultural sites with fragile ecosystems. Tourism provides economic opportunities for local people, for example, the Bedouin, even in very remote areas. This is paired with activities to preserve culture and the environment.
Peru (page 121)	Peru offers an impressive geography of coast, highlands and jungle, with a famous gastronomy sector, as well as a historical cultural legacy of majestic constructions like Machu Picchu. Most of the tourism attractions are in rural and remote areas, and community-based tourism has long been the focus of tourism development, successfully integrating with other sectors, like gastronomy, agriculture and culture.
Rwanda (page 130)	The Rwandan tourism sector is built on natural and cultural attractions. The country has emphasized local engagement in tourism development, recruiting local communities to provide tourism services and protect the environment. Rwanda's model of park management ensures that 10% of all earnings from national parks are reinvested in local community projects, making them direct beneficiaries of conservation and tourism.
Vanuatu (page 135)	As a small island developing state in the Pacific where tourism accounts for 73% of overall exports, Vanuatu is particularly vulnerable to the effects of climate change, as well as to any other external shocks affecting tourism. The local population is working across sectors, linking tourism and agriculture initiatives to make the island's economy more resilient.



3.2

Albania

Country data

GDP (2019):	USD 15.4 billion
Tourism direct GDP, as percentage of GDP (2019):	N/A
International tourist arrivals at frontiers:	6.2 million (2019); 9.7 million (2023)
International tourism receipts:	USD 2.3 billion (2019); 4.5 billion (2023)
Total employment in tourism industries (2019):	52,000
Tourism as a share of total exports (2019):	38%
Shared Prosperity Index:	N/A
Gini Index (2020):	29.4
Number of UNESCO sites:	4 (2 cultural, 1 natural, 1 mixed) ¹⁸⁰



180 United Nations Educational, Scientific and Cultural Organization (2023), ‘Albania – UNESCO World Heritage Convention’, UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/al/> [30-11-2023].

Country overview – Albania

Albania's tourism sector has seen dynamic growth due to a strategic framework prioritizing it as an economic sector and positioning the country as a forward-thinking and dynamic destination.¹⁸¹ Significant infrastructure investments have enhanced connectivity between major tourist areas and the capital, Tirana. The expansion of airports and marinas, like those in Durres and Vlora, and the enhancement of port facilities reflect this focus. Investments are aimed at enhancing tourist facilities and services, emphasizing environmental sustainability, innovation and service digitization. The National Strategy for Development and European Integration 2030 (NSDI 2030) envisions Albania as a dynamic economy, candidate to the European Union, offering quality conditions for all its citizens' well-being through sustainable, democratic development. A new strategic document, *National Strategy for Sustainable Tourism Development 2014–2030*, is under development, focussing on creating a well-recognized and functioning ecosystem involving government, trade associations, and enablers like infrastructure, transportation, education and suppliers.

The anticipated EU integration is set to significantly impact tourism, encouraging sustainability and compliance with EU standards. Initiatives like the Department for Circular Economy and the Electronic System of Tourism Statistics aim to foster sustainable practices and provide reliable data for sector development. Albania's vision is to be a premier sustainable tourism destination, offering diverse experiences that celebrate its rich cultural heritage,

landscapes, culinary delights and wellness offerings. This vision includes developing subsectors like natural and rural tourism, cultural heritage, health tourism and culinary experiences.

Albania's legal framework is designed to attract significant capital investments with special legislation on strategic investments. Fiscal incentives and updates to various laws support this aim by providing a favourable investment climate. In 2024, a new update to the 'Law for tourism' intended to improve institutional coordination among stakeholders around tourism statistics and an electronic tourism database system. This initiative by the Ministry of Tourism and Environment seeks to establish a Committee for Tourism Statistical Data, which will create a platform to gather, process and manage all tourism data. Better data is likely to lead to more capability in building sector capacity.

The January 2024 issue of the *World Tourism Barometer* indicates Albania's resilience after the COVID-19 pandemic. Albania was among the countries that recovered strongest in terms of international tourist with arrivals up 56% from pre-pandemic levels by end of 2023 and receipts outgrowing pre-COVID-19 levels by 96% by September 2023.¹⁸² The country's diverse experiences, from protected areas and cultural sites to culinary and festival tourism, are attracting an increasing number of visitors. Government initiatives like protecting the Vjosa River and diversifying tourism offerings underscore Albania's commitment to sustainable tourism development.

181 World Tourism Organization (n.d.), 'Investing in Albania', UN Tourism, Madrid, available at: <https://www.unwto.org/investment/tourism-doing-business-investing-in-albania> [14-05-2024].

182 World Tourism Organization (2024), *World Tourism Barometer*, volume 22, issue 1, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/wtobarometereng>.

Case study 7:

Albania

Agritourism as a driver for rural tourism development

Description and key stakeholders

The development of the National Strategy of Agritourism Development in Albania is an ongoing process that is geared towards developing the sector as a multifunctional extension of agriculture that adds value to the national agricultural product and enhances rural areas. It sets out to transform agriculture into an income-generating and resource-optimizing activity through agritourism, which is seen as complementary to farm-based operations.

The strategy is shaped by several objectives aimed at multifunctional agricultural development, including processing, short supply chains, product differentiation and sustainable practices that bolster competitiveness and resilience. It seeks to make agritourism a driving force for the development of rural and marginal areas in Albania.

Under the guidance of the Ministry of Agriculture and Rural Development and an inter-ministerial effort, the strategy has been formulated within the context of international, European and national policies, and through engagement with stakeholders. It considers the SDGs, the European Green Deal, the Farm to Fork Strategy and the EU's Common Agricultural Policy for 2023–2027, aligning with Albania's EU accession aspirations and requirements.

The strategy acknowledges the challenges presented by the COVID-19 pandemic and the war in Ukraine and it integrates these into its objectives, which emphasize gender equality, human and minority rights, and social inclusion.

A central aspect of the strategy is the integration with other national strategies and regulatory frameworks, ensuring rural development, promoting sustainable and quality food production, managing natural resources responsibly and fostering territorial balance in rural areas.

Specifically, the Albanian agritourism strategy articulates a vision and mission geared toward developing agritourism as an authentic, quality tourism sector that is integrated with the local environment and landscape. The vision aims to enhance farmers' income, preserve rural communities, value biodiversity and human capital, and promote the inclusion of youth and women. The mission supports agritourism through multifunctional agriculture, impacting rural community welfare positively.

The strategic priorities and specific objectives set out to improve the sector include:

1. Improving the certified agritourism offer:

- Increase the number of certified agritourism establishments;
- Improve service and hospitality quality;
- Reduce the digital divide by adopting technology and digital tools; and
- Facilitate cooperation between entrepreneurs in the tourism and agriculture sectors.

2. Preserving local and human capital through sustainable development:

- Encourage farmers to stay in disadvantaged areas;
- Empower women and youth to prevent emigration and promote social inclusion;
- Drive sustainable development with a focus on organic production and energy conservation; and
- Enhance the distinctiveness of Albanian agricultural production, promoting the “Made in Albania” brand.

Key stakeholders in the strategy development and implementation are the Ministry of Agriculture and Rural Development (MARD), Albanian Agritourism Association, Farmers and Agritourism Operators, Ministry of Tourism and Environment, local governments and municipalities, tourism operators, international development organizations (including those who funded the development of the strategy: the German Development Cooperation – GIZ –, and the Swiss Development Cooperation – SDC), youth and women, National Council for Agritourism and Multifunctional Agriculture, educational institutions, financial institutions and local communities.



Theth village in Albania © Turfantastik | Dreamstime.com

SDGs addressed in the case



SDG 2: Zero hunger

Agritourism gives farmers another source of income which contributes to make the food system more robust and resilient to economic shocks; this helps to ensure food security. Organic farming methods improve the food's nutrition, and sustainable agriculture is also a great story to tell visitors to link to other sustainable actions in the tourism sector.



SDG 5: Gender equality

The strategy is a tool to promote gender equality in agriculture and tourism, and a tool for inclusion in and across sectors. Delivering targeted support for young entrepreneurs and women can catalyze growth in the sector.



SDG 9: Industry, innovation and infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

The strategy aims to align tourism and agricultural development in Albania to benefit rural communities, farmers and create livelihood opportunities to promote territorial development and cohesion and fight depopulation.



SDG 12: Responsible consumption and production

Supporting local food production and consumption for residents and visitors creates virtuous cycles of low food miles and connections between sectors.



SDG 13: Climate action

Part of the strategy aims at sustainable development and more organic agricultural production, which will also contribute to climate change mitigation and help regions to adapt to climate change. Sustainability across the tourism sector can help to reduce negative impacts and to educate local communities to better practices.



SDG 15: Life on land

Agriculture and tourism are both reliant on natural ecosystems and part of the strategy aims to protect these resources.



SDG 17: Partnerships for the Goals

The strategy was developed in partnership between the responsible ministries with support from German and Swiss donor agencies.

Key successes/outcomes achieved

- Expansion of tourism and gastronomic offer: Agritourism has mainly increased the tourist and gastronomic offer in rural areas, linking tourism with rural buildings and local agricultural products.
- Economic diversification: Agritourism has provided a form of economic diversification for farms, enhancing their income potential beyond traditional farming.
- Valuing cultural and natural resource: Agritourism has helped in increasing the value of the natural, historical and cultural heritage of Albania, although challenges in connectivity and service provision remain.

As the new strategy was just developed, the following are the expected outcomes and data that will become available when the implementation has begun:

- Increased income for farms: By integrating tourism with agricultural activities, farms are expected to generate additional revenue streams, improving the financial stability and income of farming households.
- Optimized use of resources: Efficient and sustainable use of farm and land resources through agritourism activities, leading to improved productivity and profitability.
- Rural development and revitalization: Agritourism, as a catalyst for the development and revitalization of rural and marginal areas, will potentially slowing down the rural exodus and depopulation trends.
- Sustainable agricultural practices: Encouragement of sustainable and environmentally-friendly agricultural practices, contributing to greater competitiveness and resilience against market pressures and environmental challenges.
- Cultural preservation: Protection and promotion of local traditions and typical products, fostering a sense of pride in local heritage and offering authentic experiences to visitors.
- Inclusive growth: Promotion of gender equality, youth engagement and minority rights, leading to inclusive growth that benefits a broader spectrum of society.
- Economic diversification: Diversification of economic activities in rural areas, reducing reliance on traditional farming alone and increasing job opportunities.
- Enhanced competitiveness: Improved standards and capacities of agricultural products and agritourism services, boosting competitiveness in both domestic and international markets.
- Alignment with EU standards: As part of Albania's EU accession process, aligning agricultural and tourism practices with the standards and policies of the European Union.
- Increased exports and value addition: Expanding the value chain in agricultural processing and facilitating access to new markets, thereby increasing exports and the domestic value-added of agricultural products.
- Improved infrastructure: Investments in rural public infrastructure to support the economic activities of agricultural and tourism actors.
- Development of agritourism enterprises: Support for the creation and development of agritourism enterprises and hostels, enhancing the tourism appeal and economic viability of rural areas.

Challenges/ongoing risks

- Infrastructure limitations: Difficulty in accessing natural areas due to poor road networks and lack of public transport, which hampers the potential of agritourism facilities.
- Fragmentation and lack of homogeneity: The agritourism offer is highly fragmented and lacks uniformity across different territories, leading to an incoherent market presence.
- Legislative complexities: Current legislation presents challenges, especially in differentiating certified from non-certified agritourism businesses, which can create market confusion.
- Land ownership issues: Problems related to land ownership and fragmentation hinder investment and the development of a more consolidated agritourism sector.
- Certification and branding: The absence of a distinctive 'Made in Albania' branding and certification process for agricultural products and agritourism services limits market competitiveness and recognition.
- Bureaucratic hurdles: Distrust towards certifications and bureaucracy can discourage the agricultural sector from engaging in agritourism.
- Environmental concerns: There is pressure on coastal areas due to high tourism demand, which poses environmental risks and concentrates investments in seasonal tourism.
- Quality of accommodation: The perceived low quality of inland tourism offerings and lack of adequate accommodation can deter potential tourists seeking higher standards.

- Market communication gaps: Insufficient communication between operators in the tourism and agriculture sector leads to a disjointed touristic offer.
- Digital divide: A high digital gap and lack of sector data hinder the development and marketing of agritourism.

Lessons for other countries and destinations

Government coordination:

- Integrated approach: Albania's strategy integrates agritourism with its environmental and landscape context, demonstrating the importance of aligning tourism with the natural and cultural assets of a region.
- Sustainable and innovative development: The focus on sustainable practices and innovation highlights how agritourism can contribute to a region's economic health without sacrificing its environmental integrity.
- Multifunctional agriculture: The multifunctional approach to agriculture, where farms are not just production centers but also tourism and educational hubs, can be a model for rural development.
- Community involvement and empowerment: Emphasizing the value of local communities and human capital, especially the inclusion of women and youth, showcases how agritourism can support social objectives and community empowerment.
- Legal and regulatory frameworks: Establishing clear legal frameworks for certification and operation can provide a structured and transparent environment for agritourism businesses to thrive.

- Diversification and quality: Albania's commitment to improving both the quantity and quality of agritourism offerings underlines the need for excellence in hospitality to compete internationally.
- Digital integration: Recognizing the digital divide and addressing it shows foresight in how agritourism can remain competitive and accessible in a technology-driven market.
- Strategic prioritization: Identifying strategic priorities and setting specific, measurable objectives with clear indicators can guide focussed development and help monitor progress.
- Certification and branding: Developing a distinct national brand like 'Made in Albania' for agritourism showcases the potential for leveraging national identity in agritourism marketing.
- Training and professional development: Emphasizing the need for education and training within the sector ensures that agritourism operators are equipped with the necessary skills.
- Addressing infrastructure gaps: Recognizing and acting upon infrastructure needs such as road access and public transport can be crucial for the success of agritourism.
- Encouraging public-private-community partnerships: The strategy involves various public entities, private sector stakeholders and local communities working together for shared benefits.¹⁸³
- Incentives and support: Offering tax incentives, guaranteeing loans and providing targeted support for young entrepreneurs and women can catalyze growth in the sector.

- Adaptability and resilience: By considering the current international context, including the impacts of COVID-19 and geopolitical tensions, Albania's strategy shows the importance of resilience and adaptability in planning.

Links to further information

- Website for the Ministry of Tourism: <https://turizmi.gov.al/>
- GIZ programme website for Sustainable Rural Development in Albania: <https://www.giz.de/en/worldwide/124362.html>
- Tourism and Hospitality in Albania (2022): https://www.undp.org/sites/g/files/zskgke326/files/2022-12/HOSPITALITY%20AND%20TOURISM%20IN%20ALBANIA_FINAL.pdf



Vlore, Albania © Zdeněk Matyáš | Dreamstime.com

¹⁸³ World Tourism Organization (2020), *AIUla Framework for Inclusive Community Development through Tourism*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284422159>.

Case summary – Albania

By prioritizing tourism as a strategic economic sector and investing in infrastructure to enhance connectivity and service quality, Albania has not only increased its international tourism receipts from USD 2.3 billion in 2019 to 4.5 billion in 2023 but also strengthened its resilience post-COVID-19, with international tourism arrivals up 56% from pre-pandemic levels by end 2023. The agritourism strategy, focussing on multifunctional agricultural development, sustainable practices and the inclusion of rural communities, aligns with Albania's broader National Strategy for Development and European Integration 2030. This holistic approach and coordination between tourism and agriculture sectors have the potential to accelerate economic diversification in rural areas, optimized resource use and enhanced cultural preservation, providing a model for sustainable tourism development and enabling conditions for shared prosperity.



Traditional market in Kruja, Albania © Alla Simacheva | Dreamstime.com

3.3

Indonesia

Country data

GDP (2022):	USD 1,319 billion
Tourism direct GDP, as percentage of GDP (2023): ¹⁸⁴	3.9% estimated reach 4.5% in 2024
International tourist arrivals at frontiers:	15.5 million (2019); 11.7 million (2023)
International tourism receipts:	USD 16.9 billion (2019); USD 140. billion (2023)
Total employment in tourism industries:	20.76 million (2019); 22.08 million (2023)
Tourism as a share of total exports (2019):	9%
Shared Prosperity Index (2017–2022):	3.44%
Gini Index (2022):	37.9
Shared Prosperity Premium (2017–2022):	1.04
Number of UNESCO sites: ¹⁸⁵	10 (6 cultural, 4 natural, 0 mixed)
Number of Best Tourism Villages by UN Tourism: ¹⁸⁶	2

184 Ministry of Tourism and Creative Economy – Republic of Indonesia (2022), 'Siaran Pers: Kemenparekraf Targetkan 45 Ribu Pekerja Pariwisata Tersertifikasi Hingga 2023' ('Press Release: Kemenparekraf Targets 45 Thousand Certified Tourism Workers by 2023'), published 3 September 2022, MTCE, Jakarta, available at: <https://kemenparekraf.go.id/berita/siaran-pers-kemenparekraf-targetkan-45-ribu-pekerja-pariwisata-tersertifikasi-hingga-2023> [03-09-2024].

185 United Nations Educational, Scientific and Cultural Organization (2023), 'Indonesia – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/in/> [30-11-2023].

186 World Tourism Organization (2023), 'Best Tourism Villages by UN Tourism', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/> [30-11-2023].

Country overview – Indonesia

Indonesia’s tourism sector has shown robust growth and plays a pivotal role in the nation’s development and equitable welfare distribution. In 2023, the country witnessed a significant recovery in international tourist arrivals, increasing by 143% compared to the previous year, and a solid growth in domestic tourism. The sector’s workforce stands strong at estimated 24.4 million workforce, and its contribution to Indonesia’s GDP is a substantial at estimated 3.9% by the end of 2023 and targeted to reach 4.5%in 2024, underlining the sector’s integral role in the national economic recovery.

Aligned with the National Tourism Development Blueprint 2010–2025 (RIPARNAS), Indonesia prioritizes the development of a world-class, competitive and sustainable tourism sector that drives local development and enhances people’s welfare. The country adopts shared prosperity as a core principle in its tourism policies, implementing strategic programmes to strengthen the tourism supply chain, develop tourism villages and enhance infrastructure, among others. Sustainable tourism practices and the reskilling of human resources are emphasized to ensure the sector’s long-term viability and its capacity to empower local communities.

Indonesia’s commitment to shared prosperity in tourism is measurable through the Indonesian Data Center (BPS), which conducts annual surveys to assess the impact of tourism on social welfare.¹⁸⁷ By creating a multitude of job opportunities and fostering local entrepreneurship, tourism in Indonesia catalyzes broad-based economic benefits that extend beyond traditional tourist hubs, reaching rural and less developed regions with high tourism potential. This inclusive approach to tourism development ensures that growth in the sector translates

into widespread and shared benefits, making tourism a cornerstone of Indonesia’s socioeconomic progress and regional development.

Indonesia’s tourism sector supports shared prosperity through two key programmes:

1. New Balis Initiatives:

Known as the Super Priority Destination programme, this is an initiative to replicate Bali’s success across other destinations,¹⁸⁸ with five designated as super priority: Danau Toba, Borobudur Temple, Mandalika Circuit, Labuan Bajo and Likupang.¹⁸⁹ The Government’s role is comprehensive, providing policies to facilitate investment, capacity building for local people, branding, marketing, standardizing destinations and offering incentives for tourism micro-, small and medium-sized enterprises (MSMEs). The objective is to emulate Bali’s achievements in these chosen destinations.

The Super Priority Destination programme is a collaborative initiative spearheaded by Indonesia’s Ministry of Public Works and Housing, and is funded by a World Bank loan from 2021 to 2025.¹⁹⁰ The initiative involves cooperation from other relevant ministries such as the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (PDRT) and the Ministry of Telecommunication and Information (Kominfo).

The programme prioritizes preparing local communities for the evolving tourism landscape in their regions. The Ministry of Tourism takes the lead in this aspect, focussing on training initiatives for tourism villages and local champions within these Super Priority Destinations. These champions are

187 Badan Pusat Statistik (2021), Tourist Attraction Object Statistics 2021, BPS, Jakarta, available at: <https://www.bps.go.id/en/publication/2023/05/18/f1511face611270ed812cd2d/statistik-objek-daya-tarik-wisata-2021.html> [27-08-2024].

188 Antara News (2024), ‘Indonesia highlights sustainable tourism efforts at UNGA’, Antara Indonesian News Agency, Jakarta, published 17 April 2024, available at: <https://en.antaranews.com/news/311070/indonesia-highlights-sustainable-tourism-efforts-at-unga> [14-05-2024].

189 Wonderful Indonesia (n.d.), ‘Explore 5 Top-Priority Sustainable Tourism Destinations in Indonesia’, Ministry of Tourism, Republic of Indonesia, Jakarta, available at: <https://www.indonesia.travel/gb/en/trip-ideas/explore-5-top-priority-sustainable-tourism-destinations-in-indonesia.html> [14-07-2024].

190 World Bank (2021), ‘Indonesia Country Partnership Framework 2021–2025’, WB, Washington, D.C., available at: <https://www.worldbank.org/en/country/indonesia/brief/indonesia-country-partnership-framework-2021-2025> [14-07-2024].

likely influential individuals who can play a significant role in promoting tourism within their communities.

The programme called *Kampanye sadar wisata 5.0* (or Tourism Awareness Campaign) has shown promising results. Between 2022 and 2023, it directly facilitated the development of 65 tourism villages.¹⁹¹ This investment has had a positive ripple effect, indirectly impacting over 90 additional villages in the vicinity of these Super Priority Destinations.

More than 111,000 workers had been trained consisting of 72,369 tourism and 39,084 creative economy workers.¹⁹²

2. **Tourism Village Initiatives:** This aims to develop rural areas or less developed regions into tourism hubs. The case study will focus on the Tourism Villages initiative.



Barong Dance of Bali, Indonesia © Steve Gould | Dreamstime.com

191 Ministry of Tourism and Creative Economy (2023). 'Kampanye Sadar Wisata 5.0 Tingkatkan Ketangguhan Desa Wisata Sebagai Penggerak Ekonomi Masyarakat' ('Tourism Awareness Campaign 5.0 Increases the Resilience of Tourism Villages as Community Economic Drivers'), Jakarta, available at: <https://kemenparekraf.go.id/berita/siaran-pers-menparekraf-kampanye-sadar-wisata-50-tingkatkan-ketangguhan-desa-wisata-sebagai-penggerak-ekonomi-masyarakat> [14-07-2024].

