TOURISM: A DRIVER FOR SHARED PROSPERITY

KEY INSIGHTS • % Z & a†
TOURISM: A DRIVER FOR SHARED PROSPERITY

KEY INSIGHTS · 主要观点

Presented on the occasion of the 2023 WTA · Xianghu Dialogue, November 2023
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword by UNWTO</td>
<td>4</td>
</tr>
<tr>
<td>Foreword by WTA</td>
<td>6</td>
</tr>
<tr>
<td>Introduction</td>
<td>8</td>
</tr>
<tr>
<td><strong>01</strong> What do we mean by shared prosperity?</td>
<td>10</td>
</tr>
<tr>
<td>Drivers and outcomes of shared prosperity</td>
<td>11</td>
</tr>
<tr>
<td><strong>02</strong> Shared prosperity and the Sustainable Development Goals</td>
<td>12</td>
</tr>
<tr>
<td><strong>03</strong> How can tourism advance shared prosperity and the SDGs?</td>
<td>14</td>
</tr>
<tr>
<td><strong>04</strong> Shared prosperity in numbers</td>
<td>16</td>
</tr>
<tr>
<td>4.1 Case studies and research method</td>
<td>17</td>
</tr>
<tr>
<td><strong>05</strong> China’s vision for prosperity</td>
<td>24</td>
</tr>
<tr>
<td>5.1 Case study</td>
<td>26</td>
</tr>
<tr>
<td>Yucun, Zhejiang, China – Prioritizing ecological conservation, developing the community of common prosperity</td>
<td>26</td>
</tr>
<tr>
<td><strong>06</strong> Interim conclusion and next steps</td>
<td>30</td>
</tr>
<tr>
<td>Next steps</td>
<td>31</td>
</tr>
<tr>
<td>References and bibliography</td>
<td>34</td>
</tr>
</tbody>
</table>
The year 2023 marks the midway point on our journey towards 2030, the target for achieving the Sustainable Development Goals. However, 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 UNWTO is committed to strengthening sustainable tourism development to improve economic, social, and environmental outcomes. This report, developed by UNWTO in cooperation with the World Tourism Alliance (WTA), focusses on tourism as a driver for shared prosperity.

The pandemic halted 30 years of progress in poverty eradication. Consequently, new policies are needed to ensure 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 create the preconditions for 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 in the tourism value chain and beyond is required to maximize the positive outcomes for local communities – both socially and economically. This is illustrated in the case study of Yucun included here, also one of the UNWTO Best Tourism Villages, recognized for making tourism a driver of rural development.

These key insights are a preview of an ongoing project and our commitment to ensure that the economic and social benefits from tourism are shared and lead to more equitable societies.

We thank the support from our partners at the World Tourism Alliance, who have provided invaluable input and an occasion to launch the key insights of this report at the Xianghu Dialogue 2023.
旅游：共同富裕的驱动力

· 主要观点

2023年是实现2030年可持续发展目标的中途点。然而，联合国最近的研究表明，我们不仅进展滞后，而且多项目标面临风险。旅游业作为世界最大的经济产业之一，可以为重回实现全部17项目标的轨道做出重大贡献。发挥这一潜力，势在必行。世界旅游组织坚定致力于加强旅游业的可持续发展，以改善经济、社会和环境成果。本报告由世界旅游组织和世界旅游联盟（WTA）合作编写，重点强调旅游业对共享繁荣的推动作用。

新冠疫情蔓延使得30年消除贫困的进展陷入停顿。因此，需要制定新的政策，确保经济增长惠及所有收入水平的人群。随着旅游业的恢复，我们必须确保它所带来的经济发展是公平的，并为当地社区所共享。旅游业作为一个产业可以通过适当的政策为共享繁荣创造条件，包括教育和技能培养，基础设施建设，创造包容和体面的就业机会，以及促进性别平等各个方面。旅游业价值链内外的所有参与者必须联合行动，最大限度地为当地社区带来社会和经济效益。本文介绍的余村案例就说明了这一点，余村因以旅游带动农村发展获得世旅组织最佳旅游乡村的表彰。

