

BRICS Tourism Working Group ISSUES NOTE BRICS 2025



1. Background Information

Tourism is widely acknowledged as a pillar of the global economy, significantly contributing to economic growth and job creation. In 2023, the sector accounted for 9.1% of global GDP, generating approximately USD 9.5 trillion and employing around 319 million people. In 2024, the industry reached USD 11.1 trillion, representing 10% of global GDP, and increased employment to 348 million jobs, signaling a robust recovery following the COVID-19 pandemic

In the Global South, tourism acts as a strategic tool to stimulate economic growth, cultural preservation, and sustainable development. Small communities and local economies have particularly benefited from increased visitor flows, which foster entrepreneurship and reinforce heritage protection. These attributes make tourism essential for developing nations and BRICS members.

Historically, BRICS has recognized tourism as a driver of economic development. Notably, during the 16th Summit in Kazan, under the Russian chairship, discussions emphasized tourism digitalization, sustainable practices, and multilateral cooperation, including measures related to visa facilitation and improved air connectivity. Building upon these foundations, the Brazilian leadership envisions discussing the digital nomad segment, enhancing tourism resilience, and promoting regional tourism. These efforts would align with global trends, strengthen the sector's adaptability, and ensure that tourism becomes an increasingly inclusive and transformative force across BRICS nations.

2. Priorities

2.1. Digital and Inclusive Tourism

- 2.1.1. Promote a comprehensive strategy to connect tourism destinations across BRICS countries, centralizing information about various destinations, services, and opportunities;
- 2.1.2. Encourage social inclusion and accessibility in tourism by developing strategies that support vulnerable groups, prioritize local communities, and democratize global travel experiences;
- 2.1.3. Facilitate collaborative efforts to improve tourism planning, streamline resource access, and foster regional economic growth, aligning with inclusive and sustainable development goals.

2.2. Regenerative and Sustainable Tourism

- 2.2.1. Develop policies that encourage ecosystem regeneration and cultural heritage preservation, positioning tourism as a tool to mitigate environmental impacts while enhancing cultural values;
- 2.2.2. Strengthen tourism in smaller cities and communities, promoting regional development and job creation.

2.3. Collaborative Governance in Tourism

- 2.3.1. Support the establishment of multilateral cooperation mechanisms, including coordinated efforts to improve air connectivity, fostering collaboration and accessibility in the tourism sector;
- 2.3.2. Engage the private sector, governments, and civil society in formulating strategies that advance economic growth and sustainability.

