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Executive summary

At its 23rd session in Saint Petersburg, Russian Federation, the General Assembly approved the Programme of Work proposed by the Secretary-General based on his Management Vision, which specified clear objectives and priorities for the Organization for his mandate.

This report gives an overview of the main lines of work and achievements for the period July 2019-April 2020. It includes the following annexes: I. List of UNWTO events, II. List of UNWTO publications, III. UNWTO on the ground, IV. Update on the governance of the Affiliate Members, including the new composition of the Board, strategic collaboration and partnerships, and expansion of affiliate membership, V. Use of UNWTO logo, VI. Women in Tourism Action Plan, VII. Technical Committee on Tourism Online Education, VIII. Terms of reference of the committee for the development of an International Code for the protection of tourists, and the UNWTO Jobs Factory.

The Executive Council is invited to consider four matters for endorsement/approval: i) the Women in Tourism Action Plan, ii) the creation of a Technical Committee on Tourism Online Education, iii) the establishment of a Working Group for the revision of the Rules of Procedure of the Affiliate Members and of the Committee for the Review of Applications for Affiliate Membership and iv) the establishment of a committee for the development of an International Code for the Protection of Tourists.

In order to mitigate the impact of COVID-19 and prepare tourism for recovery from this unprecedented crisis, UNWTO has been working on several activities: establishment of the Global Tourism Crisis Committee for a proper coordination among Member States, private sector and various international organizations, Recommendations for Mitigation and Recovery, as well as on the assistance of tourists in emergency situations and tourism consumer protection rights, impact assessment and data intelligence, ad hoc campaigns, advice to travellers, online courses, webinars and temporary free access to the UNWTO-Elibrary.

DRAFT DECISION[1]

Agenda item 3(b)
Implementation of the General Programme of Work
(document CE/112/3(b) rev.3)

The Executive Council,

Having examined the report on the Implementation of the General Programme of Work,

1.   *Takes note of* the activities implemented and progress achieved;

2.   *Endorses* the Women in Tourism Action Plan and requests the Secretary-General to regularly report on its implementation (Annex VI);

3.   *Approves* the establishment of a Working Group with the mission of preparing a proposal for an integral reform of the existing Rules of Procedures of the Affiliate Members and to set the basis of the creation and operation of a Committee for Affiliate Members (Annex IV-C);

4.   *Also approves* the modus operandi and composition of the Technical Committee on Tourism Online Education, as presented in Annex VII;

5.   *Appoints* the Members to the Committee as follows:

     ….

6.   *Requests* the Secretary-General to submit to the 113th session of the Executive Council the rules of procedure proposed for the Committee as well as the list of invited participants;

7.   *Welcomes* the advancement of international standards regarding the assistance to tourists in emergency situations and regarding tourism consumer rights in the post-COVID-19 scenario; and

8.   *Approves* the terms of reference of the committee for the development of an International Code for the Protection of Tourists, as presented in Annex VIII.

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[1] This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

I.   Introduction

1.   At its 23rd session in Saint Petersburg, Russian Federation, the General Assembly approved the Programme of Work proposed by the Secretary-General based on his Management Vision, which specified clear objectives and priorities for the Organization for his mandate.

2.   The present report summarizes the activities carried out by the Organization in order to respond to such priorities. It is a continuation of document A/23/5(a) rev. and covers the period July 2019 – June 2020.

3.   Annexes include the following information: Annex I. List of UNWTO events, Annex II. List of UNWTO publications, Annex III. UNWTO on the ground, Annex IV. Update on the governance of the Affiliate Members, including new composition of the Board, strategic collaboration and partnerships, and expansion of affiliate membership, Annex V. Use of UNWTO logo, Annex VI. Women in Tourism Action Plan, Annex VII. Technical Committee on Tourism Online Education, Annex VIII. Terms of reference of the intergovernmental committee of experts for the development of an International Code for the Protection of Tourists and Annex IX. UNWTO Jobs Factory.

II.   Make tourism smarter: innovation and the digital transformation

4.   Innovation has been at the core of UNWTO Secretariat's work since 2018, bringing together the key stakeholders, including governments, academia, corporations, SMEs and startups, investors (business and super business angels, venture capital, etc.) and business development partners (accelerators, incubators, etc.) in order to boost innovation and entrepreneurship.

5.   A new online platform - AMConnected- dedicated to the Affiliate Members was launched in September 2019, providing to the Affiliate Membership the technological support to communicate, network, receive updated information about UNWTO projects and events and increase the visibility of their activities. UNWTO will continue developing the platform and plans to incorporate a Learning Management System and to partially open AMConnected to non-Affiliate Member stakeholders, especially to Member States, under a well-designed mechanism and procedures, aiming to strengthen the networking facilities for the benefit of UNWTO Membership.

6.   In line with the objective of the Organization towards creating more value for Affiliate Members, a new format of activities was developed in 2020: "Affiliate Members Corner", aiming to offer to the Affiliate Members networking and visibility opportunities within the framework of major UNWTO activities, increasing the prestige and value of the Membership and receiving solid proposals and inputs for future projects.

7.   2020 is UNWTO's year of 'Tourism and Rural Development', and innovation, together with sustainability, should play a key role in defining new tourism policies in rural areas. This has been discussed in several events organized by UNWTO, notably the Ministers' Summit on "Technology for Rural Development" at WTM. In addition, a UNWTO Webinar was organized to support entrepreneurs and small tourism businesses of rural areas in unlocking the digital potential of rural destinations to become more skilled to face the challenge of recovery post COVID-19.

8.   As new digital platforms and business models emerge in different areas of the tourism sector, UNWTO has published the first systematic overview of how both national governments and local authorities are addressing and managing new business models in the accommodation industry. With the aim to deepen the understanding and knowledge about the regulatory framework being applied to the short-term rental market worldwide, "New Business Models in the Accommodation Industry" analyses existing rules and regulations in 21 case studies, focusing on three key areas: 1) fair competition; 2) consumer protection; and 3) planning and sustainability.

9.   In association with Turismo de Portugal and Globalia, the leading tourism group in Spain and Latin America, UNWTO has named the eight winners of the 2nd Tourism Startup Competition. In its first two editions, the UNWTO Tourism Startup Competition received proposals from almost 5,000 startups.

10.   Along the same line, the 2nd edition of the Gastronomy Startup Competition was also launched in collaboration with the Basque Culinary Centre. In addition, the 1st UNWTO Sports Tourism Startup

Competition, launched with the Barça Innovation hub of Football Club FC Barcelona and supported by the Qatar National Tourism Council.

11. The UNWTO Secretariat, through its Innovation, Digital Transformation and Investments Department (IDT), has created the UNWTO Innovation Network. This Network will provide a platform for the exchange of knowledge, business models, successful business cases and general support among actors in the tourism sector to foster disruption in their own strategy and in the tourism sector as a whole, connecting stakeholders in tourism entrepreneurship ecosystems to form part of a network to co-create innovative initiatives.

Innovations in UNWTO Communications

12. The overhaul of UNWTO's communications focus and priorities has brought new opportunities for the Organization. The world over, the COVID-19 pandemic put the digital response to the test. And the Organization was prepared to deliver. The unprecedented success of UNWTO's public visibility, made possible by the successful revamping of communications, has contributed to better positioning tourism's relevance in the public sphere

13. UNWTO has achieved record visibility through media and digital impact during the crisis, including regular presence in top-tier media, the partnership with CNN International to promote the #TravelTomorrow campaign and a landmark message by the UN Secretary-General in support of tourism and UNWTO: over +16K media pieces mentioned UNWTO and generated a record advertising value equivalency of +€330 MN, the website registered +165% traffic, +157% new visitor, +133% page view growth, and follower and organic reach across all social media platforms expanded between 30% and 100% (from 26 February to 6 June).

14. Ranging from the new, state-of-the-art UNWTO website and digital infrastructure (technology, design, output-centred structure, multilanguage contents) to the strong focus on digital communications, UNWTO was also able to successfully tackle the internal cultural transition and changing workflows and habits by modernizing the communications structure and strategy.

15. The completely new UNWTO website (developed April-October and rolled out in December 2019), the first ever strategic approach to digital and visual communications, a structured social media strategy, and a shift in narrative focused on outputs rather than process (all of which constitute the main axis of the Communications Strategy implemented since early 2019), have proven highly successful as reflected by all web, social and media performance metrics.

III. Grow our competitive edge: investments and entrepreneurship

16. UNWTO has developed initiatives enabling business environment such as the INVESTOUR Forum. In 2020, in addition to the yearly edition held during FITUR and dedicated to rural development, UNWTO has organized, for the first time, a specific session in the African continent, in Côte d'Ivoire, as part of the Agenda for Africa 2030, a roadmap and strategic framework for tourism for sustainable development and inclusive growth.

17. UNWTO together with the International Trade Centre (ITC), the World Trade Organization (WTO), the European Bank for Reconstruction and Development (EBRD) and the World Bank Group (WBG) successfully led two side events focusing on tourism during the 2019 WTO Global Review of Aid for Trade in Geneva: Session 5: "Creating and Capturing value at origin: Tourism as a driver of inclusive and sustainable economic diversification" and Session 11: "Tourism financing for the 2030 Agenda".

Product Development

18. In order to support Member States to diversify supply, promote the development of tourism value chains, create innovative and new products that translate into increase spending, regional spread of tourism and lower seasonality, UNWTO has been working in the following:

(a) **Wine tourism:** The 4th Global Conference on Wine Tourism, hosted by UNWTO and the Government of Chile, has concluded with a call to use the sector's unique ability to rejuvenate and support rural communities. During the Conference, UNWTO together with ARAEX launched the booklet 'Wines of Chile' which is the first in a collection to be dedicated to Wine Routes of the World.

(b)   **Gastronomy tourism:**

(i)   UNWTO is working with the Ministry of Tourism of Indonesia in a <u>UNWTO Gastronomy Tourism Product Development Project in Ubud, Bali</u>. The project aims to help Ubud design and develop innovative gastronomy tourism experiences that link the public and private sectors.

(ii)   At the 63rd Meeting of the Regional Commission for Africa, UNWTO launched the booklet "A Taste of Seychelles Gastronomy", which is the first in a collection to be dedicated to "A Tour of African Gastronomy" within the Brand Africa UNWTO Initiative.

(c)   **Health tourism:** A High-Level Forum on Medical and Health Tourism was organized in the framework of the 23rd General Assembly. Member States focused on the relevance of the sector in national strategies as well as the factors shaping health tourism such as technological developments, personal health and regulations.

(d)   **Shopping tourism:** UNWTO and the Municipality of León (Guanajuato, Mexico) continued to advance the first <u>UNWTO project on Shopping Tourism</u>, with the aim of promoting the city of Leon as a shopping destination, both within Mexico and around the world.

(e)   **Workshops and Masterclasses** provided by Affiliate Members for Member States. During 2019 UNWTO began to develop new UNWTO-AM products potentially useful for the Member States. Following the success of a pilot activity, carried out on the occasion of the 64th Regional Commission for Europe in Croatia in May 2019, UNWTO continued to develop masterclasses with affiliate members as follows: in <u>Portugal</u> with Google, in Lithuania and Montenegro with Amadeus and with International Congress and Convention Association (ICCA) in Uzbekistan, Georgia and <u>Kazakhstan</u>.

(f)   **Urban tourism:**

(i)   City leaders from around the world met in the Kazakh capital of Nur-Sultan for the <u>UNWTO Global Urban Tourism Summit</u>. The Summit focused on how developing smart cities can contribute to address complex urban challenges faced today by many destinations across the world. Building on this, national and city representatives at the Summit officially adopted the Nur-Sultan Declaration on 'Smart Cities, Smart Destinations'.

(ii)   In the framework of the 23rd meeting of UNWTO General Assembly, the UNWTO <u>Recommendations on Urban Tourism</u> were approved. The recommendations pinpoint the advancement of the integration of tourism in the wider urban agenda, the development and fostering of sustainable policies and practices in urban tourism.

Trends and outlook

19.   At the beginning of 2020, UNWTO launched its first <u>Tourism Data Dashboard,</u> an online tool that gives dynamic insights on key performance indicators for inbound and outbound tourism at the global, regional and national levels. The Dashboard includes a specific <u>Tourism and COVID-19 module proving short term data and analysis.</u>

20.   UNWTO provided for the first time an aggregated estimate of the direct contribution of tourism to GDP and employment of the G20 Member countries, included on the G20 Ministerial Declaration. More events and publications on trends and outlook are reported in <u>Annex I</u> and <u>Annex II</u>.

Policy and destination management

21.   The UNWTO Committee on Tourism and Competitiveness (CTC) concluded its previous mandate (2015-2019) with the publication of a Policy Paper on Tourism Policy and Strategic Planning, which was presented at the 23rd General Assembly.

22.   The following destination management organizations (DMOs) have recently joined the <u>UNWTO.QUEST</u> initiative and are currently in the process of certification: Thompson Okanagan Tourism Association, TOTA (Canada), Recife (Brazil) Rocha (Uruguay) and Fundació Mallorca Turisme (Spain).

