

# Building Back Better in Tourism: The Roles of International Organizations



**COVID-19  
RESPONSE**

Simply Services: A Trade in Services Speaker Series

By Anders Aeroe, Director, ITC  
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# ITC helps building back better in tourism through...

- Providing an **instant support** and strengthening **digital capacities**
- Rebuilding a **sustainable tourism value chain**
- Building an **inclusive tourism model**
- Strengthening the **cohesion** in the industry and **collaborating** with **partners**



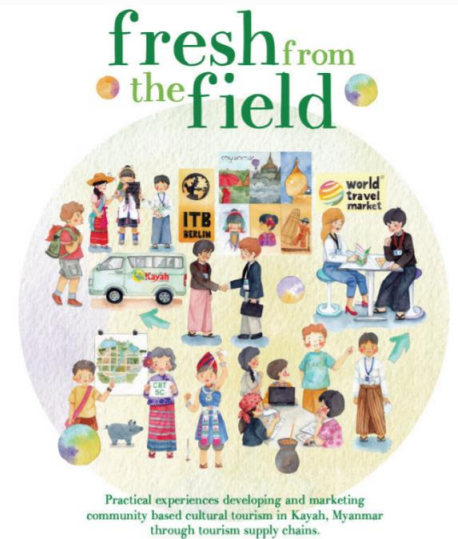
# Building back better tourism through an instant, digital assistance

- Delivering an **immediate response** through, coaching, webinars and Facebook posts
- Increasing **digital service offerings**, **direct online marketing capabilities**, **distance-learning capabilities**
- Providing a **coherent** and **convincing crisis-communication**
- Developing **country-specific tourism economic recovery plans & market research**



# Rebuilding a sustainable tourism value chain

- Developing **inclusive** and **environmental responsible business models** and **supply chains**
  - Providing technical support in product development for a **community based tourism model** to increase **local knowledge** and skills
  - Assuring a fair revenue distribution and **increasing economic impact of tourism in rural areas**
  - **Modifying products** and **services** to be apt and **safe** for tourists and communities



# Building an inclusive tourism model focusing on gender-equality and inclusivity

- Direct, local support through capacity building measures
- Assisting governments in aligning the strategic advantages and competitiveness of national development agendas, moderating policy reform and setting standards of best practices

**Inclusion of women and youth in supply chain development, product and policy development**



**Better Experience. Local Benefits.**

Local villagers request that visitors use a local community guide.

Please contact .....Daw Mu Lone.....  
.....09453 521327..... to organise a guide.

ဒေသခံရွာသားများက ဧည့်သည်များအနေဖြင့် ဒေသခံဧည့်လမ်းညွှန် အသုံးပြုရန် တောင်းဆိုပါသည်။

ဒေသခံဧည့်လမ်းညွှန် စီစဉ်ရန်အတွက် ကျေးဇူးပြု၍ ဒေါ်မူလုံး .....09453 521327 သို့ ဆက်သွယ်ပါ။



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Centre



TRADE IMPACT  
FOR GOOD



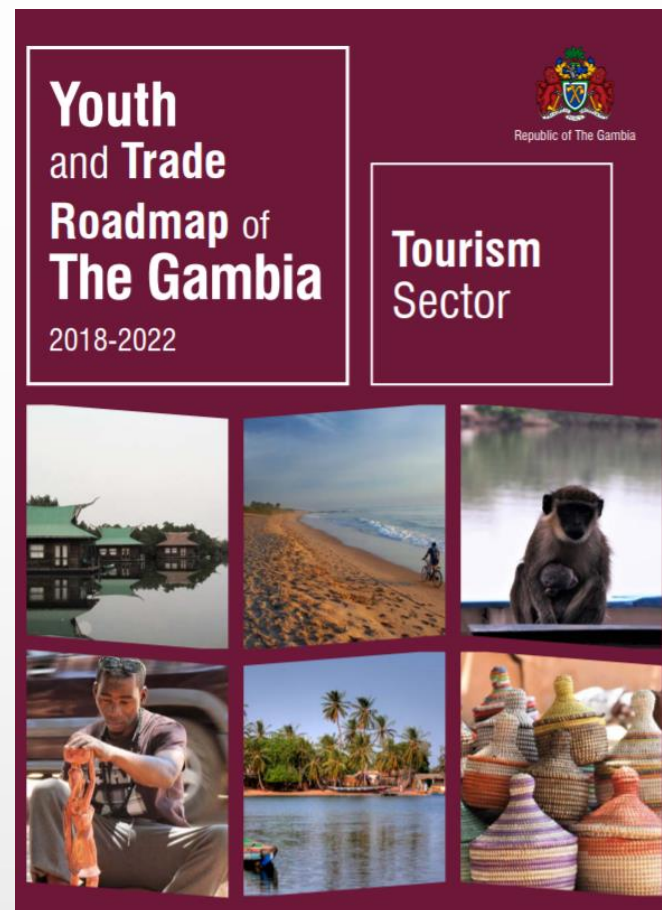
# Building an inclusive tourism model



[https://www.youtube.com/watch?v=21t2CxKd8yY&list=PLqTcg0La86zh30ti5NBhx5\\_cm9OQwm6TT&index=2&t=0s](https://www.youtube.com/watch?v=21t2CxKd8yY&list=PLqTcg0La86zh30ti5NBhx5_cm9OQwm6TT&index=2&t=0s)

# Building better through a common approach

- Overcoming coordination and fragmentation issues by
  - Strengthening the **cohesion** in the tourism industry & **revitalizing global partnerships**
  - **Create synergies** by collaborating with partners and UN organizations
  - Ensuring that **projects are in line with the country's tourism agenda** and that implementation **benefits from each agency's respective expertise**



# Rebuilding a tourism model oriented towards the SDGs

- Rebuilding the tourism in a **responsible manner** by addressing needs of
  - the visitors
  - the host communities
  - the industry
  - the environment
- Enhancing a tourism model that **fosters sustainability, digitalization** and **inclusiveness**
- Ensuring that the recovery translates into real benefits for all by **creating job opportunities** and **entrepreneurship**





# Contact us and more information

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- <http://www.intracen.org/news/Story-Staying-ready-to-receive-tourists-in-Myanmar-post-COVID-19/>
- <http://www.intracen.org/article/Blazing-trails-in-the-Gambia/>