这些重要观点预示着将要持续进行的工作，以及我们确保旅游业的经济和社会效益普惠共享、使社会更加公平的决心。我们感谢合作伙伴世界旅游联盟给予的支持和宝贵意见，以及在2023年湘湖对话这一场合发布本报告的主要观点。
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 2030 Agenda for Sustainable Development. In some places, 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 UNWTO. In launching this research project together, we want to 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.
旅游和旅行行业的伙伴们:

在全球经济稳步恢复的今天，有许多讨论聚焦疫情对联合国2030年可持续发展议程的影响。在很多地方，因疫返贫的问题需要得到重视和解决，初步脱贫的地区渴望实现稳定可持续的发展，人类社会进步的共同果实亟需得到更公平有效的分配。

三十多年前，中国提出了实现“共同富裕”的宏伟目标。在中央政府的支持下，世界旅游联盟总部所在地浙江省被确定为中国高质量发展共同富裕示范区，肩负着率先探索建设共同富裕美好社会、为实现共同富裕提供浙江示范的历史重任，其经验对推动世界旅游经济恢复和更好发展具有独特的借鉴意义。为此，联盟携手联合国世界旅游组织，围绕浙江及中国和其他地方“以旅促富”的成功实践开展了案例研究，希望目的地社区和政策制定者能够从中获得一些灵感和启发。
2023 marks the halfway point to the journey to 2030, and there is still much work to do to achieve the Sustainable Development Goals. The failure to address climate change, more extreme weather events, biodiversity loss and ecosystem collapse, and social inequalities tops the global risk register for the coming years. Vulnerable countries are particularly at increased risk of these global challenges, and will require additional support to respond.

As one of the world’s largest socioeconomic sectors, tourism has the potential to be a powerful force for good in addressing these challenges. Tourism can create jobs, boost economies, support conservation efforts, and help promote understanding and tolerance between different cultures – when managed responsibly. So, 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.

Shared prosperity is thus a vital concept to focus on in tourism development because it aims to ensure that the benefits of tourism are widely distributed throughout the host communities and contribute to the well-being of all residents. Ensuring that local businesses are linked to the tourism value chain while minimising leakages, prioritizing investments in sustainable infrastructure and educating communities about careers in the tourism sector are all potential activities that can enhance the shared benefits of tourism for communities.
This report builds on UNWTO’s extensive work on progressing the Sustainable Development Goals through tourism in general, as well as its specific work on promoting tourism as a tool for inclusive growth. This includes the 2017 report *Tourism and the Sustainable Development Goals – Journey to 2030*¹, the 2023 *Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals*² and *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*³, as well as the UNWTO-led development of a Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)⁴ aimed to provide an internationally agreed statistical framework to measure the impacts and dependencies of tourism on the economy, society and the environment.

The World Tourism Alliance (WTA) has actively researched tourism development and its potential contribution to poverty alleviation and rural development. Their expertise and case studies form a key part of this research project, both in the key insights and the final report to be released in 2024.

This project aims to outline the linkage between tourism, shared prosperity and the Sustainable Development Goals. The current document includes the key insights on this theme including a selected case study from Yucun in China.
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 first set its twin goals of alleviating extreme poverty and improving shared prosperity in 2015, the same year the 2030 Agenda and Sustainable Development Goals was adopted by all UN member states. The World Bank defines shared prosperity as the “average annual growth rate in income or consumption of the bottom 40% of the population in a country”. Closely related is the shared prosperity premium, which calculates the difference between the growth rate of the poorest 40% compared with the overall population. Both of these are essential indicators of inclusion in economic development and the overall well-being of a population. However, shared prosperity is more challenging to measure and monitor than poverty because it requires two comparable household surveys rather than just one.
Drivers and Outcomes of Shared Prosperity

Initial research shows that several drivers can and are required to create the conditions for shared prosperity. These include education, healthcare, infrastructure, social safety nets, good governance, and sustainable and decent jobs, which are measurable and addressable with specific policies and projects. Shared prosperity is closely linked to beneficial outcomes, including higher incomes (which also defines the rise in prosperity and in turn can increase taxes which are the primary source of income for public financing for better conditions), better health, more social opportunities, reduced inequality, and overall increased well-being. In the aftermath of the COVID-19 pandemic, it is more important than ever to ensure that more people are able to participate in and benefit from economic growth.

