

Global Agenda Council on New Models of Travel & Tourism 2012-2014



Understanding/Context

At a time when job creation and economic growth are at the top of the global agenda, the travel and tourism industry can play a critical role in creating employment opportunities worldwide while spurring nations' economic growth. The sector already accounts for 9% of global GDP – a total of US\$ 6 trillion – and creates 120 million direct and 125 million indirect jobs.

Shaping the Agenda

The Council on New Models of Travel & Tourism is committed to supporting the development of a strong travel and tourism sector capable of contributing effectively to nations' economic development. It believes that traditional visa systems are a barrier to the growth of the travel and tourism sector and, consequently, to the creation of exports and jobs. The Council aims to develop a framework to improve and eventually replace traditional visa processes with a *smart visa process*. While streamlining current processes to take advantage of new technologies, including Internet and videoconferencing, the smart visa process would lead to the introduction of electronic visas compatible with mobile applications, and eventually to a state where no visas would be required at all.

To achieve this, the Council is developing a framework for travel facilitation that includes a structure for the implementation of smart visa and border processes. The framework aims at facilitating dialogue between industry and government on possible models of collaboration and at providing them with practical recommendations and tools. For this, inputs will be incorporated from discussions held at various World Economic Forum events around the world as well as the Latin American and Caribbean Air Transport

Association Summit in Mexico in November 2013. Further, the Council is creating a depository of policies and practices to aggregate the latest information on smart visas from around the world with the aim of encouraging the exchange of information and identifying key success factors.

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In parallel, the Council's Members are spreading the message in global policy-making institutions as well as the media. During its first term, the Council put together a “Call for Action on Facilitation of Travel” that was brought to the G20 meeting agenda in Mexico in 2012. On 25 April 2013, in the context of the Forum's Travel & Tourism Summit in Peru, three Latin American countries – Peru, Ecuador and Colombia – signed a Letter of Intent to start working together to implement a new smart visa system. A similar Letter of Intent was signed by Myanmar, Indonesia, the Philippines and Cambodia during the Travel and Tourism High Level Meeting in Nay Pyi Taw, Myanmar, on 5 June 2013.

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