

Tourism takes off when aviation does.

Integrating aviation capacity-building and technical-cooperation activities with national tourism strategies, so connectivity converts latent demand into real visitor arrivals.

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~50% of international tourists travel by air

For long- and mid-haul markets, air transport is the **only economically viable way to arrive.**

THE COORDINATION GAP

Airlines won't open routes without proven demand. Destinations can't build demand without routes.

This failure justifies public and multilateral action: route development funds, liberalised air service agreements and anchor-carrier deals.

THE HARD CEILINGS

Infrastructure caps visitor volume, whatever the marketing spend.

Safety oversight decides whether international carriers and insurers will serve a State at all.

Air service agreements drive entry by network and low-cost carriers.

THREE AVIATION PILLARS OF TOURISM GROWTH

Connectivity

Efficient networks open access to islands, remote regions and developing economies.

Safety & security confidence

Travellers and airlines choose destinations with strong oversight.

Passenger experience

Modern airports and seamless border processing shape destination appeal.

SEVEN CAPACITY-BUILDING LEVERS FOR TOURISM

Capacity building & technical cooperation

- | | | | |
|---|---|---|---|
| <p>01
Infrastructure
Master planning, terminals and navigation aligned with demand forecasts.</p> | <p>02
Route development
Regulatory and airspace reform to attract carriers and charters.</p> | <p>03
Safety oversight
Audit corrective actions and State safety programmes that build airline trust.</p> | <p>04
Aviation security
Standards-based screening, training and joint crisis plans.</p> |
| <p>05
Capacity building
Aviation training programmes, extended to service quality and coordination.</p> | <p>06
Sustainability
Carbon offsetting, green airports and climate resilience for coastal destinations.</p> | <p>07
Data-driven planning
Aviation safety and traffic data combined with tourism arrival data.</p> | <p>Joint aviation – tourism master planning
ties all seven together.</p> |



Environmental protection & green airport accreditation

Tourism growth must protect the natural assets that attract visitors. Aviation and tourism programmes should embed environmental protection from the outset through **green airport accreditation frameworks**: independently verified, tiered certification that moves airports from carbon mapping and reduction to neutrality, alongside energy, noise, air quality, waste, water and biodiversity management. Aligned with the destination's sustainability brand, accreditation becomes a competitive asset that signals responsible growth to travellers, carriers and investors.

WHAT INTEGRATED POLICY DELIVERS

- | | | |
|-----------------------------------|--------------------------------|--|
| ✓ More international arrivals | ✓ Wider route diversity | ✓ Stronger destination competitiveness |
| ✓ Higher tourism revenue and jobs | ✓ Advanced environmental goals | ✓ Resilient, sustainable air transport |

Momentum: International aviation and tourism partners are moving towards joint cooperation frameworks and action plans to operationalise this integration.

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