

North American Edition

TIME FOR

DEMOCRACY

Featured Research

AIUla Framework for Inclusive Community Development through Tourism

From: UNWTO and the G20 Tourism Working Group



OVERVIEW

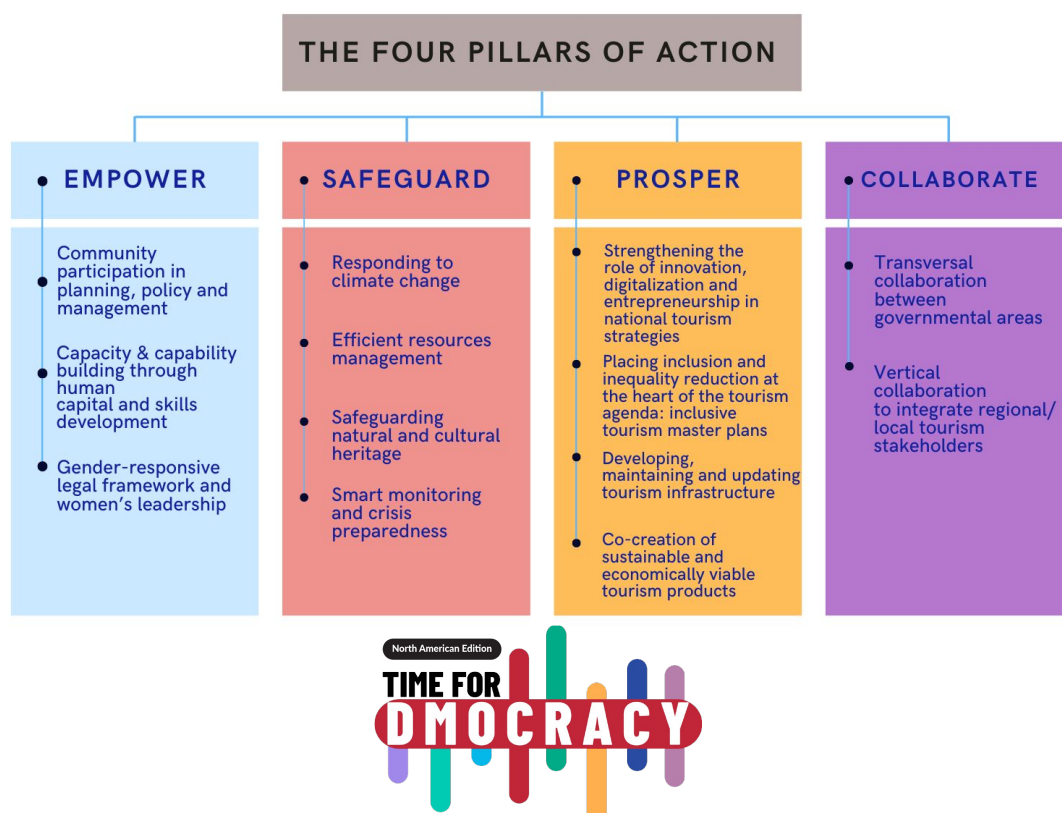
Although tourism plays a significant role in society, the benefits of tourism frequently are not felt by the destination community or are not taken full advantage of to support inclusion, tackle relocation, and foster cohesion. The UNWTO developed the AIUla Framework for Inclusive Community Development through Tourism to guide governments and tourism stakeholders on how they can effectively use tourism as a means for attaining inclusive community development. The framework also has been developed to support the prioritization of tourism in community development efforts so that the benefits of tourism are dispersed fairly and efficiently throughout destination communities.

INCLUSIVE COMMUNITY DEVELOPMENT THROUGH TOURISM

Application of the AIUla Framework for Inclusive Community Development through Tourism should result in benefits particularly for underdeveloped destinations, micro-, small and medium-sized enterprises (MSMEs), and disadvantaged groups such as unemployed residents, women, youth, people with disabilities, and Black, indigenous, and people of color. For the benefits to come to fruition, policies must focus on the following nine (9) key issues:

1. Capacity building for jobs and opportunities.
2. Promoting the role of women in communities.
3. Fostering innovation, digitization and entrepreneurship.
4. Empowering of local communities.
5. Providing infrastructure and services.
6. Communities as champions of nature and heritage preservation.
7. Tourism for all.
8. Decent work and formalization.
9. Public-private-community development, towards a new governance model.

The AIUla Framework for Inclusive Community Development through Tourism proposes the following four (4) pillars of action and their associated programs/potential interventions:



North American Edition

TIME FOR

DEMOCRACY

Led and
Facilitated By

miles
PARTNERSHIP

Program Creator &
European Lead

GROUP
NAO

Global Desk Review Led By



**Center for Economic
Excellence in Tourism**

College of Hospitality, Retail
and Sport Management

In Association with:



Destination  Analysts



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

TCI Research
Tourism Competitive Intelligence

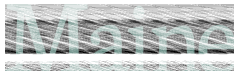
North American Destination Partners:



BRECKENRIDGE
TOURISM OFFICE



DESTINATION
VANCOUVER



ARIZONA
OFFICE OF TOURISM



DESTINATION
TORONTO



park  city

VISIT
Sarasota
beaches and beyond

**TOURISME /
MONTREAL**