Each of these inputs and outcomes can be further broken down into indicators that actors and decision-makers can measure, and aim to positively influence. The main lesson here is that we cannot address shared prosperity as a separate concept, but we need to look at it in terms of conditions created and expected outcomes for communities. The Sustainable Development Goals provide the ideal common framework for us to break these concepts down into targets, and indicators that can lead to more shared prosperity.

Source:
World Tourism Organization (UNWTO).
02 \n\nSHARED PROSPERITY AND THE SUSTAINABLE DEVELOPMENT GOALS

Shared prosperity is closely aligned with 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. Most closely aligned is Target 10.1, which is "by 2030, [to] progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average". This calls for a positive shared prosperity premium across countries as part of the goals.

At the midway point on our journey towards 2030, the Sustainable Development Goals Report 2023: Special Edition gives the latest sobering update on the global community’s progress. 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. Figure 1 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.”

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 raising levels of digital inclusion.

Figure 2.1: Progress assessment for 17 Sustainable Development Goals based on assessed targets, 2023 or latest data (%)

03
HOW CAN TOURISM ADVANCE SHARED PROSPERITY AND THE SDGs?

The UNWTO/UNDP publication *Tourism and the Sustainable Development Goals: Journey to 2030* published on the occasion of the International Year of Sustainable Tourism for Development in 2017, makes it clear that 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* and *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*, both reinforce this point and provide more detailed guidance on how tourism can contribute to the goals at country and project level.

The recovery from the COVID-19 pandemic gives tourism a unique opportunity to rebuild with a focus on communities and shared benefits. The *2022 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.

Tourism can advance progress towards the Sustainable Development Goals (SDGs), especially those related to shared prosperity, in a number of ways:

- **Economic growth and job creation:** Tourism is a major economic driver, generating jobs and income for people at all levels of the tourism value chain, from tour operators and hotels to restaurants and local craftspeople. It can also help to diversify local economies away from extractive industries and reduce poverty through entrepreneurship.

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- Economic growth and job creation: Tourism is a major economic driver, generating jobs and income for people at all levels of the tourism value chain, from tour operators and hotels to restaurants and local craftspeople. It can also help to diversify local economies away from extractive industries and reduce poverty through entrepreneurship.
Inclusive development: Tourism can help to spread the benefits of economic growth to all members of a community, including women, youth and marginalized groups. For example, women make 54% of the tourism workforce, and the sector opens opportunities for entrepreneurship for women and youth within the sector and in those related to it.

Cultural preservation and revitalization: If well managed, tourism can help to support and revitalize local cultures by promoting traditional arts and crafts, cuisine and music. It can also help to raise awareness of the importance of cultural heritage and to promote tolerance and understanding between different cultures while providing much needed resources for cultural heritage preservation.

Environmental protection: Sustainable tourism practices and product development can help to protect the natural environment and conserve biodiversity. For example, tourism businesses can use renewable energy sources, reduce waste, and support local conservation efforts. Tourism is also a mechanism to support wildlife and parks.

As tourism recovers back to pre-pandemic levels, the sector must ensure that it continues to advance progress towards shared prosperity and the Sustainable Development Goals by promoting sustainable practices. This includes adopting policies and regulations that support sustainable tourism development, investing in sustainable tourism infrastructure, and raising awareness among tourists about the importance of responsible travel. All of these will be essential to ensure that tourism equitably shares the benefits of economic and social development, while maintaining a healthy environment for communities to live in.
04
SHARED PROSPERITY IN NUMBERS

The World Bank Group provides regular global poverty updates and trends, including Shared prosperity data. The data is based on country-level household survey data and is, therefore, unavailable at regional or local level. The graphic below shows key economic indicators, tourism indicators and shared prosperity data for a selection of countries that will form the cases for the full report. The final report will also outline a deeper analysis of how COVID-19 affected these economies, what role tourism played in their recovery and the importance of building resilience in the sector to ensure shared prosperity.
4.1 CASE STUDIES AND RESEARCH METHOD

The final report will draw on various case studies at national and local level to identify how tourism can drive and positively contribute to shared prosperity and its underlying indicators. Since data on shared prosperity is generally limited and only available at the national level, it is not possible to make conclusive statistical inferences about the impact of the cases on the quantitative measures of shared prosperity. However, the report will provide commentary on how the cases impact the principal aim of shared prosperity, which Sustainable Development Goal indicators the cases have contributed to, and focus on lessons that other destinations can learn from the cases if they would aim to progress shared prosperity.