192 Ministry of Tourism and Creative Economy (2024), 'Information Systems', Jakarta, available at: <https://bsdk.kemenparekraf.go.id/admin/statistik-kegiatan> [08-05-2024].

Case study 8: Indonesia

Developing inclusive tourism, one village at a time

Description and key stakeholders

The Tourism Village Initiatives in Indonesia represent a strategic, bottom-up approach to foster sustainable development and shared prosperity in rural and less developed regions. Initiated in 2021, the programme encourages villages to harness their unique cultural and natural assets to develop tourism. Villages voluntarily register on the Tourist Village Network (Jaringan desa wisata – Jadesta) platform, which profiles each village’s potential to become a tourism hub. With over 4,700 villages participating, they are categorized into four developmental stages: pioneer, developing, advanced and independent. Based on their ranking they receive tailored support.

Out of these, 23 villages have achieved ‘independent’ status, meaning they are self-sustaining without the need for government intervention. Three notable examples exemplifying the programme’s success are Ngelanggeran in Yogyakarta and Penglipuran in Bali, both recognized as Best Tourism Villages by UN Tourism, and Sanankerto in East Java:

Penglipuran Tourism Village in Bali successfully implemented sustainable tourism practices, preserving its traditional architecture and culture while generating significant income for the community.¹⁹³

Desa Wisata Nglanggeran in Yogyakarta focusses on ecotourism, promoting sustainable activities like trekking, cycling and visiting natural caves, and has successfully improved the livelihood of its people.¹⁹⁴

Sanankerto in East Java specializes in environmentally-friendly tourism based around bamboo and water experiences, which has created jobs and income for the local community.

Complementing this initiative, the Anugerah Desa Wisata (Tourism Village Award) motivates villages to enhance their competitiveness and service quality. The winners receive benefits such as marketing support and management assistance, fostering a climate of excellence and sustainability in tourism village development.

Key stakeholders involved include the Ministry of Tourism and Creative Economy, the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (which oversees the village development), local governments/regional tourism offices, as well as private sector/tourism operators, media, academia and local communities.

193 Read more about this village at: World Tourism Organization (2023), ‘Best Tourism Villages by UN Tourism – Penglipuran’, UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/penglipuran/> [15-08-2024].

194 Read more about this village at: World Tourism Organization (2021), ‘Best Tourism Villages by UN Tourism – Nglanggeran’, UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/nglanggeran/> [15-08-2024].

SDGs addressed in the case



SDG 1: No poverty

and



SDG 10: Reduced inequalities

The programmes aim to include everyone and spread economic benefits beyond major destinations to more remote areas.



SDG 4: Quality education

The initiatives work to improve access to education, especially in rural areas, through training programmes for local communities, among others.



SDG 5: Gender equality

The initiatives aim to involve many women in their programmes and empower local communities.



SDG 6: Clean water and sanitation

The communities require clean water as a vital resource for life and livelihoods.



SDG 8: Decent work and economic growth

Tourism supports economic growth and job creation both directly and indirectly.



SDG 9: Industry, innovation and infrastructure

Infrastructure projects in destinations contribute to this goal.



SDG 11: Sustainable cities and communities

The community-based tourism programmes in the villages support sustainable communities.



SDG 13: Climate action

and



SDG 14: Life below water

Marine and coastal tourism requires supporting sustainability in these areas.

Key successes/outcomes achieved

- Having a clear plan and timeline for how to develop tourism villages, with defined roles for different ministries. This ensures alignment of efforts.
- Establishing a framework to categorize villages at different stages of development and tailor support programmes accordingly.
- Increasing village economies and welfare of village communities through social health and security programmes.
- Increasing number of available jobs in villages and supporting development of small and medium-sized enterprises (SMEs).
- Creating incentives like special marketing and management assistance for Tourism Villages (Desa Wisata) to encourage competitiveness.
- Developing human and institutional capacity in local communities through training programmes is important for Indonesia. The goal was to certify 45,000 tourism workers by the end of 2023.¹⁹⁵
- Establishing platforms for communities to self-register tourism potential and resources, and to learn from each other’s experiences.
- Creating water resource governance processes and standards for environmental sustainability.

Challenges/ongoing risks

- Coordination across different ministries and levels of government, given the large number of regional offices and local authorities involved.
- Developing infrastructure, which remains an ongoing challenge especially in more remote rural areas, while

ensuring that the development fits with the local ecosystem and carrying capacity.

- Changing mindsets towards alternative livelihoods in tourism and developing leadership skills at the local community level beyond just technical skills.
- The lack of qualified human resources, due to the fast recover after the pandemic. Many events and tourism facilities including the one in the Super Priority Tourism Destinations and Tourism Village Initiatives require more skilled human resources to operate. Therefore, the Ministry of Tourism and Creative Economy focus on human capacity empowerment to fill the gaps.
- Ensuring consistent data collection and analysis across regions to better inform policies and target programmes. Data formats and usage regulation vary.
- Relying on consistent long-term funding and budgets to sustain programmes over time.
- Risk of tourism development damaging the fragile national heritage or historical places (Borobudur, for example) and surrounding environment.
- Exploitation of cultural traditions for tourism purposes creates concern on the loss of authenticity and disrespect for local beliefs.
- The biggest risk is the sustainability of the tourism sector. The Ministry of Tourism and Creative Economy in cooperation with other related institutions has established sustainable and regenerative tourism as the highest priority both in Developing the Super Priority Tourism Destination and Tourism Village Initiatives.

195 Ministry of Tourism and Creative Economy (2022), ‘Siaran Pers: Kemenparekraf Targetkan 45 Ribu Pekerja Pariwisata Tersertifikasi Hingga 2023’, Jakarta, available at: <https://kemenparekraf.go.id/berita/siaran-pers-kemenparekraf-targetkan-45-ribu-pekerja-pariwisata-tersertifikasi-hingga-2023> [20-08-2024].

Lessons learned

- Ensuring clear coordination and alignment of plans and roles between different levels of government and ministries involved in tourism development.
- The combination of top down and bottom-up policy worked. What is needed is the correct tools to orchestrate the whole development and the correct timing to put everything in motion.
- Adopting a framework that categorizes destinations at different development stages to tailor appropriate support programmes.
- Empowering local communities through training, capacity building and platforms for self-registration and learning from peers.
- Tourism is a great tool to transition villagers away from traditional extractive industries towards more sustainable employment and economic opportunities in tourism.
- Taking an integrated approach that links tourism strategies to wider sustainable development goals like education, infrastructure, environment and more.
- Applying the principles of adaptation, innovation and collaboration at all stages of programme implementation.
- Recognizing that changing mindsets and developing leadership skills in communities require as much focus as training technical skills.

Links to further information

- Desa Wisata Indonesia (Indonesian Tourism Village): <https://www.indonesia.travel/desawisata/en/home>
- Best Tourism Villages by UN Tourism: <https://tourism-villages.unwto.org/en/villages/penglipuran/>
<https://tourism-villages.unwto.org/en/villages/nglanggeran/>
- Destinasi Super Prioritas (Super Priority Tourism Destination): <https://www.indonesia.travel/id/en/home>
- Jadesta: Jaringan Desa Wisata (Tourism Village Network): <https://jadesta.kemenparekraf.go.id/>

Case summary – Indonesia

By implementing initiatives that diversify and enrich the sector, such as the New Bali and Tourism Village Initiatives, Indonesia has fostered economic development in rural areas, supported job creation and promoted local culture and heritage. The Tourism Village Initiatives, also showcasing the coordination between two ministries, have enabled villages to become self-sustaining hubs of culture and ecotourism, boosting local economies and contributing to the country's shared prosperity.



Merah Beach, Banyuwangi, Indonesia
© Yavuz Sariyildiz | Dreamstime.com

3.4

Jordan

Country data

GDP (2019):	USD 44.6 billion
Tourism Direct GDP (2019; % of GDP):	N/A
International tourist arrivals at frontiers:	4.5 million (2019); 5.3 million (2023)
International tourism receipts:	USD 5.8 billion (2019); USD 7.4 billion (2022)
Total employment in tourism industries (2019):	53,500
Tourism as a share of total exports (2019):	42%
Shared Prosperity Index (2008–2010):	4.56%
Gini Index (2019):	33.7
Shared Prosperity Premium (2008–2010):	-1.21%
Number of UNESCO sites: ¹⁹⁶	6 (5 cultural, 1 mixed)
Number of Best Tourism Villages by UN Tourism: ¹⁹⁷	2

196 United Nations Educational, Scientific and Cultural Organization (2023), 'Jordan – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/jo/> [30-11-2023].

197 World Tourism Organization (2023), 'Best Tourism Villages by UN Tourism', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/> [30-11-2023].

Country overview – Jordan

The Hashemite Kingdom of Jordan, a crossroads of civilizations, is leveraging its rich cultural and natural heritage to advance tourism development. Recognizing the sector's potential for fostering economic growth and shared prosperity, Jordan is enhancing its tourism infrastructure while preserving its unique historical and natural sites.

Jordan's tourism strategy emphasizes equitable economic benefits, directing resources towards community-based initiatives and capacity-building programmes. These efforts aim to ensure that the dividends of tourism reach various segments of society, particularly in rural and underprivileged areas. The country's focus on sustainable practices aims to safeguard its heritage for future generations, encapsulating the essence of responsible tourism.

In its pursuit of a resilient and inclusive tourism sector, Jordan exemplifies a balanced approach, intertwining economic objectives with social and environmental considerations. The country's dedication to creating a safe and welcoming environment for visitors, alongside its efforts to empower local communities, positions Jordan as a model for tourism and shared prosperity.



Petra, Jordan © Salajeon | Dreamstime.com

Case study 9:

Jordan

Policies for rural development and cultural preservation

Description and key stakeholders

Jordan’s approach to developing tourism, particularly in rural areas, focusses on sustainable and responsible tourism practices. This involves promoting eco-friendly tourism initiatives that respect the natural environment and local cultures. Two villages – Al Sela¹⁹⁸ and Umm Qais¹⁹⁹ – have been recognized as Best Tourism Villages by UN Tourism for their achievements. There is an emphasis on community-based tourism, where local communities are directly involved in and benefit from tourism activities. This can include initiatives like homestays, local guided tours, and promoting local crafts and cuisines.

Preserving culture is a key component of Jordan’s tourism strategy²⁰⁰ and the foundations and criteria for identifying and preserving urban and urban heritage are specified in law.²⁰¹ This involves showcasing Jordan’s rich historical and cultural heritage, including ancient sites, traditional music and dance, and culinary traditions. Efforts are made to ensure that tourism development does not negatively impact these cultural assets but instead helps to preserve and promote them. Jordan leverages its UNESCO sites, such as Petra and the Wadi Rum Protected Area, to drive tourism as they are central to the country’s tourism appeal, attracting visitors from around the world due to their historical and cultural significance.

In terms of supporting rural communities, tourism development in Jordan aims to provide economic opportunities to these areas, which might otherwise be vulnerable. This is achieved through job creation, skills training and infrastructure development, all of which are designed to improve the livelihoods of rural residents while also enhancing the tourism experience.

Key stakeholders in tourism development in Jordan are government agencies, coordinated by the Ministry of Tourism and Antiquities which is the primary stakeholder, responsible for formulating tourism policies, strategies and regulations. The Ministry of Tourism and Antiquities, the Jordan Tourism Board and the Department of Antiquities will take the lead in coordinating activities, efforts, projects, policies and strategies with counterparts in the Aqaba Special Economic Zone Authority (ASEZA), Petra Tourism Development Regional Authority (PDTRA), Baptism Site Commission, and other site-specific organisations. This can happen through the re-constituted National Tourism Council, as well as representation on the Jordan Tourism Board.

Local communities living in or near tourist sites, especially UNESCO sites like Petra and Wadi Rum, are crucial stakeholders. Their involvement ensures sustainable tourism practices and benefits to the local economy.

198 Read more about this village at: World Tourism Organization (2023), ‘Best Tourism Villages by UN Tourism – Al Sela’, UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/al-sela/> [15-08-2024].

199 Read more about this village at: World Tourism Organization (2022), ‘Best Tourism Villages by UN Tourism – Umm Qais’, UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/umm-qais/> [15-08-2024].

200 Ministry of Tourism and Antiquities (2021), ‘Jordan National Tourism Strategy 2021–2025’, Amman, available at: [https://www.mota.gov.jo/ebv4.0/root_storage/en/eb_list_page/national_tourism_strategy_en_\(release_1.0\)_ye_2021-0.pdf](https://www.mota.gov.jo/ebv4.0/root_storage/en/eb_list_page/national_tourism_strategy_en_(release_1.0)_ye_2021-0.pdf) [31-05-2024].

201 Aburamadan, R. et al. (2021), ‘Heritage conservation and digital technologies in Jordan’, *Digital Applications in Archaeology and Cultural Heritage*, 22, e00197, DOI: <https://doi.org/10.1016/j.daach.2021.e00197>.

Tourism operators and businesses, including hotels, tour operators, restaurants and other service providers are vital in delivering services. These operators are mostly represented by their national associations that represent their interests.

Cultural and heritage organizations work to preserve and promote Jordan's cultural heritage and historical sites, ensuring that they remain viable attractions. UNESCO plays an important role in preserving and promoting Jordan's World Heritage Sites. Development agencies and non-governmental organizations (NGOs) play a role in sustainable tourism initiatives, community development, and environmental conservation, through funding and capacity-building initiatives.

SDGs addressed in the case²⁰²



SDG 1: No poverty

Tourism development, and the related industries it supports, is an opportunity for local residents from all walks of life to gain employment and support their families. This gives them the opportunity to rise out of poverty and share in the development of their local region.



SDG 2: Zero hunger

The tourism sector has provided opportunities for local residents to grow food for visitors and for themselves. In addition to the economic opportunities, this provides local food sources and supports traditional cottage industries, like dairy and cheese making.



SDG 5: Gender equality

Women are empowered to actively participate in providing tourism services and engage in community decision-making on tourism development. Local community-based women's organizations can showcase their skills and products as part of tourism development.



SDG 6: Clean water and sanitation

The tourism sector has helped to educate visitors and local communities on ways to conserve water and reuse it for agricultural purposes wherever possible.



SDG 7: Affordable and clean energy

In some villages, including Al Sela, communities worked with local and international organizations to fund and install solar panels for more sustainable energy.



SDG 8: Decent work and economic growth

In Al Sela, for example, attracting visitors has created employment opportunities for locals because the village has become a 'living museum'. The visitor economy has supported the growth of related industries, for example, hospitality, food production and handicrafts.



SDG 10: Reduced inequalities

Tourism provides local people, including women and youth, with education programmes, for example as guides or in making handicrafts. This creates opportunities for upward mobility and can decrease inequality.

²⁰² For further information, please consult: Ministry of Tourism and Antiquities – Jordan (n.d.), 'National Strategies', Amman, available at: https://www.mota.gov.jo/EN/List/National_Strategies [27-08-2024].



Guard in Qasr al-Kharanah, Jordan
© Attila Jandi | Dreamstime.com



SDG 11: Sustainable cities and communities

Tourism has provided an opportunity to rebuild some villages, like Al Sela, in the traditional style and to restore the buildings so that visitors and locals can enjoy the original buildings and authentic setting.



SDG 12: Responsible consumption and production

Jordan encourages responsible and eco-friendly tourism activities that conserve natural resources and minimize the environmental impacts. This includes a strong focus on sustainable development, waste management, renewable energy and preserving the natural beauty of the surrounding landscapes.



SDG 13: Climate action

The tourism sector is a powerful voice to communicate the potential effects of climate change and to share lessons on how to combat climate change with local residents. In Jordan, tourism projects are closely aligned with climate change reduction, for example, when it comes to fighting desertification and tree planting to protect sensitive environments.

Key successes/outcomes achieved

- Empowering local communities to actively participate in and benefit from tourism, fosters economic growth in rural areas and providing new income opportunities. This included training 500 people in 2022 and 960 in 2023 on tourism service topics including hotel management, food and drink production, bread and pastry making, barista skills and more. A special programme for 300 women was conducted to support female job seekers and those already working in the sector.
- Promoting cultural exchange and understanding, while preserving local traditions and heritage.
- Implementing eco-friendly and sustainable tourism strategies that minimize environmental impact. These lessons are then also adopted by local communities, strengthening local sustainability for residents as well.
- Tourism has contributed to economic diversification in remote areas and has reduced reliance on any other single industry.
- These activities have enhanced Jordan's global profile as a culturally rich and responsible tourism destination.
- This has led to more inbound investment in a variety of sectors, including tourism.

Challenges/ongoing risks

- Adapting to shifting market trends and traveller preferences can be challenging, especially post-pandemic.
- High tourism demand and concentration can lead to strain on infrastructure and resources, necessitating careful planning to sustainably manage growth.
- Securing consistent investment for tourism infrastructure and marketing campaigns is critical, and uncertainty in funding can hinder long-term planning and development.
- Allocation of resources may become a contentious issue, particularly if there is a lack of transparency or consensus on priorities.
- As tourism grows, there is a risk of diluting local cultures and traditions or transforming them into commodities for tourists.
- Geopolitical tensions in the Middle East can impact travel advisories, tourist perceptions of safety and, ultimately, visitor numbers.
- Cross-border relations and agreements can significantly affect connectivity and the flow of tourists between countries.

Lessons learned

Jordan is a good example of forming partnerships between public and private sectors, as well as with international organizations, to leverage expertise, secure funding and enhance marketing efforts. The partnerships between donor agencies and local business associations have been successful in building local business capacity.

It is vital that policymakers integrate cultural heritage preservation into tourism strategies to maintain authenticity and attract cultural tourism.

Involving local communities in tourism development takes effort but it is the only way to ensure the sustainability and equitable distribution of benefits in the long run.

Links to further information

- Useful resources:
- Economic Modernisation Vision:
<https://www.jordanvision.jo/img/vision-en.pdf>
 - National Tourism Strategies:
https://mota.gov.jo/En/List/National_Strategies
 - Jordan Tourism Board:
<https://www.visitjordan.com/> and https://www.mota.gov.jo/EN/Pages/Tourism_Promotion_Authority
 - Department of Antiquities:
<https://doa.gov.jo/Homeen.aspx>

Case summary – Jordan

Jordan’s focus on cultural and natural heritage, demonstrates a commitment to both economic development and the preservation of its rich historical sites. Through the strategic enhancement of tourism infrastructure and sustainable practices, receipts dropped during the pandemic, but they rebounded in 2022 to pre-pandemic levels (USD 5.8 billion) and surpassed those levels by 28% in 2023 (USD 7.4 billion). By channeling tourism revenues into community-based initiatives and capacity-building programmes, Jordan ensures that the economic benefits of tourism extend into rural and underprivileged areas, enabling the conditions for shared prosperity. Despite the challenges, such as adapting to market changes and managing the risks of high concentration of demand in specific sites Jordan’s strategy has empowered local communities and preserved its cultural identity, raising the importance of carefully balancing economic, social and environmental sustainability.



Jerash archeological city, Jordan © Blunker | Dreamstime.com

3.5

Peru

Country data

GDP (2019):	USD 228.3 billion
Tourism Direct GDP (2019; % of GDP):	3.9%
International tourist arrivals at frontiers:	4.4 million (2019); 2.5 million (2023)
International tourism receipts:	USD 3.7 billion (2019); USD 2.7 billion (2023)
Total employment in tourism industries (2019):	88,000
Tourism as a share of total exports (2019):	7.9%
Shared Prosperity Index (2016–2021):	0.39
Gini Index (2019):	40.2
Shared Prosperity Premium (2016–2021):	2.54
Number of UNESCO sites: ²⁰³	13 (9 cultural, 2 natural, 2 mixed)
Number of Best Tourism Villages by UN Tourism: ²⁰⁴	8

203 United Nations Educational, Scientific and Cultural Organization (2023), 'Peru – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/pe/> [25-01-2024].

204 World Tourism Organization (2023), 'Best Tourism Villages by UN Tourism – Peru', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/> [30-11-2023].

Country overview - Peru

Tourism in Peru has become a central pillar for economic growth and shared prosperity, leveraging its diverse and vibrant cultural landscape to attract millions of visitors and create substantial economic opportunities. Prior to the COVID-19 pandemic, in the ten-year period between 2009 and 2019, Peru's international tourism experienced significant growth, performing well above the regional trend. International arrivals to Peru more than doubled, from about 2.1 million in 2009 to almost 4.4 million in 2019, growing at more than double the global and regional growth rates. Expenditure by international tourists has followed a similar pattern, growing from USD 2.0 billion to USD 3.7 billion. Key markets for Peru are Chile (27%), the United States of America (15%) and Ecuador (8%).²⁰⁵ The pandemic caused a drastic downturn, with international arrivals dropping from 4.4 million in 2019 to 0.9 million in 2021 and 0.4 million in 2021. In 2022, international tourists to Peru reached 2.0 million, generating revenues of USD 2.9 billion. In 2023, this figure reached 2.5 million arrivals, which is a clear indication that tourism is the main instrument to promote sustained, decentralized and inclusive economic growth.²⁰⁶

2024 represents a turning point, with renewed optimism buoyed by Peru hosting significant international events like Asia-Pacific Economic Cooperation (APEC) and an anticipated increase in international air connectivity. These developments are expected to amplify tourism's contribution to the economy and facilitate a more profound integration into the global market.

In the quest for shared prosperity, Peru's tourism development strategy incorporates the formalization and empowerment of local businesses, with an emphasis on integrating small and medium-sized enterprises

into global markets. This includes a focus on economic empowerment for women and the use of innovative tools to modernize the tourism sector, ensuring safe and efficient travel experiences. Public-private partnerships play a critical role in this sustainable development approach, providing high-quality technical support and ensuring a co-authored strategy where stakeholders are actively engaged and their roles well defined.

