



*Empowered lives.
Resilient nations.*

Youth employment in tourism

Belarus has made significant progress in future generation orientation: 100 percent of the country's children have access to general basic education; the country provides universal access to healthcare services; maternal and infant mortality is one of the lowest not only in the region, but also in the world; social protection of children under the age of three, and other vulnerable children and adolescents, is helping to reduce child poverty. The main objective of the future generation orientation policy is to use these fundamental achievements to realize the potential of young people via "providing opportunities for decent employment, a healthy lifestyle in various manifestations and taking their opinions into account in making decisions that will affect their lives".

PROJECT NAME

DEVELOPMENT OF TOURISM INFRASTRUCTURE IN THE REGIONS AND INDUSTRY-SPECIFIC VOCATIONAL EDUCATION IN THE FIELD OF TOURISM

PROJECT GOALS

- Reduce poverty among youth;
- Reduce share of youth not in employment, education or training;
- Increase employment of youth, including persons with disabilities;
- Develop infrastructure for tourism (including sustainable tourism) in regions with high tourism potential.

CURRENT SITUATION

- The global tourism market is one of the fastest growing markets.
- The annual number of tourists in the world exceeds 1.2 billion people, and by 2030, according to forecasts of the World Tourism Organization, it will reach 1.8 billion. The world tourism industry makes up about 10 percent of world GDP, 9 percent of jobs, 7 percent of world exports and 30 percent of world services exports. Sustainable tourism is developing, with focus on respect for the natural and cultural heritage of the territories and the fair distribution of benefits from tourism among local communities.
- In many small cities and other territories with high tourism potential, the infrastructure that is attractive and familiar for tourists (bicycle paths and routes, hostels, coffee shops, etc.) is underdeveloped. In addition, due to the critical lack of funding, many local cultural heritage sites are being destroyed, which undermines the potential of the territories as sustainable tourism destinations. The richness of Belarus' cultural and historical heritage is not currently highlighted when advertising tourist destinations, resulting in missed opportunities in the growing global sustainable tourism market.



Investments (including through public-private partnership projects) in local tourism infrastructure, preservation of cultural heritage sites, and industry-specific education of local youth would contribute to a significant increase in the flow of foreign and Belarusian tourists to such destinations and would have a significant social effect – reduced youth unemployment and increased income of the population. This increases the economic viability and competitiveness of the regions as tourist destinations and makes such investments economically attractive.



WHAT CAN WE DO?

RELEVANT DOMESTIC INVESTORS:

- Invest in tourism infrastructure and the preservation of cultural heritage sites in regions with high tourism potential (with co-financing of international donors and financial organizations, as well as through public-private partnership projects);
- Prepare proposals for improving the regulatory environment in the field of investment in cultural heritage sites, and other proposals for developing tourism in the regions, including for vocational education and increased employment of local youth, including people with disabilities.

THE STATE:

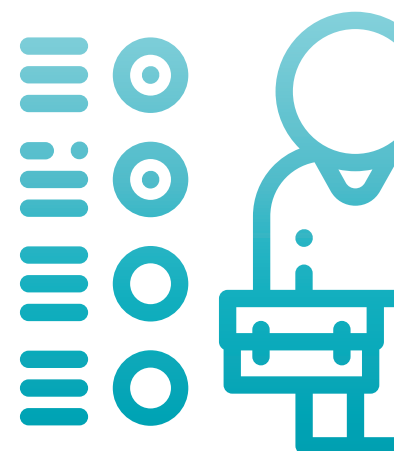
- Prepare investment proposals in the framework of public-private partnership projects;
- Develop and introduce a tourist accounting system that would allow effective planning and development of local tourism;
- Provide support (through Employment Assistance Services) for organization of vocational training for local youth, including people with disabilities, and support for their further employment or starting their own business in the tourism sector.

TOURISM COMPANIES:

- Develop tourism products and offers for the integrated development of sustainable tourism destinations in the regions;
- Take part in the development of proposals for areas of investment in the regional tourism infrastructure to strengthen the tourism appeal of the regions;
- Take part in promoting regions as attractive sustainable tourism destinations.

INTERNATIONAL DONORS AND FINANCIAL ORGANIZATIONS:

- Take part in financing the investments in the regional tourism infrastructure;
- Offer vocational training and internships in tourism, including sustainable tourism. Particular attention should be given to youth tourism development programmes.



