

Digital tools to revitalize tourism

Madrid, Spain, 9 July 2021 - *The World Tourism Organization (UNWTO) continues to energize the restart of tourism based on sustainability and innovation. An agreement with MUST Travel & Tech places a digital tool at the service of tourism, allowing users to share their experiences to promote the reactivation of the sector with a view to sustainability. Presented during the UNWTO Mayors' Forum in Porto, Portugal, the tool is an opportunity for the advancement of smart cities, as well as destinations that incorporate technology and innovation in their development.*

Already operating in 60 countries, MUST aggregates all the information of interest to travellers in one place. By also integrating key information and analysis from UNWTO, it aims to become a leading tourism application and generate opportunities for destinations.

Technology at the service of development

Visibility provided through technological tools is an opportunity for those who, along the entire value chain of the sector, require support to restart their activity, from new destinations around rural communities, to destinations with a high degree of infrastructure development.

"We welcome innovative ideas and technologies that allow the creation of global and regional innovation ecosystems aimed at accelerating the recovery of tourism for development," said UNWTO Secretary-General Zurab Pololikashvili upon signing the agreement.

For his part, the CEO of MUST, Pablo López, highlighted that "technology enhances the productivity and resilience of companies. The implementation of digital solutions in line with new trends in the tourism sector allows us to develop a differentiated, personalized and safe tourism product that is more focused on behaviour patterns and the management of spaces that will undoubtedly contribute to the recovery of a key activity for the economy in general".

Shared objectives

A distinctive element will be the contribution of tourism intelligence from the UNWTO to the users of the tool. In this way, relevant and verified content is combined with data for making informed and evidence-based decisions.

The agreement provides for cooperation in the execution of projects that include, among others:

- Supporting the digital transformation of tourism service providers.
- Fostering tourism development and promotion in a sustainable and inclusive way.
- Boosting innovation in the practices of reservation and consumption of tourism experiences and activities.
- Encouraging the creation of quality content with a focus on cultural heritage and the authenticity of the destination to be promoted.
- Promoting and disseminate the UNWTO “Best Tourism Villages” programme on the MUST platform as well as other programmes or events of the Organization.
- Promoting programmes related to innovation, education and investments that are useful for tourism destinations of mutual interest.

The agreement between UNWTO and MUST will be in place until the end of 2024.

Related links:

[UNWTO Opens Call for ‘Best Tourism Villages’](#)

[UNWTO Mayors Forum for Sustainable Urban Tourism](#)

[Innovation, Education and Investments](#)