



GREECE



**HELLENIC REPUBLIC
MINISTRY OF TOURISM**

***65TH MEETING OF THE UNWTO REGIONAL
COMMISSION FOR EUROPE (CEU)
25TH JUNE 2020***

UNWTO RWCOMMENDATIONS DOCUMENT – WHITE PAPER



Task Force:

- ❖ Initiative for the UNWTO Taskforce. Greece Chair of the CEU.***
- ❖ Countries involved: Greece, Bulgaria, Germany, Georgia, Israel, Portugal, Russian Federation and Spain***
- ❖ Technical Meetings, cooperation and contributions for the final deliverable “White Paper” (May 2020)***

UNWTO RECOMMENDATIONS DOCUMENT – WHITE PAPER

FOCUS ON 6 THEMATIC AREAS

- ***Evaluation of the different measures adopted by the UNWTO member states and selection of best practices.***
- ***Evaluation and assessment of the pressures received by the enterprises of the tourism industry***
- ***Proposals to keep the tourism sector operational during the crisis period***
- ***Collection, evaluation and proposal of measures at a “destination level”***
- ***Criteria setting to determine the restart of travel, tourism and leisure activities and events.***
- ***Policies and practices for the period of transition from restart to full operations.***

1. Evaluation of different measures adopted by the UNWTO member states and selection of best practices

Economic and monetary measures

Measures related to jobs and skills

Improvement of market intelligence

Public-private synergies

2. Evaluation and assessment of the pressures received by the enterprises of the tourism industry



- ❖ Travelers **cancel** their bookings, flights & planned trips
- ❖ According to UNWTO, international tourism arrivals could decline by 20-30% in 2020 compared to 2019
- ❖ According to IATA annual loss is expected to amount up to 113-252 \$ billion for the airline industry
- ❖ Within the hospitality sector, **SMEs** have been severely affected
- ❖ **Tour Operators'** turnover is seriously impacted
- ❖ **Financial implications.**

3. Proposals to keep the tourism sector operational during the crisis period

Across Europe, further measures & policies focus to:

- ✓ strengthen the **competitiveness & resilience** of the industry
- ✓ ensure the adequate **marketability of the product**
- ✓ create the necessary framework to ensure **health conditions** before/during/after the trip
- ✓ **reignite demand** by boosting domestic demand, expanding the tourism season & increasing economic resources for the promotion of the national tourism product.
- ✓ set up **Safety & Hygiene protocols** for accommodation & leisure facilities
- ✓ continue to support **employment** & invest in **digital skills**

4. Collection, evaluation and proposal of measures at a “destination level”

- ❑ Destinations have to re- examine their marketing strategy & business mix.
- ❑ Through market positioning and resources allocation, the development of a rapid marketing campaign, creating new incentives for travelers from alternative markets, will be enabled.
- ❑ Local authorities, tourism & leisure businesses should build on partnerships allowing the strategy of product bundling, combining the provision of services & complementary activities.

5. *Criteria setting to determine the restart of travel, tourism and leisure activities and events*

1. **Epidemiological criteria:** To showcase that the spread of the disease has significantly decreased and stabilized for a sustained period of time.
2. **Sufficient health system capacity:** e.g. occupancy rate for Intensive Care Units, adequate number of hospital beds, access to pharmaceutical products required in intensive care units, the reconstitution of stocks of equipment, etc
3. **Large-scale testing capacity:** to detect and monitor the spread of the virus combined with contact tracing and possibilities to isolate people in case of reappearance and further spread of infections.
4. **Antibody detection capacity:** when confirmed specifically for COVID-19, to provide complementary data on the share of the population that has successfully overcome the disease and eventually measure the acquired immunity.

6. *Policies and practices for the period of transition from restart to full operations*

- ✓ Maintain the flow of **liquidity** – Balance between tourists interests and the proper performance of the businesses on a long- term basis
- ✓ **Improve risk assessment** in tourism and strengthen coordination mechanisms → “whole of government” approach
- ✓ Adopt new working processes, invest in **digital transformation** and boost **innovation ecosystems**.
- ✓ Restore visitors’ confidence via digital marketing strategies
- ✓ Focus to **domestic tourism**.