Additionally, recognizing that 80% of tourism resources are in rural and indigenous areas, Peru is committed to sustainable development that respects and incorporates the rich cultural diversity of its communities. An *Economic, Social, and Environmental Impact Study of Community Tourism* will be conducted, aimed at aligning tourism development with local realities and market trends post-pandemic.²⁰⁷

Peru's policies reflect an understanding that tourism should not only be a growth engine but also a means to distribute wealth equitably, which contributes to strengthening sustainable tourism development, having as reference the main law that governs the activity in the country. Law N° 29408, General Tourism Law,²⁰⁸ contains the legal framework for the development and regulation of tourism activity. It aims to promote, encourage and regulate sustainable development of tourism activity at national, regional, and local levels. It defines priority tourism development areas, establishing their necessary sustainable management and determines responsibilities between the public and private sectors. It promotes mixed financing schemes that consider public and private investment in order to contribute to the improvement of the quality of life of the host population and the transformation of tourism resources into sustainable tourism products in accordance with the guidelines of the National Strategic Tourism Plan (PENTUR).²⁰⁹

205 World Tourism Organization (n.d.), 'Global and regional tourism performance – UN Tourism Data Dashboard', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance> [14-07-2023].

206 El Peruano (2023). Recuperación del turismo en el Perú, *El Peruano*, Lima, available at: <https://www.elperuano.pe/noticia/213201-recuperacion-del-turismo-en-el-peru> [14-07-2024].

207 PROMPERU (2023), 'Meeting foreign visitors who would carry out community tourism' 'Conociendo a los vacacionistas extranjeros que realizarían turismo comunitario', Lima, available at: <https://sigmincetur.mincetur.gob.pe/turismo/> [14-05-2024].

208 El Peruano (2009), 'Normas Legales Actualizadas – Ley General de Turismo, Ley N° 29408' ('General Tourism Law'), *El Peruano*, Lima, available at: <https://diariooficial.elperuano.pe/Normas/obtenerDocumento?idNorma=70004> [14-07-2024].

209 El Peruano (2009), 'Normas Legales Actualizadas – Ley General de Turismo, Ley N° 29408' ('General Tourism Law'), *El Peruano*, Lima, available at: <https://diariooficial.elperuano.pe/Normas/obtenerDocumento?idNorma=70004> [14-07-2024].

The plan sets nine strategic objectives for 2021, with the aim of improving the sector's competitiveness. These strategic objectives include strengthening sustainable tourism management processes, as well as promoting institutional strengthening of State entities and destination management institutions, in order to position Peru as a destination at national and international level and the tourist activity as one of the main economic activities of the country. In PENTUR 2025, priority is given to forging actions to move towards sustainable tourism, proposing that Peru develop a multi-thematic, sustainable tourism sector.²¹⁰



Cordillera Huayhuash, Peru © Galyna Andrushko | Dreamstime.com

210 Tasso, R.; PROMPERU; Titicaca, L. and Rojas, Y. (2015), 'Plan Estratégico Nacional de Turismo 2025', Lima.

Case study 10:

Peru

Community tourism development: integrating tourism across the country

Description and key stakeholders

Since 2007, Peru has been at the forefront of incorporating community-based initiatives into its tourism development. The Community Tourism Strategy, guided by the Ministry of Foreign Trade and Tourism (MINCETUR), has been pivotal in fostering a tourism model that is competitive, sustainable and uniquely tailored to the strengths of local communities. This approach seeks to provide travellers with authentic experiences that are in tune with market trends and help diversify Peru's tourism offerings. In doing so, it also aims to enhance the socioeconomic well-being of the communities involved.

Key to this strategy are community-based organizations (CBOs), which are rooted in the interests and proactive involvement of local residents. These CBOs manage their territories, set up family businesses and collaborate with entrepreneurial partners, driving the community tourism efforts with a collective spirit and dedication. They are the cornerstone of a model that not only preserves but actively nurtures the cultural, environmental and economic fabric of their locales. It should be noted that Peru's legislation recognizes and provides an official registration for Tourism Community-based Organizations (*Organizaciones de Base Comunitaria en Turismo*), endorsing their formalization and strengthening the collective governance of community and local tourism.²¹¹

Community tourism products are particularly notable for their immersive nature, fostering personal development and allowing tourists to engage deeply with the culture and daily life of the communities. Such interactions are

enriched by genuine activities, personal interactions, and a revaluation of local customs, which collectively forge strong and lasting bonds between visitors and hosts.

The strategy is structured around several strategic axes, including strengthening community tourism management, developing competitive tourism products, marketing these unique experiences and establishing robust governance structures through public-private partnerships. As of December 2023, the strategy had been implemented in 45 communities across 12 regions, with 41 CBOs registered in the National Registry of Tourism Community-based Organizations.

The impact of this strategy is significant, with a 26% increase in visitor numbers and an 11% rise in economic income from 2010 to 2019, demonstrating the strategy's effectiveness in creating shared prosperity. Although the pandemic brought setbacks, recovery is underway, with full recovery expected by 2025.

Community tourism in Peru is a testament to the power of collaborative effort, channeling local knowledge, traditions and creativity into sustainable economic opportunities that celebrate and safeguard the environment and culture. This strategy is a compelling model for tourism that supports shared prosperity, improving the quality of life for local populations while offering a rich, authentic travel experience to visitors.

In Peru, the **ecosystem of stakeholders** contributing to community tourism is multi-layered, involving various entities from public, private and non-profit sectors,

211 Ministry of Foreign Trade and Tourism (2022), 'Mincetur creó el Registro Nacional de Organizaciones de Base Comunitaria en Turismo' ('Mincetur created the National Registry of Community-Based Organizations in Tourism'), MINCETUR, Lima, available at: <https://www.gob.pe/institucion/mincetur/noticias/617625-mincetur-creo-el-registro-nacional-de-organizaciones-de-base-comunitaria-en-turismo> [14-07-2024].

all coordinated by the Ministry of Foreign Trade and Tourism (MINCETUR). MINCETUR itself is pivotal, setting the regulatory framework and public policies under the Community Tourism Strategy and ensuring governance that involves different territorial managers. It operates in harmony with local and regional governments, which are crucial in enhancing infrastructure through public investment and creating incentives for community tourism.

Community-based organizations are fundamental to this strategy, bringing together community members to apply their collective knowledge, traditions and creativity

towards sustainable tourism development. Additionally, these organizations work in tandem with operators and service providers in the tourism sector to diversify offerings and bolster income, fostering market-oriented dialogue and negotiation.

Non-profit entities, including NGOs and international organizations, support the creation and development of community tourism projects. Academia plays a significant role as well, providing research, professional practice, and a platform for knowledge and experience exchange, enhancing the sector's development.



Machu Picchu, Peru © Eg004713 | Dreamstime.com

SDGs addressed in the case



SDG 1: No poverty

Tourism provides income through job creation at local and community levels.



SDG 3: Good health and well-being

The income generated by tourism can be invested by the local people and authorities to build infrastructure and services including for healthcare.



SDG 4: Quality education

Promoting inclusiveness and prosperity for the children of the entrepreneurs.



SDG 5: Gender equality

By working with community tourism enterprises that are led by women, youth, indigenous and rural communities policies ensure the total commitment of the entire community.



SDG 10: Reduced inequalities

Community tourism is a powerful tool for development and can reduce inequalities if it engages local populations and all key stakeholders in its development.



SDG 11: Sustainable cities and communities

By helping community tourism enterprises thrive, they can invest in their economies, education, healthcare and environment, ensuring the ripple effects of tourism perpetuate.



SDG 13: Climate action

The traditional knowledge of indigenous peoples is a powerful remedy in the face of climate change.



SDG 17: Partnerships for the Goals

The collaborative stakeholder network is strengthened by processes of recognition and consultation, ensuring that actions are well-coordinated and that the transfer of functions between entities is smooth, aiming for a unified approach to developing and promoting community tourism.

Key successes/outcomes achieved

- Establishment of *Guidelines for the Development of Community Tourism in Peru* that serve to fortify the conceptual and institutional framework, empowering community-based organizations to manage tourism activities effectively.
- Creation of the National Registry of Community-based Organizations in Tourism, which recognizes organizations for their role in managing tourism activities, promoting cultural identity and safeguarding heritage.
- Diversification of tourism offerings covering a wide array of activities, including nature and conservation efforts, cultural participation, adventure and recreational opportunities.
- Starting a Community Tourism Business Improvement Process that since 2013, has helped over 1,400 entrepreneurs through financial training, enhancing their business management skills and leading to tangible business improvements.
- Exchange of experiences using the Ayni²¹² methodology which was initiated in 2008 and has facilitated mutual learning and management strengthening among 13 host and 23 visitor organizations through experiential visits.
- Continuous Improvement towards Quality in Community Tourism, which since its launch in 2012 has trained over 700 productive units in quality management, focussing on food and accommodation services.
- The Gastronomic Improvement and Food Heritage Process trained 132 food production units in 2015 and 2016 to develop regional gastronomy offerings, preserving local culinary heritage.
- Development of capacity building tools in the form of six guide manuals for environmental and business management, enhancing service delivery.
- The strategy of Ongoing Process of Continuous Improvement towards Quality and Sustainability focusses on best practice implementation in organizational management and promotion, aimed at enhancing the quality and sustainability of community tourism.
- Workshops for the Development of Tourist Interpretative Scripts aiding businesses in crafting engaging tourism narratives and leveraging social media for promotion.
- For dialogue and collaboration, reinforcing governance and fostering connections among over 400 tourism entrepreneurs and managers, the National Community Tourism Encounter is held every year in December. Its XII edition took place in 2023.

212 Ayni refers to the Andean principle of reciprocity and connectedness between people, communities and also the natural world.

Challenges/ongoing risks

- Many community tourism enterprises operate informally, which may lead to missed opportunities for growth and access to financial incentives. Formalization through registration can help, but there is a lack of awareness about its advantages.
- Remote tourist communities suffer from connectivity challenges, which impacts their ability to market themselves and limits visitor access. Although intersectoral efforts are in progress, management changes have caused delays.
- Community tourism relies heavily on biodiversity, which is increasingly under threat from climate change. This poses a risk to the sustainability of tourism and the well-being of communities.
- Political and normative changes could disrupt the continuity and funding of the Community Rural Tourism Strategy, potentially affecting its implementation and success.
- Market trends could shift, making other economic activities more profitable than community tourism, which would challenge the sector’s commercial viability.
- There is a significant gap in the ability of community tourism ventures to obtain financing from banks and financial institutions, hindering their development and expansion.
- The new Law for the Promotion and Development of Community Tourism is still in the process of regulation. Until it is fully enacted and implemented, uncertainties may remain, affecting strategic planning and the execution of initiatives.

Lessons learned

- Prioritizing rural areas for tourism development can be instrumental. This approach harnesses the unique offerings of these areas and supports local economies.
- Establishing clear laws, like Peru’s Law 31797 for the promotion and development of community tourism,²¹³ can provide a solid structure for the integration of community tourism into the larger tourism value chain.
- Embracing community tourism caters to travellers looking for authentic and less crowded experiences. This segment values personalization and direct support for biodiversity and cultural preservation.
- Understanding that the tourism market is ever-changing, there is a need for flexibility and adaptation in strategies to meet new demands while conserving cultural and natural heritage.
- Recognizing the profile of community tourism visitors
 - educated, responsible and seeking authenticity
 - can help tailor experiences to meet these preferences.
- Engaging in strategic planning that balances heritage conservation with quality-of-life improvements for residents is crucial for sustainable tourism development.
- Effective coordination across sectors and institutions is necessary to integrate communities into ongoing improvement processes and to establish a destination as a leader in community tourism development.

213 El Peruano (2023), ‘Ley 31797– Ley de promoción y Desarrollo del turismo comunitario’ (‘Law for the promotion and development of community tourism’), *El Peruano*, Lima, available at: <https://busquedas.elperuano.pe/dispositivo/NL/2189581-3> [14-07-2024].

Links to further information

- Community tourism planning:
<https://www.gob.pe/institucion/mincetur/informes-publicaciones/363231-lineamientos-para-el-desarrollo-del-turismo-comunitario-en-el-peru>
- Community tourism guidelines:
<https://cdn.www.gob.pe/uploads/document/file/433729/Lineamientos%20para%20el%20Desarrollo%20del%20Turismo%20Comunitario%20en%20el%20Per%C3%BA.pdf?v=1612992223>
- Guide to community-based tourism in Peru:
<https://impactful.travel/community-based-tourism-in-peru-a-complete-guide/>
- Community tourism experiences:
<https://www.ytuqueplanes.com/turismo-comunitario/>
- World Tourism Organization (2016), *Tourism and Culture Partnership in Peru – Models for Collaboration between Tourism, Culture and Community*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284417599>

Case summary – Peru

Peru's targeted development of community-based tourism has been a linchpin in its economic strategy to drive shared prosperity. Through the integration of local businesses into global markets, emphasis on economic empowerment, particularly for women, and the adoption of innovative tools, Peru is modernizing its sector to ensure efficient and safe travel experiences.

Despite the hurdles imposed by the pandemic and challenges like the formalization of the sector, remote connectivity and climate threats to biodiversity, Peru's strategic focus on community involvement in tourism positions the country well for progressing social inclusion through tourism. Moreover, the potential regulatory support through the new Law for the Promotion and Development of Community Tourism could further cement this sustainable approach.



Amazon jungle, Peru © Pixattitude | Dreamstime.com

3.6

Rwanda

Country data

GDP (2019):	USD 10.3 billion
Tourism Direct GDP (2019; % of GDP):	3.2%
International tourist arrivals:	1.5 million (2019); 0.5 million (2022)
International tourism receipts:	USD 0.5 billion (2019); USD 0.4 billion (2022)
Total employment in tourism industries (2019):	N/A
Tourism as a share of total exports (2019):	28%
Shared Prosperity Index (2013–2016):	0.31
Gini Index (2019):	43.7
Shared Prosperity Premium (2013–2016):	0.47
Number of UNESCO sites: ²¹⁴	2 (1 cultural, 1 natural, 0 mixed)
Number of Best Tourism Villages by UN Tourism: ²¹⁵	1

214 United Nations Educational, Scientific and Cultural Organization (2023), ‘Rwanda – UNESCO World Heritage Convention’, UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/rw/> [25-01-2024].

215 World Tourism Organization (2021), ‘Best Tourism Villages by UN Tourism – Nkotsi Village’, UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/nkotsi-village/> [30-11-2023].

Country overview – Rwanda

Rwanda, often referred to as the “Land of a Thousand Hills”, is a small landlocked country in East Africa known for its breathtaking scenery, diverse wildlife and vibrant cultural heritage. Over the years, Rwanda has strategically positioned itself as a premier ecotourism destination, focussing on conservation and sustainable tourism practices to preserve its natural wonders and uplift local communities.

The tourism sector in Rwanda is a critical component of the nation’s economy and development strategy. It is renowned for its mountain gorillas in Volcanoes National Park, a major draw for international tourists. In addition to gorilla trekking, Rwanda offers a variety of attractions including the Akagera National Park, known for its big game safaris; Nyungwe Forest, one of the oldest rainforests in Africa offering canopy walks and chimpanzee tracking; and Lake Kivu, providing beautiful beach relaxation and water sports.

The country has invested significantly in tourism infrastructure and facilities, including luxury lodges and community-based tourism initiatives, to ensure that visitors have high-quality, memorable experiences.

Moreover, the Rwandan Government has made remarkable efforts to ensure safety and stability, making it an attractive destination for tourists from around the world. In November 2023, in a milestone decision, Rwanda announced visa-free travel for all Africans.

In the context of these developments, Rwanda’s approach to tourism development is hinged on its commitment to responsible and sustainable tourism. The sector, which contributes about 3.2% to Rwanda’s GDP,²¹⁶ is oriented toward showcasing the country’s unique natural beauty, cultural heritage and commitment to wildlife conservation.

Key initiatives and priorities in Rwanda’s tourism sector include the restoration and expansion of the Volcanoes National Park, development of a new international airport and leveraging tourism marketing partnerships. These efforts are complemented by a strong focus on shared prosperity, ensuring that the benefits of tourism are widely distributed and contribute to local development, particularly in communities adjacent to tourist sites.²¹⁷ The tourism sector in Rwanda is not just a pillar of the national economy but also a model of how sustainable practices can be integrated into the sector to achieve conservation goals and support community development.



Nyungwe Forest, Rwanda © Antonella865 | Dreamstime.com

216 World Tourism Organization (n.d.), ‘Tourism Statistics Database’, UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/tourism-statistics-database> [14-07-2024].

217 Snyman, S. et al. (2023), ‘Benefit-sharing from protected area tourism: A 15-year review of the Rwanda tourism revenue sharing programme’, *Frontiers in Sustainable Tourism*, 1, DOI: <https://doi.org/10.3389/frsut.2022.1052052>.

Case study 11:

Rwanda

Sharing concessions revenue with local communities for shared prosperity

Description and key stakeholders

Rwanda’s Tourism Revenue Sharing programme, initiated in 2005 and revised in 2022, represents a pivotal policy and mechanism in aligning conservation efforts with community development. The programme designates a portion of tourism revenues from national parks to fund local community projects, thereby ensuring that the communities benefit directly from the conservation and tourism activities that occur in their vicinity.

Initially set at 5%, the share of total revenue allocated to community projects was increased to 10% in 2017. The distribution among the parks is as follows: 35% to Volcanoes National Park, 25% each to Akagera and Nyungwe National Parks, and 15% to Gishwati-Mukura National Park. This structured allocation reflects the commitment to support areas impacted by conservation activities and to distribute funds where they are most needed.

The selection of projects to receive funding is a collaborative process involving park management, local governments, conservation partners and community representatives. This joint committee not only selects projects based on their potential socioeconomic impact and contribution to conservation but also participates in monitoring their implementation. The criteria ensure that projects not only benefit the socioeconomic life of the community but also support the overarching goal of park conservation.

Since its inception, the programme has invested over RWF 10 billion (USD 7.8 million)²¹⁸ in approximately 1003 community projects. These investments have

fostered a positive perception of national parks among local communities, transforming them from sources of conflict to partners in development and conservation. Communities are now more actively engaged in conservation efforts, participating in activities like joint patrols and voluntarily returning animals that stray from the parks.

The success of the Revenue Sharing programme is evident in the enhanced community support and the inspiration it has provided for similar initiatives. It has attracted additional support from conservation partners and motivated other natural resource sectors to adopt similar revenue-sharing schemes. This programme stands as a testament to Rwanda’s innovative approach to ensuring that the benefits of tourism and conservation extend to local communities, fostering shared prosperity and a collaborative spirit in conservation efforts.

Key stakeholders include the Rwanda Development Board, other ministries and institutions (including the Ministry of Environment, the Ministry of Local Government, the Ministry of Agriculture and Animal Resources, the Rwanda Environment Management Authority and the Rwanda Forestry Authority), local governments and community representatives, staff at the national parks, conservation partners (including Dian Fossey Gorilla Fund, the Gorilla Doctors, the International Gorilla Conservation programme, the Wildlife Conservation Society, the Albertine Rift Conservation Society and the Sabyinyo Community Livelihoods Association), local community-based organizations and cooperatives, international organizations like African Parks who manage some of the national parks, as well as tourism operators.

218 The exchange rate used for the preparation of this subchapter is of USD 1 to RWT 1277.625 on 15 May 2024, based on UN Operational Rates of Exchange, available at: <https://treasury.un.org/operationalrates/OperationalRates.php>.

SDGs addressed in the case



SDG 1: No poverty

National parks provide sustainable livelihoods for local communities through tourism, conservation-based businesses and sustainable resource management practices.



SDG 2: Zero hunger

National parks contribute to food security by conserving biodiversity, supporting sustainable agriculture and providing access to wild foods.



SDG 6: Clean water and sanitation

National parks, through their conservation activities, play a crucial role in protecting water sources and ensuring clean water supplies for downstream communities.



SDG 13: Climate action

National parks help mitigate climate change by storing carbon in forests and wetlands, and they can also help communities adapt to the impacts of climate change.



SDG 15: Life on land

National parks are essential for conserving biodiversity and protecting ecosystems, which in turn supports the well-being of local communities.

Key successes/outcomes achieved

- Significant change in mindset and attitude towards natural resources conservation.
- A reduction in poaching incidents and closer collaboration between communities and park management in conservation efforts.
- Positive shifts in community mindsets away from seeing wildlife as threats, with communities now helping to protect animals that leave the parks.
- Improved livelihoods and sustainable development for local communities through various community projects supporting infrastructure, health, education, agriculture and tourism-based businesses.

Challenges/ongoing risks

- Ensuring sufficient resources to significantly reduce poverty levels, as poverty reduction takes time and depends on tourism revenues which can vary.
- Addressing the needs of an increasing human population around national parks in a sustainable way through initiatives like expanding parks, creating model villages and increasing conservation-focussed jobs for local communities.
- Selecting projects from many worthy proposals, as there are always more needs than the available funds can address at once.
- Fighting poverty is a long process and requires significant behaviour changes.

Lessons learned

- Nature contributes to sustainable livelihoods and development; policies should include the element of sustainability.
- There is no sustainable tourism without meaningfully involving local communities who live and work near protected areas, as they are key stakeholders.
- It is important to take an inclusive approach and build consensus with all relevant stakeholders, as their participation is important for success.
- While each country’s context is different, prioritizing community engagement and benefit-sharing can help guarantee support for conservation from local populations.

Links to further information

- Snyman, S. et al. (2023), ‘Benefit-sharing from protected area tourism: A 15-year review of the Rwanda tourism revenue sharing programme’, *Frontiers in Sustainable Tourism*, 1, DOI: <https://doi.org/10.3389/frsut.2022.1052052>.
- Responsible Tourism in Rwanda: Rwanda Development Board (2024) Visit Rwanda – Responsible Tourism, available at: <https://visitrwanda.com/tourism/interests/responsible-tourism/> [accessed 31-05-2024].

Case summary – Rwanda

Rwanda’s Tourism Revenue Sharing programme, an innovative approach integrating conservation with community development, has positioned the country as a leader in ecotourism and contributed to shared prosperity. By allocating 10% of tourism concessions revenues in national parks to local community-chosen projects, Rwanda has fostered a symbiotic relationship between conservation efforts and community welfare. This strategic orientation has led to a paradigm shift in local communities’ perceptions, who now see national parks not as sources of conflict but as partners in progress.

Rwanda’s commitment to sustainable practices and the empowerment of local communities further underpins its tourism growth, drawing international attention and engagement.