23.   UNWTO is part of the Advisory Board to revise and update the indicators of the Travel and Tourism Competitiveness Index (TTCI) by the World Economic Forum as a member of the TTCI Advisory Board.

IV.   Create more and better jobs: education and employment

24.   Tourism's potential to build a "better future for all" was the central message of the 23rd session of the UNWTO General Assembly in Saint Petersburg. On this occasion, a Ministerial Debate on Education and Employment in Tourism discussed the challenges and opportunities to adapt to the emergence of new businesses models, products and services, to digitalization and robotization and constant change. In addition, World Tourism Day 2019, which was officially celebrated at a high-level summit in New Delhi, in the framework of 2019 Year of "Education, Skills and Jobs" highlighted the sector's ability to create more and better jobs, including for women, youth and minorities.

25.   In collaboration with its Affiliate Member CEGOS, UNWTO advanced research on the future of work in tourism. The UNWTO Policy Paper 'The Future of Work and Skills Development in Tourism' was presented at the G20 Tourism Ministers Meeting (Japan, October 2019). The Paper shows the emerging realities resulting from the transformations affecting work in tourism and provides recommendations to G20 countries.

26.   During 2019, a total of 66 Tourism Education and Training programmes obtained the UNWTO.TedQual Certification. In January 2019 the Agency Cordoba Turismo (Argentina) obtained the UNWTO Quest certification and 4 new destination management organizations in different countries started their certification process.

UNWTO Academy

27.   A total of 3,452 participants, representing more than 60 Member States benefited from different UNWTO Academy initiatives (Executive Education, Webinars, Masterclasses, Post-graduate and Doctorate programmes). Most of these initiatives were developed and financed in partnership with Member States, partner education institutions, and affiliate members of UNWTO, as well as scholarships offered directly to member states representatives by UNWTO Academy.

28.   UNWTO announced the creation of the first UNWTO International Centre associated with the UNWTO Academy in Portugal. This centre, officially inaugurated in July 2019, has delivered Train the Trainer courses on Digital Transformation in Tourism; Trends and challenges, The Future of Tourism Education and Grow with Google for Member States from Europe.

29.   Tailor-made Executive Education courses and Masterclasses jointly with UNWTO Affiliate Members have been implemented for UNWTO Member States in UAE, Argentina, Mexico, Saudi Arabia, Spain, Montenegro, Kazakhstan, Uzbekistan, Lithuania, Portugal, Georgia, and Andorra. During the COVID-19 situation, UNWTO Academy reinvented its delivery of courses by using the webinar format.

Online Academy

30.   UNWTO announced at its General Assembly a new partnership with IE University in Madrid, the Online Tourism Academy. With the support of the State of Qatar, the Academy allows tourism sector workers of all levels to enhance their skills. Main deliveries of the Academy have been:

(a)   First UNWTO-ICCA Masterclass on Meetings Industry organized with the support of State Committee of the Republic of Uzbekistan for Tourism Development (SCTD);

(b)   UNWTO Academy Masterclass on "Digital Transformation in Tourism - Trends and Challenges";

(c)   UNWTO-UOC MASTER COURSE on "strategy and sustainable management of tourism destinations"; and

(d)   Specific activities to respond to the COVID-19 crisis (see part V).

31.   In order to support the strategy of the UNWTO Tourism Online Academy and advise on the content of its products, the Secretary-General proposes the establishment of a Technical Committee on

Tourism Online Education. Annex VII of the present document contains the mandate, modus operandi and composition of such committee for the Executive Council's endorsement.

UNWTO Students' League

32.   The UNWTO World Tourism Students League, run within the UNWTO Academy, seeks to create an innovative environment to empower and motivate travel & tourism students to get involved within the industry and participate in this world tourism student's league getting real-time experience from the sector by creating and presenting innovative solutions for the challenges that the sector is facing nowadays. Challenges will be aligned with the Sustainable Development Goals, placing an emphasis on Goals 8,12 and 14, in which tourism is featured and will match the SDGs requirements.

33.   A total of 62 Teams from different Universities around the world are participating in the 1st Global edition and work is being carried out to set up national Leagues with UNWTO Member States in order to focus the impact by getting students to work on the challenges and realities in their own countries as well as governments the opportunity to underline their strong support to the young talent of the new generations.

UNWTO Jobs Factory

34.   UNWTO in collaboration with Eightfold Talent Exchange (ETX) will offer to its Members States, and Affiliated Organizations the "UNWTO Job Factory Initiative" to this extends a joint Landing Page will be created powered by Eightfold Artificial Intelligence technologies to bring the following benefits:

(a)   UNWTO Members States and their Employees/Citizens impacted will have the ability to upload their resumes and create profiles on ETX in order to potential find jobs or match talents.

(b)   UNWTO Members States or any Affiliate Organization looking for talent/ hiring will have the ability to upload Job Requisitions on ETX.

(c)   UNWTO will act as catalyst to disseminate the information on the platform and promote employability on the tourism sector (see Annex IX.

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

35.   As the current outbreak of the coronavirus disease (COVID-19) continues to develop, the World Health Organization (WHO) and the World Tourism Organization (UNWTO) have been working together in guiding the travel and tourism sectors' response to COVID-19.

36.   UNWTO created a Global Tourism Crisis Committee, bringing together key UN agencies, the chairs of its Executive Council and Regional Commissions, Affiliate Members and private sector leaders. As a main result of the work of the Committee, the Secretariat has released a set of Recommendations for Crisis Mitigation and Recovery calling for urgent and strong support to the tourism sector to recover from the unprecedented challenge of COVID-19 but also to 'grow back better'. Specific guidance on how to support vulnerable groups were also released to help governments and businesses craft an inclusive response to COVID-19, ensuring that no one is left behind.

37.   The unprecedent impact on tourism in all economies is fully supported by the United Nations Secretary-General Antonio Guterres, with the launch on 25 August of a ***Policy Brief on COVID-19 and Transforming Tourism***. The Brief, which is part of a series of UN SG policy briefs[2], provides policymakers, Member States and all stakeholders, an overview of the impacts of the pandemic on tourism including the millions of livelihoods it sustains.

38.   The Brief was prepared at the UNWTO's initiative. With UNWTO as the lead author of the brief, 11 other UN entities contributed to making it a rich source of knowledge sustained by key data, information and recommendations. This represents a landmark for UNWTO and tourism. It is the Organization's hope that the Brief will support recovery efforts and building resilience. Most

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[2] United Nations Secretariat **UN Comprehensive Response to COVID-19**

importantly the Brief provides an opportunity to shape better policies for the future, as well as mobilize the multilateral and bilateral development system to increase its support for tourism.

39.   The UN Secretary-General's recommendations are inspired by all the recovery deliverables developed with the support of UNWTO Member States. Given the proven importance of tourism in our economies and societies, this policy brief comes at a very critical moment when there is a need to work closer together to restart tourism and to build a stronger and more resilient world.

40.   Other key actions are:

(a)   The **#TravelTomorrow** digital campaign has an excellent and growing reception worldwide. The campaign, which puts people first and empowers the power of "tomorrow" tourism, has been shared by governments, private sector actors and individuals.

(b)   **#ResponsibleTravel**. Simple but effective guidelines to stay safe and travel responsibly.

(c)   **Intelligence on Measures to Support Tourism** To help the global tourism sector monitor a rapidly-evolving situation and make the right decisions at the right time, UNWTO has launched an interactive map of national and international policy responses to the challenge of COVID-19 including measures to restart tourism.

(d)   **Travel restrictions – a global review for tourism:** A series of reports which provide a global overview of COVID-19 related travel restrictions and analyse them from a tourism perspective. These reports are updated on a regular basis to support mitigation and recovery efforts.

(e)   **UNWTO Briefing Notes on Tourism and COVID-19**. The first Briefing Note 'How are countries supporting tourism recovery?' offers an overview and analysis of the main measures adopted by countries to mitigate the effects of COVID-19 in tourism and support recovery as well as case studies. The second Briefing Note 'Tourism in SIDS: the challenge of sustaining livelihoods in times of COVID-19' looks at the importance of international tourism in SIDS, the impact of COVID-19 and the policies to accelerate tourism recovery in SIDS.

(f)   **COVID-19 and the Signatories of the Private Sector Commitment to the Global Code of Ethics for Tourism**: Owing to the importance of the private sector entities and their significant social and economic role, the UNWTO World Committee on Tourism Ethics has contacted the signatories of the Private Sector Commitment to the Global Code of Ethics for Tourism. The signatories reported, through a survey, on the measures taken by their entities to support the fight against the Covid-19 and to mitigate its numerous negative socio-economic impacts. The main conclusions were published here.

(g)   **Courses, webinars & resources:** UNWTO Academy is committed to make available to everybody, a set of different online Education and Training units on different topics - from us and from our Partner Institutions.

(h)   The "Healing Solutions" challenge, launched in collaboration with WHO, is a global call for entrepreneurs and innovators to submit ideas that can help the tourism sector mitigate the impact of the pandemic and kick-start recovery efforts.

(i)   UNWTO **leaders have shared key messages** on major media platforms around the world, including interviews on CNN, BBC, Euronews and on major online media.

(j)   The Tourism Recovery Technical Assistance Package includes a comprehensive list of technical assistance activities that UNWTO can provide, such as the development of tourism recovery plans or new marketing strategies, or activities of a relatively short duration with a specific focus, such as training on safety and hygiene in the new COVID-19 reality.

(k)   **COVID-19: Survey on the current situation of tourism statistics** was launched among all the UNWTO's official data providers in the Ministries of Tourism and National Statistical Offices to assess how the pandemic affects the continuity of statistical activities that are needed to collect relevant data in countries. Countries reported on the feasibility of providing up-to-date data for the UNWTO statistical database and shared their plans for the collection of data for 2020. A report will be prepared analysing the results.

(l)   Understanding the impact of COVID-19 through statistics: UNWTO, together with 36 International Organizations, cooperated to understand "How Covid-19 is changing the world: a statistical perspective"

(m)   A dedicated space on the Tourism4SDGs platform for all tourism stakeholders to share tourism initiatives and practices to mitigate the current COVID-19 outbreak. The Tourism4SDGs platform was created to be a living co-creation space for everyone to share best tourism practices and now, more than ever is the time for us to Learn, Share and Inspire.

(n)   **Access to UNWTO Elibrary** has been temporarily opened.

(o)   **Events:** The UNWTO Secretariat is working on how to reschedule, whenever possible, key events that were cancelled due to the crisis. Specific updated information is posted on the UNWTO website and on social media.

(p)   **Online meetings of Regional Commissions:** In order to ensure business continuity and proper follow-up of activities with its Members, UNWTO has decided to hold online meetings for its Regional Commissions.

Towards an International Code for the Protection of Tourists

41.   The COVID-19 crisis has revealed the absence of an international legal framework to assist international tourists in emergency situations and the lack of uniformity at the international level regarding tourism consumer protection rights.

42.   During the crisis, the closure of borders with little notice left hundreds of thousands of tourists stranded abroad, millions of flights were cancelled and the situation soon deteriorated, impacting negatively on the confidence of tourists regarding their rights to assistance and consumer rights in an emergency situation. As borders are opening again and international tourism resuming, recommendations are being developed by the Secretariat for the assistance to tourists in emergency situations, to support the efforts taken by Member States in restoring tourists' trust.

43.   The recommendations are based on the draft Convention on the Protection of Tourists and on the Rights and Obligations of Tourism Service Providers, endorsed by the General Assembly at its 22nd session (resolution 686(XXII)) and have been adjusted to adapt to the particular circumstances created by the pandemic and with a view to ensure a coordinated approach to the assistance of international tourists during the COVID-19 pandemic, but they may also be used for any other emergency situation.

44.   Moreover, the impact of the crisis on the tourism industry and the post-COVID-19 scenario presents significant challenges for restoring consumers' confidence. The international fragmentation of tourism consumer rights may represent an additional determent to international tourism recovery. Consequently, the Secretary-General proposes to use the work produced in the past by UNWTO and its Member States[3] in the field of tourism consumer protection and to use it as a basis for the development of an International Code for the protection of tourists that may harmonize some minimum international standards and provide sufficient guarantees to international tourists in the post-COVID-19 scenario.

45.   To attain this objective, the Secretary-General proposes to the Executive Council the creation of a Committee to develop the Code (see Annex VIII- terms of reference). This Committee could present a progress report to the next session of the General Assembly including proposals regarding adherence to the Code and monitoring its implementation.

Increase of fraudulent "COVID-free" certificates alleging endorsement by UNWTO

46.   Following the outbreak of the current COVID-19 crisis, it has been brought to the attention of UNWTO that there has been an increase in fraudulent schemes alleging association with UNWTO. Such schemes generally include the alleged endorsement by UNWTO of "COVID-free" certificates concerning venues, destinations etc.

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[3] Executive Council documents : CE/89/8, CE/90/7, CE/93/4(b), CE/94/3(I)(e), CE/95/3(I)(c), CE/100/3(d), CE/103/5rev.2, CE/104/5(a), CE/105/5(a). General Assembly documents: A/19/9add.1, A/20/5(I)(b) Annex Add., A/21/8 (I)(d), A/22/10(i)(c).

