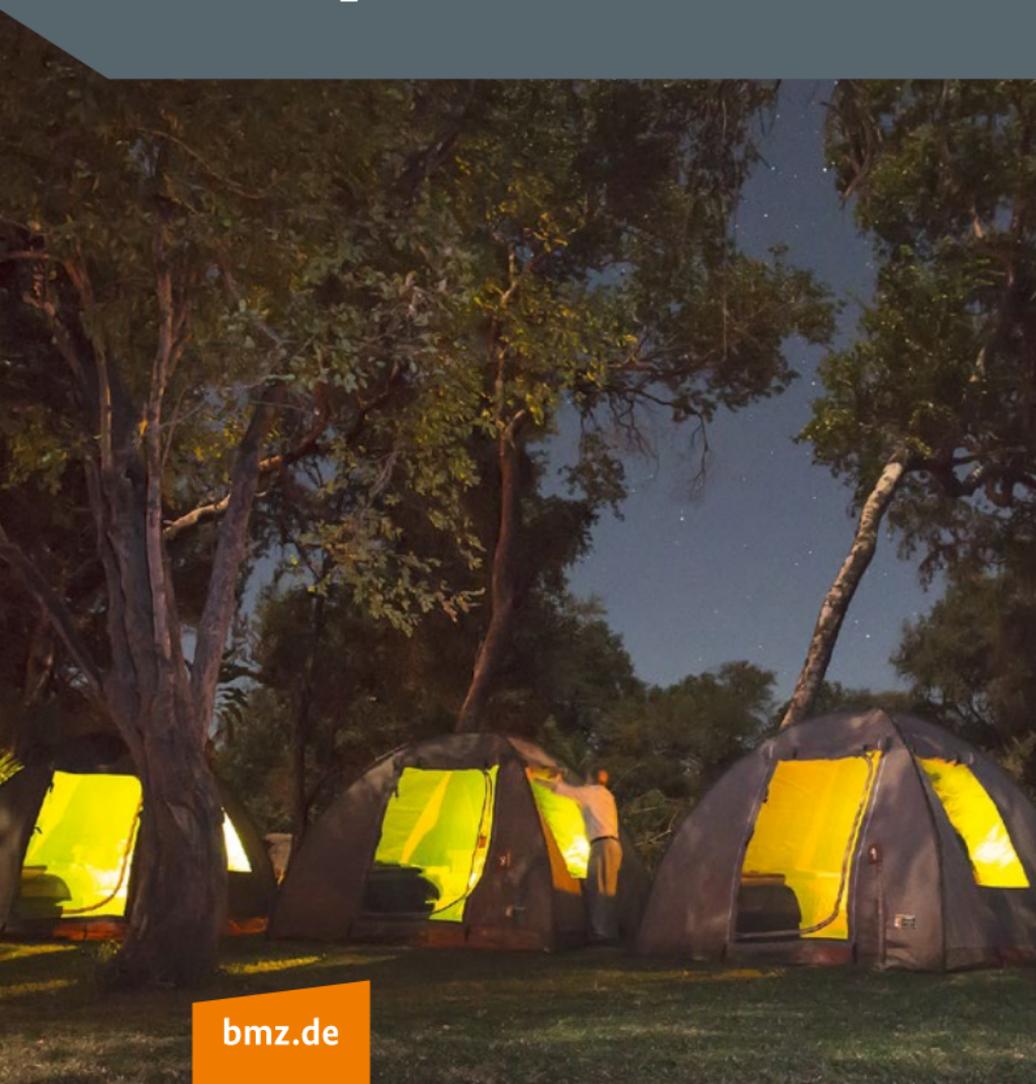




Federal Ministry  
for Economic Cooperation  
and Development

# Tourism in development cooperation



[bmz.de](http://bmz.de)

## FACTS AND FIGURES: THE SIGNIFICANCE OF TOURISM

The tourism sector is one of the fastest-growing industries in the world. As a worldwide export category, tourism ranks number – ahead of automotive products.



Over the past few decades, the tourism industry has grown. International tourist arrivals worldwide have increased from 25 million in 1950 to 674 million in 2000 and 1,235 million in 2016.