Mountain gorilla, Rwanda © Wirestock | Dreamstime.com

3.7

Vanuatu

Country data

GDP (2019):	USD 0.93 billion
Tourism Direct GDP (2019; % of GDP):	N/A
International tourist arrivals:	121,000 (2019); 77,000 (2023)
International tourism receipts (2019):	USD 229 million (2019); USD 39 million (2022)
Total employment in tourism industries:	11,000 direct and indirect
Tourism as a share of total exports (2019):	75%
Shared Prosperity Index:	N/A
Gini Index (2019):	32.3
Number of UNESCO sites: ²¹⁹	1 (1 cultural, 0 natural, 0 mixed)



219 United Nations Educational, Scientific and Cultural Organization (2023), 'Vanuatu – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/vu/> [25-01-2024].

Country overview – Vanuatu

Vanuatu, an archipelago nation in the South Pacific, is adopting a holistic and sustainable approach to tourism development, emphasizing cross-sector collaboration and integration with other sectors. This approach aims not only to increase visitor volumes and improve air connectivity but also to attract high-value, low-impact tourists who align with the nation’s sustainable tourism policy. As a popular destination known for its vibrant culture, pristine beaches and rich biodiversity, Vanuatu works hard to maintain its natural and cultural assets while promoting economic growth. Being a small island developing state (SIDS), the risks of climate change impacts and dependence on tourism are a key part of planning for increased resilience.

A central pillar of this strategy is the agritourism programme, designed to diversify tourism offerings while bolstering the agricultural sector. This initiative has involved 27 operators and engaged multiple stakeholders, including government agencies and departments dealing with tourism, industry, cooperatives, forestry, cultural center, Bureau of Standards, biosecurity and livestock, and the Vanuatu Tourism Office, reflecting the programme’s broad scope and integrative nature. Through education on diversification, and financial and technical support, the programme aims to enhance the resilience of communities, even though challenges such

as COVID-19 and the remoteness of locations have impacted its success.

Furthermore, Vanuatu is actively linking tourism with sectors like forestry through reforestation programmes, which are crucial for climate adaptation and maintaining the scenic beauty that attracts tourists. Collaborative projects with the ministries of climate change and land management identify potential sites for sustainable tourism investments. The Ministry of Education plays a role in raising awareness about the importance of tourism and fostering a supportive community mindset.

Achieving the goals of Vanuatu’s People’s Plan 2030 strategy, particularly shared prosperity, requires effective cross-ministry coordination, as policies and sectors are interdependent. While data limitations present a challenge, partnerships at various levels are helping Vanuatu to measure and promote inclusive tourism effectively.

Vanuatu’s approach reflects an understanding that sustainable tourism development must be multifaceted, involving environmental protection, community engagement and economic diversification. By fostering linkages between tourism and other sectors and focussing on sustainable and inclusive growth, Vanuatu is working towards a resilient future where tourism contributes positively to both the nation and its people.



Mount Yasur, Tanna Island, Vanuatu © Gerold Grotelueschen | Dreamstime.com

Case study 12:

Vanuatu

Creating resilience through cross-sector partnerships

Description and key stakeholders

The agritourism collaboration in Vanuatu was a government-led initiative that aimed to diversify tourism products while supporting the agriculture sector.

The overall approach involved selecting 27 tourism operators across Vanuatu's islands through a process of expression of interest. The goal was to educate operators on agritourism and how to integrate this experience into their businesses. The programme provided training, coaching, financial literacy support and funding to help operators develop their agritourism products and businesses.

The intention was to link local farms producing crops like taro, yams and other foods, to tourism experiences like farm tours. However, the initial concept of agritourism was not fully clear, with the focus more on tourism rather than agriculture. This made it difficult to properly measure the

programme's success and value-addition to agricultural production.

The **key stakeholders** were the Ministry of Trade and Commerce, the Ministry of Agriculture, Livestock, Forestry, Fisheries and Biosecurity, the Ministry of Justice and Community Services, the provincial governments and the 27 selected tourism operators.

Other participating government agencies under the above ministries include: Department of Tourism, Department of Industry, Department of Cooperatives, Department of Agriculture and Rural Development, Department of Livestock, Department of Biosecurity, Department of Forestry, Department of Fisheries, Vanuatu National Intellectual Property Office, Vanuatu Chamber of Commerce and Industry, Vanuatu Skills Partnership and the Vanuatu Tourism Office.



SDGs addressed in the case



SDG 1: No poverty

By supporting livelihoods and income generation through new agritourism businesses.



SDG 2: Zero hunger

By linking agriculture and food production to tourism.



SDG 8: Decent work and economic growth

By creating new jobs and diversifying the local economy.



SDG 12: Responsible consumption and production

By promoting local agricultural products.



SDG 13: Climate action

By supporting climate resilience through diversification.



SDG 15: Life on land

By involving the Ministry of Forestry and reforestation activities



Mystery Island, Vanuatu © Lizgiv | Dreamstime.com

Key successes/outcomes achieved

- Educating tourism operators and local communities about the importance of product diversification and making their businesses more resilient to challenges. This helped people understand the need to diversify beyond reliance on tourism alone.
- Successfully providing support and training to 27 tourism operators across Vanuatu to develop new agritourism products and experiences. This helped link local farms to the tourism sector.
- Operators like Lapita²²⁰ were highlighted as a success in establishing a sustainable agritourism business with an existing market for their agricultural products transformed into tourism experiences.
- Informal feedback from operators suggested they saw benefits from the linkages to agriculture in terms of more resilient business models and diversified income sources.
- The programme achieved its goal of launching new agritourism products and experiences, even if full measurement of impacts was difficult due to the pandemic limiting tourist numbers.
- The programme helped communities in Vanuatu become more resilient and have a “plan B” when tourism stopped during the COVID pandemic by diversifying their livelihoods and income sources.
- The programme kept farming and managing of land and natural resources as the primary activities while using tourism as an additional source of income. This helped ensure food security and management of resources.
- The programme was piloted successfully in 2020–2021 and won an island innovations award in 2022, showing it was an innovative and effective programme.

Challenges/ongoing risks

- In hindsight, the programme was properly designed however the implementation was face some challenges and could be improved for future iterations.
- Timing the launch of new products during the COVID-19 pandemic, when there were very few tourists able to experience and evaluate the new offerings, made measuring success difficult.
- Many tourism operators in remote locations posed issues for attracting sufficient tourist numbers due to limited aviation connectivity and transport options across Vanuatu’s many islands.
- Sustainability of the programme over the long term is not secured, as initial funding and support concluded but many small, family-run businesses still required assistance.
- Consistency and reliability of agricultural product supply from local farms is not guaranteed, as these could be disrupted by natural disasters like cyclones that frequently impact Vanuatu.
- Shortage of labour and skills in Vanuatu as many workers emigrated to countries like Australia and New Zealand for better opportunities.
- Data limitations that made fully justifying and measuring the programme’s impacts, like on shared prosperity outcomes, challenging.
- Ensuring tourism does not become the primary business and cause farmers to lose focus on their land and agriculture as their main livelihood activities. There was a risk of “fake farming” just for tourism.
- Addressing issues around customary land tenure and ensuring agritourism remained economically viable for farmers rather than them feeling they had to lease out all their land.

220 Lapita is an example of a project connecting tourism and agriculture. Read more here: <https://lapitavanuatu.com/> [15-08-2024].

- Strict biosecurity regulations in countries like Australia that make it difficult to sell agricultural products from the Pacific to important markets like cruise ships.
- Limitation of aviation connectivity remains an issue preventing international export.
- Absence of commercial farming that limits the economy of scale, therefore, impact on the sustainability of the business.
- Vanuatu has developed an Export Pathway Strategy, supported by the Pacific Agreement on Closer Economic Relations (PACER) Plus,²²¹ but there is still work to be done to make the most of this opportunity. The programme aims to raise the living standards in Pacific countries, create jobs and increase exports, which are all likely to contribute to shared prosperity, if properly implemented.
- Addressing challenges like remote locations, climate impacts and skills shortages that developing countries may face.
- Learning from both the successes and difficulties encountered to structure future programmes and partnerships effectively over the long term.
- Tapping into regional and international networks to share knowledge on best practices and lessons from other destinations.
- Programmes need to be grounded in research and evidence to inform effective policies and strategies for implementation.

Lessons learned

- The importance of cross-ministry collaboration and alignment of policies to support interconnected sectors like tourism, agriculture, forestry and education, among others.
- Ensuring tourism strategies incorporate linkages to other sectors and industries to make those sectors more resilient through diversification.
- Tourism should complement and support the primary agricultural activities rather than replace them, to ensure food security and management of land and resources.
- Conducting outreach and education to raise awareness of such initiatives among local communities and businesses.
- Providing targeted training, funding and support to help operators establish new products and experiences linking tourism and other sectors.

Links to further information

- Vanuatu Sustainable Tourism Strategy 2020–2025: https://tourism.gov.vu/images/DoT-Documents/Plans/Vanuatu_Sustainable_Tourism_Strategy_LR.pdf
- Vanuatu Sustainable Cruise Strategy: <https://tourism.gov.vu/images/Cruise/494228700-DOT019-Cruise-Tourism-Strategy-1.pdf>
- Vanuatu Agritourism Plan of Action: <https://fca.vu/vanuatu-agritourism-plan-of-action/>
- Vanuatu Decentralisation Policy: <https://tourism.gov.vu/images/DoT-Documents/Presentations/Decentralisation-Proposal-Vision-2030-presentation2020.pdf>

221 PACER Plus (n.d.), ‘Development, trade, investment in our Blue Pacific’, Apia, available at: <https://pacerplus.org/> [30-05-2024].

Case summary – Vanuatu

Vanuatu's strategic approach to tourism, which integrates the sector with agriculture, forestry and broader socioeconomic development, has positioned the nation to leverage its natural and cultural assets more sustainably. The focus on agritourism is not only contributing to diversifying the nation's tourism offerings but is also reinforcing its agricultural sector, enhancing the resilience of communities against challenges like COVID-19, natural diseases and climate change.

Vanuatu's success in educating operators and linking local farms to the tourism industry underscores the importance of cross-sector partnerships. These initiatives serve as a buffer, providing a "plan B" when traditional tourism avenues falter, as seen during the pandemic.



Yasur vulcano, Tanna, Vanuatu © Alyona Boiko | Dreamstime.com

04. Summary and implications of case studies

Abstract: This chapter synthesizes insights from the case studies in chapters 2 and 3 to highlight common themes as the basis for policy recommendations for leveraging tourism to promote shared prosperity. Key themes include targeted policies, sustainability, private sector involvement, balancing growth with conservation, community empowerment and adaptation to change. The chapter identifies key Sustainable Development Goals (SDGs) addressed by tourism policies and stakeholders in the cases and underscores the importance of partnerships for effective implementation. Challenges and successful factors across the cases are also examined, emphasizing the role of various stakeholders in achieving inclusive and sustainable tourism development for shared prosperity.

Key words: Shared prosperity | case studies | sustainable development | strategic partnerships | inclusive growth | tourism policy.

Key findings:

- Sustainability and community focus are crucial for ensuring that local communities benefit from tourism development through public-private-community partnerships.
- Effective government action and coordination are essential for inclusive tourism development.
- The private sector plays a vital role in creating jobs, attracting investment, and fostering inclusive tourism through collaborative models.
- Balancing tourism growth with social, cultural and environmental conservation is core.
- Adapting to global and local changes through partnerships and cross-sector connections enhances tourism resilience and long-term prosperity.

4.1

Cross-case insights

Many important topics were featured in the case summaries, but five key themes stood out as consistently supportive of tourism and the drive for shared prosperity.

1. Sustainability and community focus

A recurring theme is the focus on sustainability and ensuring local communities are beneficiaries and active participants in tourism development. This ensures that benefits are shared and helps to enable the conditions of decent and sustainable jobs for communities and highlights the importance of public-private-community partnerships.

2. Government's role in facilitation and policymaking, and horizontal and vertical collaboration

Effective government action, through adequate policymaking, regulatory frameworks, investment in infrastructure, support to MSMEs or capacity building, is a common success factor. Likewise, good governance through horizontal and vertical policy coordination proves essential in ensuring that all phases of tourism development are inclusive.

3. The private sector's role for inclusive tourism

The private sector plays an essential role in collaborative solutions and the cases have shown that public-private-community partnerships are a promising model to affect inclusive development. The private sector creates jobs, attracts investment, and drives the tourism supply chain. Operators can set good examples promoting decent work and providing education and healthcare benefits. Through community ownerships structures, as seen in China, or community-based tourism initiatives seen in Indonesia, Peru or Rwanda, the local community can partake in private sector success and growth.

4. Balancing growth with conservation

Navigating the balance between developing tourism and preserving culture and environment is a shared and ongoing challenge and learning point. This requires adequate planning, coordination among different stakeholders in a destination, effective management and measurement of impacts while ensuring that benefits from growth are shared with the local population. This is essential for all destinations where natural or cultural heritage form the basis for tourism experiences, and thus tourism development should not threaten these raw ingredients for tourism.

5. Adaptation to global and local changes

The ability to adapt to changes, be it in market preferences, global economic conditions or environmental challenges, is crucial for sustainable tourism development and long-term shared prosperity. Partnerships and connections to other sectors can help to create this resilience by hedging the local economy across multiple sectors and industries that have different cycles and might respond differently to crises. This allows communities to respond to trends and react to crises effectively by potentially switching between different income-generating activities – tourism to farming, for example – and thus maintaining livelihoods if one is impacted.

4.2

SDGs addressed

Based on the case information from Albania, China, Indonesia, Jordan, Peru, Rwanda and Vanuatu, the following most common ten Sustainable Development Goals (SDGs) addressed by these tourism policies and initiatives were identified:

- **SDG 1: No poverty**

Aimed at eradicating poverty in all its forms, this goal is addressed through tourism initiatives that create income opportunities and support livelihoods in rural and underprivileged areas, as seen in Rwanda's Revenue Sharing programme, China's poverty alleviation through tourism strategy and Indonesia's Tourism Village Initiatives.

- **SDG 3: Good health and well-being**

This SDG is addressed in cases where tourism development improves the overall quality of life and health of local communities, such as in China's emphasis on smart and green technologies, as well as replacement of polluting industries and Peru's community tourism impacting local healthcare.

- **SDG 4: Quality education**

This goal is addressed in initiatives that include educational components, such as vocational training for enhancing tourism skills, seen in China's rural tourism development and the capacity-building efforts in Indonesia, Rwanda, Peru and Vanuatu.

- **SDG 5: Gender equality**

Initiatives that promote gender equality and empower women address this SDG, as evidenced in programmes that involve women in tourism-related entrepreneurial activities, such as in Albania, Indonesia and Peru.

- **SDG 8: Decent work and economic growth**

Prominent in almost all cases, this goal focusses on promoting sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all. It is particularly evident in initiatives that foster economic diversification, such as the cases of agritourism in Albania and Vanuatu, rural development in China and community-based tourism in Indonesia, Peru and Rwanda.

- **SDG 10: Reduced inequalities**

Seen in initiatives that focus on reducing inequality within and among countries, this goal is addressed through efforts to distribute economic gains from tourism widely, reflected in all case studies namely in Indonesia's approach to tourism village development and in China's villages cases.

- **SDG 11: Sustainable cities and communities**

This goal, which focusses on making cities and human settlements inclusive, safe, resilient and sustainable, is addressed in initiatives like the preservation and sustainable development of cultural and historical sites in Jordan and community-driven tourism in Peru and Rwanda.

- **SDG 13: Climate action**

Addressed in initiatives like Vanuatu's focus on climate resilience, China's economic diversification through tourism away from extractive industries and Rwanda's support of national parks, this goal emphasizes action to combat climate change and its impacts.

- **SDG 15: Life on land**

This goal emphasizes protecting, restoring and promoting sustainable use of terrestrial ecosystems, sustainably managing forests, combating desertification, and halting and reversing land degradation and biodiversity loss. Cases like Rwanda's conservation efforts and environmental reparation work in Yucun, China, highlight this.

- **SDG 17: Partnerships for the Goals**

This goal, which seeks to strengthen the means of implementing and revitalizing the global partnership for sustainable development, is evident in all cases and namely in the collaborative efforts in Jordan's tourism development and Rwanda's multi-stakeholder conservation approach.

These common SDGs indicate a global trend in tourism development policies focussing on overall sustainability by balancing economic growth, community empowerment, environmental conservation, social well-being, cultural preservation and employing collaborative partnerships. These goals intersect with tourism's potential to drive positive change and development in various aspects of society and the environment.



Yunnan Province, China © Chun Guo | Dreamstime.com

4.3

Successful factors across cases

Each of the cases has its own successes and beneficial outcomes to report in their context, but there are some general themes that emerged across them.

1. Economic diversification and empowerment

Most cases show a shift towards diverse economic activities, particularly in rural areas. This includes agritourism in Albania and Vanuatu, community tourism in Peru, integrated village development in Indonesia, as well as rural tourism in China to diversify from decaying mining activities, leading to income generation and empowerment. This can lead to more resilience and economic opportunities for locals while reducing leakages from tourism and increasing the added value of local products and experiences.

2. Work and opportunities for women

Many of the cases describe places in transitions from extractive, economic activities towards a model built around sustainable tourism. This creates opportunities for residents, especially women and disadvantaged groups, to access jobs and skill development pathways within their places of residence. This is shown in the Idle Valley case in China, where many women took to entrepreneurship and were able to balance work and family life. Although most of the cases here focus on rural development topics, similar patterns are likely to appear in urban or coastal areas where tourism is developing.

3. Cultural and environmental conservation

Many cases emphasize the conservation of local cultures and environments, like Jordan's focus on cultural preservation, Rwanda's biodiversity conservation efforts and Indonesia's focus on sustainable village tourism. Since culture and the natural environment are interlinked and are often key assets for tourism attractions, it makes sense that successful examples would evidence how these assets can be maintained for the longer-term and not degraded.

4. Community involvement and benefits

Strong community involvement and empowerment in tourism, ensuring local benefits, is a common theme. Examples include Rwanda's Tourism Revenue Sharing programme and community-based tourism in Indonesia and Peru. If the local residents are included in the tourism value chain and they can see a direct benefit from tourism to their economic and social situation, they are more likely to support the development.

5. Infrastructure and capacity building

Investment in infrastructure, training and capacity building to support tourism is evident in many cases, such as in China and Rwanda. Good infrastructure, including connectivity and healthcare infrastructure, for example in the Huangling Village case in China, is an important pre-condition for shared prosperity, creating benefits for locals and visitors alike.

4.4

Common challenges

Across the cases, several common challenges that held up development or slowed progress on shared prosperity emerge.

1. Infrastructure limitations

Connectivity and quality of infrastructure are common challenges, like in Albania and Vanuatu. Infrastructure is a critical factor for locals and visitors alike, but it is expensive to develop and maintain, especially in areas with a low population base or that are located in remote areas which is often the case.

2. Market and regulatory complexities

Aligning tourism offerings with market demands and navigating the regulatory framework is often challenging, as seen in the cases of Albania and Peru. Tourism must be managed as part of the overall national and regional development strategies. It should be planned alongside other sectors to create resilient local economies. It often also requires specific regulations or adaptation of existing ones such as the case in Peru with the creation of community-based legislation and a national registration system to fight informality.

3. Environmental concerns

Balancing tourism with environmental conservation is a challenge in all cases. With environmental hazards posing the greatest risks over the next ten years, tourism must ensure that its activities create local economic and social benefits within the environmental boundaries, ideally giving back more than it takes. The case of Yucun in China illustrates how tourism can support communities in their quest to move away from extractive industries and towards sustainable livelihoods while those of Rwanda and Vanuatu shows how tourism can directly contribute to conservation.

4. Cultural and community values

Ensuring tourism does not dilute local cultures and engages communities, as highlighted in most cases, particularly in China, Indonesia, and Jordan. Culture is a primary reason to travel to many destinations and local decision-makers must ensure that cultural expressions are not lost or become commodified as tourism grows.

4.5

Most referenced stakeholders

There is a large range of stakeholders involved in the initiatives described in the cases. This suggests that no one group can create tourism benefits in isolation, and partnership and cooperation is a key factor for sustainable development and shared prosperity. Working together across the groups identified creates good governances, multiplier effects and seems to lead to better outcomes. It should be no surprise that the most common tourism stakeholder groups are involved in almost all the cases presented in this chapter. Depending on the context they are more involved or take on a leadership or supporting role. The key groups are:

1. Local and national governments

Governments play a crucial role in policy formulation, regulatory frameworks, infrastructure development and funding, setting the conditions for tourism to develop and create shared prosperity. Being able to ensure coordination among different ministries, as well as the different levels of government in the overall development is essential as seen in Albania, China or Indonesia.

2. Local communities

Local communities are key stakeholders in all the cases, often involved in decision-making, investing in and benefiting from tourism, as in Rwanda, Peru and Indonesia. For example, in Rwanda, local communities around national parks get to decide which projects are implemented through the funding from concessions. By empowering communities to drive tourism in their destination, they are supported to also benefit more from the overall development. In Indonesia, villages are key drivers of tourism development, and the villagers together provide services to visitors and share the benefits in the local community.

3. Private sector and tourism operators

This includes hotels, tour operators and local businesses crucial for service delivery, visible in Jordan and China. They provide the services and can help to create jobs and economic benefits for local communities. In community-based tourism destinations the local population starts and operates the businesses, so there is an even bigger alignment between the private sector and community success.

4. International organizations and non-governmental organizations (NGOs)

The inclusion of tourism in the development agenda is increasingly important given the sector's capacity to deliver on shared prosperity. These entities often support sustainable initiatives and capacity building, such as in Jordan, Rwanda and Peru. In developing countries where governments or local populations might not have the resources to drive sustainable tourism development, these organizations can fill that gap through skills development and capacity-building, as well as providing project funding and project management during the early stages.

5. Educational institutions and academia

In cases like China or Vanuatu, they provide research support and capacity building for local entrepreneurs and residents. The lessons learned and published by the academic partners can then help similar destinations to start change processes in their context.