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

- **Albania**: Before COVID-19, Albania was discovered as a new tourism destination which led visitors to more remote areas than before. This provided economic opportunities for the local population. Today, Albania is among the countries with the highest recovery levels.

- **Brazil**: Brazil has a large variety of different attractions from vibrant cities to the remote jungle, from waterfalls to beaches. In all these locations, local communities and businesses can take part in the tourism value chain. The case study will examine how community-based tourism initiatives can create economic opportunities while protecting endangered species and habitats.
China: China is a key player in international tourism, both as a source market and destination. Aligned with the vision for common prosperity, tourism is driving inclusive economic development in many regions across the country. The six cases from China will show different examples of how local communities have utilized tourism development as a way to raise economic outcomes and share these benefits across the population.

Indonesia: Indonesia’s tourism sector has been traditionally concentrated around a number of destinations and already before COVID-19 the Government started efforts to disperse tourism to lesser-known regions. This provides opportunities for community- or village-based tourism and ensures that the benefits are shared throughout the country.

Jordan: Jordan’s tourism combines ancient cultural sites with fragile ecosystems. Tourism gives economic opportunities for local people, for example the Bedouin, even in very remote areas, and pairs this with activities to preserve culture and the environment.

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Rwanda: 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 that the visitors want to see. 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: As a small island developing state where tourism accounts for 73% of overall exports, Vanuatu is particularly vulnerable to downturns in tourism, as well as the country is severely impacted by the effects of climate change. However, the local population is working across sectors, linking tourism and agriculture initiatives to make the island economy more resilient.

The research will explore these cases through secondary research and primary interviews with key decision-makers to delve deeper into how tourism drives shared prosperity in these countries, ensuring that tourism development and growth is inclusive and for the benefit of all.
Map legend:

For each case country the map shows a range of economic indicators, tourism indicators, and indicators linked to shared prosperity, where these are available. Unless otherwise stated, all data is for 2019:

- Gross domestic product (GDP) for 2019 at current prices, in USD billion
- Tourism share of GDP: shows the importance of tourism to the economy (where available)
- International tourist arrivals
- International tourism receipts, in USD billion
- Direct employment in tourism industries (where available)
- Tourism share of exports
- Shared Prosperity Index (where available)
- Gini Index (World Bank Group)
- Shared Prosperity Premium (where available) (World Bank Group)

Figure 4.1: Key economic indicators, tourism indicators and shared prosperity data for selected countries

1. **Albania**
   - GDP (2019): USD 15.4 billion
   - Tourism direct GDP, % of GDP (2019): N/A
   - International tourist arrivals (2019): 6.4 million
   - International tourism receipts (2019): USD 2.5 billion
   - 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

2. **Brazil**
   - GDP (2019): USD 1,873.3 billion
   - Tourism direct GDP, % of GDP (2019): N/A
   - International tourist arrivals (2019): 6.1 million
   - International tourism receipts (2019): USD 6.1 billion
   - Total employment in tourism industries (2019): 2,192,000
   - Tourism as a share of total exports (2019): 2%
   - Shared prosperity index (2016-21): -0.85
   - Gini Index (2021): 52.9
   - Shared Prosperity Premium (2016–2021): 0.33

3. **China**
   - GDP (2019): USD 14,340.6 billion
   - Tourism direct GDP, % of GDP (2019): N/A
   - International tourist arrivals (2019): 65.7 million
   - International tourism receipts (2019): USD 35.8 billion
   - Total employment in tourism industries (2019): N/A
   - Tourism as a share of total exports (2019): 1%
   - Shared prosperity index (2015–2020): 5.42
   - Gini Index (2020): 37.1
   - Shared Prosperity Premium (2015–2020): 1.41

