Overview

- The 2018-2019 PoW was approved at the 108th session of the Executive Council in San Sebastian (May 2018)

- This presentation covers October 2018-March 2019 and gives an overview of:
  - key strategic points
  - operational activities and achievements
  - the way forward
1. Make tourism smarter: innovation and the digital transformation

2. Grow our competitive edge: investments and entrepreneurship

3. Create more and better jobs: education and employment

4. Build resilience and facilitate travel: safe, secure and seamless travel

5. Protect our heritage: social, cultural and environmental sustainability
1. Position tourism as a **policy priority**
2. Lead in **knowledge creation and policy**
3. Build better **value for Members and expand membership**
4. Increase **resources**
5. Strengthen **UNWTO’s capacity through partnerships**
Progress in Key Areas

• Technology and innovation: Tourism Start-Up Competitions, Tourism Tech Adventures

• Travel facilitation: First Ministerial Conference on Tourism and Air Transport in Africa

• Education: UNWTO Academy taking shape

• Heritage: Measuring Sustainability in Tourism (MST), the UNWTO International Network of Sustainable Tourism Observatories (INSTO), One Planet Sustainable Tourism Programme, etc.
Key Areas
Key Area: Innovation

- Partnerships with innovation leaders: Amadeus, Globalia, and many more
- Tourism Tech Adventures Fora
- Tourism Startup Competitions
- UNWTO Tourism Innovation Hubs Network
Investments and entrepreneurship

- Venture Capital Network: boosting investment culture in tourism
- Improving business environment: INVESTOUR
- Market Intelligence: Barometer, project of UNWTO Dashboard
- Promoting specific segments: gastronomy, urban, rural, shopping, etc.
- UNWTO Recommendations and Declaration on Urban Tourism emerging from Lisbon Mayor’s Forum and
Key Area: Education

• UNWTO Academy is taking shape

• 2019 designated: UNWTO Year of Education, Skills and Jobs

• Talent development: UNWTO Tourism Student’s league
Key Area: Travel facilitation

- ICAO during the First Ministerial Conference on Tourism and Air Transport in Africa
- Preparedness to Public Health Emergencies (Lyon Conf and statement)
Key Area: Protect heritage and planet

- Measuring Sustainability in Tourism (MST)
- UNWTO International Network of Sustainable Tourism Observatories (INSTO)
- UNWTO leading the One Planet Sustainable Tourism Programme for the period 2019 - 2022
- Framework Convention on Tourism Ethics to be adopted during GA23
- “Overtourism” and Residents Perceptions of Urban Tourism: Strategies to better manage growth of city tourism and first global residents survey with IPSOS
• **Tourism Donors Round Table for the 2030 Agenda (July, Geneva)**

• **United Nations Reform:** **UN Resident cost-sharing arrangement (USD 200,000/year)** to be discussed by the Council, a proposal to be made to the GA