47.   In response to the increase in such schemes, a warning has been published on UNWTO's website, informing the public of the nature of these misleading communications, and notifying them that such certificates do not originate from UNWTO nor are they in any way associated with its activities. Moreover, a fraud alert e-mail account has been established through which these schemes may be reported to UNWTO, and allow appropriate action to be taken in response.

48.   Moreover, while UNWTO welcomes initiatives to establish global and national health, safety and security protocols or seals, the Organization is neither providing endorsement nor certification of these initiatives.

VI.   Protect our heritage: social, cultural and environmental sustainability

49.   We are at the beginning of the United Nations "Decade of Action". With just 10 years remaining to fulfil the 2030 Agenda and its Global Goals, UNWTO is making sure tourism is at the heart of the conversation. Along this line, UNWTO, in collaboration with the *UNWTO Affiliate Members Working Group on SDGs Support* has launched a new major survey to assess how the Sustainable Development Goals (SDGs) have been incorporated into tourism, practices, plans and strategies in destinations across the world. The results are to be published in 2020.

50.   Under the Cooperation Agreement signed in January 2020, UNWTO is working closely with the Japan International Cooperation Agency (JICA) on the project "Toolkit on Project-based Indicators in Tourism for Achieving the Sustainable Development Goals". Among its objectives, the project aims to help better understand the SDGs from the perspective of tourism, develop instruments and policies to enhance the awareness of sustainable tourism along the value chain and catalyse increased official development assistance (ODA) and aid-for-trade flows from the donor community. This initiative will provide tools to measure how tourism projects can contribute towards the implementation and achievement of the 2030 Agenda and of the SDGs.

51.   UNWTO is custodian to two SDG indicators, 8.9.1 on tourism direct GDP and 12.b.1 on the implementation of statistical tools to measure the sustainability of tourism. In 2019, data on these two indicators were collected for the first time in a global exercise that culminated with the publication of this information in the SDG global database in April 2020.

Environmental sustainability

52.   As part of the One Planet Sustainable Tourism Programme, UNWTO launched the Global Tourism Plastics Initiative, with the United Nations Environment Programme (UNEP) and in collaboration with the Ellen MacArthur Foundation. This initiative unites the tourism sector behind a common vision to tackle the root causes of plastic pollution by progressively integrating circular economy principles and strategies in tourism value chains. It enables businesses, governments and civil society to take joint action and contribute to reduce marine litter and plastic pollution. The Initiative was launched in January 2020 at FITUR.

53.   An official side-event was organized during the UN Climate Summit, COP25 in Madrid, where governments, UNWTO and UNFCCC highlighted the need to accelerate the transition to a low carbon pathway in tourism. Also at COP25, the report "Transport Related CO2 Emissions of the Tourism Sector" prepared by UNWTO in collaboration with the International Transport Forum of the OECD was released. The report provides evidence of the CO2 emissions from tourism transport from 2016 to 2030 and the implications of the different modes of transport. It sets the basis to scale up climate action in the tourism sector.

54.   Within the framework of the One Planet Sustainable Tourism Programme, member organizations continued adopting new and improved practices for sustainable consumption and production (SCP), e.g. changes in supply chains, water and energy savings, recycling and reuse, waste reduction, etc. The Programme released the "Sustainable Tourism Policy Talks" which capture the commitments and SCP under implementation in a number of countries as presented by their respective Ministers of Tourism. The Programme initiated online trainings to complement its ongoing webinar series with an online course focusing on mapping tourism value chains.

55.   UNWTO is a member of the Informal Advisory Group on Mainstreaming Biodiversity (IAG) established by the Secretariat of the Convention on Biological Diversity (UN Environment) working towards the Long Term Approach to Mainstreaming Biodiversity and the post-2020 framework.

56.   UNWTO is to continue to lead the way in growing wildlife tourism and harnessing it as a driver for conservation and development, supported by a major new US$1 million donation from the Chimelong Flora and Fauna Conservation Foundation. See Annex III: UNWTO on the ground.

57.   UNWTO regularly prepares global and regional reports within its mandate for the UN General Assembly which are the basis for UNGA Resolutions on Sustainable Tourism. The latest resolution is A/RES/74/211 on Sustainable Tourism and Sustainable Development in Central America, adopted on 19 December 2019.

58.   **INSTO:** The UNWTO International Network of Sustainable Tourism Observatories (INSTO) supports evidence-based decision making at destination level and the monitoring of tourism performance through a common set of issue areas that encompass economic, social and environmental elements. The initiative welcomed more than 100 experts to its global annual meeting in Madrid. As of April 2020, the INSTO network has 29 observatories worldwide.

59.   **MST Initiative:** The Measuring the Sustainability of Tourism (MST) macro-project aims to provide to all countries in the world a common framework to measure the impacts and dependencies of tourism on the economy, society and the environment, at national and subnational levels.

60.   The first ever regional training workshop on MST took place in the Asia-Pacific region and in coordination with ESCAP (December 2019, Thailand). A thorough presentation of the MST macro-project is available in the document CE/112/4(c): Report of the Committee on Statistics.

Social and cultural sustainability

61.   UNWTO continues its cooperation with UNESCO. The 4th UNWTO/UNESCO World Conference on Culture and Tourism: Investing in Future Generations, under the patronage of Japan Tourism Agency, Agency for Cultural Affairs, Kyoto, Prefecture and City of Kyoto, with the attendance of HIH Princess Akiko of Mikasa, was held in Kyoto, Japan, from 12 to 13 December 2019 and ended with a key output: the Kyoto Declaration on Tourism and Culture: Investing in future generations (also available in French, Spanish, Russian, Arabic and Japanese). The UNWTO Recommendations on Sustainable Development of Indigenous Tourism, endorsed by the General Assembly at its 23rd session, were launched at the Conference in a reader-friendly format for their global dissemination.

62.   UNWTO, in collaboration with UN Women, The German Society for International Cooperation (GIZ), World Bank Group and Amadeus, has launched the long-awaited second edition of the Global Report on Women in Tourism. The publication highlights the progress the global tourism sector has made in advancing gender equality and is the basis of the Women in Tourism Action Plan, available in Annex VI of the present document, for the endorsement of the Council.

63.   The UNWTO General Assembly served as a platform to announce the awardees of the first Accessible Tourism Destination (ATD) international recognition, launched by UNWTO in partnership with the ONCE Foundation in 2019. Turismo de Portugal was conferred the principal ATD2019 recognition, while the DMOs of the cities of Barcelona (Spain) and Thrissur (India) were awarded special mentions for making their destinations more accessible for all.

64.   The Affiliate Members Working Group on Accessible Tourism held meetings on regular basis, with the aim of sharing good practices and knowledge related to accessibility within the tourism sector.

UNWTO Framework Convention on Tourism Ethics

65.   Following the adoption of the Framework Convention on Tourism Ethics and its Optional Protocol by the General Assembly at its 23rd session (resolution 722(XXIII)), the Secretariat has issued communications to all Member States informing on the procedure for the execution of any treaty actions in relation thereto.

66.   Pursuant to Article 25 of the Convention, all depositary functions will be discharged by the UNWTO Depositary Section (treatydepositary@unwto.org), under the coordination of the Legal Counsel. Therefore, States seeking to express their consent to be bound by the Convention are advised to

deliver an instrument of ratification, acceptance, approval or accession to the Depositary Section to ensure the action is promptly processed.

67.   Ever since its adoption, the Convention opened for signature at the Headquarters of the UNWTO in Madrid until 15 October 2020, in accordance with its Article 18.

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Annex I: List of UNWTO Events

2019

July			
	2-5	Train the Trainers Course for Tourism Educators – Masterclass on Digital Transformation in Tourism – Trends and Challenges (4of July), through the International centre associated with the UNWTO Academy	Estoril, Portugal
	3-5	UNWTO Donors Round Table – Tourism for Development Facility 2030, side event of the World Trade Organization Global Aid for Trade Review Tourism for Economic Diversification and Inclusive Growth in the 2030 Agenda, side event of the World Trade Organization Global Aid for Trade Review	Geneva, Switzerland
	9-10	2nd UNWTO Tourism Tech Adventure for the Americas (EdTech)	Santiago, Chile
	16	Official opening of the International Centre associated to the UNWTO Academy	Estoril, Portugal
	18	Webinar on UNWTO/IPSOS Global survey on the perception of residents towards city tourism	Virtual
	22-27	Maestría OMT – Anáhuac: Política y Planificación turística y Destinos turísticos Inteligentes para la Maestría en Gestión de Destinos Turísticos Anáhuac (online and in situ)	Mexico
August			
	9	UNWTO -ICCA Masterclass on Meetings Industry	Tashkent, Uzbekistan
	26-28	World Tourism Conference 2019 (5th Edition) - Beyond Tourism, Beyond Expectations	Kuala Lumpur, Malaysia
September			
	9	41th Affiliate Members Plenary Session	Saint Petersburg, Russian Federation
	10	62nd Meeting of the Regional Commission for Africa	Saint Petersburg, Russian Federation
	10	High Level Summit on Innovation and Sustainable Development in Tourism	Saint Petersburg, Russian Federation
	10	High-level Forum on Medical and Health Tourism	Saint Petersburg, Russian Federation
	10	Committee on Tourism and Competitiveness (8th meeting)	Saint Petersburg, Russian Federation
	10	Meeting of the Committee for Review of Applications for Affiliate Membership	Saint Petersburg
	11	49th Meeting of the Board of Affiliate Members	Saint Petersburg, Russian Federation
	12	Ministerial Debate on Education and Employment in Tourism	Saint Petersburg, Russian Federation
	9-13	23rd session of the UNWTO General Assembly	Saint Petersburg, Russian Federation
	13	Executive Council - 111th Session	Saint Petersburg, Russian Federation
	19	Promotional campaign for Membership Affiliation	Seoul, Rep. Korea
	26	UNWTO/ADARA Webinar on Measuring and Improving the Effectiveness of Destination Marketing – Getting Your KPIs Right	Virtual

	27	World Tourism Day- Workshop on the Tourism Jobs of the future	India
	30	UNWTO Academy Course in the Kingdom of Saudi Arabia on "Culture and Heritage Tourism"	Al-Ula & Riyadh, KSA
October			
	Oct. 2019 – Jul. 2021	UNWTO-UOC Master course on "Strategy and Sustainable Management of Tourism Destinations" at the Open University of Catalonia	Spain
	8	UNWTO Academy Masterclass on Future in Tourism Education, through the International Centre associated with the UNWTO Academy	Lisbon,Portugal
	9	UNWTO-ICCA Masterclass on Meetings Industry	Nursultan, Kazakhstan
	9-12	8th UNWTO Global Summit on Urban Tourism	Nursultan, Kazakhstan
	14-15	2019 Global Tourism Economy Forum	Macao SAR
	16-17	Chimelong International Forum on Tourism Development	Guangzhou, China
	17	UNWTO/Chimelong Media Relations and Communication on Wildlife Conservation Workshop	Guangzhou, China
	17-19	13th UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China
	22-23	2019 Global INSTO Meeting	UNWTO HQ, Madrid, Spain
	23-30	2nd International University Forum "Sustainable Development Goals, Tourism and Human Rights. Innovation and the jobs of the future in the Camino de Santiago"	Santiago de Compostela, Spain
	24-25	UNWTO Grow with Google Masterclass on Digital Marketing and Promotion, through the International Centre associated with the UNWTO Academy	Lisbon, Portugal
	24	3rd Ministerial Roundtable, Tourism EXPO Japan 2019	Osaka, Japan
	25-26	9th G.20 Tourism Ministers' Meeting	Kutchan, Hokkaido, Japan
	27/10 – 03/11	UNWTO Practicum Workshop on "Digital Skills"	Madrid, Spain and Andorra, Principality of Andorra
November			
	4-6	UNWTO & WTM Ministers' Summit 2019: Technology for Rural Development	London, United Kingdom
	5	Report Launch: Global Report on Women in Tourism, Second Edition. In collaboration with UN Women, GIZ, World Bank Group and Amadeus	London, United Kingdom
	18-19	23rd Meeting of the World Committee on Tourism Ethics	UNWTO HQ, Madrid, Spain
	18-20	INSTO Asia Workshop	Siem Reap, Cambodia
	20	UNWTO-Amadeus Masterclass on Data for Better Tourism Planning and Management	Vilnius, Lithuania
	19-21	The World Innovation Summit for Education (WISE)	Doha, Qatar
	21-22	Workshop on Tourism Planning and Management	Pyongyang, DPR Korea
	25-27	Regional Conference on Women Empowerment in Africa & Tourism Challenge	Accra, Ghana