4. **Indonesia**
   - GDP (2019): USD 1,119.5 billion
   - Tourism direct GDP, % of GDP (2019): 5%
   - International tourist arrivals (2019): 15.5 million
   - International tourism receipts (2019): USD 18.4 billion
   - Total employment in tourism industries (2019): 2,900,000
   - Tourism as a share of total exports (2019): 9%
   - Shared prosperity index (2017–2022): 3.44
   - Gini Index (2022): 37.9
1. Jordan
- GDP (2019): USD 44.6 billion
- Tourism Direct GDP, % of GDP (2019): N/A
- International tourist arrivals (2019): 4.5 million
- International tourism receipts (2019): USD 6.7 billion
- Total employment in tourism industries (2019): 53,500
- Tourism as a share of total exports (2019): 42%
- Gini Index (2019): 33.7
- Shared Prosperity Premium (2008–2010): -1.21

2. Rwanda
- GDP (2019): USD 10.3 billion
- Tourism Direct GDP, % of GDP (2019): 3.2%
- International tourist arrivals (2019): 1.5 million
- International tourism receipts (2019): USD 0.6 billion
- Total employment in tourism industries (2019): N/A
- Tourism as a share of total exports (2019): 28%
- Shared prosperity index (2013-16): 0.31
- Gini Index (2019): 43.7
- Shared Prosperity Premium (2013-2016): 0.47

3. Vanuatu
- GDP (2019): USD 0.93 billion
- Tourism Direct GDP, % of GDP (2019): N/A
- International tourist arrivals (2019): 0.1 million
- International tourism receipts (2019): USD 0.3 billion
- Total employment in tourism industries (2019): N/A
- Tourism as a share of total exports (2019): 75%
- Shared prosperity index: N/A
- Gini Index (2019): 32.3

Sources of the legend:


图例：对于每一案例国家，地图显示一系列经济指标、旅游指标及共享繁荣相关指标（如有）。除非另有说明，所有数据均为2019年的数据：

- ▬ 2019年 国内生产总值 (GDP) （以当前价格计算，单位：10亿美元）
- ▬ 旅游业 GDP 占比：显示旅游业对经济的重要性（如有）
- ▬ 国际到访游客
- ▬ 国际旅游收入，单位：10亿美元
- ▬ 旅游业直接就业人数（如有）
- ▬ 旅游业出口占比
- ▬ 共享繁荣指数（如有）
- ▬ 基尼系数（世界银行集团）
- ▬ 共享繁荣溢价（如有）（世界银行集团）

图4.1：选定国家的主要经济指标、旅游业指标和共享繁荣数据

1. 阿尔巴尼亚
   - ▬ 国内生产总值（2019年）：154亿美元
   - ▬ 旅游业直接GDP，GDP占比（2019年）：无资料
   - ▬ 国际到访游客（2019年）：610万
   - ▬ 国际旅游收入（2019年）：25亿美元
   - ▬ 旅游业就业总人数（2019年）：52,000
   - ▬ 旅游业出口总额占比（2019年）：38%
   - ▬ 共享繁荣指数：无资料
   - ▬ 基尼系数（2020年）：29.4
   - ▬ 共享繁荣溢价（2016–2021年）：0.33

2. 巴西
   - ▬ 国内生产总值（2019年）：18,733亿美元
   - ▬ 旅游业直接GDP，GDP占比（2019年）：无资料
   - ▬ 国际到访游客（2019年）：640万
   - ▬ 国际旅游收入（2019年）：61亿美元
   - ▬ 旅游业就业总人数（2019年）：2,192,000
   - ▬ 旅游业出口总额占比（2019年）：2%
   - ▬ 共享繁荣指数（2016–2021年）：-0.85
   - ▬ 基尼系数（2021年）：52.9
   - ▬ 共享繁荣溢价（2016–2021年）：379

