



CIFAL Ecuador- Tourism Outlook in Post COVID-19



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Tourism as an economic powerhouse is the third highest world category in export earnings in 2015, representing 10% of world GDP, 30% of services exports and 1 out of every 10 jobs in the world. Tourism has the potential to contribute, directly or indirectly to all of the goals. In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable

consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

Through this webinar, CONGOPE and CIFAL ECUADOR provide information and recommendations so that we can better prepare for the future of tourism.



The main objective of this webinar is to provide a platform to redefine the concept of tourism on a COVID 19 era. Specifically, new formulas for entrepreneurs and local governments working on this industry.



This webinar is comprised of a series of discussions around challenges on tourism in a COVID 19 era, followed by a Q&A session.



This event is addressed to authorities and technicians in the area of Tourism Competition and Productive Development