Yucun, China @ Yucun



Yucun, China @ Yucun

05. Policies for progressing shared prosperity through tourism

Abstract: This chapter provides a set of policy recommendations to enhance tourism's role in fostering shared prosperity. It emphasizes the importance of tourism policy, strategic partnerships, quality education, healthcare, infrastructure, social safety nets, sustainable jobs, and good governance. By aligning tourism with Sustainable Development Goals (SDGs), particularly SDG 17, the chapter outlines how multi-stakeholder collaboration can drive equitable and inclusive growth. The recommendations aim to create the enabling conditions to make tourism a driver for shared prosperity, ensuring that the socioeconomic benefits of tourism are widely distributed.

Key words: Shared prosperity | sustainable development | SDG 17 | strategic partnerships | inclusive growth | tourism policy | policy recommendations.

Key findings:

- Fostering partnerships to enhance educational infrastructure and developing tourism-focused conservation and scholarship programs are essential steps.
- Investing in healthcare facilities in tourist areas, establishing emergency medical services and promoting health insurance schemes for tourism workers are crucial measures.
- Prioritizing sustainable infrastructure, improving transportation networks and integrating advanced technologies for resource management will benefit both locals and tourists.
- Implementing unemployment benefits for seasonal workers, providing childcare and elderly care services, and developing crisis preparedness plans are necessary to support tourism communities.
- Ensuring fair wages, supporting local entrepreneurship, promoting sustainable purchasing practices and minimizing economic leakages will enhance sustainable and decent job opportunities in tourism.

5.1

Policy recommendations for advancing shared prosperity through tourism

The research and case studies have confirmed that with the right policies and interventions in place tourism can help to create directly and indirectly shared prosperity.

This section outlines a series of recommendations for tourism actors to make tourism an effective driver of shared prosperity. Recommendations include how to apply SDG 17 to create strong partnerships to achieve joint outcomes and are structured into the main enablers for shared prosperity:

1. Quality education;
2. Healthcare;
3. Infrastructure and investment;
4. Social safety nets;
5. Sustainable and decent jobs;
6. Good governance; and
7. Partnerships (SDG 17) as a key success lever.



Lesser Sunda Islands, Indonesia © Ethan Daniels | Dreamstime.com

1. Quality education

Actors involved:

National and local governments, educational institutions, tourism businesses, NGOs, community leaders.

SDG addressed:



SDG 4: Quality education

1.1 Foster quality education in tourism

Establishing a comprehensive policy to advocate for robust public-private-community partnerships that bridge governments, local communities, educational institutions and tourism businesses. These alliances can unlock sustainable funding models specifically aimed at bolstering educational infrastructure, including schools and digital learning resources as well as skills development and long-life learning programmes. A portion of tourism revenues should be directly allocated to educational and training development, ensuring a tangible impact on local education and skills.

1.2 Develop Tourism Education programmes that promote conservation

Implementing educational programmes in tourism and hospitality that focus on cultural heritage conservation (including built and intangible cultural heritage), climate change and environmental protection, provides opportunities to create new careers and sustainable livelihoods. Training in conservation and protection of culture and environmental resources for local communities can support the conservation of natural and cultural resources where there is an impact of tourism and leads to a virtuous cycle. At the same time, tourism can boost the local creative industries and provide for better livelihoods for cultural creators.

1.3 Scholarship programmes for locals

Creating scholarships for lower income students, especially women, in local communities to pursue tourism-related education provides education

opportunities for those members of the population that might otherwise be excluded from education. Tourism provides low skilled entries to the workforce and funded education can help people to move on in their careers.

1.4 Partnerships with educational institutions

Fostering collaborations between tourism businesses and local schools and universities for internships and practical training, creates a vital network that can support development. These partnerships are beneficial for the higher education institutions giving them research access and for the communities because they benefit from the insights.

1.5 Community-based awareness actions

Implementing community workshops to improve awareness among locals about the benefits of tourism raise their awareness of their own culture, and encouraging cultural exchange can help to create the social license for tourism and opportunities for income in the sector.

1.6 Digital skills and language training

Offering digital literacy and foreign language courses to enhance employment opportunities in tourism, particularly for most disadvantaged groups, removes basic barriers for employment. These skills also support the local communities outside of the work environment and generally help to upskill the local population.

2. Healthcare

Actors involved:

Health ministries, local healthcare providers, tourism operators, international health organizations, insurance companies.

SDG addressed:



SDG 2: Zero hunger



SDG 3: Good health and well-being



SDG 6: Clean water and sanitation



SDG 13: Climate action



SDG 14: Life below water



SDG 15: Life on land

2.1 Healthcare infrastructure development

Invest in healthcare facilities in tourist areas, ensuring they are accessible and affordable to both tourists and residents. Destinations have the responsibility to take care of local populations and guests to ensure equal treatment in case of illness.

2.2 Health education programmes

Conduct health education campaigns on topics like hygiene and preventive healthcare, targeted at both tourists and local communities. These can relate to local risks like malaria, dengue fever or other preventable diseases.

2.3 Emergency medical services

Establish efficient emergency medical services and first-aid training in tourism hotspots. Training locals in first aid has the added advantage that they can apply these skills in their homes and communities alike.

2.4 Health insurance schemes

Introduce health insurance schemes for tourism sector employees, ideally including families. This gives the workers an added incentive to join the tourism workforce, supporting decent job creation (SDG 8) and a healthier local community.

2.5 Public-private partnerships in healthcare

Encourage partnerships between the government and private sector to improve healthcare services in tourist destinations for visitors, employees and communities.

3. Infrastructure and investment

Actors involved:

National and local government, urban planners, transportation authorities, environmental experts, local communities.

SDG addressed:



SDG 7: Affordable and clean energy



SDG 9: Industry, innovation and infrastructure

3.1 Sustainable infrastructure development

Prioritize sustainable infrastructure development in tourist areas to establish sufficient infrastructure to care for locals and visitor alike while minimizing the impact of climate change and natural resources. This can include transport, healthcare, education and hospitality infrastructure that serves both locals and visitors.

3.4 Incentives for collaborative projects

Provide financial incentives, tax breaks or other forms of support for projects that involve multi-sectoral or international partnerships focussed on sustainable tourism development.

3.2 Improved transportation networks

Enhance public transportation to and within tourist destinations that makes connectivity available and affordable for locals and visitors. This reduces the need for private vehicles, reducing strain on roading infrastructure and improving the environmental footprint.

3.5 Maintenance and upgrading of infrastructure

Regular maintenance and upgrading of existing tourism and related infrastructure ensures that the destination can improve shared prosperity in the longer term. Maintenance work creates local jobs and ensures that the infrastructure is there to service local populations.

3.3 Technology integration

Incorporate advanced technologies for sustainable resource management (water, waste, energy) and management of tourism flows. Smart cities or smart villages take care of their residents and guests more efficiently and effectively, making the most out of resources and capturing useful data to improve services over time.

3.6 Implementation of a foreign direct investment (FDI) framework

A regulatory investment and FDI framework that prioritizes equitable economic benefits should include measures for transparent investment processes, ensuring that FDI aligns with local development goals and contributes to community empowerment. Implement robust monitoring mechanisms to track investment impacts and capacity-building initiatives that equip local enterprises with the skills and knowledge to participate effectively in the investment ecosystem.

4. Social safety nets

Actors involved:

Social welfare departments, local governments, tourism industry associations, local NGOs, community groups.

SDG addressed:



SDG 5: Gender equality



SDG 10: Reduced inequalities

4.1 Unemployment benefits for seasonal workers

Where possible, implement unemployment benefits or income support for workers during off-season periods. Alternatively, whole year employment schemes can help to shift those people who want from one destination to another to secure work across seasons, for example between beach and mountain tourism. For those workers who are unwilling or unable to move locations due to family commitments or other challenges, an option is to move between tourism and counter-seasonal sectors, like agriculture, within the same location.

4.2 Childcare and elderly care services

Provide accessible childcare and elderly care services that have the necessary schedules to support working families in the tourism sector, particularly women. This can be provided by employers, as well as local governments.

4.3 Training for cross-cutting skills

Offer training programmes for skills that can be used outside the tourism sector. Cross-training is a powerful tool to give local people options when seeking work and make their livelihoods more resilient.

4.4 Crisis preparedness

Develop comprehensive crisis preparedness and management plans namely for natural disasters or economic downturns. These can prepare the local population for inevitable shocks and avoid severe dips in economic opportunity.

4.5 Community and other support funds

Establish funds to support communities and individuals adversely affected by tourism crises. After the COVID-19 pandemic many communities are aware of how reliant they are on tourism and can use the rebounding sector now to save funds for community support in the future. This is particularly important in countries with less extensive or without universal social security coverage to create mechanisms to support workers and communities in times of crises.

4.6 Social networks and mechanism for informal workers

Informal workers represent a significant part of the tourism workforce. Creating mechanism to reach and support them in times of crises is essential as proven during COVID-19.

5. Sustainable and decent jobs

Actors involved:

Labour and tourism ministries, trade unions, tourism businesses, local entrepreneurs, community organizations.

SDG addressed:



SDG 8: Decent work and economic growth



SDG 11: Sustainable cities and communities

5.1 Fair wage policies

Implement policies ensuring fair wages and working conditions in the tourism sector. These policies shall be developed in partnership with industry and workers organizations.

5.2 Capacity building and skills training

Provide continuous capacity building and skills training to tourism workers so that they can develop their skills and move up in their careers, leading to more sustainable employment opportunities and livelihoods.

5.3 Sustainable purchasing practices

Promote and incentivize sustainable purchasing practices through sustainable procurement that support the local supply chain and create long-term employment opportunities not just in tourism but also in supporting industries, including supporting local producers to deliver on necessary quality, continuity and quantity. This spreads the benefits of tourism into adjacent industries and sectors, like agriculture, education, cultural and creative industries and more, and reduces leakages.

5.4 Entrepreneurship support

Support local entrepreneurship in tourism, including establishing new micro-, small and medium-sized enterprises and entrepreneurial capacity building particularly among disadvantaged groups. Programmes should include entrepreneurship education and financial management training to ensure the businesses are sustainable and contribute to the economy long-term. In low- and lower-middle-income countries, this often requires increased and continuous availability of grant-funding.

5.5 Minimizing leakages

Reduce leakages to ensure that the local community draws the maximum benefit from tourism activities in their destinations. This could include establishing co-ownership structures where local residents are able to invest and share in the benefits of tourism development, and strengthen inclusion of sectors, such as agriculture, in the tourism value chain.

5.6 Equity, diversity and inclusion policies

Encourage equity, diversity and inclusion in tourism employment, by regulating and incentivizing the inclusion of people of different gender, ethnic backgrounds and abilities. The policies should aim to ensure opportunities for all segments of society.

6. Good governance

Actors involved:

National and Local Governments, Private Sector, Communities, NGOs, international organizations and development banks.

SDG addressed:



SDG 16: Peace, justice and strong institutions

6.1 Public-private-community partnerships, including community participation, in decision-making and management

Facilitate models of public-private-community partnerships with active community participation in tourism. This should involve local residents and businesses in destination governance at the local level, as well as in the management of tourism activities and planning. Giving local communities a voice increases the social license of tourism and makes residents shareholders in the sustainable success of tourism.²²²

6.2 Ethical standards and regulations

Implement and enforce ethical standards and regulations in tourism activities. This can be achieved through adherence to and promotion of the Global Code of Ethics in Tourism²²³ and the *UN Tourism Framework Convention on Tourism Ethics*²²⁴ as well as the integration of its principles into legislation and regulations.

6.3 Identify and collaborate with stakeholders

Identify stakeholders relevant to tourism's role in shared prosperity, inside and outside the tourism sector, to discuss and review tourism policies and their impacts.

6.4 Progress environmental, social and governance (ESG) considerations in tourism

The private sector has an important role to play in tourism driving shared prosperity, and ESG principles can support progress in this area. Policymakers must create a policy framework that encourages or even mandates strict private sector adherence to ESG.²²⁵

6.5 Innovate benefits sharing models

Publicly or privately held tourism attractions can share revenue from tourism receipts with local communities for development projects. Ideally the local communities have a say in the projects that are funded and in the management of the projects, creating job opportunities.

222 World Tourism Organization (2020), *AIUla Framework for Inclusive Community Development through Tourism*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284422159>.

223 World Tourism Organization (1999), *Global Code of Ethics for Tourism*, UN Tourism, Madrid, available at: <https://www.unwto.org/global-code-of-ethics-for-tourism> [15-08-2024].

224 World Tourism Organization (n.d.), 'Ethics Convention', UN Tourism, Madrid, available at: <https://www.unwto.org/ethics-convention> [15-08-2024].

225 World Tourism Organization (2024), 'ESG Framework for Tourism Businesses – Context', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/environmental-social-governance-tourism-context> [11-04-2024].

6.6 Progress measurement

Establish mechanisms for accountability and monitoring of the tourism sector impact and the impact of tourism projects and investments to ensure that they support progress towards the SDGs and shared prosperity by using the frameworks set in the *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*²²⁶ and the *Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)*²²⁷.

7. Partnerships (SDG 17) as a key success lever

Actors involved:

All stakeholders that are involved in a certain activity or sector programme. This should include partnerships outside of tourism.

SDG addressed:



SDG 17: Partnerships for the Goals

The importance of SDG 17 for implementing tourism-related policies

important in terms of resources mobilization to support tourism in least developed countries (LDCs) given the proven capacity of the sector to support development.

7.1 Multi-stakeholder collaboration

Tourism impacts and is impacted by multiple sectors, including transportation, agriculture, education, environment and culture. The focus of SDG 17 on multi-stakeholder partnerships ensures that all relevant parties work together, leading to more comprehensive and effective policy implementation.

7.3 Knowledge and skill exchange

Collaborative efforts under SDG 17 can foster the exchange of knowledge, best practices and skills among different countries and stakeholders, enhancing the overall quality and effectiveness of tourism development.

7.2 Enhanced resource mobilization for tourism and shared prosperity

Implementing tourism policies often requires substantial financial, technical, and human resources. Partnerships between public, private and civil society actors in tourism can facilitate resource sharing and mobilization, enabling more ambitious projects and initiatives. This is particularly

7.4 Scaling solutions

Partnerships can help scale successful local initiatives to regional or global levels, maximizing their impact and contributing to broader sustainable development goals. Regional tourism bodies or donor-funded programmes can help to resources these collaborative efforts scale more quickly.

226 World Tourism Organization (2023), *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424344>.

227 World Tourism Organization (n.d.), 'Measuring the Sustainability of Tourism', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/measuring-sustainability-tourism> [26-10-2023].

7.5 Balancing interests and sustainability

Effective partnerships help balance the interests of various stakeholders, including local communities, governments and businesses, ensuring that tourism development is sustainable and equitable.

Policies to support partnering in tourism and with other industries

7.6 Public-private partnerships (PPPs)

Encourage PPPs to develop infrastructure, provide services and promote sustainable tourism practices. These partnerships can leverage private sector efficiency and innovation alongside public sector oversight and social responsibility.

7.7 Cross-sector policymaking and collaboration initiatives

Ensure transparency in tourism-related policymaking and implementation and promote alignment and coordination with related policy domains that can support poverty alleviation or increases in shared prosperity measures. Create platforms for collaboration between the tourism sector and other sectors such as agriculture, arts and technology. This can enhance the tourism experience while supporting local economies.

7.8 International cooperation programmes

Establish programmes that facilitate cooperation between countries in tourist areas like tourism policy development, marketing and sustainable practices. This can include exchange programmes, joint marketing campaigns and shared research initiatives.

7.9 Sustainable investment funds

Set up sustainable fund structures which blend finance across the capital spectrum, unlocking private investment and boosting shared prosperity especially in lower-income countries. With the right investment policy settings, these funds can attract investments from various sources, including international organizations, NGOs, and private investors. Countries must balance the encouragement of foreign direct investment and maintaining local control of tourism value chains, encouraging linkages and avoiding leakages.

7.10 Standardization and certification schemes

Develop international standards and certification schemes for sustainable tourism. This can encourage cross-sector and cross-border alignment on sustainability criteria.

7.11 Joint research and development (R&D) projects

Promote joint R&D projects focussing on sustainable tourism technologies and practices, involving academic institutions, industry players and other relevant sectors.

7.12 Increase the levels of official assistance for development in tourism

In view of the potential of tourism to promote shared prosperity, the levels of official development assistance to tourism should be increased, as well as the support of development banks and regional banks to the sector.

Tourism and rural development – A policy perspective

Approximately 80% of individuals living in poverty are concentrated in rural areas while most of the 1.8 billion young people live in rural areas of low and middle-income countries.²²⁸ Youth in rural communities are three times more likely to be unemployed than adults and also more likely to be poor. The post COVID-19 context presents an opportunity for countries to reverse the negative trends in rural areas, mitigate territorial disparities and capitalize on the power of tourism to progress rural development. In 2021, the World Tourism Organization (UN Tourism) created the Tourism for Rural Development Programme with a vision to make tourism a driver of rural development and well-being.

Within the work of the Programme, in 2023, UN Tourism conducted the first survey on policies for tourism and rural development, gathering insights from 79 of its member states. The survey asked the members how they evaluate tourism's role in promoting rural development, the challenges and opportunities they see, as well as the main policies and instruments used in their countries.

The results were published in *Tourism and Rural Development: A Policy Perspective*.²²⁹ The respondents consistently identified the high potential of tourism to stimulate economic growth and social change in rural areas, while promoting and preserving natural and cultural heritage in rural landscapes.

Tourism in rural areas has been set as a policy priority for most member states, because it can drive overall rural development. When asked why it is defined as a priority, responses highlighted that when properly managed, tourism can have a positive impact and create opportunities for the local economy, social well-being, infrastructure, and natural and cultural resources, among others.

Within the economic dimension, tourism can positively impact rural populations through benefit-sharing mechanisms along the tourism value chain, by creating jobs and new economic prospects for businesses and entrepreneurs, and overall income generation for rural livelihoods. Several countries highlighted tourism's potential to spread benefits among rural populations. The development of tourism activities contributes to the existence of a significant list of service providers, particularly in rural areas, where the links to rural lifestyle are part of the core of tourism products, the dispersal of benefits is enhanced throughout the rural landscape.

In the social dimension, member states highlighted how tourism can help enhance local communities' empowerment, particularly in rural areas where community-based tourism and collective forms of governance are present. In some regions, it was also highlighted how tourism can impact rural social structures by minimizing depopulation or even encouraging reverse migration.

Infrastructure, particularly transport and digital infrastructure, is key to the competitiveness and sustainability of rural tourism destinations. Tourism impacts positively on infrastructure as governments may ensure adequate levels of investment to improve connectivity, services and well-being for both rural communities and visitors.

Preservation and promotion of cultural and natural resources are critical for ensuring the sustainable development of tourism activities. If well-managed, tourism can contribute to generating resources and enhancing the preservation and promotion of biodiversity, agrobiodiversity, cultural heritage and local gastronomy in rural areas.

228 United Nations Development Programme (UNDP) and Oxford Poverty and Human Development Initiative (OPHI) (2022), *2022 Global Multidimensional Poverty Index (MPI): Unpacking deprivation bundles to reduce multidimensional poverty*, UNDP, New York.

229 World Tourism Organization (2023), *Tourism and Rural Development: A Policy Perspective*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424306>.

Based on these opportunities, governments and local authorities are motivated to prioritize sustainable tourism in rural areas, leading to the creation of policies and incentives supporting sustainable tourism development, investment opportunities, entrepreneurship promotion and infrastructure development. However, the biggest challenge for rural development through tourism, as highlighted by the surveyed countries, is the infrastructure gap in rural areas. Deficiencies in roads, ports, airports and other critical infrastructure elements that facilitate access to rural areas were identified as the top-ranked challenges. The remote nature of many rural areas, coupled with difficult terrain conditions, further amplified this limitation. Despite these challenges, three examples of member states emphasized tourism's pivotal role in achieving sustainable development, social transformation and a sustainable economy are:

- Mexico, where rural tourism development generates positive impacts for the sustainable development of rural regions;
- Portugal, where rural tourism is defined in the national action plan as a key instrument to prioritize rural development; and
- Indonesia, where “tourism villages”, a concept that comprises rural tourism, consists of developing villages in an integrated manner to achieve social transformation, safeguard rural cultural traditions and a sustainable economy.

Member states worldwide have recognized and continue to promote tourism's role as a catalyst for positive change, promoting community well-being and the sustainable management of cultural and natural heritage, contributing to the broader goal of shared prosperity for rural communities.



Huangling Village, Jiangxi Province, China
© Etherled | Dreamstime.com

Conclusions

Abstract: The COVID-19 pandemic highlighted the vulnerability of tourism-dependent communities, especially in poorer countries, to significant declines in visitation and prolonged recovery periods. As global tourism recovers, it is essential to renew commitments to advancing shared prosperity and equitable economic growth. This report links shared prosperity to the Sustainable Development Goals (SDGs) and demonstrates how tourism can support these efforts, particularly in low- and middle-income countries. This chapter emphasizes the importance of including tourism in poverty reduction strategies, establishing inclusive policies and governance, and reinvesting tourism income in sustainability and community development. Strategic planning, partnerships, and inclusive policies are crucial for leveraging tourism’s transformative power in promoting global shared prosperity and sustainable development.

Key words: Tourism recovery | development policies| shared prosperity | Sustainable Development Goals | SDGs.

Key findings:

- Tourism must become more resilient to support tourism-dependent communities through future crises.
- Shared prosperity is linked to the SDGs; and tourism can support both.
- Tourism should become a core pillar of poverty alleviation policy creating the enabling conditions for shared prosperity in destinations.
- Revenue generated from tourism should be reinvested to further strengthen the enablers of shared prosperity and sustainable development.
- This report is a first step on the journey to better understanding tourism’s role in creating shared prosperity; more work is needed to advance this in the future.



COVID-19 showed how vulnerable tourism-dependent communities are to significant drops in visitation, and how poorer countries take longer to recover.²³⁰ As global tourism rebounds from the pandemic, it is crucial to renew the sector's commitment to advancing shared prosperity and ensuring that economic growth and benefits are equally shared. This report has clearly linked shared prosperity to the Sustainable Development Goals (SDGs) and outlined how tourism can support efforts to improve shared prosperity in destinations, especially in low- and middle-income countries.²³¹

Specifically, the tourism sector can advance policies and initiatives that create the enabling conditions for shared prosperity and align policy and private sector activities towards equitable and inclusive growth.