	28	Freetown Forum on Women's Entrepreneurship in Tourism in collaboration with World Bank Group	Freetown, Sierra Leone
	TBC	UNWTO Regional Conference on Education, Employment and Community Development - Responding to the Attainment of SDG's	Maldives
	TBC	UNWTO High-level Investment Seminar: Colombia	Bogotá, Colombia
	27 – 4	8th IFT Training Programme in collaboration with UNWTO	Macao SAR
December			
	5	UNWTO-ICCA Masterclass on Meetings Industry	Batumi, Georgia
	5-6	4th UNWTO Global Conference on Wine Tourism	Valle de Colchagua, Chile
	12-13	4th UNWTO/UNESCO World Conference on Tourism and Culture: Investing in Future Generations	Kyoto, Japan
	13-15	UNWTO Academy Regional Workshop in Mexico on "El turismo y participación comunitaria: Una visión sostenible para el desarrollo"	Cancún, Quinta Roo, Mexico
	14-15	UNWTO Tourism Tech Adventures: Reviving Heritage	Doha, Qatar

2020

January			
	16-17	UNWTO Acceleration Programme	Madrid, Spain
	20-25	UNWTO-Anáhuac Doctorado Internacional en Turismo sobre "Comunidad y Cultura en el Turismo"	Mexico
	21	Final of the Second Global Startup Competition	FITUR, Madrid, Spain
	22	Launch of the UNWTO Global Tourism Dashboard	FITUR, Madrid, Spain
	23	Expert meeting on Tourism and SDGs: Case studies by the UNWTO Affiliate members	FITUR, Madrid, Spain
	23	Affiliate Members Corner: Unleashing the power of the private sector	FITUR, Madrid, Spain
	23	UNWTO Session at FITUR Talent	FITUR, Madrid, Spain
	24	Committee on Tourism and Competitiveness (9th meeting)	FITUR, Madrid, Spain
	24	Awards Ceremony: Accessible Tourism Destination (ATD2019)	FITUR, Madrid, Spain
	24	50th Meeting of the Board of the Affiliate Members	FITUR, Madrid, Spain
February			
	20-22	UNWTO Global Tourism Investment Forum in Africa	Abidjan, Côte d'Ivoire
	26	UNWTO Academy - Amadeus Masterclass on Data for Better Tourism Planning and Management	Podgorica, Montenegro
	26	Launch of the 1st edition of the UNWTO Students' League – Global edition	Virtual
March			
	19	Global Tourism Crisis Committee	1st Virtual Meeting
	25	Global Tourism Crisis Committee	2nd Virtual Meeting
April			

3	Live webinar sobre RUTAS: Metodología para el Fortalecimiento de iniciativas de turismo rural comunitario	Virtual
15-17	Live webinar sobre "El conocimiento turístico – Base para la eficiencia de empresas y destinos hacia los Destinos Turísticos Inteligentes"	Virtual
16	Global Tourism Crisis Committee	3rd Virtual Meeting
17	Quo Vadis Tourism UNWTO Webinar: Communicating Crisis: pre, during, post COVID-19	Virtual
17	The Americas: Online Meeting – UNWTO Initiatives to mitigate COVID-19 impact on tourism (Spanish)	Virtual
21	Live webinar "Smart and Agile Tourism in real time"	Virtual
23	Live Webinar Managing Effective Crisis Communication – RDAF	Virtual
24	The Americas: Online Meeting – UNWTO Initiatives to mitigate COVID-19 impact on tourism (English)	Virtual
24	G20 Meeting on COVID-19	Virtual
27	UNWTO Webinar on the impact of COVID-19 on Tourism – Trying to make sense of so much or so little data (European insights)	Virtual
28	UNWTO Asia-Pacific Webinar on Communicating Crisis: During and Post COVID-19	Virtual
30	UNWTO Webinar on the impact of COVID-19 on Tourism – Trying to make sense of so much or so little data (African insights)	Virtual
May		
4	UNWTO Middle East Webinar on Communicating Crisis: During, Post COVID-19	Virtual
5	Webinar: Quo Vadis Tourism Series. "Exhibitions and Events: what future after Covid19?"	Virtual
5	El impacto del COVID-19 en el turismo – Tratando de dar sentido a tantos o tan pocos datos – American Insight	Virtual
7	UNWTO Webinar: The impact of COVID-19 on Tourism-Trying to make sense of so much or so little data - Asia and the Pacific Insights	Virtual
8	Seizing the opportunity: Enhancing digital skills for the development of rural tourism in post Covid-19	Virtual
11	UNWTO Webinar on The impact of COVID-19 on Tourism – Trying to make sense of so much or so little data (Middle East insights)	Virtual
12	Webinar: SEO – Cómo conseguir que una organización turística aparezca en las primeras posiciones de Google	Virtual
14	Webinar - "SMART Travel and Education/Business. Beyond COVID-19"	Virtual
14	Réaligner nos priorités en période de COVID-19 : quelles mesures pour une relance du secteur du tourisme en Afrique?	Virtual

	15	Webinar Basque Culinary Centre (BBC)-OMT: ¿Cómo afrontar el futuro del turismo gastronómico?	Virtual
	19	Expert Live Webinar: La Publicidad en Internet – Cómo crear campañas efectivas en Google y en Facebook/Instagram en organizaciones turísticas	Virtual
	20	UNWTO Live Webinar - Wine tourism post Covid 19	Virtual
	21	BCC – UNWTO Webinar: How do we face the future of Gastronomy Tourism?	Virtual
	26	Live Webinar: Como utilizar Instagram para promocionar el Turismo Cultural – Buenas prácticas	Virtual, in Spanish
	28	Global Tourism Crisis Committee	4th Virtual Meeting
June			
	2	Live Webinar: Cómo incrementar la conversión de un sitio web de una organización turística – Experiencia de Usuario y Analítica web	Virtual, in Spanish
	5	Meeting of the World Committee on Tourism Ethics - special session on the ethical aspects of post-COVID19 tourism	Virtual Meeting
	8	63rd meeting of the Regional Commission for Africa	Virtual meeting
	18	65th meeting of the Regional Commission for the Americas	Virtual meeting
	25	65th meeting of the Regional Commission for Europe	Virtual meeting
	30	32nd joint meeting of the Regional Commissions for Asia and the Pacific &	Virtual meeting
	30	UNWTO Webinar para las Américas: Maximizando el big data para generar valor en el mercado doméstico	Virtual meeting
	tbc	Final of the 1st edition of the UNWTO Students' League	Virtual, English
July			
	6	46th meeting of the Regional Commission for the Middle East	Virtual meeting
	6	UNWTO/IFC Market Intelligence Masterclass for Africa: Big Data for Planning and Recovery	Virtual meeting
	7	UNWTO Webinar: Ready for take-off? What do travellers expect from destinations	Virtual meeting
	27	The future of the hospitality sector post COVID-19: Middle East insights	Virtual meeting
	27-30 (tbc)	14th UNWTO Asia-Pacific Executive Training Programme on Tourism Policy and Strategy	Phnom Penh, Cambodia
August			
September			
	15-17	**112th session of the Executive Council**	**Tbilisi, Georgia**
October			
	tbc	Conference on Tourism and Accessibility	Ecuador
	tbc	UNWTO Tourism Tech Adventure	Colombia
	tbc	UNWTO World Congress on Sports Tourism	Lloret de Mar, Spain
	7 Oct.	G20 Tourism Ministers Meeting	Saudi Arabia
	15-18	5th UNWTO Global Conference on Wine Tourism	Alentejo, Portugal
November			

	tbc	UNWTO Conference on Tourism and the Audiovisual Industry	Riviera Maya, Mexico
	tbc	42nd Affiliate Members Plenary session	Madrid, Spain
	tbc	51st Meeting of the Board of Affiliate Members	Madrid, Spain
December			
tbc		UNWTO Tourism Tech Adventure & National Tourism Startup Competition	Brazil
	8-10	2020 Global Tourism Economy Forum	Macao SAR

Annex II: List of UNWTO Publications and online products

COVID-19 and Vulnerable Groups

UNWTO has developed the measures in collaboration with relevant international, national and local partners to help governments and businesses craft an inclusive response to COVID-19, ensuring that no one is left behind. It presents immediate response and recovery measures for women, people with disabilities and indigenous communities.

COVID-19: Measures to Support Travel and Tourism

This compilation of country and international policy responses aims to share and monitor worldwide measures to mitigate the effects of COVID-19 crisis in the travel and tourism sector and accelerate recovery.

COVID – 19: related travel restrictions, a global review for tourism

A series of reports, published at a time of unprecedented disruption for the sector, show that all global destinations have imposed restrictions on travel since January 2020, including complete bans on all travel as they work to contain the pandemic.

COVID-19 Courses, Webinars and Online Resources website

Considering the COVID-19 situation, UNWTO Academy has made available to everybody, a set of different online Education and Training units on different topics - from us and from our Partner Institutions. This catalogue of online resources is constantly updated with the contribution of UNWTO TedQual Certified institutions, UNWTO Affiliate members, and other collaborating institutions and organizations. This new web also includes Articles & publications written and offered online by partners on a broad range of subject areas.

Compendium of Tourism Statistics, Data 2014 – 2018, 2020 Edition

Deriving from the most comprehensive statistical database available on the tourism sector, the Compendium of Tourism Statistics provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2020 edition presents data for 203 countries from 2014 to 2018, with methodological notes in English, French and Spanish.

Yearbook of Tourism Statistics, Data 2014 – 2018, 2020 Edition

The Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2020 Edition presents data for 197 countries from 2014 to 2018, with methodological notes in English, French and Spanish.

Turismo en Iberoamérica – Creando oportunidades para todos (in Spanish only)

Esta nueva edición sobre el turismo en Iberoamérica reúne las diferentes tendencias de este sector presentes en los 22 países de la región. Además de incluir la gastronomía, el turismo rural y la innovación, se presenta un detallado informe sobre las llegadas internacionales y los ingresos en la Comunidad Iberoamericana.

Guidelines for Success in the Chinese Outbound Tourism Market

The Chinese outbound tourism market is already very strong and has huge potential to grow further still. These guidelines from the China Tourism Academy and UNWTO offer valuable insights into the factors motivating Chinese tourists to travel. It also presents a valuable toolkit to guide destination managers and decision makers on the best way to tap into this lucrative and productive market.

Guidelines for Success in the Chinese Outbound Tourism Market

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UNWTO World Tourism Barometer

UNWTO delivered four regular issues of the UNWTO World Tourism Barometer, under the period under review (September 2019, November 2019, January 2020 and May 2020).

UNWTO International Tourism Highlights, 2019 Edition

The UNWTO International Tourism Highlights, 2019 Edition, covers main trends on international tourism in 2018. The 2019 Edition was released with a new format with improved visualization.

UNWTO Tourism Data Dashboard

The UNWTO Tourism Dashboard - insights on key performance indicators for inbound and outbound tourism at the global, regional and national levels

Tourism in the BSEC Region, 2019 Edition

The 2019 update presents the latest international tourism trends of the 12 Member Countries belonging to the Organization of the Black Sea Economic Cooperation (BSEC).

UNWTO Regional Conference on Sustainable Development through Tourism – Proceedings Thimphu, Bhutan, 03 June 2019

This report captures the main themes, presentations and discussions of the conference. Its purpose is to widely disseminate conference insights and recommendations and reaffirm UNWTO and member state commitment to share lessons and good practice, thereby promoting sector sustainability.

UNWTO/Chimelong report on Sustainable Development of Wildlife Tourism in Asia and the Pacific

Set within the framework of the UNWTO/Chimelong Initiative, this report illustrates 13 good practice cases in wildlife tourism. A further 5 snapshots are examined briefly to illustrate the breadth and importance of wildlife tourism across Asia and the Pacific. In order to reflect the diversity in both geographical scope and market segment of the sector, a variety of operations were selected including examples from the private sector, the accommodation and transport sectors, as well as from visitor attractions. At the same time, the report offers a range of examples of tourism being used to safeguard habitats and species, both terrestrial and marine.

Recommendations on Sustainable Development of Indigenous Tourism

The aim of these Recommendations is to encourage tourism enterprises to develop their operations in a responsible and sustainable manner, while enabling those indigenous communities that wish to open up to tourism to take full grasp of opportunities that come along, following a thorough consultation process.

Transport-related CO2 Emissions of the Tourism Sector – Modelling Results

UNWTO and the International Transport Forum (ITF) embarked on this research project with the aim of providing evidence of the CO_2 emissions from tourism and the implications of the different modes of transport. The report provides insights into the evolution of tourism demand across the different global regions up to the year 2030. It also presents the expected transport-related CO_2 emissions of the tourism sector against the current ambition scenario for the decarbonization of transport.

Global Report on Women in Tourism – Second Edition

The Global Report on Women in Tourism 2010 provided the first look and a baseline study on the situation of women in the tourism sector. This second edition of the report considers how the situation has evolved since then and provides a thorough assessment of tourism's contribution towards United Nations Sustainable Development Goal 5 – to achieve gender equality and empower all women and girls. The report has an extended geographical scope, additional in-depth industry analysis and contains a rich tapestry of case-studies that illustrate how women around the world are using tourism as a vehicle for empowerment and development.

The Future of Work and Skills Development in Tourism – Policy Paper

This paper prepared by the World Tourism Organization (UNWTO) in collaboration with its Affiliate Member CEGOS and benefitting from International Labour Organization (ILO) contributions within the framework of the 9th Meeting of Tourism Ministers of the G20, presents the emerging realities resulting from the transformations affecting the current and future of work in tourism. Also available in Spanish.

