

# WETLANDS, JOB CREATION AND UPSKILLING

THESE PRODUCTIVE ECOSYSTEMS ARE IMPORTANT LOCAL SOURCES FOR JOB CREATION.

- Wetlands contribute significantly to job creation by offering opportunities that often draw on traditional knowledge systems that have guided sustainable practices for centuries.
- These richly biodiverse ecosystems generate employment through tourism and recreational activities rooted in cultural heritage, while also providing platforms for research and scientific exploration.
- Job creation and upskilling opportunities include training in wetland rehabilitation and management, tourism and recreational benefits, and research opportunities.
- Wetlands sustain 266 million jobs in wetland tourism and travel. There is significant potential for a large proportion of this tourism to be based on ecotourism and to be sustainable with visitors' fees and ecotourism-related income providing much needed income to local communities.
- Wetland landscapes are characterized by the outstanding beauty, density and diversity of their fauna and flora and often by their rich cultural diversity. These combined characteristics have led to growing interest in the development of cultural and experiential tourism.
- Integrating wetland conservation into tourism planning ensures that the tourism sector contributes positively to both people and nature – safeguarding the natural and cultural heritage that makes destinations unique.



**“THE BENEFITS OF WETLANDS EXTEND WELL BEYOND THE ENVIRONMENT—  
THEY ARE ALSO ECONOMIC POWERHOUSES.”**

– Dr. Musonda Mumba, Secretary General of the Convention on Wetlands