For maximum impact, three key elements are essential in progressing tourism's contribution to shared prosperity:

1. Placing tourism as a pillar of policies aimed at promoting shared prosperity, poverty reduction, development and socioeconomic inclusion.

The research has shown that tourism is most effective at supporting shared prosperity and poverty alleviation, if it is included as a pillar of overall poverty reduction and/or development strategies in a country or region. This ensures coordination of policies, increases funding opportunities and helps to drive collaboration between public-private-community actors in destinations. China is a good example, which incorporated and leveraged tourism as part of its systematic and integrated approach to poverty reduction (covered through the work of the World Tourism Alliance (WTA) in detail in chapter 2).

2. Ensuring that tourism policies, regulatory framework, investment and governance create the right conditions for shared prosperity outcomes in host communities.

No matter whether at national, regional or local level, tourism development and stakeholders at all levels should place inclusion and shared prosperity at the core of the sector's development ensuring adequate regulatory frameworks, investment and governance and measuring progress and impact.

3. Utilizing the income generated by tourism to reinvest in tourism sustainability and to support the wider shared prosperity enablers such as education, health and infrastructure in host communities and destinations and minimize any negative effects from the sector.

Ensuring tourism benefits to be used to promote the sustainability of the sector, to enhance the livelihoods in the destination and enable shared prosperity to advance.

As tourism recovers back to pre-pandemic levels, the sector must ensure that it continues to advance progress towards shared prosperity and the SDGs. With strategic planning, inclusive policies and collaborative efforts, tourism can significantly contribute.

The recommendations included in the report offer a comprehensive roadmap for achieving these objectives, emphasizing the transformative power of tourism in the global pursuit of shared prosperity. Partnerships are especially vital as many of these topics are not core parts of traditional tourism policy; so, new partnerships and alignments are essential to connect public, private and community stakeholders to create change.

230 United Nations Committee for Development Policy (2021). 'Comprehensive Study on the Impact of COVID-19 on the Least Developed Country Category', UN, New York, accessible at: https://www.un.org/development/desa/dpad/publication/comprehensive-study-on-the-impact-of-covid-19-on-the-least-developed-country-category/content/uploads/sites/45/publication/CDP_Comprehensive_Study_2021-1.pdf.

231 List of countries that have graduated from LDC: United Nations (n.d.), 'Countries that have already graduated', UN, New York, available at: <https://www.un.org/ldcportal/content/countries-approaching-graduation-and-graduated> [26-08-2024].

The opportunities tourism presents should be harnessed more systematically to accelerate shared prosperity and sustainable development. This requires increased awareness of the power of tourism, inclusion in national development policies, and increased availability of financing and investment, better measurement and enhanced development assistance in tourism.

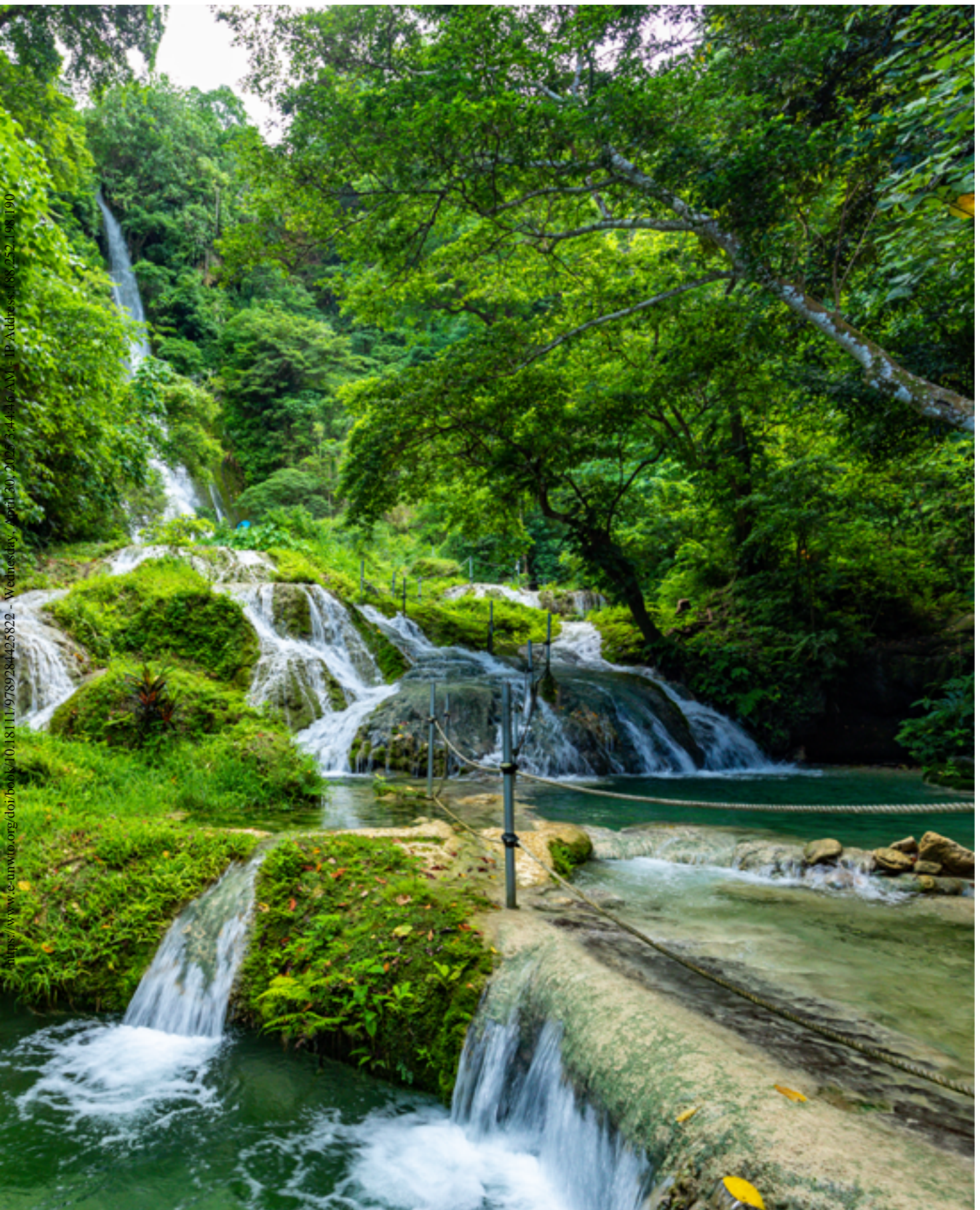
Next steps

This report is a first step on a journey towards a better understanding of the contribution of tourism to shared prosperity as well as the necessary policies to increase tourism's contribution to global shared prosperity.

Three important future steps could support this work:

1. Further research on the relationship between tourism, inclusion and development data through the exploration of new indicators on the sustainability of tourism within the framework of the approved Statistical Framework for Measuring the Sustainability of Tourism (SF-MST), namely those related to the economic and social pillars;
2. Much of the work of poverty alleviation through tourism focusses on rural or remote areas. However, there is also significant poverty in urban locations, where tourism is also concentrated. Diving deeper into how tourism can have a positive impact on shared prosperity or equitable economic growth in city destinations should be further explored.
3. Mechanism should be set to further map and assess the status and progress of tourism policies and their impacts on the dimensions of shared prosperity.





Mele Maat cascades in Port Vila, Efate Island, Vanuatu © Martin Valigursky | Dreamstime.com

Annexes

Annex 1

Chinese policies for poverty alleviation through tourism 2018–2022

The table below illustrates the major policies implemented to support tourism-oriented poverty alleviation over the past five years. Overall, these strategic efforts demonstrate China’s commitment to leveraging tourism

as a potent tool for poverty alleviation, with a focus on targeted interventions and comprehensive support measures.



Wuyou Library, Jingzhu Village, Chongqing Province, China © Watcharee Suphakitudomkarn | Dreamstime.com

Table A.1: Policies for tourism-oriented poverty alleviation

Year	Issuing organization	Document title	Main content
2018	National Tourism Administration, State Council Leading Group Office of Poverty Alleviation and Development	Action Plan to Support Tourism Poverty Alleviation in Deeply Impoverished Areas ²³²	By organizing and implementing specific measures such as the tourism poverty alleviation planning project, the tourism infrastructure upgrading project, the tourism poverty alleviation quality development project, the tourism poverty alleviation publicity and promotion project, the tourism poverty alleviation talent training project, and the tourism poverty alleviation demonstration project, China will make every effort to promote the implementation of the tourism poverty alleviation work.
2018	The State Council General Office	Guiding Opinions on Promoting the Development of Integrated Tourism ²³³	China will promote the integrated development of tourism with other industries and make innovations in the supply of products. The country will strengthen supporting infrastructure and improve public services. And China will strengthen environmental protection and promote joint contribution and shared benefits.
2021	Ministry of Agriculture and Rural Affairs of the People's Republic of China	Law of the People's Republic of China on Promoting Rural Revitalization ²³⁴	Proposes leveraging rural resources and ecological advantages to support the development of industries such as “red tourism” and rural tourism.
2022	Ministry of Culture and Tourism	Notice on Effectively Implementing Measures to Support the Recovery and Development of the Tourism Industry ²³⁵	Emphasizes prioritizing the tourism sector as a key sector for support, providing strong policy support to promote the recovery and development of the tourism sector.

232 The China National Tourism Administration and the Poverty Alleviation Office of the State Council (2018), ‘国家旅游局、国务院扶贫办印发《关于支持深度贫困地区旅游扶贫行动方案》’ (‘The China National Tourism Administration and the Poverty Alleviation Office of the State Council issued the Action Plan for Supporting Tourism Poverty Alleviation in Deeply Impoverished Areas’), Tourist Office website, Beijing, available at: https://www.gov.cn/xinwen/2018-01/19/content_5258471.htm [15-01-2024].

233 General Office of the State Council (2018), ‘国务院办公厅关于促进全域旅游发展的指导意见’ (‘Guiding Opinions of the General Office of the State Council on Promoting the Development of All-for-One Tourism’), Official Gazette of the State Council, Number 15, Beijing, available at: https://www.gov.cn/zhengce/content/2018-03/22/content_5276447.htm [15-01-2024].

234 The State Council – The People's Republic of China (2021), ‘中华人民共和国乡村振兴促进法’ (‘Law of the People's Republic of China on the Promotion of Rural Revitalization’), Xinhua News Agency, Beijing, available at: https://www.gov.cn/xinwen/2021-04/30/content_5604050.htm?ddtab=true [15-01-2024].

235 The State Council – The People's Republic of China (2022), ‘文化和旅游部办公厅关于抓好促进旅游业恢复发展纾困扶持政策贯彻落实工作的通知’ (‘Notice of the General Office of the Ministry of Culture and Tourism on the implementation of relief and support policies to promote the recovery and development of the tourism industry’), Ministry of Culture and Tourism website, General Office of the Ministry of Culture and Tourism, number 55, Beijing, available at: https://www.gov.cn/zhengce/zhengceku/2022-04/01/content_5682858.htm [15-01-2024].

Annex 2

International tourism in least developed countries (LDCs), 2019 and 2023

Table A.2: Overview of international tourism in Least Developed Countries (LDCs)^a, 2023

	International tourism				Exports ^c				International tourism, share			
	Arrivals		Revenues ^b (exports in balance of payments)		Total		Of which: Services		of total exports		of services exports	
	(thousands)		(USD millions)		(USD billions)		(USD billions)		(%)		(%)	
	2019	2023	2019	2023	2019	2023	2019	2023	2019	2023	2019	2023
World	1,465 mn	1,300 mn	1,738,342	1,746,673	25,333	31,715	6,315	7,931	6.9	5.5	27.5	22.0
LDCs	34,373	27,793	24,841	20,582	244	324	49	49	10.2	6.3	50.5	42.3
Angola	218	134	395	15	35.9	38.4	0.5	0.1	1.1	0.0	86.9	21.3
Benin	309	..	241	..	3.6	..	0.5	..	6.7	..	45.5	..
Burkina Faso	143	..	173	..	3.8	..	0.5	..	4.6	..	32.1	..
Burundi	2	..	0.3	..	0.1	..	0.9	..	3.1	..
Centr. African Rep.	87	..	21	..	0.5	..	0.4	..	4.2	..	6.0	..
Chad	79	2.9	..	0.3
Comoros	45	..	72	..	0.1	..	0.1	..	51.4	..	71.2	..
Dem. Rep. Congo	479	..	100	..	13.5	..	0.1	..	0.7	..	70.3	..
Djibouti	167	..	63	..	5.1	..	1.2	..	1.2	..	5.5	..
Eritrea	0.5	0.5
Ethiopia	812	1,078	3,529	..	7.6	..	4.8	..	46.5	..	72.9	..
Gambia	620	..	157	..	0.3	..	0.2	..	46.4	..	76.5	..
Guinea	10	..	4.0	9.8	0.1	0.2	0.3	..	11.0	..
Guinea-Bissau	52	..	19	..	0.3	..	0.0	..	6.5	..	44.0	..
Lesotho	21	9	0.9	0.8	0.0	0.0	2.2	1.2	71.1	60.0
Liberia	2	..	0.6	1.3	0.0	0.2	0.3	..	17.1	..
Madagascar	384	260	951	..	4.2	..	1.5	..	22.8	..	64.7	..
Malawi	978	..	41	..	1.3	..	0.4	..	3.3	..	11.1	..
Mali	217	..	235	..	4.4	..	0.8	..	5.3	..	30.7	..
Mauritania	14	..	2.5	..	0.2	..	0.6	..	6.7	..
Mozambique	2,019	..	324	269	5.7	9.3	0.9	1.0	5.7	2.9	34.9	27.0
Niger	192	..	129	..	1.4	..	0.3	..	9.3	..	49.6	..
Rwanda	1,544	..	636	711	2.3	3.5	1.0	1.0	28.2	20.2	62.7	67.9
São Tomé and Príncipe	35	..	45	..	0.1	0.1	0.1	0.1	61.6	..	75.2	..
Senegal	577	..	5.6	..	1.4	..	10.3	..	41.0	..
Sierra Leone	63	51	43	..	0.7	..	0.1	..	6.0	..	57.0	..
Somalia	0.6
Sudan	821	..	5.1	..	1.4	..	16.1	..	60.1	..
Togo	876	..	264	..	1.7	..	0.6	..	15.9	..	43.3	..
Uganda	1,543	..	1,400	1,277	5.6	8.2	2.1	2.0	24.8	15.5	67.4	62.3
Tanzania	1,443	1,805	2,625	3,389	9.3	13.6	4.3	6.3	28.3	25.0	61.3	54.1

	International tourism				Exports ^a				International tourism, share			
	Arrivals		Revenues ^b (exports in balance of payments)		Total		Of which: Services		of total exports		of services exports	
	(thousands)		(USD millions)		(USD billions)		(USD billions)		(%)		(%)	
	2019	2023	2019	2023	2019	2023	2019	2023	2019	2023	2019	2023
Zambia	1,266	..	820	801	8.1	10.6	1.0	0.9	10.2	7.6	81.1	86.3
Afghanistan	86	..	1.5	..	0.7	..	5.7	..	13.2	..
Bangladesh	323	..	392	454	45.6	61.9	6.2	6.1	0.9	0.7	6.3	7.4
Cambodia	6,611	5,453	5,308	3,329	20.9	28.6	6.1	5.1	25.4	11.6	87.2	64.9
Lao People's Dem. Rep.	4,384	..	973	..	7.0	10.1	1.2	1.8	13.9	..	82.5	..
Myanmar	4,364	1,285	2,501	..	25.0	..	7.0	..	10.0	..	35.6	..
Nepal	1,197	1,015	801	558	2.6	2.7	1.6	1.7	31.0	20.8	49.6	33.4
Timor-Leste	81	..	70	51	0.2	0.4	0.1	0.1	28.7	14.0	77.0	73.4
Kiribati	8	..	3	..	0.0	..	0.0	..	9.8	..	15.7	..
Solomon Islands	29	26	82	46	0.6	0.5	0.1	0.1	13.9	8.6	63.1	40.3
Tuvalu	4	..	9	..	0.0	..	0.0	..	86.3	..	88.8	..
Haiti	286	..	450	..	1.7	..	0.5	..	26.0	..	84.8	..
Yemen

Notes: Data as of May 2024.

a) Least Developed Countries (LDCs) according to UN-OHRLLS: <https://www.un.org/ohrlls/content/list-ldcs>.

Table does not include South Sudan.

b) Consists of international tourism receipts and passenger transport receipts, which correspond to the 'travel' and 'passenger transport' items respectively in the Balance of Payments.

c) Total exports include estimates for countries with missing data.

Source: World Tourism Organization, International Monetary Fund and World Trade Organization.



Bali, Indonesia © Minoandriani | Dreamstime.com

Lists of figures and tables

Lists of figures		
Figure ES.1:	Sustainable Development Goals (SDGs), shared prosperity and tourism	12
Figure 1.1:	Enablers and outcomes of a wider shared prosperity concept in the context of the SDGs	25
Figure 1.2:	Global international tourist arrivals, export revenues from tourism and tourism direct gross domestic product (TDGDP), 2019–2023	26
Figure 1.3:	International tourism in Least Developed Countries (LDCs), 2019–2023	27
Figure 1.4:	Comparison of change in international tourism receipts and income per capita from 2000 to 2019 (%)	31
Figure 1.5:	Comparison of change in international tourist arrivals and Human Development Index (HDI), from 2000 to 2019	33
Figure 1.6:	Progress assessment for 17 Goals based on assessed targets, 2023 or latest data (%)	46
Figure 3.1:	Key economic indicators, tourism indicators and shared prosperity data for selected countries	96
Lists of tables		
Table 1.3:	Linkages of the Sustainable Development Goals (SDGs), shared prosperity and tourism	35
Table 1.4:	Linkages and suggested indicators for SDG Target 10.1 from the Toolkit of Indicators for Projects (TIPs)	44
Table 3.1:	Overview of cases chosen for the study	99
Table A.1:	Policies for tourism-oriented poverty alleviation	168
Table A.2:	Overview of international tourism in Least Developed Countries (LDCs), 2023	170

Acronyms

AI	artificial intelligence	PENTUR	National Strategic Tourism Plan (Peru)
APEC	Asia-Pacific Economic Cooperation	PPP	public-private partnership
ASEZA	Aqaba Special Economic Zone Authority	R&D	research and development
BPS	Indonesian Data Center	SDG	Sustainable Development Goal
CBO	community-based organization	SF-MST	Statistical Framework for Measuring the Sustainability of Tourism
ESG	Environment, Social, Governance	SIDS	Small Island Developing States
EU	European Union	SME	small and medium-sized enterprise
FDI	foreign direct investment	SPI	Shared Prosperity Index
GDP	gross domestic product	SPP	Shared Prosperity Premium
GHG	green-house gas	TDGDP	tourism direct gross domestic product
GI	Gini Index	TIPs	toolkit of indicators for projects
GNI	gross National Income	UN	United Nations
HDI	Human Development Index	UNESCO	United Nations Educational, Scientific and Cultural Organization
Kominfo	Ministry of Telecommunication and Information (Indonesia)	UNDP	United Nations Development Programme
LDC	least developed country	UN-OHRLLS	United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States
MINCETUR	Ministry of Foreign Trade and Tourism (Peru)	UNSC	United Nations Statistical Commission
MPI	Multidimensional Poverty Index	UN Tourism	World Tourism Organization
MSME	micro-, small and medium-sized enterprise	UNWTO	former acronym of the World Tourism Organization (UN Tourism)
NGO	non-governmental organization	WTA	World Tourism Alliance
NSDI 2030	2030 National Strategy for Development and European Integration (Albania)		
NTA	national tourism administration		
ODA	Official Development Assistance		
OPHI	Oxford Poverty and Human Development Initiative		
PACER	Pacific Agreement on Closer Economic Relations		
PDTRA	Petra Tourism Development Regional Authority		
PDTT	Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (Indonesia)		

References and bibliography

Aburamadan, R. et al. (2021), ‘Heritage conservation and digital technologies in Jordan’, *Digital Applications in Archaeology and Cultural Heritage*, 22, e00197, DOI: <https://doi.org/10.1016/j.daach.2021.e00197>.

Anji County Agriculture and Rural Affairs Bureau (2022), ‘安吉县农业农村局-喜看余村新气象,’ (‘Interview Transcript about Yucun Village’), Zhejiang, available at: https://www.anji.gov.cn/art/2022/8/23/art_1229518621_3896401.html [25-01-2024].

Anji County People’s Government (2021), ‘余村村基本情况’ (‘Basic situation of Yucun Village’), Zhejiang, Anji, available at: www.anji.gov.cn/art/2021/5/21/art_1229518645_3766107.html [15-01-2024].

Antara News (2024), ‘Indonesia highlights sustainable tourism efforts at UNGA’, Antara Indonesian News Agency, Jakarta, published 17 April 2024, available at: <https://en.antaranews.com/news/311070/indonesia-highlights-sustainable-tourism-efforts-at-unga> [14-05-2024].

Asian Development Bank (2023), ‘Promoting Smart Tourism in Asia and the Pacific through Digital Cooperation’, Asian Development Bank, Manila, available at: <http://dx.doi.org/10.22617/TCS230494-2> [15-01-2024].

Badan Pusat Statistik (2021), Tourist Attraction Object Statistics 2021, BPS, Jakarta, available at: <https://www.bps.go.id/en/publication/2023/05/18/f1511face611270ed812cd2d/statistik-objek-daya-tarik-wisata-2021.html> [27-08-2024].

Cao, Y. and Han. J. (2023), ‘Research on the model of rural tourism development in China under the background of targeted poverty alleviation’, *China Travel Review*, 01, pp. 100–108.

CGTN (2023), ‘Huangling autumn sundry: A picturesque folk custom’, Beijing, available at: <https://news.cgtn.com/news/2023-10-21/Huangling-autumn-sundry-A-picturesque-folk-custom-1o56jvDWG3u/index.html> [15-01-2024].

Cheng, L. (2023), ‘China’s Poverty Alleviation Resettlement: A Review of Policy and Progress’, in: *China’s Poverty Alleviation Resettlement and Urban Transformation*, Urban Sustainability series, Springer, Singapore, pp. 43–57, DOI: https://doi.org/10.1007/978-981-99-6415-4_4.