UNWTO/GTERC Asia Tourism Trends – 2019 Edition

The UNWTO/GTERC Asia Tourism Trends – 2019 Edition, the sixth annual report in the series, highlights in its first chapter the rapidly growing tourism sector in Asia and the Pacific. The 2nd chapter examines the potential of the Chinese outbound tourism market, the world's largest in both numbers and expenditure, to South America, with particular emphasis on Argentina and Brazil. The third chapter focusses on Health Tourism in Asia. Encompassing both wellness and medical tourism, Asian destinations have long been pioneers in embracing this sector. The final chapter is related to Sports Tourism in Asia, ranging from mega events to the rise of e-sports, as well as marathons, walking tourism and cycle tourism. The chapter shows how all of these can drive community development and therefore help meet several key Sustainable Development Goals.

[New Business Models in the Accommodation Industry - Benchmarking of Rules and Regulations in the Short-term Rental Market](#)

Building upon UNWTO's 2017 publication New Platform Tourism Services (or the so-called Sharing Economy) – Understand, Rethink and Adapt, this report provides an analysis and benchmarking of 21 case studies in terms of the rules and regulations applied to the short-term rental market, focusing on three key areas: 1) fair competition; 2) consumer protection; and 3) planning and sustainability.

TECHNICAL COOPERATION ON-GOING PROJECTS

AFRICA

Name	Start and end date, place	Beneficiary	Donor Institution	Date of Completion	Remarks
Formulation of a Tourism Marketing and Promotion Strategy	2018-2020 **Algeria**	Ministry of Tourism	UNDP	2020	Agreement signed. Last Phase: Branding component, implemented in March 2020. Tourism Marketing and Promotion Strategy to be shared with the Government in May 2020. Third mission to be considered in October 2020 to make any adaptations to the Strategy in the Covid-19 context.
Needs Assessment mission to prepare a comprehensive project proposal focused on formulating a Tourism Policy and Master Plan, reviewing and improving the tourism statistics, plus a value chain analysis of the country.	2019-2020 **Angola**	Ministry of Tourism	Ministry of Tourism	2020	Agreement to be signed in June 2020. Project launch: expected for mid-2020.
Formulation of a Sustainable Tourism Master Plan for Kasane/Kazungula	2020-2021 **Botswana**	Ministry of Environment, Natural Resources, Conservation and Tourism	Ministry of Environment, Natural Resources, Conservation and Tourism	2021	Agreement signed. Launch of project expected for September 2020.
Formulation of a Sustainable Tourism Master Plan for Botswana	2020-tbd **Botswana**	Ministry of Environment, Natural Resources, Conservation and Tourism	Ministry of Environment, Natural Resources, Conservation and Tourism	tbd according to the start date	Agreement is currently being revised by the Ministry. Project activities expected to be launched in September 2020.
Preparation of a Tourism Code (Law)	June-October 2020 **Comoros**	Ministry of Tourism	Ministry of Tourism	2020	Agreement to be signed in May. Project to be launched in June.
Training needs assessment and formulation of a training strategy	2019-2020 **Côte d'Ivoire**	Ministry of Tourism and Leisure	Ministry of Tourism and Leisure	2020	Agreement signed. Strategy completed – 1 component to be completed by the Ministry.

for Côte d'Ivoire's tourism sector.					
Formulation of the National Tourism Policy for the Democratic Republic of Congo	2020 **Democratic Republic of Congo**	Ministry of Tourism	Ministry of Tourism	2021	Agreement signed. Starting date: postponed due to Covid-19. Tentative date: September 2020.
Enhancing Economic Diversification Project: **Component 1**: Development of a Tourism Marketing Strategy and Implementation Plan. **Component 2:** Facilitate the re-establishment of the Lesotho Council for Tourism. **Component 3**: Feasibility Studies of Potential Tourism Projects aimed to Attract Investment	2019-2020: tbd due to COVID-19 **Lesotho**	Ministry of Tourism, Environment and Culture	African Development Bank (AfDB)	2020	Agreement signed for the 3 Components. Component 2: Completed in April 2020. Component 3: re-scheduled to commence in August 2020 Govt and UNWTO currently in negotiations to modify Component 1 to address issues related to impact of COVID-19 on the tourism sector.
Development of Tourism Statistics and Tourism Satellite Account	March 2019 May 2021: tbd due to COVID-19 **Malawi**	Ministry of Industry, Trade, and Tourism	Ministry of Industry, Trade, and Tourism	May 2021	Project activities commenced in July 2019 – three missions undertaken in 2019. Three more missions planned for 2020-2021.
Establishment of a New System of Tourism Hotel Classification	June 2013 – December 2021 **Morocco**	Ministry of Tourism, Air Transport, Handicrafts, and Social Economy	UNDP	December 2021	Once the decrees on Hotel Classification are officially approved by the Government, UNWTO will conduct official Mystery guest visits in 1600 establishments.
Establishment of a New System of Tourism Hotel Classification	2017 –ongoing **Republic of Congo**	Ministry of Tourism and Environment	UNDP	December 2020	Preparation of a Tourism Law and Governance scheme: on-going. Component 2 (training of inspectors) and 3 (classification of hotels) to be implemented once the Tourism Law is approved.
Preparation of a Tourism Law and Governance scheme for the implementation of a hotel classification scheme in Republic of Congo	2020 **Republic of Congo**	Ministry of Tourism and Environment	UNDP	2020	This is linked to the ongoing project on Hotel Classification. The preparation of the Tourism Law will provide the legal framework for the implementation of the hotel classification scheme, which is on-going.
Development of Tourism Statistics System and TSA	2018-2021: tbd due to COVID-19 3-years Project	Ministry of Tourism, Aviation, Port and Marine	Ministry of Tourism, Aviation, Port and Marine	2021	First year activities: completed. Year II activities commenced in April 2020 with experts providing technical assistance remotely.

	Seychelles				
Tourism Capacity Building for Local Government	**2020-** tbd **South Africa**	Ministry of Tourism	Ministry of Tourism	tbd according to the start date	Agreement about to be signed. Due to COVID-19, Government and UNWTO currently discussing whether to provide remote training.
Development of a Tourism Resource Centre in Livingstone	2016-Dec 2021 **Zambia**	Ministry of Tourism	Korean Tourism Organization/ST-EP Foundation	December 2021	Agreement signed. Project activities ongoing. Currently waiting for progress report to transfer final installment, thus completing the project.
Sustainable Tourism Development and Wildlife Conservation in Hwange National Park	2018-Dec 2021 **Zimbabwe**	Ministry of Tourism	Chimelong	December 2021	Agreement signed. Project activities ongoing: waiting for the work plan of the project's next phase. Planned to commence once COVID-19 lockdown measures have been lifted.

AMERICAS

Name	Start and end date, place	Beneficiary	Donor Institution	Date of Completion	Remarks
Development of Tourism Statistics and Tourism Satellite Account (Phase II)	2017-2020 **Aruba**	Ministry of Economic Affairs and Communications	Central Bureau of Statistics (CBS)	April 2020	Completed. Workshop to present the TSA held in February 2020.
Technical assistance in tourism statistics for Honduras	2020 **Honduras**	Instituto Hondureño de Turismo (IHT)	Instituto Hondureño de Turismo (IHT)	December 2020	Agreement to be signed. This will be the fourth consecutive year in which IHT will fund UNWTO technical assistance in tourism statistics. Dates for the field mission to be scheduled at a later stage, in accordance with Covid-19 context.
Strengthening Tourism Statistics and Data	2020-2021 **Peru**	Ministry of Foreign Trade and Tourism (MINCENTUR)	World Bank	tbd according to the start date	Agreement signed in March 2020. Activities expected to start in June 2020 with remote technical assistance.

ASIA AND THE PACIFIC

Name	Start and end date, place	Beneficiary	Donor Institution	Date of Completion	Remarks
Phase I: International Tourism Marketing Strategy for Yunnan Province **Phase II:** Source market strategy for the French Market	2018-March 2020 **Yunnan Province, China**	Yunnan Provincial Tourism Commission	Provincial Government	March 2020	Both strategies have been approved. Final training seminar carried out in 2020
Phase I: International Tourism Marketing Strategy for Hainan Province **Phase II**: Source market strategies for the Australian, German and Indonesian Market	Nov 2018 – Dec 2020 **Hainan Province, China**	Hainan Provincial Tourism Commission	Provincial Government	Dec-2020	All strategies submitted to Hainan. Final project review meeting to be scheduled in 2nd semester 2020.
Component I: Tourism Master Plan for Heilongjiang Province **Component II:** Master Plan for Snow and Ice Tourism	April 2019-Mid- 2020 **Heilongjiang Province, China**	Heilongjiang Provincial Tourism Commission	Provincial Government	Mid-2020	Final review meeting and training seminar carried out in January 2020. Final plans submitted to Heilongjiang.
Phase I: International Tourism Destination Plan for Jinan City, Shandong Province **Phase II:** Marketing Strategy for Jinan City for the Expatriate Source market (Phase II)	Nov 2019 – Dec 2020 **Jinan City, Shandong Province, China**	Jinan City Tourism Commission	Provincial Government	Dec 2020	Project activities launched in November 2019
Capacity Building for Local Government, and the Development of a System of Tourism Statistics and Tourism Satellite Account in Mongolia	Nov 2019 (signed agreement) – Dec 2022, **Mongolia**	Ministry of Environment and Tourism of Mongolia	Ministry of Environment and Tourism of Mongolia	Dec. 2022	Agreement signed. Project launch postponed due to COVID-19. Expected to commence in September 2020
Development of a Strengthened System of Tourism Statistics for	2018-2021 **Myanmar**	Ministry Hotels and Tourism of Myanmar	International Trade Center	June 2021	Total of 4 capacity-building missions completed. Mission V – scheduled for

Myanmar and the States of Kayah and Tanintharyi					April 2020 was postponed due to COVID-19. It will be replaced through remote technical assistance. A total of 7 missions are planned for during this project.
Updating the Myanmar Tourism Master Plan	**2020-tbd Myanmar**	Ministry Hotels and Tourism	Luxembourg Agency for Development Cooperation	tbd according to the start date	Agreement signed in Nov.2019. Initial evaluation of the tourism sector completed in December 2020. Remaining activities, scheduled for March 2020, postponed due to COVID-19. UNWTO is currently in discussions with Ministry and Donor to see how to re-align project activities to address impacts of COVID-19 on the tourism sector.
Development of an experimental Tourism Statistics and Tourism Satellite Account	2019-2020 **Nepal**	Ministry of Culture, Tourism and Civil Aviation	UNDP	December 2020	A total of 2 capacity building missions were undertaken in 2019. Due to COVID-19, project activities for 2020 have been re-scheduled. A third mission, scheduled for April 2020, has been postponed to September. In the meantime, technical assistance is being provided remotely.
Strengthening the National Tourism Statistical System and Compilation of TSA tables	**2020- tbd (2 years) Sri Lanka**	Tourism Development Authority	Sri Lanka Tourism Development Authority	tbd according to the start date	Agreement about to be signed. Project activities scheduled to commence in second half of 2020.

EUROPE

Name	Start and end date, place	Beneficiary	Donor Institution	Date of Completion	Remarks
Tourism and Women Empowerment	Feb 2020 –Dec 2021 **Moldova**	Moldova Investment Promotion Agency	Estonian Development Cooperation	Dec 2021	First expert mission tentatively planned for June 2020
Uzbekistan: Integrated Cultural Heritage Framework – Capacity Building for Tourism Development in Khiva and Khorezm Region	June 2019 – Dec 2020, **Khorezm, Uzbekistan**	Khorezm Region, Regional Tourism Authorities	European Bank for Reconstruction and Development (EBRD)	Dec. 2020	All planned missions have been completed. Agreement extended from 14 June 2020 to 31 December 2020, due to Covid-19 outbreak and related national measures. 3rd Data Collection for the Tourists' Study postponed; dependent on Covid-19 development.
Tourism Diversification Strategy for the Khorezm region, excluding the city of Khiva but including South Karakalpakstan	TBC - **Khorezm, Uzbekistan**	Khorezm Region, Regional Tourism Authorities	European Bank for Reconstruction and Development (EBRD)	TBC	Framework agreement between UNWTO and EBRD signed. Project activities scheduled to commence in second half of 2020.