3. 中国
   - ▬ 国内生产总值（2019年）：143,406亿美元
   - ▬ 旅游业直接GDP，GDP占比（2019年）：6,570%
   - ▬ 国际到访游客（2019年）：2020万
   - ▬ 国际旅游收入（2019年）：3588亿美元
   - ▬ 旅游业就业总人数（2019年）：1
   - ▬ 旅游业出口总额占比（2019年）：42%
   - ▬ 共享繁荣指数（2008–2010年）：5.42
   - ▬ 基尼系数（2020年）：37.1
   - ▬ 共享繁荣溢价（2008–2010年）：141

4. 印度尼西亚
   - ▬ 国内生产总值（2019年）：11,195亿美元
   - ▬ 旅游业直接GDP，GDP占比（2019年）：5%
   - ▬ 国际到访游客（2019年）：2,900,000
   - ▬ 国际旅游收入（2019年）：18,463亿美元
   - ▬ 旅游业就业总人数（2019年）：3,44
   - ▬ 旅游业出口总额占比（2019年）：9%
   - ▬ 共享繁荣指数（2016–2021年）：3.44
   - ▬ 基尼系数（2019年）：3.9
   - ▬ 共享繁荣溢价（2016–2021年）：1.04

5. 约旦
   - ▬ 国内生产总值（2019年）：44,230亿美元
   - ▬ 旅游业直接GDP，GDP占比（2019年）：5%
   - ▬ 国际到访游客（2019年）：450%
   - ▬ 国际旅游收入（2019年）：6,766亿美元
   - ▬ 旅游业就业总人数（2019年）：53,500
   - ▬ 旅游业出口总额占比（2019年）：42%
   - ▬ 共享繁荣指数（2008–2010年）：4.56
   - ▬ 基尼系数（2019年）：3.7
   - ▬ 共享繁荣溢价（2008–2010年）：1.21
TOURISM: A DRIVER FOR SHARED PROSPERITY – KEY INSIGHTS

图例来源:


6 卢旺达
- 国内生产总值 (2019年): 103亿美元
- 旅游业直接GDP占比 (2019年): 3.2%
- 国际到访游客 (2019年): 150万
- 国际旅游收入 (2019年): 6亿美元
- 旅游业就业总人数 (2019年): 无资料
- 旅游业出口总额占比 (2019年): 75%
- 共享繁荣指数 (2013-2016年): 0.31
- 基尼系数 (2019年): 43.7
- 共享繁荣溢价 (2013-2016年): 0.47

7 瓦努阿图
- 国内生产总值 (2019年): 9.3亿美元
- 旅游业直接GDP占比 (2019年): 无资料
- 国际到访游客 (2019年): 10万
- 国际旅游收入 (2019年): 3亿美元
- 旅游业就业总人数 (2019年): 无资料
- 旅游业出口总额占比 (2019年): 75%
- 共享繁荣指数: 无资料
- 基尼系数 (2019年): 32.3
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.

“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.”

Zhejiang province was chosen as a demonstration zone for shared prosperity, which is why it is fitting to launch this report there and feature a case from the region as an example.
There are three key elements in China’s Common Prosperity concept:

- **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, but it applies to everyone, giving them opportunities for progression economically, socially, and in their well-being.

- **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.

- **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.
5.1 CASE STUDY

YUCUN, ZHEJIANG, CHINA – PRIORITIZING ECOLOGICAL CONSERVATION, DEVELOPING THE COMMUNITY OF COMMON PROSPERITY

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 km² and a population of 1,050 people in 2020.

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

CASE DESCRIPTION AND KEY STAKEHOLDERS

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.

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 move towards an ecology-based economy and the adoption of environmentally friendly practices contributed to its recognition as one of the Best Tourism Villages by UNWTO in 2021.

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

SDG 3: Good health and well-being – Ensure healthy lives and promote well-being for all at all ages
  Target 3.9: Health impacts of pollution

SDG 8: Decent work and economic growth – promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
  Target 8.2: Economic productivity and innovation
  Target 8.9: Sustainable tourism

SDG 9: Industries, innovation and infrastructure – build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
  Target 9.2: Sustainable/inclusive industrialization

SDG 10: Reduced inequalities – reduce inequality within and among countries
  Target 10.2: Inclusion

SDG 13: Take urgent action to combat climate change and its impacts
  Target 13.2: Integrate climate change measures into national policies, strategies and planning
  Target 13.3: Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