China Daily (2024), ‘文化振兴释放中国乡村旅游新动能’ (‘Cultural revitalization unleashing new driving forces for rural tourism in China’), *China Daily*, Beijing, available at: <https://cnews.chinadaily.com.cn/a/202404/20/WS66239982a3109f7860dda3b9.html> [30-04-2024].

China Daily (2023), ‘Breathtaking scenery of Huangling village’, *China Daily*, Beijing, available at: <https://govt.chinadaily.com.cn/s/202310/30/WS653f0d-c9498ed2d7b7e9eba3/breathtaking-scenery-of-huangling-village.html> [15-01-2024].

China Daily (2023), ‘Vitalization in Shandong transforms rural communities’, *China Daily*, Shandong, published 27 July 2023, available at: https://global.chinadaily.com.cn/a/202307/27/WS64c-1d90ca31035260b818d1b_1.html [21-0-2024].

China Daily (2021), ‘Anji makes progress in water, soil conservation’, *China Daily*, Beijing, available at: <https://global.chinadaily.com.cn/a/202112/25/WS61c-6648da310cdd39bc7d681.html> [15-01-2024].

China Daily (2020), ‘Sishui county’, *China Daily*, published 9 December 2020, *China Daily*, Beijing, available at: http://shandong.chinadaily.com.cn/jining/2020-12/09/c_570737.htm [15-01-2024].

China Daily (2018), ‘Best towns and villages to visit in Ningbo’, *China Daily*, Beijing, published 7 September 2018, available at: http://ningbo.chinadaily.com.cn/2018-09/07/c_282407.htm [15-01-2024].

China Daily (2013), ‘Hani terrace: a new World Heritage Site’, *China Daily*, Beijing, available at: http://www.chinadaily.com.cn/life/2013-06/24/content_16650913.htm [15-01-2024].

China Tourism News (2019), ‘中国旅游法制四十年：为旅游业健康发展保驾护航’ (‘Forty Years of China’s Tourism Legal System: Escorting the Healthy Development of the Tourism Industry’), Beijing, available at: <https://eco.cri.cn/chinanews/20190129/42b24912-4658-d546-8b13-f48f9de05d07.html> [15-01-2024].

China Travel News Network (2023), ‘江西篁岭村：留住村落、守护乡愁、晒起幸福’ (‘Huangling Village, Jiangxi Province: keep the village, guard homesickness, sun happiness’), available at: https://www.ctnews.com.cn/dongtai/content/2023-10/20/content_151751.html [30-04-2024].

- Chongqing Agriculture and Rural Affairs Committee (2023), ‘从深山小村到最佳旅游乡村 重庆武隆荆竹村惊艳’ 出圈” (‘From the mountain village to the best tourist village, Chongqing Wulong Jingzhu Village stunning “out of the circle”’), Xinhua net, Beijing, available at: https://nyncw.cq.gov.cn/zwxw_161/mtbb/202303/t20230324_11806659_wap.html [15-01-2024].
- Chongqing Daily (2023), ‘小山村惊艳大世界，武隆荆竹村何以“出圈”’ (‘The small mountain village amazes the big world, why is Wulong Jingzhu Village “out of the circle”’), available at: <https://baijiahao.baidu.com/s?id=1756144831555810657&wfr=spider&for=pc> [30-04-2024].
- Chongqing News (2022), ‘Visiting these new Class-A scenic areas in Chongqing’, Chongqing, available at: http://english.cqnews.net/html/2022-01/04/content_927927928806125568.html [15-01-2024].
- Du Haitao (2023), ‘The country’s first tourism poverty alleviation pilot zone will be established soon’, Poverty-stricken areas in China, 08, 24.
- Editorial Department of China Tourism Memorabilia (1995), ‘China Tourism Memorabilia’, China Tourism Press, Beijing.
- El Achkar, S. and ILOSTAT (2023), ‘How data can bolster decent work in the tourism sector’, *ILOSTAT blog*, International Labour Organization, Geneva, available at: <https://www.ilo.org> [14-06-2024].
- El Peruano (2023), ‘Ley 31797– Ley de promoción y Desarrollo del turismo comunitario’ (‘Law for the promotion and development of community tourism’), *El Peruano*, Lima, available at: <https://busquedas.elperuano.pe/dispositivo/NL/2189581-3> [14-07-2024].
- El Peruano (2023), ‘Recuperación del turismo en el Perú’, *El Peruano*, Lima, available at: <https://www.elperuano.pe/noticia/213201-recuperacion-del-turismo-en-el-peru> [14-07-2024].
- El Peruano (2009), ‘Normas Legales Actualizadas – Ley General de Turismo, Ley N° 29408’ (‘General Tourism Law’), *El Peruano*, Lima, available at: <https://diariooficial.elperuano.pe/Normas/obtenerDocumento?idNorma=70004> [14-07-2024].
- Ferreira, F. H. G.; Galasso, E. and Negre, M. (2018), ‘Shared Prosperity: Concepts, Data, and Some Policy Examples’, *IZA Discussion Paper No. 11571*, June 2018, DOI: <https://doi.org/10.2139/SSRN.3193325>.
- General Office of the State Council (2018), ‘国务院办公厅关于促进全域旅游发展的指导意见’ (‘Guiding Opinions of the General Office of the State Council on Promoting the Development of All-for-One Tourism’), Official Gazette of the State Council, Number 15, Beijing, available at: https://www.gov.cn/zhengce/content/2018-03/22/content_5276447.htm [15-01-2024].
- Global Times (2022), ‘Jingzhu earns Best Tourism Villages title through creativity, heritage and sustainability’, Beijing, available at: <https://www.globaltimes.cn/page/202212/1282452.shtml> [15-01-2024].
- Guangming Net (2022), ‘这个小山村为何令世界瞩目 旅游赋能余村乡村振兴纪实’ (‘Why this small mountain village has attracted the attention of the world Tourism empowers the rural revitalization of Yucun Village’), *Guangming Net*, published 06 January 2022, Beijing, available at: <https://m.gmw.cn/baijia/2022-01/06/35431373.html> [30-04-2024].
- Huang, Y.; Huang, X.; Li, R. and Cheng, W. (2023), ‘Assessing the effectiveness of targeted poverty alleviation policies in Xinjiang, China’, *Humanities and Social Sciences Communications*, volume 10, article number 389, DOI: <https://doi.org/10.1057/s41599-023-01858-w>.
- International Monetary Fund (n.d.), ‘World Economic Outlook Database’, IMF, Washington, D.C., available at: <https://www.imf.org/en/Publications> [26-10-2023].
- Jiangxi Provincial People’s Government (2023), ‘江西篁岭入选联合国世界旅游组织“最佳旅游乡村”’ (‘Jiangxi Huangling selected as “Best Tourism Village” by UNWTO’), available at: https://www.jiangxi.gov.cn/art/2023/10/23/art_481_4678835.html [30-04-2024].
- Ma, H. and Zou, J. (2022), ‘Impacts of official high-standard scenic spots on environment and growth – Evidence from China’s 5A scenic spots at the city level’, *Ecological Economics*, volume 201, November 2022, 107555, DOI: <https://doi.org/10.1016/j.ecolecon.2022.107555>.
- Ministry of Agriculture and Rural Affairs of the People’s Republic of China (2021), ‘山东省（济宁市）泗水县 圣域田园，自然而然’ (‘Surabaya County, Shandong Province (Jining City) Sanctuary Pastoral, naturally’), available at: http://www.moa.gov.cn/ztzl/dnj/2021/202112/t20211207_6383909.htm [30-04-2024].
- Ministry of Agriculture and Rural Affairs of the People’s Republic of China (2021), ‘济宁：乡村振兴绘出新画卷’ (‘Surabaya Jining: Rural revitalization drawing a new picture’), available at: http://www.moa.gov.cn/xw/qg/202001/t20200117_6336224.htm [30-04-2024].
- Ministry of Civil Affairs of the People’s Republic of China Edited by Li Ligu; This Volume Edited by Shang Qing (2015), ‘中华人民共和国政区大典·浙江省卷’ (‘Compendium of Administrative Divisions of the People’s Republic of China – Zhejiang Province Volume’), China Social Sciences Press, Beijing, pp. 477–478.
- Ministry of Education of the People’s Republic of China (2019), ‘阿者科计划——全球旅游减贫的一个中国解决方案’ (‘Azeke programme: A Chinese solution to global tourism poverty reduction’), Beijing, available at: http://www.moe.gov.cn/jyb_xwfb/xw_zt/moe_357/jyzt_2019n/2019_zt27/zsgx/zsdx/201910/t20191015_403545.html [15-01-2024].
- Ministry of Foreign Trade and Tourism (2022), ‘Mincetur creó el Registro Nacional de Organizaciones de Base Comunitaria en Turismo’ (‘Mincetur created the National Registry of Community-Based Organizations in Tourism’), MINCETUR, Lima, available at: <https://www.gob.pe/institucion/mincetur/noticias/617625-mincetur-creo-el-registro-nacional-de-organizaciones-de-base-comunitaria-en-turismo> [14-07-2024].

- Ministry of Tourism and Antiquities – Jordan (2021), 'Jordan National Tourism Strategy 2021–2025', Amman, available at: [https://www.mota.gov.jo/ebv4.0/root_storage/en/eb_list_page/national_tourism_strategy_en_\(release_1.0\)_ye_2021-0.pdf](https://www.mota.gov.jo/ebv4.0/root_storage/en/eb_list_page/national_tourism_strategy_en_(release_1.0)_ye_2021-0.pdf) [31-05-2024].
- Ministry of Tourism and Antiquities – Jordan (n.d.), 'National Strategies', Amman, available at: https://www.mota.gov.jo/EN/List/National_Strategies [27-08-2024].
- Ministry of Tourism and Creative Economy – Republic of Indonesia (2024), 'Information Systems', MTCE, Jakarta, available at: <https://bsdk.kemenparekraf.go.id/admin/statistik-kegiatan> [08-05-2024].
- Ministry of Tourism and Creative Economy – Republic of Indonesia (2023), 'Kampanye Sadar Wisata 5.0 Tingkatkan Ketangguhan Desa Wisata Sebagai Penggerak Ekonomi Masyarakat' ('Tourism Awareness Campaign 5.0 Increases the Resilience of Tourism Villages as Community Economic Drivers'), MTCE, Jakarta, available at: <https://kemenparekraf.go.id/berita/siaran-pers-men-parekraf-kampanye-sadar-wisata-50-tingkatkan-ketangguhan-desa-wisata-sebagai-penggerak-ekonomi-masyarakat> [14-07-2024].
- Ministry of Tourism and Creative Economy – Republic of Indonesia (2022), 'Siaran Pers: Kemenparekraf Targetkan 45 Ribu Pekerja Pariwisata Tersertifikasi Hingga 2023' ('Press Release: Kemenparekraf Targets 45 Thousand Certified Tourism Workers by 2023'), published 3 September 2022, MTCE, Jakarta, available at: <https://kemenparekraf.go.id/berita/siaran-pers-kemenparekraf-targetkan-45-ribu-pekerja-pariwisata-tersertifikasi-hingga-2023> [03-09-2024].
- National Bureau of Statistics of China (2024), 'National Economy was Generally Stable With Steady Progress in July', available at: https://www.stats.gov.cn/zs/tjws/tjzb/202301/t20230101_1903716.html [27-08-2024].
- National Bureau of Statistics of China (2023), '2022年全国旅游及相关产业增加值占GDP比重为3.71%' ('National added value of tourism and related industries to be 3.71% of GDP in 2022'), NBC, Beijing, available at: https://www.stats.gov.cn/xgk/sjfb/zxfb2020/202312/t20231229_1946075.html [03-09-2024].
- National Development and Reform Commission (2020), '创造乡村旅游篁岭模式 打造乡村振兴的示范和标杆——江西省上饶市篁岭村' ('Huangling Village, Shangrao City, Jiangxi Province, is the model of rural tourism and the benchmark of rural revitalization'), Beijing, available at: https://www.ndrc.gov.cn/xwdt/ztzl/qgxclydxal/lyfp-czx/202004/t20200423_1226439.html [15-01-2024].
- Organisation for Economic Cooperation and Development (2020), 'Official development assistance (ODA) by sector, DAC Total Bilateral commitments', OECD International Development Statistics 2020, OECD, Paris, dataset available at: https://www.oecd-ilibrary.org/official-development-assistance-oda-by-sector-dac-total_ae453c2f-en.xlsx?itemId=%2F-content%2Fcomponent%2Fae453c2f-en&mimeType=vnd.openxmlformats-officedocument.spreadsheetml.sheet [27-08-2024].
- Oxfam International and Economic and Social Commission for Asia and the Pacific (2017), *Taxing for Shared Prosperity: Policy Options for the Asia-Pacific Region, Policy Brief*, Oxfam, Oxford, DOI: 10.21201/2017.1282.
- PACER Plus (n.d.), 'Development, trade, investment in our Blue Pacific', Apia, available at: <https://pacerplus.org/> [30-05-2024].
- Pan, Y.; Shi, K.; Zhao, Z. and Wu, J. (2024), 'The effects of China's poverty eradication programme on sustainability and inequality', *Humanities and Social Sciences Communication*, volume 11, article 119, DOI: <https://doi.org/10.1057/s41599-024-02631-3>.
- People.cn (2022), '浙江湖州：发展乡村旅游 助力乡村振兴' ('Huzhou, Zhejiang: Developing rural tourism to help rural revitalization'), available at: <http://ah.people.com.cn/n2/2022/0531/c401574-35293936.html> [30-04-2024].
- People.cn/People's Daily Online (2020), '乡村旅游业日益成为产业扶贫重要方式和脱贫攻坚重要渠道' ('Rural tourism has increasingly become an important way of industrial poverty alleviation and an important channel for poverty alleviation'), *People's Daily Online*, available at: <http://travel.people.com.cn/n1/2020/1223/c41570-31976656.html> [30-04-2024].
- People's Account (2023), '茅洋乡：深耕旅游产业创新开发 实现全域旅游品质蜕变' ('Maoyang Township: Deeply cultivate the innovation and development of the tourism industry to realize the transformation of the quality of all-for-one tourism') Xiangshan County Media Center, available at: <https://mp.pdnews.cn/Pc/ArtInfoApi/article?id=37987611> [15-01-2024].
- People's Daily Online (2019), '中国为什么会有假期“黄金周”？' ('Why does China have a holiday "Golden Week"?'), Beijing, available at: <http://politics.people.com.cn/n1/2019/0911/c429373-31348470.html> [15-01-2024].
- People's Publishing House (1986), 人民出版社·十二大以来重要文献选编, ('Selected Important Documents Since the Twelfth National Congress of the Communist Party of China'), People's Publishing House, 1986 edition, p. 1020.
- Peoples Daily (2024), '茅洋，茅Young！这里的乡村发展何以吸引年轻人？' ('Mao Yang, Mao Young! Why does rural development here attract young people?'), *People's Daily*, Beijing, published 29 April 2024, available at: <https://rmh.pdnews.cn/Pc/ArtInfoApi/article?id=40895766> [30-04-2024].
- PROMPERU (2023), 'Meeting foreign visitors who would carry out community tourism' 'Conociendo a los vacacionistas extranjeros que realizarian turismo comunitario', Lima, available at: <https://sigmincetur.mincetur.gob.pe/turismo/> [14-05-2024].
- Rural Social and Economic Survey, Department of the National Bureau of Statistics (2021), '中国县域统计年鉴·2020, (乡镇卷)' ('China County Statistical Yearbook 2020 – Township Volume 2021'), China Statistics Press, Beijing, 03:182.

- Smets, L. and Bogetic, Z. (2018), 'An Evaluative Look Behind the Curtain: World Bank Group Staff's Early Experience with the Shared Prosperity Goal', Policy Research working paper, no. WPS 8293, WB, Washington, D.C., available at: <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/287671515005039496/an-evaluative-look-behind-the-curtain-world-bank-group-staffs-early-experience-with-the-shared-prosperity-goal> [13-02-2024].
- Snyman, S.; Fitzgerald, K.; Bakteeva, A.; Ngoga, T. and Mugabukomeye, B. (2023), 'Benefit-sharing from protected area tourism: A 15-year review of the Rwanda tourism revenue sharing programme', *Frontiers in Sustainable Tourism*, 1:1052052, DOI: <https://doi.org/10.3389/frsut.2022.1052052>.
- Social Sciences in China (2023), 'Tourism China: Forty Years of Tourism Development and Contemporary Social Changes', Beijing, available at: https://www.cssn.cn/dkzgx/zgx-zgsh-kx/2023nd11q/202312/t20231226_5722742.shtml [01-01-2024].
- State Council of the People's Republic of China (2021), 'Opinions of the Central Committee of the Communist Party of China and the State Council on Supporting Zhejiang's High-Quality Development and Construction of a Demonstration Zone for Common Prosperity', *Official Gazette of the State Council*, number 18, Beijing, available at: https://www.gov.cn/gongbao/content/2021/content_5621189.htm [01-11-2023].
- Sun Yat-sen University School of Tourism Management (2024), '这个春节，我们去阿者科分享了第九次分红的喜悦！' ('This Spring Festival, we went to Azeke to share the joy of the ninth dividend!'), available at: <https://stm.sysu.edu.cn/article/3965> [29-04-2024].
- Sun Yat-sen University School of Tourism Management (2023), '【南方+】揭秘阿者科计划：不靠招商引资，村民如何变身“万元户”？' ('[South+] Revealing the secret of the Azeke plan: how can villagers become "10,000 yuan households" without relying on investment promotion?'), available at: <https://stm.sysu.edu.cn/article/3786> [29-04-2024].
- Sun Yat-sen University School of Tourism Management (2022), '阿者科计划"驻村团队专稿：以星星之火燎动乡村振兴之光' ('Special article by the resident team of the "Azeke Project": Ignite the light of rural revitalization with the spark of a spark'), available at: <https://stm.sysu.edu.cn/article/3298> [29-04-2024].
- Sun Yat-sen University School of Tourism Management (2021), '阿者科计划"入选《中国减贫密码》纪录片旅游扶贫案例' ('The "Azeke Project" was selected as a case study of tourism poverty alleviation in the documentary "China's Poverty Alleviation Code"'), available at: <https://stm.sysu.edu.cn/article/3087> [29-04-2024].
- Tasso, R.; PROMPERU; Titicaca, L. and Rojas, Y. (2015), 'Plan Estratégico Nacional de Turismo 2025', Lima.
- Tencent Dayu network (2018), '武隆仙女山夏季采摘攻略 高山鲜果等你来' ('Wulong Xiannu Mountain summer picking strategy mountain fresh fruit waiting for you to come'), Chongqing, available at: <https://cq.qq.com/a/20180803/027952.htm> [15-01-2024].
- The Central People's Government of the People's Republic of China (2006), 2006 年旅游主题为"中国乡村游" ('In 2006, the theme of the tour was "China Rural Tour"'), available at: https://www.gov.cn/ztlz/fwzk9/content_142335.htm [30-04-2024].
- The China National Tourism Administration and the Poverty Alleviation Office of the State Council (2018), '国家旅游局、国务院扶贫办印发《关于支持深度贫困地区旅游扶贫行动方案》' ('The China National Tourism Administration and the Poverty Alleviation Office of the State Council issued the Action Plan for Supporting Tourism Poverty Alleviation in Deeply Impoverished Areas'), Tourist Office website, Beijing, available at: https://www.gov.cn/xinwen/2018-01/19/content_5258471.htm [15-01-2024].
- The National Rural Revitalization Administration (2016), 关于印发乡村旅游扶贫工程行动方案的通知 ('Notice on Issuing the Action Plan for Rural Tourism Poverty Alleviation Project'), Beijing, available at: https://nrra.gov.cn/art/2016/8/11/art_1747_672.html [15-01-2024].
- The People's Government of Zhejiang Province (2020), '15年后再访余村，总书记的殷切期望让村民备受鼓舞 乡村的明天更美好' ('Visiting Yu Village after 15 years, the general secretary's ardent expectations have greatly encouraged the villagers to have a better tomorrow for the village'), available at: https://www.zj.gov.cn/art/2020/4/2/art_1229006610_42603455.html [30-04-2024].
- The State Council – The People's Republic of China (2022), '文化和旅游部办公厅关于抓好促进旅游业恢复发展纾困扶持政策贯彻落实工作的通知' ('Notice of the General Office of the Ministry of Culture and Tourism on the implementation of relief and support policies to promote the recovery and development of the tourism industry'), Ministry of Culture and Tourism website, General Office of the Ministry of Culture and Tourism, number 55, Beijing, available at: https://www.gov.cn/zhengce/zhengceku/2022-04/01/content_5682858.htm [15-01-2024].
- The State Council – The People's Republic of China (2021), '中华人民共和国乡村振兴促进法' ('Law of the People's Republic of China on the Promotion of Rural Revitalization'), Xinhua News Agency, Beijing, available at: https://www.gov.cn/xinwen/2021-04/30/content_5604050.htm?ddtab=true [15-01-2024].
- The State Council – The People's Republic of China (2021), 中共中央 国务院关于支持浙江 – 高质量发展建设共同富裕示范区的意见 ('Opinions of the Central Committee of the Communist Party of China and the State Council on Supporting Zhejiang's High Quality Development and Construction of a Demonstration Zone for Common Prosperity'), *Official Gazette of the State Council*, number 18, Xinhua News Agency, Beijing, available at: https://www.gov.cn/gongbao/content/2021/content_5621189.htm [15-01-2024].
- The State Council – The People's Republic of China (2021), 中华人民共和国乡村振兴促进法 ('Law of the People's Republic of China on the Promotion of Rural Revitalization'), Xinhua News Agency, Beijing, available at: https://www.gov.cn/xinwen/2021-04/30/content_5604050.htm?ddtab=true [15-01-2024].