MIDDLE EAST

Name	Start and end date, place	Beneficiary	Donor Institution	Date of Completion	Remarks
Evaluation of the Hotel Classification System	**2020-tbd** **Oman**	Ministry of Tourism	Ministry of Tourism	tbd according to the start date	Agreement is being revised by Oman
Annual Tourism Experience Awards Program	2018-2020 **Qatar**	Qatar National Council of Tourism (QNCT)	Qatar National Council of Tourism (QNCT)	2020	Project activities commenced in 2018 – categories for awards determined, application forms and all related documentation and website designed, criteria for awards formulated, and jury members selected. Launch of the Awards programme was put on hold in 2019 due to administrative changes in NCT. Awards programme scheduled to be launched in 2020 after COVID-19 lockdown measures are lifted.
Evaluation of the National Tourism Statistical System and Calculation Methodology of Inbound Tourism and Tourism Expenditure	December 2019 2020 **KSA**	The Saudi Commission of Tourism and National Heritage	The Saudi Commission of Tourism and National Heritage	2020	Completed. Mission undertaken in February 2020. Report submitted and approved in April 2020. completed, pending Ministry approval of the final report.
Human Capital Development Strategy for Saudi Arabia Development of a Capacity Building Plan for public and private sector employees in the tourism industry	October 2019 **KSA**	The Saudi Commission of Tourism and National Heritage	The Saudi Commission of Tourism and National Heritage	2020	This consists on an evidence based (using workforce development analysis) Tourism Human Capital Strategy that supports the Tourism Development Strategy for the country.
Measuring the Sustainability of Tourism (MST) in Saudi Arabia	October 2019	The Saudi Commission of Tourism and National Heritage	The Saudi Commission of Tourism and National Heritage	2020	UNWTO is conducting an in-depth assessment of the current statistical and institutional situation for

					measuring the sustainability of tourism in Saudi Arabia in view of expanding the scope of the MST pilot study held in the country in 2018. Insights on the expansion of the MST pilot study will provide useful information for the G20 Saudi Presidency.
Formulation of a Tourism Law	December 2018 – March 2020 **UAE**	Ministry of Economy	Ministry of Economy		Draft Law submitted to Government in March 2020 and currently under review by Government.
Improving and strengthening the National Tourism Statistical System, and compilation of TSA tables	**2020-tbd** **UAE**	Ministry of Economy and Federal Competitiveness and Statistics Authority	Ministry of Economy and Federal Competitiveness and Statistics Authority	tbd according to the start date	Agreement is under revision by UAE parties.

Annex IV: Governance of Affiliate Members

Electoral process to renew the Board of Affiliate Members. On July 2019, the election process for the Members of the Board of the Affiliate Members for the period 2019-2021 was completed successfully, through a secured online voting platform. Furthermore, the formal constitution of the newly elected Board of the Affiliate Members took place during the 23rd UNWTO General Assembly, during which the Members of the Board proceeded to the election of the Chair and the two Vice-Chairs. The updated composition of the Board of Affiliate Members 2019-2021 is attached to the present Report (Annex IV-A).

Partnerships with Affiliate Members: Signing of Memoranda of Understanding. As an important step to improve the effective integration of the Affiliate Members within UNWTO and to strengthen and formalize strategic collaboration and partnerships, UNWTO encouraged the signing of agreements and Memoranda of Understanding between UNWTO and interested Affiliate Members. A list of signed agreement during this period is attached to the present report. (Annex IV-B)

Working Group for the revision of the Rules of Procedure of the Affiliate Members and of the Committee for the Review of Applications for Affiliate Membership: The Secretary-General would like to review the Rules of Procedure of the Affiliate Members and those of the Committee for the Review of Applications for Affiliate Membership. A proposal is described in Annex IV-C.

Expand Affiliate Membership through promotional campaigns. UNWTO has focused on activity regions which are less represented (Africa and the Middle East), in close collaboration with the UNWTO Regional Departments. During the analysed period, Affiliate Members Department organized promotional campaigns in Seoul, Korea (September), Nur-Sultan, Kazakhstan (October), Buenos Aires, Argentina (November) and Maldives (February 2020*).*

Annex IV-A: List of the members of the Board of Affiliate Members 2019-2021

Board of the Affiliate Members 2019 – 2021/ Junta Directiva de los Miembros Afiliados 2019 – 2021

Chair: FITUR - Mrs. Ana Larrañaga, Director, Exhibitions Business Unit (Spain / España)

First Vice - Chair: THE GEORGE WASHINGTON UNIVERSITY (United States of America / Estados Unidos de América)

Second Vice-Chair: CHAMELEON

Europe / Europa

1. ASOCIACIÓN EMPRESARIAL HOTELERA DE MADRID (AEHM) (Spain / España)

2. ESTUDIS D'HOTELERIA I TURISME CETT, SA (Spain / España)

3. GLOBAL JOURNEY CONSULTING (Spain / España)

4. IATA - INTERNATIONAL AIR TRANSPORT ASSOCATION (Switzerland / Suiza)

5. KALAM (Spain / España)

6. RED ESPAÑOLA DE TURISMO ACCESIBLE- RED ESTABLE (Spain / España)

7. NECSTOUR - THE NETWORK OF EUROPEAN REGIONS FOR A SUSTAINABLE AND COMPETITIVE TOURISM (Belgium / Bélgica)

8. SKÅL INTERNATIONAL (Spain / España)

9. TURISME DE BARCELONA (Spain / España)

Americas

10. CAMARA ARGENTINA DE TURISMO (CAT) (Argentina)

11. ASOCIACIÓN HOTELERA Y TURÍSTICA DE COLOMBIA (COTELCO) (Colombia)

12. GRUPO XCARET (Mexico / México)

Africa / África

13. SEYCHELLES SUSTAINABLE TOURISM FOUNDATION (SSTF) (Seychelles)

14. TOURIST ASSOCIATION FOR RESEARCH AND DEVELOPMENT AND SUSTAINABLE DEVELOPMENT FOR LOCAL AND REGIONAL INVESTMENTS/CSO-NGO (Morocco / Marruecos)

East Asia and the Pacific / Asia Oriental y el Pacífico

15. THE HONG KONG POLYTECHNIC UNIVERSITY – SCHOOL OF HOTEL AND TOURISM MANAGEMENT (SHTM) (China)

South Asia / Asia Meridional

16. ALISADR TOURISM CO (Iran (Islamic Republic of) / Irán (República Islámica del))

17. SMART SOLUTIONS AND SUSTAINABLE DEVELOPMENT OF IRSA (Iran, Islamic Republic of) / Irán (República Islámica del)

Middle East / Oriente Medio

18. ETIHAD AVIATION GROUP (United Arab Emirates / Emiratos Árabes Unidos)

19. UNITED SAEED ASSIRI.CO.LTD (Saudi Arabia / Arabia Saudita)

Annex IV-B: List of the UNWTO agreements signed with Affiliate Members

No.	*Description of the agreement*
2019	
1.	Memorandum of Understanding between UNWTO and Iberia
2.	Memorandum of Understanding between the World Tourism Organization and Tourism Optimizer Platform
3.	Partnership Agreement between the World Tourism Organization and Outlook Group for Workshop on "The tourism jobs of the future" on the occasion of World Tourism Day 2019 in India
4.	Partnership Agreement between UNWTO and IE University for the development of UNWTO tourism tech adventures
5.	Memorandum of Understanding between UNWTO and Bella Vista Institute of High Education
6.	Memorandum of Understanding between UNWTO and Moscow City Tourism Committee
7.	Memorandum of Understanding between UNWTO and EGEDA
8.	Memorandum of Understanding UNWTO and IE University
9.	Letter of intention between UNWTO Comité régional du tourisme Nouvelle-Aquitaine for cooperation in Wine Tourism
2020	
10.	Memorandum of Understanding between the World Tourism Organization and IE Foundation
11.	Cooperation Agreement between the World Tourism Organization (UNWTO) and the Hospitality Business School, Saxion University of Applied Sciences (Saxion HBS), on International Traineeships
12.	Memorandum of Understanding between UNWTO and BASQUETOUR- Agencia Vasca de Turismo
13.	Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Basque Culinary Center (BCC) with the purpose of promoting international Internships of selected students from BCC and UNWTO
14.	Memorandum of Understanding between UNWTO and NEXT INTERNATIONAL BUSINESS SCHOOL on international traineeships

Annex IV-C: Proposal of the Secretary-General to create a Working Group on the framework of Affiliate Membership

Proposal on the establishment of a Working Group

1.   The World Tourism Organization is the only United Nations agency that has the privilege of having among its Membership also representatives of the private sector: the UNWTO Affiliate Members. The recognition of the crucial role of Affiliate Membership to improve the capacity of the Organization to fulfill its mission is part of the Management vision for the current stage.

Within this context, the UNWTO's objectives and priorities are focused also on reinforcing the Affiliate Membership through:

- Build better value for Affiliate Membership
- Expand Affiliate Membership
- Reinforce partnership of the Organization with the private sector
- Provide modern and efficient management of the Affiliate Members network

The value of the public-private partnerships in tourism become even more relevant within the context of the COVID – 19 pandemic, because a solid and successful recovery of tourism sector without public-private cooperation would not be feasible.

2.   In line with these values, objectives and priorities, the Affiliate Members Department (AMD) has the mission to work tirelessly to develop and keep updated the legal framework, procedures and tools needed to constantly strengthen the Affiliate Membership of the Organization.

To this end, the AMD has carried out an extensive evaluation of the current situation of the operation of the existing legal basis and submitted the conclusions, indicating that a reform is needed and urgent, to the attention of the Members of the Committee for the Review of Applications for Affiliate Membership, on the occasion of a working meeting held in Madrid, in January 2020, within the framework of FITUR 2020.

3.   The Members of the Committee have recognized that the fact that both the Committee for the Review of Applications for Affiliate Membership and the Procedure for the Submission of Applications for Affiliate Membership no longer respond to the objectives of the Organization, hence the urgent need of a series of important changes and improvements in its terms of reference, especially regarding:

- the criteria for eligibility of new affiliate members
- the procedure for the affiliation
- the procedures for voluntary withdrawals and finalizing the Membership
- the daily management of the affiliate members network
- the structure and election of the governing bodies (Board of the Affiliate Members)

Furthermore, it has been recognized that another issue to be urgently clarified and regulated is the absence of a dedicated legal framework for the functioning of the Committee for the Review of Applications for Affiliate Membership with the following objectives:

- to create a Committee of Affiliate Members that can respond to new challenges;
- to establish a clear legal framework with functions and responsibilities of the new Committee of Affiliate Members;

4.   Finally, another important problem to be solved is that the last two revisions of the "Rules of Procedure of the of Affiliate Members", made in 2011 and 2017, have been based exclusively on inputs received from the Affiliate Members, through the Board, therefore without incorporating any inputs from Member States or from the Committee for the Review of Applications for Affiliate Membership. As a result of the above-mentioned procedure of carrying out the previous reforms, the existing "Rules of procedure" refer almost exclusively to the operation of the governing structures of Affiliate Members (the Board and the Plenary Session), without being minimally regulated the activity of a specialized Committee.

The mentioned situation makes extremely necessary and urgent an improvement of the existing legal framework, in order to set the basis for the operation of a genuine Committee for Affiliate Members, as a crucial element to better administrate the network of Affiliate Members and to reinforce this important pillar of the Organization.

5.   In view of the above and with the aim to address this challenge, the Secretary-General kindly requests that the Executive Council approve the mandate to create a Working Group, with the mission to prepare and submit to the approval of the General Assembly a proposal for an integral reform of the existing "Rules of Procedures of the Affiliate Members" and to set the basis of the creation and operation of a genuine Committee for Affiliate Members.

The mentioned Working Group shall be formed by the Member States from the existing Committee for the Review of Applications for Affiliate Membership, Chair of the Affiliate Members Board (FITUR), as well as other Member States eventually interested to join the Working Group responsible with the modernization of the Affiliate Membership. The main tasks of the Working Group are:

- to analyze the current Rules of Procedure of the Affiliate Members, the terms of reference of the Committee for the Review of Applications for Affiliate Membership and the Procedure for the Submission of Applications for Affiliate Membership
- to prepare new Terms of Reference for the operation of the Committee
- to propose an update the Rules of Procedure of the Affiliate Members

6.   The Working Group will report to the Secretary-General the amendments of the Rules of Procedure of Affiliate Members and the proposal of the Procedures of the Committee of Affiliate Members. The Secretary-General will submit this proposal of reform to the approval of the next session of the Executive Council and to the General Assembly in 2021.

In order to carry out this process, the following timeline is proposed:

- 112th Executive Council (September 2020): approval of the mandate for the creation of the Working Group and the objectives and scope of the proposed reform;
- October – November: Composition of the Working Group
- November 2020: First meeting of the Working Group
- January 2021: presenting Progress Report to the Secretary-General
- 113rd Executive Council: approval of the proposed Regulations by the EC
- General Assembly 2021: approval of the new Regulation by General Assembly

Background information on the Committee for the Review of Applications for Affiliate Membership

7.   Pursuant to Executive Council decision 7 (XXIV), the Secretary-General submitted to the Council in May 1985 a comparative study (CE/25/8) setting forth, on the one hand, the criteria, procedures and rules applied to non-governmental international organizations enjoying consultative status with ECOSOC and, on the other, the procedures that should in future be applied to candidates for affiliate membership of the Organization.

8.   By decision 8 (XXV) the Executive Council decided in favor of setting up a committee to be appointed by the General Assembly and composed of member States representing the six regions of the Organization.

9.   By the same decision the Executive Council entrusted the Secretary-General with preparing for its twenty-sixth session, for subsequent referral to the General Assembly, a proposed procedure for the creation of the committee and its working procedures.

10.   At its twenty-sixth session the Executive Council considered the proposed procedure and by decision 5 (XXVI), recommended the General Assembly to establish, in accordance with Article 19(g) of the Organization's Statutes, a sub-Committee within the structure of the Executive

Council to examine all applications for affiliate membership and to make recommendations to the General Assembly on the advisability of accepting each candidate.

