Agenda item 5(a)
Implementation of the General Programme
of Work

A/24/5(a) rev.3
Madrid, 19 November 2021
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Executive Summary

The present document gives, on the one hand, an overview of the main lines of work and achievements during 2020 and the first three quarters of 2021, notably all activities in response to the COVID-19 crisis and, on the other hand, the Secretary-General's proposed programme of work for 2022-2023, submitted to the General Assembly for its approval. The budget for 2022-2023 is available in document A/24/5(b).

Objectives and priorities of the Draft Programme of Work are grounded, like in the previous biennium, on the Management Vision proposed by the Secretary-General in 2018. In addition, they were enriched with inputs from (a) the incumbent Secretary-General's statements of policy and management intent and (b) the responses of UNWTO Members to the survey on priorities, in order to adapt the Organization to the new post-crisis situation and better prepare for the future.

The Secretary-General presents again the issue of the United Nations Reform and UNWTO's potential return to joining the UN Sustainable Development Group (UNSDG) membership for consideration and decision, taking into account the previous resolution of the General Assembly that 'UNWTO not be part of the UNSDG for the (...) biennium 2020-2021'.

Annexes I, II, and III, respectively, include the lists of UNWTO events, publications, and technical cooperation activities on the ground. **Annex IV** focuses on the Affiliate Members' activities. **Annex V** presents activities and governance of the Online Education Committee. **Annex VI** includes the list of agreements concluded by the Organization. **Annex VII** presents the status of amendments to the Statutes and the Financing Rules and Annex XVIII to the 1947 Convention on the Privileges and Immunities of the Specialized Agencies. **Annex VIII** includes the UNWTO Recommendations on Tourism for Rural Development. **Annex IX**: UNWTO and United Nations Sustainable Development Group (UNSDG) Membership. **Annex X** presents the work of the Committee on Tourism and Competitiveness (CTC), **Annex XI** presents the Best Tourism Villages by UNWTO Initiative. **Annex XII** is the Report of the Committee on Tourism and Sustainability.   **Annex XIII** includes the UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy and **Annex XIV** the Global Tourism Plastics Initiative. **Annex XV** is the report of the Committee of Statistics and **Annex XVI** presents the report of the Committee for the development of an International Code for the Protection of Tourists.

Action by the General Assembly

DRAFT RESOLUTION[1]

The General Assembly,

Having examined the report of the Secretary-General on the Programme of Work and its different annexes,

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

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

2. *Approves* the UNWTO Recommendations on Tourism for Rural Development, as presented in Annex VIII;

3. *Takes note* of the report on work of the Committee on Tourism and Competitiveness (CTC) summarized in Annex X, the Committee on Tourism and Sustainability (CTS) in Annex XII and the Committee on Tourism Statistics in Annex XV, and encourages all committees to continue with their respective work plans;

4. *Reiterates* the crucial policy need for Measuring the Sustainability of Tourism (following UNWTO GA resolutions A/RES/714(XXIII) and A/RES/684(XXII)) and supports the efforts of the Committee on Statistics and the Working Group of Experts on Measuring the Sustainability of Tourism towards the finalization of the much-needed Statistical Framework on Measuring the Sustainability of Tourism;

5. *Endorses* the Best Tourism Villages by UNWTO Initiative launched in 2021 as a pilot project presented in Annex XI and encourages Member States to take an active role in the Initiative;

6. *Also endorses* the Global Tourism Plastics Initiative (Annex XIV) launched in 2020 by UNWTO in partnership with the UN Environment Programme and in collaboration with the Ellen MacArthur Foundation and encourages Member States to take an active role in it;

7. *Calls upon* Member States to do everything in their power to approve all amendments to the Statutes and the Financing Rules, with particular regard to the amendment to Article 33 of the Statutes;

8. *Also calls upon* Member States to accede to the Convention on the Privileges and Immunities of the Specialized Agencies and to explicitly notify their intention to apply Annex XVIII to UNWTO;

9. *Approves* the list of agreements, as set forth in Annex VI;

10. *Welcomes* the UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy, which build on the One Planet Vision for a Responsible Recovery from COVID-19, as presented in Annex XIII;

Having heard the explanations of the Secretary-General regarding the implications for UNWTO of the United Nations Reform, and notably, of the UNWTO's membership in the United Nations Sustainable Development Group (UNSDG),

Recalling its position as expressed in resolution A/RES/714(XXIII),

11. *Decides* that UNWTO shall reconsider its membership in the UNSDG for the forthcoming biennium;

12. *Requests* the Secretariat take the necessary measures to potentially re-join the UNSDG prior to 2022-2023;