Nearly one in ten jobs worldwide is directly related to tourism.

Every year, more than 11 million people from Germany visit developing countries and emerging economies, currently contributing 19 billion euros to their GDPs and securing about 1.8 million jobs.



## DEVELOPMENT POLICY AND TOURISM – HOW DO THEY GO TOGETHER?

In this age of seemingly unrestricted mobility, more and more people are traveling the world. More and more developing countries and emerging economies, too, are making use of their tourism potential. Tourism gives them a chance to improve their economic situation. The German Federal Ministry for Economic Cooperation and Development (BMZ) provides advice to its partners on how to make tourism sustainable.

Tourism creates jobs and income opportunities, for example in the services and transport sectors and in the local arts and handicrafts sector. Simultaneously, the government is able to raise more revenue through taxes and fees. This money can then be used to finance important infrastructure assets in areas such as energy and transport, reducing poverty and making the region in question more attractive for investors. Tourism also has environmental and cultural benefits if local people are made part of nature conservation efforts or if cultural sites can be preserved by charging entrance fees.

It is this kind of sustainable tourism that Germany seeks to foster through its development cooperation – pursuing tourism development on the basis of social justice, respect for local culture and environmental responsibility.

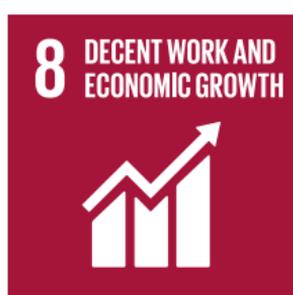




**MOROCCO.** In rural Morocco, sustainable tourism is providing new opportunities for local people. For instance, Akkain Ouargane, a women's cooperative that produces organic argan oil, has been able to increase its production volume and improve the quality of its product thanks to training programs and modern machinery. By selling its products to tourists, the cooperative has doubled its sales. At present, 350 women and their families benefit from the cooperative. It is envisaged for this project to provide ecotourism jobs for some 2,000 people by 2020. The project is part of the BMZ's special initiative for stability and development in the MENA region.

## TOURISM IN THE 2030 AGENDA

The United Nations World Tourism Organization (UNWTO) was founded in 1974. UNWTO's task is to promote responsible, sustainable and universally accessible tourism. Tourism is also intended to serve as an instrument to achieve the Sustainable Development Goals (SDGs) adopted in 2015 as part of the 2030 Agenda. The Agenda comprises 17 development goals. Three of them are directly related to tourism. The Agenda highlights ways in which tourism can contribute to sustainable development under these goals:



Goal 8:  
Decent work and economic growth



Goal 12:  
Responsible consumption and  
production



Goal 14:  
Life below water

# CREATING THE RIGHT ENVIRONMENT FOR SUSTAINABLE TOURISM – THE CONTRIBUTION OF DEVELOPMENT COOPERATION



For more than 20 years now, the BMZ has been supporting sustainable development through tourism. Sustainable development brings economic growth and the protection of the global climate, the environment and cultural heritage into harmony. In order to make that possible, we focus our work on six areas:

1. Sustainable economic development and employment promotion
2. Community and municipal development
3. Protection and sustainable use of biodiversity
4. Resource and energy efficiency and climate action in the tourism sector
5. Good governance and improvement of the political environment
6. New partnerships with the tourism industry





**ALBANIA / MONTENEGRO / KOSOVO.** The mountainous region spanning the borders of Albania, Montenegro and Kosovo is characterized by untouched natural beauty and by the extraordinary hospitality of the local people. For a long time, the region had no tourism infrastructure, and people were leaving the area because there were no jobs. Then, with support from the BMZ's develoPPP.de program, the Peaks of the Balkans hiking trail was set up. It was created by a company (DAV Summit Club), national ministries and local municipalities. The trail has helped connect the three countries not only across political borders but also in other ways. The trail is 192 kilometers long and has attracted many nature lovers. The resulting tourism benefits local businesses providing food and lodging, hiking tour guides, and also farmers, who are able to sell their products to tourists.

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