11. The Executive Council also recommended that the Sub-Committee should be composed of six Members of the Council. Selected on a biennial basis by the Council itself with due regard to geographical distribution, that it elect its own Chairman and that the Chairman of the Committee of Affiliate Members, or his representative, should participate in its work without the right to vote.

12. By resolution 172 (VI) the General Assembly accepted the recommendation of the Executive Council and decided to set up a Sub-Committee responsible for considering all applications for affiliate membership in the light of the criteria applied by the United Nations to international organizations requesting consultative status with ECOSOC.

13. In pursuance of General Assembly resolution 172 (VI), the Executive Council, by decision 2 (XXVII) taken at its twenty-seventh session, established the Sub-Committee whose initial membership comprised France, Indonesia, Iraq, Mexico, Nigeria and Sri Lanka, representing the six regions of the Organization.

14. Finally, at its twenty-eighth session the Executive Council adopted through decision 16(XXVIII) the Procedure for the Submission of Applications for Affiliate Membership.

Annex V: Use of UNWTO logo

Summary remarks

Within the period under review, UNWTO has received 44 requests for the use of the UNWTO logo, of which:

- 5 requests from the Member States
- 31 applications from Affiliate Members
- 3 events
- 5 applications from affiliated non-members

UNWTO will continue to maintain rigorous tracking of all authorizations for the use of the UNWTO signs and logo and inform the Executive Council accordingly.

According to the UNWTO Executive Council, the use of the UNWTO signs and logo should be in compliance with the values, principles and constitutional aims of the Organization.

All UNWTO Full Members and Associate Members may use the UNWTO Name and Emblem to indicate that their country/territory is a "Member of the Organization". All the Affiliate Members may use the UNWTO logo provided they have requested and obtained from the Secretariat a written authorization. Other authorizations can be issued as an exceptional authorization.

No.	Name	Membership	Type of entity	Activity	Logo dates
1.	Maldives Association of Tourism industry (MATI)	UNWTO AM	Private – nonprofit	Event Publication Website Letterhead	Permission given: 16 October 2019 Duration of logo: 1 day – 23 February 2020
2.	OU Positium	UNWTO AM	Private – profit making	Publication (printed and electronic)	Permission given: 18 October 2019 Duration of logo: Indefinitely
3.	The Red Sea Development Company	UNWTO AM	Private – profit making	Event and video: Future investment initiative 2019	Permission given: 17 October 2019 Duration logo: 3 days – 29-30 Oct. 2019
4.	Europamundo Fundación	UNWTO AM	Public	Appear in the catalog	Permission given: 25 October 2019 Duration logo: Indefinite
5.	Federación Argentina de Asociaciones de Empresas de Viajes y Turismo (FAEVYT)	UNWTO AM	Private – profit making	Publication	Permission given: 13/11/2019 Duration logo: Indefinite
6.	Intermundial - Premio de Turismo Responsable				N/A
7.	FITUR	UNWTO AM	FITUR	FITUR	Permission given: Granted for UNWTO – FITUR gala dinner
8.	Algarve Tourism Board	UNWTO AM	Public	Event : TForum 2020 Global Conference. Appears on website	Permission given: 19/11/2019 Duration logo: 18-21 March 2020 (before, during and after event)
9.	Fundación ONCE	UNWTO AM	Private – non profit making	Trophey	Permission given: 19/11/2019 Duration logo: Fitur
10.	Intercontinental Group of Department Stores	UNWTO AM	Private – non profit making	First IGDF Travel Tourism Executive Conference	Permission given: 19/11/2019 Duration logo: 21-22 November 2019
11.	New York Times Travel Show – Sheree M. Mitchell				N/A

12.	Feria de Valladolid – FINE wine tourism	UNWTO AM			Permission given: 20/11/2019 Duration logo: 12 and 13 February 2020
13.	International Center of Wine and Gastronomy (Moscow)	UNWTO AM		annual international event	Permission given: 19/11/2019 Duration logo: 02 to 06 December 2019
14.	Ministry of Tourism, Arts and Culture of the Republic of Ghana	Member State		First Regional Congress on Women Empowerment in the Tourism sector - Focus on Africa	Permission given: 22/11/2019 Duration logo: 25th to the 27th of November 2019
15.	TURSAB	UNWTO AM	Semi public – non profit	Printed and electronic publication	Permission given: 04/12/2019 Duration logo: Indefinite
16.	OUTLOOK Responsible Tourism Initiative	UNWTO AM	Private	OUTLOOK Responsible Tourism Summit and Awards, 17th of January 2020, New Delhi	Permission given: 10/01/2020 Duration logo: 17/01/2020
17.	Russian Federation	UNWTO Full member	Public entity	Roadshow advertising/marketing their country in south east Asia	Permission given: 05/12/2019 Duration logo:
18.	North Ossetian State University (NOSU)	UNWTO AM	Public	Administration business cards	Permission given: 07/01/2020 Duration logo: Indefinitely
19.	Tareek al Ofuk	UNWTO AM	Private – Profit-making	Publication (electronic and printed) of Tareek Al Ofuk CO. Travel and Tourism – brochures, tour guides, profile, flyers…	Permission given: 07/01/2020 Duration logo: Indefinitely
20.	Conseiller Technique Chargé de la Coopération et du Partenariat	Member State- Cote d´Ivoire	Public	First UNWTO Forum on Investing in Africa's tourism	Permission given: 04/02/2020 Duration logo: 01/01/2020 to 30/03/2020
21.	Campania Region, Municipality of Capaccio Paestum, Archaeological Park of Paestum, Leader srl	Not a UNWTO member	Public and private	23rd edition of the Mediterranean Exchange of Archaeological Tourism (BMTA – Borsa Mediterranea del Turismo Archeologico)	Permission given: 08/01/2020 Duration logo: 19 - 20 - 21 - 22 November 2020
22.	Ministry of Tourism and Environment of Albania	Full Member	Public	Event: Tourism for solidarity and sustainability	Permission given: 09/01/2020 Duration logo: 14/01/2020
23.	Grupo IBEROSTAR	UNWTO AM	Private	Fitur activities	Permission given: 10/01/2020

					Duration logo: FITUR
24.	KANSAI Tourism Bureau in Japan	UNWTO Affiliate Member	Public	Corporate postal site	Permission given: 28/01/2020 Duration logo: Indefinitely
25.	63rd CAF in Seychelles			Event	Permission given: 04/02/2020 Duration logo: Event
26.	Outlook Responsible Tourism Initiative by Outlook Publishing (India) Private Limited	UNWTO AM	Private- profit making	Outlook Responsible Tourism Future Forum: In Namsai, Arunachal Pradesh India	Permission given: 04/02/2020 Duration logo: March and April 2020
27.	Aras Free Zone	UNWTO AM	Public	Event	Permission given: 05/02/2020 Duration logo: 3-5 march 2020
28.	United Nations Industrial Development Organization	Not UNWTO member	Public	Publication : United Nations Industrial Development Organization Annual Report 2019	Permission given: 10/02/2020 Duration logo:
29.	Ministry of Sports and Tourism of Belarus	Full member	Public	Event: Forum on Tourism and Rural development	Permission given: 17/02/2020 Duration logo: From March 16 to June 15,2020
30.	BRICKS	UNWTO AM			Permission given: 17/02/2020 Duration logo:
31.	Fundación Starlight	UNWTO AM	Private – profit making	Website	Permission given: 17/02/2020 Duration logo: Indefinitely
32.	Tourism in Skane	UNWTO AM		Website	Permission given: Duration logo: Indefinitely
33.	EURHODIP	UNWTO AM	Private-non profit	Publication	Permission given: 06/03/2020 Duration logo: indefinitely
34.	SEGIB	Not UNWTO member	Public	Publication	Permission given: 10/03/2020 Duration logo: 9-10 march
35.	FONDATIONE FS ITALIANE	Not a UNWTO member	Non profit	Event and publication	Permission given: 12/03/2020 Duration logo: 2020

36.	GRUPO CIUDADES PATRIMONIO DE LA HUMANIDAD DE ESPAÑA	UNWTO AM	Private non profit	Website	Permission given: 24/03/2020 Duration logo: Indefinitely
37.	Chimelong Group	UNWTO AM		Guangzhou World Carnival Festival	Permission given: 27/03/2020 Duration logo:
38.	BFTK	UNWTO AM			Permission given: Duration logo:
39.	Grupo Empresarial Estrategia, S. A. de C. V.	UNWTO AM	Private profit making	publication	Permission given: 31/03/2020 Duration logo: Indefinitely
40.	Online Forum for Tourism companies between the crisis of Covid1	Not UNWTO member	Private non profit	Online Forum for Tourism companies between the crisis of Covid1	Permission given: 01/04/2020 Duration logo: April Thursay 9th 2020
41.	Positium	UNWTO AM	Private – profit making	Baners on linked in profile	Permission given: 07/04/2020 Duration logo: indefinitely
42.	EURECAT (España)	UNWTO AM	Private non profit making		Permission given: 08/04/2020 Duration logo: Indefinite
43.	IFTM CHINA	UNWTO AM		IFTM Global Centre for Tourism Education and Training in collaboration with UNWTO	Permission given: 20/04/2020 Duration logo: December 9 2019
44.	ICF	UNWTO AM	Private	Submission for Healing Solutions for Tourism Challenge	Permission given: 23/04/2020 Duration logo: Challenge

Annex VI: Women in tourism action Plan

Based on the key findings and recommendations of the *Global Report on Women in Tourism – Second Edition,* the following Action Plan provides concrete steps that will help actors in the private and public sectors boost tourism's empowering potential for women.

Policymakers, businesses, national and local government authorities, cooperatives, international organizations and NGOs operating in the tourism sector are called upon to endorse and implement the Action Plan within their respective organizations.

Employment
1. Take measures to tackle the gender pay gap in tourism.
2. Address social protection and unpaid work for women in tourism.
3. Systematically address the sexual harassment of women workers in the tourism sector, as well as issues of harassment in tourism communities against community members and travelers.
4. Develop and institutionalize gender equality strategies for the tourism sector.
5. Challenge gender-stereotypes in tourism sub-occupations.

Entrepreneurship
6. Work to ensure that women's tourism businesses can become formalized, if they wish to be, and contribute to women's financial inclusion.
7. Expand and diversify women's market access and fair trade for their tourism products and services.
8. Support women to expand and diversify their tourism products and services.
9. Introduce measures to improve women's work-life balance in tourism and encourage an equal division of unpaid care work in tourism communities.
10. Expand women's access to digital technologies, including digital tourism platforms.

Leadership, policy and decision-making
11. Work towards gender balance in senior management of tourism companies.
12. Address the lack of high-level women's leadership in decision-making spaces in the private sector, public sector tourism bodies and agencies.
13. Ensure ILO policies on maternity and care responsibilities are respected.
14. Actively support women's representation and leadership in trade unions.

Education and training
15. Develop training programmes for women in tourism, including training on soft skills, networking and high-level training for career progression.
16. Provide targeted training for women to ensure that they can use digital technologies to innovate through digital technologies in tourism.
17. Provide gender equality training for tourism policy-makers, managers and employees.
18. Encourage the participation of female students and graduates in tourism studies and qualifications.

Community and civil society
19. Facilitate women's voice in community and household decision-making.
20. Ensure gender equality and human rights commitments at the national level are met and implemented effectively.
21. Support women's tourism networks, NGOs and tourism cooperatives to actively work towards women's empowerment in the sector.

Measurement for better policies
22. Regularly collect and report data that is disaggregated by sex on employment in the tourism sector and, where possible, formal and informal tourism employment, gender pay gaps, entrepreneurship, education and training, leadership and decision-making, time use and work-life balance.
23. Regularly provide data disaggregated by sex on employment in the tourism sector to UNWTO.
24. Conduct gender analysis, consult civil society actors, integrate a gender perspective into all phases of the tourism policy and programme cycle.

For the full *Global Report on Women in Tourism – Second edition,*
visit the UNWTO Elibrary at : **www.e-unwto.org**

For more information please contact: **ecsr@unwto.org**

Annex VII: UNWTO Technical Committee on Tourism Online Education: mandate, composition and modus operandi

I.   Introduction

1.   Ever since its inception, the Organization has established the subsidiary organs that it considers necessary for its work. These organs may be created by the General Assembly or by the Executive Council.

2.   Rule 8 of the Council's Rules of Procedure provides that the Council may establish any subsidiary organs it considers necessary for its work.

3.   As of today the list of subsidiary organs of the Executive Council, usually referred to as technical committees, is as follows:

(a)   Programme and Budget Committee

(b)   Committee on Statistics

(c)   Committee for the Review of Applications for Affiliate Membership

(d)   Committee on Tourism and Sustainability

(e)   Committee on Tourism and Competitiveness

4.   Jointly with IE University, UNWTO devised an online learning platform on where participants would be able to study at their own pace and will have access to courses from top universities around the world at an affordable price.

5.   On September 2019, through resolution 714(XXIII), the General Assembly endorsed the Tourism Online Academy project powered by IE University, a new platform for online training in the travel & tourism sector, destination management and hospitality industry, to give everybody access to courses from top universities around the world at an affordable price.

