



2022 G20 Tourism Ministerial Meeting

Chair's Summary

We, the G20 Ministers responsible for tourism, met virtually and in person in Bali, on 26 September 2022, to discuss and build consensus around policy priorities and concrete deliverables to improve the efficiency and effectiveness of tourism recovery in the post-pandemic era and to accelerate tourism transformation toward a more human-centered, inclusive, sustainable, and resilient future of the tourism sector.

PART I

1. We met against the backdrop of climate emergency, a fragile and uncertain global socioeconomic outlook, and ongoing geopolitical tensions, amid the consequence impacts of coronavirus disease (COVID-19) with widespread effects particularly on tourism as one of the most heavily affected sectors.
2. We expressed deep concerns regarding the increased and ongoing conflicts in the world, which have negative effects on global economic recovery and supply chain, increased energy and food insecurity, as well as affected the tourism industry, creative economy, and the well-being of informal workers. Many members expressed their condemnation to Russia with regard to the war in Ukraine, while others viewed that Tourism WG is not the proper forum to address geopolitical issues.

PART II

There is agreement on the following points:

3. We believe that tourism connects people, promotes understanding, and encourages global peace, therefore a strong multilateralism by building on the works, consensus, and achievements for tourism recovery in the G20 forum should be the highest priority.
4. We take into account that prior to COVID-19, travel and tourism had become one of the most important sectors in the world economy, accounting directly for 4 percent of global GDP (UNWTO) and 10.3% when considering its direct, indirect, and induced impacts (WTTC). In addition, it supported 195 million jobs directly (UNWTO) and more than 330 million jobs in total worldwide. However, data from the World Tourism Organization (UNWTO) shows that the global pandemic has put approximately 100 million of jobs at risk, many in micro, small, and medium-sized enterprises (MSMEs) that employ a high share of women, who represent 54 percent of the tourism workforce. Natural and cultural heritage which has also been endangered.
5. We acknowledge the imperative of rising from the COVID-19 crisis through further targeted actions to stimulate a human-centered, inclusive and sustainable recovery and identify ways to improve the sector's resiliency. We reaffirmed our commitment to strengthen tourism

resiliency declared under Japan's 2019 Presidency, Saudi Arabia's 2020 Presidency, and Italy's 2021 Presidency and recognize the importance of further efforts.

6. We acknowledge the importance of establishing a global framework for safe and seamless travel to support the tourism sector's continued recovery and make travel more resilient to future threats. We commend and look forward to collaborating with the G20 Health Working Group which seeks to harmonize safe travel procedures including the cross-border recognition of COVID-19 vaccine certificates.
7. We warmly welcome the Guidelines for strengthening Communities and MSMEs as Tourism Transformation Agents – A People-Centered Recovery, a report by the World Tourism Organization – UNWTO, as annexed, and encourage stakeholders to take action based on the Guidelines' five lines of recommendation.
8. The Guidelines provide guidance on key policies that can contribute to creating resilient and sustainable communities and MSMEs in the aftermath of the COVID-19 crisis and to addressing the environmental challenges, especially climate change, and inequalities among different territories and local communities, digitalization, and the global economic changes while taking into account national circumstances, needs, and priorities which among others include:
 - a. Developing targeted policies based on social dialogue and multi-stakeholder collaboration to promote vocational education and training, skills development, and lifelong learning of the tourism workforce by engaging industry and technology partners;
 - b. Stimulating entrepreneurship including through tourism business incubation and promoting the creation of decent jobs in tourism;
 - c. Strengthening linkages between the tourism sector and local communities by encouraging partnerships with local suppliers;
 - d. Bridging the innovation gap and promoting responsible innovation;
 - e. Developing supportive guidance for MSMEs to enable them to tap into digitalization, improve their products and boost their productivity;
 - f. Ensuring equality and non-discrimination, with particular attention to young people in vulnerable situations, promoting the application of gender-equality and the application of the equal opportunity principle for all youth in tourism including equal remuneration for work of equal value, equal participation and equal treatment;
 - g. Implementing, within respective national policy, more sustainable and environmentally friendly practices; and
 - h. Improving tourism data, including the use of big data, the implementation of international statistical standards and the development of adequate methodology for Measuring the Sustainability of Tourism (UNWTO) as evidence-based policy-making by facilitating data sharing including through public-private partnerships.

9. We welcome the discussion paper on maximizing the synergies between the tourism, cultural and creative sectors prepared by the OECD, and encourage countries to take action to leverage these synergies to support a strong recovery.
10. We further recognize that the creative economy, which involves knowledge-based economic activities and human creativity, contributes to improving the tourism economy and vice versa, through innovation and preservation of cultural heritage and diversity, which encourages an inclusive creative and cultural ecosystem, while providing an opportunity to elevate people's livelihood.
11. To overcome the impact of the pandemic, we emphasize the importance of strengthening the resilience of local communities and MSMEs by creating an enabling environment and strengthening synergies between tourism and the creative economy.

Closing

12. We, the G20 Tourism Ministers, reaffirm our commitment to design and implement policies to expedite an inclusive, sustainable, and resilient tourism recovery for a better future for the sector and renewal through people-centered transformation, innovation, public-private and international cooperation, the promotion of social dialogue and the creative economy. We ask the Tourism Working Group to explore possible collaboration in the aforementioned fields to support the recovery of the sector.
13. We express our gratitude to the Indonesian G20 Presidency for its leadership and agree to continue and enhance our cooperation for further progress under India's G20 Presidency in 2023.

G20 Presidency Documents:

1. Guidelines for strengthening Communities and MSMEs as Tourism Transformation Agents – A People-Centered Recovery
2. Discussion Paper on Maximizing the Synergies between the Tourism, Cultural and Creative Sectors