Having read the report of the Committee for the Development of an International Code for the Protection of Tourists and the draft text of the Code as presented in Annex XVI,

13. *Thanks* the Member States, Observers and members of the Consultative Group of Experts who have participated in the Committee and have contributed to the drafting of the International Code for the Protection of Tourists;

14. *Approves* the International Code for the Protection of Tourists, as presented in Annex XVI;

15. *Endorses* the recommendation of the Committee to maintain the International Code for the Protection of Tourists as non-legally binding instrument;

16. *Calls upon* Member States of the UNWTO and Member States of the United Nations to adhere to the Code, and invites them to submit a written notification to the Secretary-General of the UNWTO in respect of their intention to adhere thereto and subsequently of any specific activities in this respect; and

Having examined the Draft Programme of Work for 2022-2023,

17. *Approves* the objectives, priorities, outcomes and outputs of the draft.

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I. Introduction

1. At its 108th session in San Sebastián, Spain, the Executive Council approved the Management Vision proposed by the Secretary-General (CE/DEC/6(CVIII)), which specified clear objectives and priorities for his mandate.

2. At its 113th session in Madrid, Spain, the Executive Council recommended to the General Assembly that Mr. Zurab Pololikashvili be appointed Secretary-General of the Organization for a term of office from 1 January 2022 to 31 December 2025 (CE/DEC/4(CXIII)).

3. In **Part II**, the present document gives an overview of the implementation of the main lines of work and of the major achievements during 2020 and the first three quarters of 2021.

4. In **Part III**, the present document recalls the objectives and priorities of the *Management Vision* and introduces components from the *Statements of policy and management intent* that Mr. Zurab Pololikashvili presented at the EC at its 113th session, as well as from the results of the Survey on Members' Priorities carried out during the first quarter of 2021.

5. The Secretary-General presents, in **Part IV**, outcomes and outputs of the programme of work for 2022-2023. Such proposal is structured as a consolidation of the 2020-2021 programme of work in order to capitalize on the progress achieved and responds to the objectives and priorities stated in Part III.

6. **Part V** indicates the structure of the Secretariat for the next biennium, together with a brief description of all departments. The proposed budget to execute the programme of work 2022-2023 is available in document A/24/5(b).

7. **Annexes I, II, and III**, respectively, include the lists of UNWTO events, publications, and technical cooperation activities on the ground. **Annex IV** focuses on the Affiliate Members' activities. **Annex V** presents activities and governance of the Online Education Committee. **Annex VI** includes the list of agreements concluded by the Organization. **Annex VII** presents the status of amendments to the Statutes and the Financing Rules and Annex XVIII to the 1947 Convention on the Privileges and Immunities of the Specialized Agencies. **Annex VIII** includes the UNWTO Recommendations on Tourism for Rural Development. **Annex IX** presents the issue of UNWTO and United Nations Sustainable Development Group (UNSDG) Membership for the approval of the Assembly. **Annex X** reports on the work of the Committee on Tourism and Competitiveness (CTC), **Annex XI** presents the Best Tourism Villages by UNWTO Initiative. **Annex XII** is the Report of the Committee on Tourism and Sustainability. **Annex XIII** includes the UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy and **Annex XIV** the Global Tourism Plastics Initiative. **Annex XV** is the report of the Committee of Statistics and **Annex XVI** presents the work of the Committee for the Development of an International Code for the Protection of Tourists.

II. Implementation of the programme of work 2020-2021 – A major focus on the response to the COVID-19 crisis

8. The present part gives an overview of the main lines of work and achievements during 2020 and the first semester of 2021, a period strongly hit by the COVID-19, which has concentrated many, if not most, of the resources of the Organization in order to support Members in (a) understanding better and (b) recovering from the crisis. In parallel, the Secretariat has maintained its core activities along the five priorities of the Programme of Work approved at the 23rd General Assembly.

Monitoring the impact of the COVID-19 crisis

Assessing the Impact of COVID-19 on International Tourism

9. In order to provide the most comprehensive, reliable and updated information on the impact of COVID-19 on international tourism, UNWTO has carried out the following:

(a) It released a first assessment of the impact of the crisis in early May 2020 with subsequent monthly updates of the *UNWTO World Tourism Barometer* through

December 2020. In 2021, three issues of the Barometer have been released to date (January, March and May).

(b) It created an open and interactive online market intelligence system to provide timely and updated data and insights on international tourist arrivals and receipts by region, subregion and country: the [UNWTO Global Tourism Dashboard on Tourism and COVID-19.](#)

(c) It launched the UNWTO Tourism Recovery Tracker, the most comprehensive tourism dashboard to date. The Tracker is the result of a partnership between UNWTO, ICAO and five big data private sector providers (STR, Sojern, AirDNA, TCI Research and ForwardKeys). It covers key tourism performance indicators by month, regions and subregions allowing for a real-time comparison and intelligence of the sector impact and recovery across the world and industries.