6.   Some Member States, Affiliate Members and Associate Members have shown a special dedication and involvement since the beginning, and have been key to the success of this project: Qatar, Switzerland, Colombia, Chile, Spain, Morocco, China, Côte d'Ivoire and Hong Kong, China.

7.   The present document is a proposal by the Secretary-General for the establishment of a new subsidiary organ of the Executive Council called Committee on Tourism Online Education.

II.   Proposal for the establishment of the new Committee on Tourism Online Education

8.   Technical committees are important to ensure the desirable and necessary engagement of UNWTO Members, highlighting their responsibility and ownership. They are also essential to give added value to the work of the Secretariat and further advance the global knowledge on tourism.

9.   The following paragraphs present the mandate, composition and modus operandi of the new Committee that is dealt with in this document.

Mandate

10.   As bodies with an advisory and consultative role, technical committees are meant to be the first step of a validation process that channels technical outputs referring to policies, principles, practices and processes such as definitions, guidelines, criteria and standards, especially in view of their normative character, to the corresponding governing organs for approval and endorsement, underscoring UNWTO's nature as the

specialized UN agency for tourism. This Committee on Tourism Online Education mandate is to provide the Executive Council and the Secretary-General with advice and recommendations on education matters.

11. The competency of the Committee on Online Tourism Education refers to areas of work aiming at:

(a) Examining, prior to the submission to the Council, all documents in relation to educational matters within the programme of work of the Organization, as prepared by the Secretary-General

(b) Monitoring the implementation of the educational program of work and reporting to the Council accordingly

(c) Ensuring that the content of the Tourism Online Academy aligns with the priorities of UNWTO.

(d) Making recommendations to the Secretary-General on the allocation of scholarships for the Tourism Online Academy to Member States.

(e) Monitoring the management, content and communications strategy of the platform.

(f) Advising on and approving the strategy to scale up the UNWTO Tourism Online Academy with prospect partners

(g) Carrying out any other tasks as entrusted by the Council

Composition

12. The technical committee should be able to tackle all aspects of the reality of tourism and of the relations between the sector and the global challenges of the world. Therefore, they ensure, as much as possible, a diverse and representative participation of the public and private sectors, from national and international levels, as well as representation from the academic institutions that are part of the Tourism Online Academy.

13. The groups of members are listed below, as well as some examples of possible partners to be included as observers:

- Nine **Member States** as Full Members of the Committee will be approved by the Executive Council upon recommendation of the Regional Commissions, for a four-year period and with the right to vote, distributed as follows:

    o Europe: 2

    o America: 2

    o East Asia and Pacific: 1

    o South Asia: 1

    o Middle East: 1

    o Africa: 2

- One **Associate Member**, designated among them for a four-year period;
- One **Affiliate Member**, according to Article 12 of the Rules of Procedure of Committee of the Affiliate Members;

    In addition, **invited participants**, as proposed by the Secretary-General, in coordination with the Chair of the Committee, , for each Committee, on an *ad hoc* basis, according to the agenda of one or more specific meeting(s) will participate in the work of the Committee. Those invited participants may be:

- The IE University as a founding partner of the Tourism Online Academy
- The first five universities including content in the UNWTO Tourism Online Academy.
- International organizations.
- Public sector, private sector and civil society entities, including educational institutions, destination management organizations (DMOs).
- Individual experts (e.g., researchers, personalities).

Note: Other invited participants to be included, and their terms of office, will be proposed by the Secretary-General for approval by the Chair of the Committee in between meetings of the Executive Council and for endorsement by the Executive Council.

Modus operandi

14. New technologies shall be used as much as possible in order to reduce lead times for committee members, i.e., the time between inviting and convening the meeting as well as travel costs and environmental impacts. Hence, telephone and video conferences and also electronic meetings and consultations will be the main form of interaction.

15. However, conventional meetings requiring the actual presence of members are also needed for networking ownership purposes and to ensure the fulfilment of established objectives of area of work. Therefore, it is proposed that the committee meets once a year in the framework of the Executive Council.

16. The logic of a wide support is a key element in the work of these committees. Hence, they will run along a participatory and consensus-building process, leading to a broader legitimacy of the results of their work.

17. For each Committee, its Full Members shall elect a chair and vice-chair among them.

18. The UNWTO Secretariat will not cover the cost of participation of the Committee's members, observers and invited participants at meetings.

19. The Secretary-General, as Secretary of the Committee, will delegate this function to the Innovation, Digital Transformation and Investments Director.

20. The rules of procedure of the committee will be adopted pursuant to rule 32 of the Rules of Procedure of the Executive Council, to which they are subordinate. Should circumstances arise, which are not provided for in the rules of procedure of the committee, the rules of procedure of the Executive Council shall apply mutatis mutandis.

Annex VIII: Terms of reference of the Committee for the development of an International Code for the Protection of Tourists

I.   Background

1.   The impact of the crisis on the tourism industry and the post-COVID-19 scenario presents significant challenges for restoring consumers' confidence. The international fragmentation of tourism consumer rights may represent an additional determent to international tourism recovery.

2.   UNWTO has advanced together with its Member States[4] international standards for international tourism rights that can be used as a basis for the development of an International Code for the protection of tourists that may harmonize some minimum international standards and provide sufficient guarantees to international tourists in the post-COVID19 scenario, including regarding the assistance to tourists in emergency situations.

3.   The present terms of reference establish the composition and modalities for the operationalization of the Committee for the development of an International Code for the Protection of Tourists (hereinafter referred to as the "Committee").

II.   Composition

1.   The Committee will be composed of government representatives with relevant expertise. All Full Members may be members of the Committee. Member States wishing to be represented at the Committee will designate a focal point. Member States may also consider inviting as part of their delegation to the Committee experts from the public or private sector, depending on the topics and themes to be discussed at a specific session.

2.   The Secretariat will constitute a consultative group of experts within the Committee composed of specialized experts, designated in consultation with the Committee, for the preparation of reports as part of the consultative process, whose composition may vary according to the specific topics discussed at each session. The composition of this consultative group of experts will aim at ensuring the widest geographical representation. Experts shall be independent from any government or organization and serve in their personal capacities and on a voluntary basis.

3.   Relevant stakeholders including Affiliate Members, International Organizations, both governmental and non-governmental, may be invited to participate in the discussions of the Committee as Observers to provide relevant input and expertise on the specific topics of discussion. The Committee will clarify the modalities of participation of Observers in its Rules of Procedure.

III.   Working modalities

1.   The Committee will work remotely in order to maximize its impact and efficiency. In addition, virtual or in-person meetings will be organized, as appropriate, by the Secretariat for decision-making.

2.   The Committee will hold at least two meetings per year.

3.   The Committee will adopt its rules of procedure at its first meeting, which will take place virtually in the last quarter of 2020 and appoint a Chair and Vice-Chair among its Members for the period 2020-2021 ensuring a balanced geographical representation of Member States.

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[4] Executive Council documents : CE/89/8, CE/90/7, CE/93/4(b), CE/94/3(I)(e), CE/95/3(I)(c), CE/100/3(d), CE/103/5rev.2, CE/104/5(a), CE/105/5(a). General Assembly documents: A/19/9add.1, A/20/5(I)(b) Annex Add., A/21/8 (I)(d), A/22/10(i)(c).

4.	Documentation for each session will consist of a provisional agenda, reports prepared for each substantive item and a report of the session. At the end of each session, the Committee will adopt its agreed conclusions and decisions.

5.	The working language will be English. Interpretation will be provided during the plenary meetings of the Committee. Meetings will be recorded.

6.	The Office of the Legal Counsel will be servicing the Committee, in coordination with other Departments of the Organization as necessary, in particular with the Regional Department for Europe to liaise as appropriate with the European Commission.

## IV.	Mandate

The Committee shall have the following functions:

1.	To develop a proposal for an International Code for the protection of tourists that includes minimum standards in emergency situations and consumer rights of tourists in the post COVID-19 scenario and to present a proposal to the General Assembly for approval. The Committee may also discuss and consider the format and title of the standards and submit proposals as appropriate to the Executive Council and the General Assembly.

2.	The Committee will firstly review and deliberate on the recommendations on the assistance to tourists in emergency situations with a view to adjusting them and integrating them as a Chapter of the Code.

3.	As a second step, the Committee will consider and deliberate on the scope of consumer rights in Tourism to be included in the Code and develop international standards in this field.

4.	The Committee will also propose modalities for the adherence to the Code, for monitoring its implementation and enforcement and proposals regarding UNWTO´s role.

5.	The Committee will report to the Executive Council for endorsement and present a report to the 24th General Assembly to request approval of standards developed in the 2020-2021 period.

Eightfold Cooperation

1. Background

The COVID-19 is putting 100 to 120 million direct tourism jobs at risk. The pandemic unveiled that sustainable tourism requires innovation is at the center of the solutions. Given its importance the UNWTO will collaborate with Eightfold to bring together the innovations and networks to improve the tourism workforce for the future, boosting competitiveness, innovation and sustainability for the resilience of the sector post COVID-19.

Therefore the UNWTO is collaborating with Eightfold to develop a platform for employment to help the global tourism workforce affected by Covid19 pandemic.

2. Mission

To help the Workforce in the Global Tourism Sector and the Employment Crisis post Covid19.

UNWTO in collaboration with Eightfold Talent Exchange (ETX) will offer to its Members States, and Affiliated Organizations the "UNWTO Job Factory Initiative" to this extends a joint Landing Page will be created powered by Eightfold Artificial Intelligence technologies to bring the following benefits:

- UNWTO Members States and their Employees/Citizens impacted will have the ability to upload their resumes and create profiles on ETX in order to potential find jobs or match talents.
- UNWTO Members States or any Affiliate Organization looking for talent/ hiring will have the ability to upload Job Requisitions on ETX.
- UNWTO will act as catalyst to disseminate the information on the platform and promote employability on the tourism sector.

3. Vision

With the unprecedented crisis in the global tourism and millions of people unemployed, it has become imperative for UNWTO to take a leadership role to help:

- The impacted workforce to find gainful employment
- Match impacted employees with jobs in governments and corporates looking for talent
- In the globalization context enable cross border employment
- Identify skills gap and enable training to enable lateral career changes

4. Objectives

- Promote the adoption of marketplace technologies in the tourism sector to improve Employability.
- Facilitate digital transformation and the future of work in the tourism sector to strengthen Public – Private Partnerships on digital transformation, inclusion and diversity in the tourism workforce.
- Incentivize job creation through the adoption of new technologies across the tourism value chain.

5. Project attributes

Given current global crisis, the project has only one phase for its implementation, and its attributes will help the UNWTO stakeholder to:

- Create jobs opportunities through a Job Market Place to access to the first global tourism Jobs Bank (Demand and Offer).
- Access to workforce Matching Marketplace for the tourism Sector (Matching Opportunities)
- Opportunities for talent acquisition and matching jobs potions through an Artificial intelligence technologies (AI Technologies)

6. Project cost

The collaboration and the development of this project is offer for free to the UNWTO. The partnership agreement and the cooperation activities with Eightfold will be developed and implemented in accordance with the UN Guidelines on a Principle-based Approach to the cooperation between the United Nations and the Business Sector.

7. Technical Justification

a) Technology

- Eightfold delivers a Global Talent Intelligence Platform, an effective way for companies and governments to retain top performers, upskill and reskill the workforce, recruit top talent efficiently, and reach diversity goals.
- Eightfold has developed a deep learning AI technology to match people with the right jobs accumulating more than 500K job titles and their relationships.
- Eightfold's deep learning artificial intelligence platform empowers enterprises to turn talent management into a competitive advantage.
- Its technology automatically matches and ranks available talent for a job, and available jobs for an individual removing manual effort and operating free of bias at global scale

b) Track Record and Brand Equity

- Eightfold has developed solutions for Fortune 500 companies as well global hospitality brands among them: Hyatt, United Airlines, Starbucks, Hertz, Macy's, Walmart, US Bank, Lowe's, Hertz, SAP, etc.
- Eightfold also has a track record working with the public sector including collaboration with The U.S. Department of Labor to pilot applications to match transitioning military service members. As part of a pilot program administered by the Department's Veterans' Employment and Training Service (VETS) with support from the U.S. Departments of Defense and Veterans Affairs.
- Eightfold was built by co-founders Ashutosh Garg and Varun Kacholia, distinguished engineers out of Google and Facebook. Ashutosh Garg with 6000+ research citations, 50+ patents, 35+ peer reviewed research publications in Machine Learning. Varun Kacholia is one of the world's leaders when it comes to search, ranking and machine learning. Prior to founding Eightfold, Varun led the News Feed team at Facebook and the YouTube Search and Recommendations team at Google. Finally, its president Kamal Ahluwalia with extensive experience in creating software categories, scaling businesses. Kamal led the company to market leadership in multiple product categories ahead of Salesforce, Oracle, SAP, IBM, and others.
- Eightfold has a post-money valuation in the range of $500M, according to PriCo. Their latest funding raised was a total of $51.8M in funding over 3 rounds from a Series C round.