SDG 15: Life on land
  Target 15.3: Ensure conservation of mountain ecosystems
  Target 15.5: Protect biodiversity and natural habitats

本案例涉及的可持续发展目标

可持续发展目标 3：良好健康与福祉
  目标 3.9：污染对健康的影响

可持续发展目标 8：体面工作与经济增长
  目标 8.2：经济生产力和创新
  目标 8.9：可持续旅游业

可持续发展目标 9：工业、创新和基础设施
  目标 9.2：包容性和可持续工业化

可持续发展目标 10：减少不平等
  目标 10.2：包容性

可持续发展目标 13：采取紧急行动应对气候变化及其影响
  目标 13.2：将气候变化措施纳入国家政策、战略和规划
  目标 13.3：提高教育、意识提升和人员与机构在气候变化减缓、适应、减缓影响和早期预警方面的能力建设

可持续发展目标 15：陆地生物
  目标 15.3：确保山脉生态系统得到有效保护
  目标 15.5：保护生物多样性和自然栖息地
KEY SUCCESSES/OUTCOMES ACHIEVED

- Integrating ecological principles into village planning and construction
- 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
- Digitization of rural governance processes
- Alignment and cooperation with surrounding villages to create a community that promotes ecological protection and coordinated industrial development
- Creation of the Yucun Global Partner Recruitment programme to recruit innovative entrepreneurs to revitalize industrial development
- Development of cooperative distribution models to increase linkages between actors and promote unified planning, construction and operation of the local resource base
CHALLENGES/ONGOING RISKS

- Changing the local population’s mindset away from the stone-based economy to alternative livelihoods
- COVID-19 disruptions during the transformation process

LESSONS LEARNED

Policymakers can learn that economic transitions from extractive industries to more ecologically sound 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.

Links to further information:
The full report will include more information on each of the cases, including the transformation of Yucun.
These key insights aim to outline how tourism can benefit countries and communities in progressing shared prosperity and why the sector must double down on its commitments to support the Agenda 2030 and the Sustainable Development Goals. As tourism emerges from COVID-19 and enters the next growth phase, the growth must be inclusive for the benefit of all, leaving no one behind while respecting environmental limits.

Shared prosperity is an economic concept that can help to measure how inclusive economic growth is. Actions taken to improve this indicator can raise people out of poverty, ensure that economic and social benefits are shared fairly across all members of society, including women, youth and other marginalized groups.

Even if measurement is a challenge - especially at the subnational level - it is important to explore the links between tourism, shared prosperity and specific related SDG indicators in Goal 1 (No poverty); Goal 8 (Decent work and economic growth); Goal 10 (Reduced inequalities); Goal 12 (Sustainable consumption and production); and Goal 17 (Partnerships for the goals). Tourism can drive positive change in the targets and indicators underpinning these goals, generate impacts on other goals as a result, and progress shared prosperity for the benefit of all. At the same time, progress in other goals namely those related to education (SDG 4) and gender equality and women empowerment (SDG 5) will contribute to shared prosperity.

The case of Yucun, China, shows that tourism can be a productive alternative to extractive industries and can ensure livelihoods in alignment with natural and social objectives.
Policymakers and tourism actors must work with local communities to design and ensure equitable and sustainable development of tourism and other value-aligned sectors – like agriculture – for the long-term benefits of the village or region. This takes a concerted effort, because mindsets need to shift, and new support mechanisms are required to aid the transition towards a more sustainable economy that supports the whole community.

There are many more promising initiatives in progress and great examples of what can work around the world, but there is still much work to be done, and the global community must work together to build shared prosperity and achieve the Sustainable Development Goals by 2030 and beyond.

**NEXT STEPS**

Based on the initial insights presented in this report, the full report will delve deeper into the concept of shared prosperity, including how to measure it, how tourism can drive change, and how different tourism actors can do their part in creating more equitable and sustainable economic opportunities.

The full report will analyse the global cases under investigation and conclude what common elements actors can learn from for their contexts and destinations. The report will make detailed recommendations on how the tourism sector globally, nationally, and locally can contribute to shared prosperity in tourism development and achieving the Sustainable Development Goals.
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