- The State Council – The People's Republic of China (2016), 'Province promotes Qilu culture heritage', Beijing, available at: https://english.www.gov.cn/services/2016/06/01/content_281475362137616.htm [23-05-2024].
- The State Council – The People's Republic of China (2014), 关于创新机制扎实推进农村扶贫开发工作的意见 ('Opinions on Solidly Promoting Rural Poverty Alleviation and Development through Innovative Mechanisms'), Xinhua News Agency, Beijing, available at: https://www.gov.cn/zhengce/2014-01/25/content_2640104.htm [15-01-2024].
- The State Council – The People's Republic of China (2006), 黄金周的由来 ('The origin of Golden Week'), Xinhua News Agency, Beijing, available at: https://www.gov.cn/govweb/fwxx/sh/2006-05/03/content_273147.htm [15-01-2024].
- The State Council Information Office of China (2021), 《人类减贫的中国实践》白皮书 ('White Paper: Poverty Alleviation: China's Experience and Contribution'), Xinhua News Agency, Beijing, available at: https://www.gov.cn/zhengce/2021-04/06/content_5597952.htm [15-01-2024].
- United Nations (n.d.), 'Countries that have already graduated', UN, New York, available at: <https://www.un.org/ldcportal/content/countries-approaching-graduation-and-graduated> [26-08-2024].
- United Nations (n.d.), '10 – Reduce inequality within and among countries', UN, New York, available at: <https://sdgs.un.org/goals/goal10#overview> [26-10-2023].
- United Nations (2024), World Economic Situation and Prospects 2024, January 2024, UN, New York, available at: <https://www.un.org/development/desa/dpad/publication/world-economic-situation-and-prospects-2024/>.
- United Nations (2023), 'Doha Programme of Action', 5th United Nations Conference on Least Developed Countries (TDC5), UN, New York, available at: <https://www.un.org/ldc5/doha-programme-of-action> [13-06-2023].
- United Nations (2023), 'Why do we need an MVI for vulnerable countries?', UN, New York, available at: <https://www.un.org/ohrrls/mvi/why-need-an-mvi.html> [26-10-2023].
- United Nations (2023), *Sustainable Development Goals – Progress Chart 2023*, UN, New York, available at: <https://unstats.un.org/sdgs> [26-10-2023].
- United Nations (2023), *The Sustainable Development Goals Report 2023: Special Edition*, UN, New York, available at: <https://unstats.un.org/sdgs> [26-10-2023].
- United Nations (2022), 'Supporting sustainable and emerging ocean economies of LDCs, LLDCs, and SIDS', UN, New York, available at: <https://sdgs.un.org/partnerships/supporting-sustainable-and-emerging-ocean-economies-ldcs-lllcs-and-sids> [30-03-2024].
- United Nations Committee for Development Policy (2021), 'Comprehensive Study on the Impact of COVID-19 on the Least Developed Country Category', UN, New York, accessible at: https://www.un.org/development/desa/dpad/publication/comprehensive-study-on-the-impact-of-covid-19-on-the-least-developed-country-category/content/uploads/sites/45/publication/CDP_Comprehensive_Study_2021-1.pdf.
- United Nations Conference on Trade and Development (2023), UN list of least developed countries, December 2023, UNCTAD, Geneva, available at: <https://unctad.org/topic/least-developed-countries/list> [13-07-2024].
- United Nations Development Program (n.d.), 'Human Development Index', UNDP, New York, available at: <https://hdr.undp.org/data-center/human-development-index#/indicies/HDI> [26-08-2024].
- United Nations Development Programme and Oxford Poverty and Human Development Initiative (2022), '2022 Global Multidimensional Poverty Index (MPI): Unpacking deprivation bundles to reduce multidimensional poverty', UNDP, New York, available at: <https://hdr.undp.org/content/2022-global-multidimensional-poverty-index-mpi#indicies/MPI> [30-03-2024].
- United Nations Educational, Scientific and Cultural Organization (2023), 'Albania – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/al/> [30-11-2023].
- United Nations Educational, Scientific and Cultural Organization (2023), 'China – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/cn/> [30-11-2023].
- United Nations Educational, Scientific and Cultural Organization (2023), 'Indonesia – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/in/> [30-11-2023].
- United Nations Educational, Scientific and Cultural Organization (2023), 'Jordan – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/jo/> [30-11-2023].
- United Nations Educational, Scientific and Cultural Organization (2023), 'Peru – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/pe/> [25-01-2024].
- United Nations Educational, Scientific and Cultural Organization (2023), 'Rwanda – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/rw/> [25-01-2024].
- United Nations Educational, Scientific and Cultural Organization (2023), 'Vanuatu – UNESCO World Heritage Convention', UNESCO, Paris, available at: <https://whc.unesco.org/en/statesparties/vu/> [25-01-2024].
- United Nations Educational, Scientific and Cultural Organization (2013), 'Cultural Landscape of Honghe Hani Rice Terraces', Paris, available at: <https://whc.unesco.org/en/list/1111> [15-01-2024].

- United Nations Environment Programme (2003), *A Manual for Water and Waste Management: What the Tourism Industry Can Do to Improve its Performance*, UNEP, Nairobi, available at: <https://www.unep.org/publications-data> [30-03-2024].
- United Nations Environment Programme (2019), 'High Level Panel discussion – "Climate resilient transport infrastructure for sustainable trade, tourism, and development in SIDS"', UNEP, Nairobi, available at: https://wedocs.unep.org/bitstream/handle/20.500.11822/32155/COP25_HLO.pdf?sequence=1&isAllowed=y [02-04-2024].
- United Nations General Assembly (2022), 'Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection', *A/RES/77/178*, resolution adopted by the United Nations General Assembly on 14 December 2022 on its 77th session, UN, New York, available at: https://web.unwto.org/s3.eu-west-1.amazonaws.com/s3fs-public/2023-01/Resolution_A_RES_77_178_ENG.pdf?VersionId=jfpCQChCVjH1bgRISHnxYiCiSVFmKe [15-02-2024].
- Wonderful Indonesia (n.d.), 'Explore 5 Top-Priority Sustainable Tourism Destinations in Indonesia', Ministry of Tourism, Republic of Indonesia, Jakarta, available at: <https://www.indonesia.travel/gb/en/trip-ideas/explore-5-top-priority-sustainable-tourism-destinations-in-indonesia.html> [14-07-2024].
- World Bank (2024), *Global Economic Prospects, 2024 Edition*, World Bank, Washington, available at: https://www.worldbank.org/en/publication/global-economic-prospects?cid=ECR_LI_Worldbank_EN_EXT_profilesubscribe [27-08-2024].
- World Bank (2023), 'Poverty and Equity Briefs', WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/publication/poverty-and-equity-briefs> [26-10-2023].
- World Bank (2023), 'Shared Prosperity: Monitoring Inclusive Growth', WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/brief/global-database-of-shared-prosperity> [26-10-2023].
- World Bank (2022), 'Lifting 800 Million People Out of Poverty – New Report Looks at Lessons from China's Experience', WB, Washington, D.C., available at: <https://openknowledge.worldbank.org/server/api/core/bitstreams/e9a5bc3c-718d-57d8-9558-ce325407f737/content> [01-01-2024].
- World Bank (2022), *Poverty and Shared Prosperity 2022: Correcting Course*, WB, Washington, D.C., DOI: <https://hdl.handle.net/10986/37739>.
- World Bank (2021), 'Indonesia Country Partnership Framework 2021-2025', WB, Washington, D.C., available at: <https://www.worldbank.org/en/country/indonesia/brief/indonesia-country-partnership-framework-2021-2025> [14-07-2024].
- World Bank (n.d.), 'Who we are', WB, Washington, D.C., available at: <https://www.worldbank.org/en/who-we-are> [13-06-2024].
- World Bank (n.d.), 'LAC Equity Lab: Shared Prosperity', WB, Washington, D.C., available at: <https://www.worldbank.org/en/topic/poverty/lac-equity-lab1/shared-prosperity> [15-01-2024].
- World Bank (n.d.), 'Data Bank', 'Metadata Glossary – GINI index', World Bank Group, Washington, D.C., available at: <https://databank.worldbank.org/metadataglossary/jobs/series/SI.POV.GINI> [26-08-2024].
- World Bank (n.d.), 'Data Bank', 'Metadata Glossary – Adjusted net national income per capita', World Bank Group, Washington, D.C., available at: <https://databank.worldbank.org/metadataglossary/world-development-indicators/series/NY.ADJ.NNTY.PC.KD>.
- World Economic Forum (2024), *The Global Risks Report 2024, 19th Edition – Insight Report*, WEF, Geneva, available at: <https://www.weforum.org/publications/global-risks-report-2024/> [26-01-2023].
- World Economic Forum (2021), 'What is common prosperity and how is China's philanthropic sector advancing it?', WEF, Geneva, available at: <https://www.weforum.org/> [31/10/2023].
- World Economic Forum (2020), 'Climate change hits the poor hardest. Here's how to protect them', WEF, Geneva, available at: <https://www.weforum.org/agenda/2020/10/climate-change-poor-hardest-how-protect-them/> [26-10-2023].
- World Health Organization (n.d.), 'Human development index', WHO, Geneva, available at: <https://www.who.int/data/nutrition/nlis/info/human-development-index> [26-08-2024].
- World Tourism Alliance (2023), *WTA Best Practices of Rural Revitalization through Tourism*, WTA, Beijing, available at: <https://www.wta-web.org/eng/report> [18-12-2023].
- World Tourism Organization (2024), *World Tourism Barometer*, volume 22, issue 1, January 2024, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/wtobarometereng>.
- World Tourism Organization (2024), *World Tourism Barometer*, volume 22, issue 2, May 2024, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/wtobarometereng>.
- World Tourism Organization (2024), 'ESG Framework for Tourism Businesses – Context', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/environmental-social-governance-tourism-context> [11-04-2024].
- World Tourism Organization (2024), *Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) – Final Draft*, UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/measuring-sustainability-tourism> [02-04-2024].
- World Tourism Organization (2023), *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424344>.
- World Tourism Organization (2023), 'Best Tourism Villages by UN Tourism', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/> [30-11-2023].

- World Tourism Organization (2023), 'Best Tourism Villages by UN Tourism – Al Sela', UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/al-sela/> [15-08-2024].
- World Tourism Organization (2023), 'Best Tourism Villages by UN Tourism – Jordan', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/> [30-11-2023].
- World Tourism Organization (2023), 'Best Tourism Villages by UN Tourism – Penglipuran', UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/penglipuran/> [15-08-2024].
- World Tourism Organization (2023), 'Best Tourism Villages by UN Tourism – Peru', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/> [30-11-2023].
- World Tourism Organization (2023), *Global Roadmap for Food Waste Reduction in the Tourism Sector*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424085>.
- World Tourism Organization (2023), *Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424443>.
- World Tourism Organization (2023), *International Tourism Highlights, 2023 Edition – The impact of COVID-19 on tourism (2020–2022)*, October 2023, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424986>.
- World Tourism Organization (2023), *Tourism and Rural Development: A Policy Perspective*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424306>.
- World Tourism Organization (2023), *Tourism and Rural Development: Understanding Challenges on the Ground? – Lessons learned from the Best Tourism Villages by UNWTO Initiative*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424368>.
- World Tourism Organization (2023), 'Tourism Commits to Water Action Agenda at 2023 UN Water Conference', press release, published 24 March 2023, UN Tourism, Madrid, available at: <https://www.unwto.org/news/tourism-commits-to-water-action-agenda-at-2023-un-water-conference> [30-03-2024].
- World Tourism Organization (2022), 'A countryside garden paradise', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/jingzhu/> [15-01-2024].
- World Tourism Organization (2022), 'Best Tourism Villages by UN Tourism – Umm Qais', UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/umm-qais/> [15-08-2024].
- World Tourism Organization (2022), *G20 Bali Guidelines for Strengthening Communities and MSMEs as Tourism Transformation Agents – A People-centred Recovery*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284423828>.
- World Tourism Organization (2022), *Gender Mainstreaming Guidelines for the Public Sector in Tourism*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284423248>.
- World Tourism Organization (2021), 'Best Tourism Villages by UN Tourism – Nglanggeran', UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/nglanggeran/> [15-08-2024].
- World Tourism Organization (2021), 'Best Tourism Villages by UN Tourism – Nkotsi Village', UN Tourism, Madrid, available at: <https://tourism-villages.unwto.org/en/villages/nkotsi-village/> [30-11-2023].
- World Tourism Organization (2020), *AIUla Framework for Inclusive Community Development through Tourism*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284422159>.
- World Tourism Organization (2019), *Global Report on Women in Tourism – Second Edition*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284420384>.
- World Tourism Organization (2012), *Challenges and Opportunities for Tourism Development in Small Island Developing States*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284414550>.
- World Tourism Organization (2002), *Enhancing the Economic Benefits of Tourism for Local Communities and Poverty Alleviation (English version)*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284405886>.
- World Tourism Organization (1999), *Global Code of Ethics for Tourism*, UN Tourism, Madrid, available at: <https://www.unwto.org/global-code-of-ethics-for-tourism> [15-08-2024].
- World Tourism Organization (n.d.), 'Best Tourism Villages by UN Tourism – Yucun', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-villages/en/villages/yucun/> [20-06-2024].
- World Tourism Organization (n.d.), 'Circular Economy', UN Tourism, Madrid, available at: <https://www.unwto.org/sustainable-development/circular-economy> [26-05-2024].
- World Tourism Organization (n.d.), 'Climate Action', UN Tourism, Madrid, available at: <https://www.unwto.org/sustainable-development/climate-action> [26-05-2024].
- World Tourism Organization (n.d.), 'Economic contribution and SDG', UN Tourism, Madrid, available at: <https://www.unwto.org/tourismstatistics/economic-contribution-sdg> [26-10-2023].
- World Tourism Organization (n.d.), 'Ethics Convention', UN Tourism, Madrid, available at: <https://www.unwto.org/ethics-convention> [15-08-2024].
- World Tourism Organization (n.d.), 'Ethics, culture and social responsibility', UN Tourism, Madrid, available at: <https://www.unwto.org/ethics-culture-and-social-responsibility> [26-10-2023].

- World Tourism Organization (n.d.), 'Global and regional tourism performance – UN Tourism Data Dashboard', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance> [14-07-2023].
- World Tourism Organization (n.d.), 'Investing in Albania', UN Tourism, Madrid, available at: <https://www.unwto.org/investment/tourism-doing-business-investing-in-albania> [14-05-2024].
- World Tourism Organization (n.d.), 'Measuring the Sustainability of Tourism', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/measuring-sustainability-tourism> [26-10-2023].
- World Tourism Organization (n.d.), 'Tourism Statistics Database', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-statistics/tourism-statistics-database> [14-07-2024].
- World Tourism Organization (n.d.), 'UN Tourism Barometer', UN Tourism, Madrid, available at: <https://www.unwto.org/un-tourism-world-tourism-barometer-data> [14-06-2024].
- World Tourism Organization (n.d.), 'UN Tourism Data Dashboard', UN Tourism, Madrid, available at: <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance> [15-04-2024].
- World Tourism Organization (n.d.), 'Women's empowerment and tourism', UN Tourism, Madrid, available at: <https://www.unwto.org/gender-and-tourism> [13-06-2023].
- World Tourism Organization and United Nations Development Programme (2017), *Tourism and the Sustainable Development Goals – Journey to 2030*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284419401>.
- World Tourism Organization and World Indigenous Tourism Alliance (2023), *Compendium of Good Practices in Indigenous Tourism – Regional Focus on the Americas*, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284424184>.
- World Tourism Organization, International Trade Centre and Enhanced Integrated Framework (2017), *Tourism for Sustainable Development in the Least Developed Countries – Leveraging Resources for Sustainable Tourism with the Enhanced Integrated Framework*, UN Tourism, Madrid, and ITC and EIF, Geneva, DOI: <https://doi.org/10.18111/9789284418848>.
- Xiangshan County People's Government(2022), '象山“微改造，精提升”：茅洋乡青创共富农场' Xiangshan County "Micro Transformation, Fine Improvement": Maoyang Township Qingchuang Gongfu Farm', available at: https://www.xiangshan.gov.cn/art/2022/12/20/art_1229676508_59084903.html [30-04-2024].
- Xinhuanet (2021), 'Xi declares "complete victory" in eradicating absolute poverty in China', Xinhuanet, published 26 February 2021, Beijing, available at: http://www.xinhuanet.com/english/2021-02/26/c_139767705.htm [25-01-2024].
- Xinhuanet (2017), 'China eyes rural tourism for poverty alleviation', Beijing, available at: http://www.xinhuanet.com/english/2017-10/29/c_136713022.htm [15-01-2024].
- Ye Xingqing and Yin Haodong (n.d.), '从消除绝对贫困到缓解相对贫困：中国减贫历程与2020年后的减贫战略' ('From Eliminating Absolute Poverty to Alleviating Relative Poverty: China's Poverty Reduction Journey and Post-2020 Poverty Reduction Strategy'), China Anti-Poverty Research Institute, Renmin University of China, available at: <http://capri.ruc.edu.cn/yjcg/xslw/dc54a8c426c04631a89c-d5d14084f92f.htm> [27-08-2024].
- Zhang, H.Q.; Chong, K. and Ap, J. (2023), 'An analysis of tourism policy development in modern China', *Tourism Management*, 20(4), pp. 471–485, DOI: [https://doi.org/10.1016/S0261-5177\(99\)00020-5](https://doi.org/10.1016/S0261-5177(99)00020-5).
- Zhao, X.; X. Mei and Z. Xiao (2022), 'Impact of the Digital Economy in the High-Quality Development of Tourism – An Empirical Study of Xinjiang in China', *Sustainability*, MDPI, 14 (20), October, pp 1–17, available at: <https://ideas.repec.org/a/gam/jsusta/v14y2022i20p12972-d938732.html>.
- Zhejiang Online (2018), '象山茅洋乡：“斜杠青年”成为乡村振兴“生力军”' ('Xiangshan Maoyang Township: "Slash Youth" Becomes a "New Force" for Rural Revitalization'), *Ningbo Daily*, Zhejiang, Ningbo, available at: https://cs.zjol.com.cn/zjbd/nb16504/201810/t20181031_8622096.shtml [15-01-2024].
- Zhejiang Town Net (2020), '余村入选未来社区试点创建项目名单“数字化应用”彰显美丽城镇姿态' ('Yucun was selected into the list of pilot projects for the creation of future communities, and "digital application" highlights the posture of a beautiful town'), Anji, available at: https://town.zjol.com.cn/gun/202007/t20200722_12159858.shtml [15-01-2024].

Copyright © 2025, World Tourism Organization and
World Tourism Alliance (WTA)

Tourism – A Driver for Shared Prosperity

ISBN, printed version: 978-92-844-2581-5
ISBN, electronic version: 978-92-844-2582-2
DOI: 10.18111/9789284425822

Published by the World Tourism Organization, Madrid, Spain.
First published: 2025
All rights reserved.

World Tourism Organization (UN Tourism)
C/ Poeta Joan Maragall, 42
28020 Madrid, Spain

Tel.: (+34) 915 67 81 00
E-mail: info@unwto.org
Website: www.unwto.org

World Tourism Alliance (WTA)
Zhejiang Province, 311200, China
1368 Xiangxi Road, Xiaoshan District, Hangzhou

Tel.: (+86) 571 82 37 05 72
E-mail: info@wta-web.org
Website: www.wta-web.org

The designations employed and the presentation of material in this publication do not imply the expression of any opinions whatsoever on the part of the Secretariat of the World Tourism Organization or the World Tourism Alliance concerning the legal status of any country, territory, city or area, or of its authorities or concerning the delimitation of its frontiers or boundaries.

The World Tourism Organization and the World Tourism Alliance do not guarantee the accuracy of the data included in this publication and accept no responsibility for any consequence of their use. The mention of specific companies or products of manufacturers does not imply that they are endorsed or recommended by the World Tourism Organization or the World Tourism Alliance in preference to others of a similar nature that are not mentioned.

The report/results do not constitute any form of advice, recommendation, representation or endorsement and are not intended to be relied on in making (or refraining from making) any specific investment or other decisions.

This publication from the World Tourism Organization and World Tourism Alliance is protected by copyright. Therefore, and unless otherwise specified, no part of this publication may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in writing. The World Tourism Organization and the World Tourism Alliance encourage dissemination of their work and are pleased to consider permissions, licensing and translation requests related to World Tourism Organization/World Tourism Alliance publications.

Permission to photocopy World Tourism Organization materials in Spain must be obtained through:

Centro Español de Derechos Reprográficos (CEDRO)
Calle Alcalá, 21, 2º der.
28014 Madrid, Spain

Tel.: (+34) 913 08 63 30
Website: www.cedro.org
E-mail: cedro@cedro.org

For authorization of the reproduction of works of the World Tourism Organization from outside of Spain, please contact one of CEDRO's partner organizations, with which bilateral agreements are in place (see: www.cedro.org/english?lng=en).
For all remaining countries as well as for other permissions, requests should be addressed directly to the World Tourism Organization. For applications see: www.unwto.org/unwto-publications.

Photo credits:

Page 8: © World Tourism Organization (UN Tourism)
Page 9: © World Tourism Alliance (WTA)

All photos from Yucun, Zhejiang, China in this publication, including the cover photo, were kindly shared by the Authorities of Yucun, Zhejiang, China. For any use of this material, please contact directly with the Authorities of Yucun.

Layout: Impacto Creativo de Comunicación, Spain

Recommended citation:

World Tourism Organization and World Tourism Alliance (2025), *Tourism – A Driver for Shared Prosperity*, UN Tourism, Madrid,
DOI: <https://doi.org/10.18111/9789284425822>.



UN Tourism

The World Tourism Organization (UN Tourism), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 160 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

www.unwto.org



WORLD TOURISM ALLIANCE

International cooperation: China actively engages in collaborative efforts with other countries and international organizations to address tourism-related poverty alleviation. One notable example is the establishment of the World Tourism Alliance (WTA) in 2017. As a global, comprehensive, non-governmental, and non-profit tourism organization initiated by China, the WTA operates with the mission and vision of “Better tourism, Better life, Better world.” Its primary objectives include promoting peace, development, and poverty alleviation through the tourism sector. Since its inception, the World Tourism Alliance has positioned itself as a dedicated advocate and promoter of tourism poverty alleviation. It has actively fostered collaborations with the World Bank and the China International Poverty Alleviation Center in various endeavors related to tourism poverty alleviation. These collaborative efforts have resulted in the establishment of a tourism poverty alleviation case library, the undertaking of public welfare activities such as research on tourism poverty alleviation and the protection of intangible cultural heritage, as well as the release of a series of insightful reports.

www.wta-web.org/chn



9 789284 425815