SOCIAL IMPACT AREA

NATIONAL

ACCELERATORS

SDGs



Future
Generation
Orientation



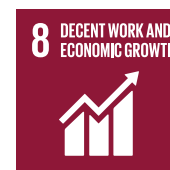
Green Economy



(via increasing the employment rate of youth and persons with disabilities)



(via providing vocational education in the field of tourism, which is in demand in the labour market)



(via increasing opportunities for decent employment of youth and persons with disabilities in the tourism sector)



(via developing infrastructure for sustainable tourism)

EXPECTED RESULTS



would receive income by increasing the flow of tourists and the payments in the framework of public-private partnership projects

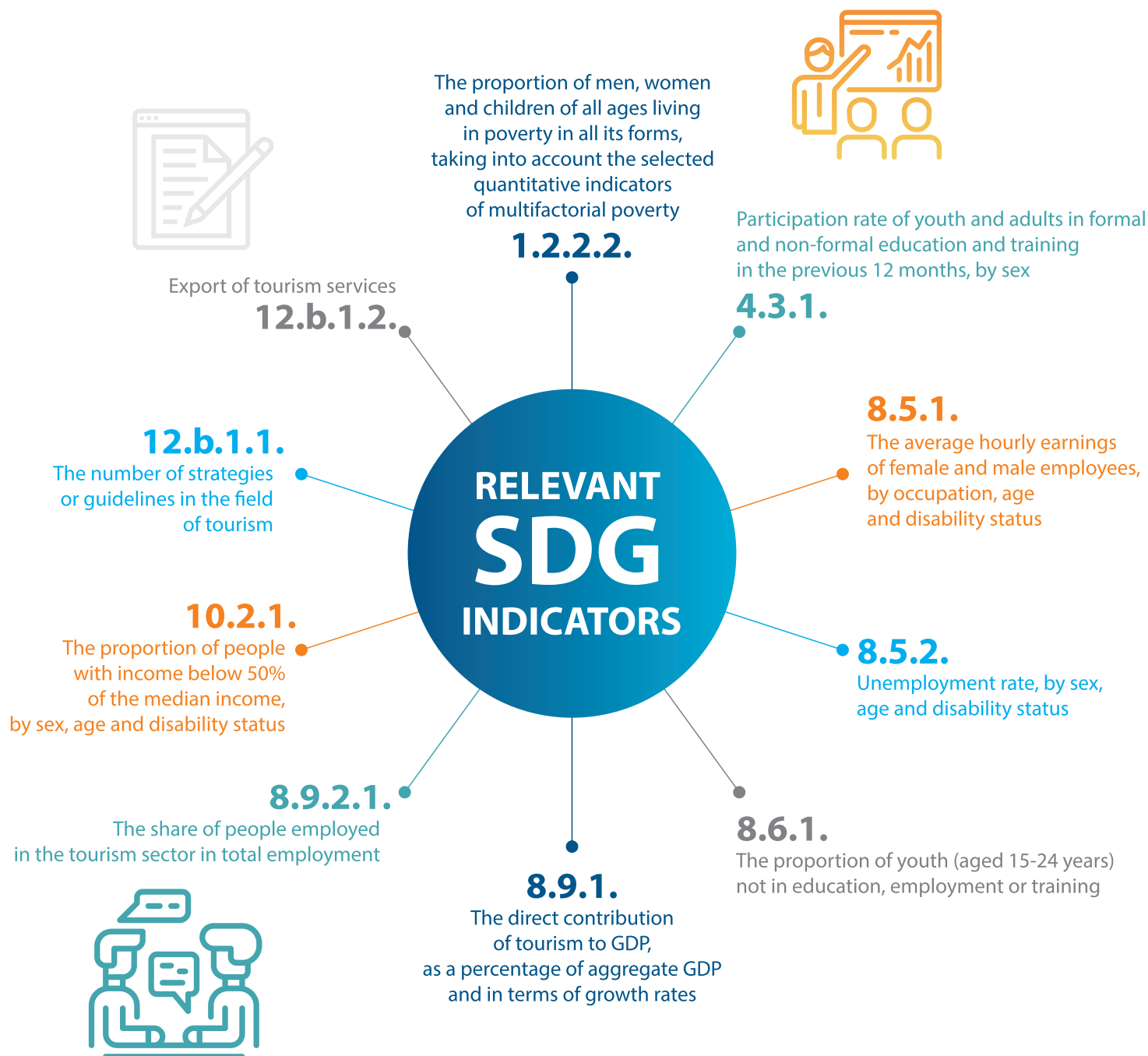


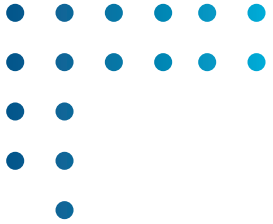
would get opportunities for employment and the start of a business in the tourism sector, as well as professional skills that are in demand in the labour market



would get improved living standards (reduced poverty, reduced youth unemployment), increased tax revenues related to the development of the tourism sector due to the increased tourism appeal of the region, and increased social and environmental sustainability of the regions (due to the development of sustainable tourism)

SDG INDICATORS RELEVANT TO THE PROJECT





POTENTIAL INVESTORS