(d) It launched, in cooperation with the International Air Transport Association (IATA), a UNWTO Affiliate Member, the [Destination Tracker](#). The first global dashboard on Air Travel Restrictions and Health-related Travel Requirements at the destination.

(e) It released the document '[COVID-19 and Tourism, 2020: a Year in Review'](#), which presents an overview of tourism results, scenarios for recovery and travellers' trends in 2020, in the context of the pandemic and its impact on tourism.

(f) It organized a series of [webinars](#) with key data partners to provide updated and industry-wide information and tools to better understand market trends, consumer behaviour and impact through statistics reaching over 35,000 viewers to date.

(g) It published the [*Conceptual Guidance on Tourism Statistics in the COVID-19 Context*](#) to guide countries in dealing with the novel measurement issues that have arisen with the pandemic and to support the continued monitoring and assessment of tourism through statistics — statistics which in turn feed the UNWTO Tourism Data Dashboard.

(h) It contributed to three volumes of the UN report on "[How COVID-19 is changing the world: a statistical perspective](#)" with a chapter on Tourism. Volume II of these reports includes also the results of a survey conducted by UNWTO among its main statistical data providers, i.e., the national statistical offices and national tourism administrations to assess the impact of COVID-19 on the tourism statistical activities.

(i) It partnered with the German Agency for International Cooperation (GIZ), on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), and UN Women to conduct surveys in four member states on the impact of COVID-19 on women's employment and entrepreneurship in tourism, the results of the survey will be published at the end of 2021 with a follow up survey conducted during 2022 to assess the continued impact of the pandemic.

(j) It launched with [UNCTAD a report in June 2021](#), assessing the economic consequences of international tourism and its closely linked sectors on global GDP and economies.

UNWTO online monitoring system and reports on policy response to mitigate the effects of COVID-19

10. UNWTO launched in April 2020, the [online policy tracker on country and international policy response to mitigate the effects of COVID-19 , which](#) provides unique global and updated information on the measures in place to support the sector in the face of COVID-19 in over 160 countries and more than 50 international and regional organizations.

11. As early as June 2020, UNWTO started to compile and analyse the measures adopted across all regions to mitigate the impact of the pandemic on tourism. Since mid-May 2020 a growing number of countries announced measures to restart tourism, particularly safety

protocols, and to promote domestic tourism as showed in the UNWTO Briefing Note – Tourism and COVID-19, Issue 1. How are countries supporting tourism recovery?.

12.   The collapse of international tourism in Small Island Developing States (SIDS) amid the COVID-19 pandemic has had a dramatic impact on export revenues, jobs and livelihoods. UNWTO has been closely monitoring the impact in these particularly vulnerable island states which heavily rely on tourism as per the UNWTO Briefing Note – Tourism and COVID-19, Issue 2. Tourism in SIDS – the challenge of sustaining livelihoods in times of COVID-19

13.   As travel restrictions began to ease in mid-2020, destinations worldwide prioritized domestic tourism adopting several measures to promote travel within their countries as per the analysis included in the UNWTO Briefing Note – Tourism and COVID-19, Issue 3. Understanding Domestic Tourism and Seizing its Opportunities.

Monitoring COVID-19 Related Travel Restrictions – A Global Review for Tourism

14.   The UNWTO has been regularly monitoring travel restrictions caused by the pandemic since the start of the crisis. The series COVID-19 Related Travel Restrictions - A Global Review For Tourism provide an overview and analysis on the implementation of travel restrictions.

15.   The reports are updated on a regular basis to support mitigation and recovery efforts of the tourism sector, providing a global overview of the measures in place and analysing them from a tourism perspective.

16.   Since the outbreak of the COVID-19 crisis, the Affiliate Members Department has also permanently interacted with the network of Affiliate Members through the interactive platform AM Connected to collect mitigation and recovery initiatives and protocols. Many of them were reflected in several outputs that the UNWTO has been developing during this period, such as the UNWTO Global Guidelines to Restart Tourism.

Policy Guidance and Coordination

The Global Tourism Crisis Committee, coordination and recommendations

17.   To ensure a coordinated and effective response to the crisis, the Secretary-General established the Global Tourism Crisis Committee (GTCC) with international public and private sector stakeholders, which met for the first time on 19 March 2020.

18.   The Committee is comprised of UNWTO, representatives of its Member States (Chairs of the UNWTO Executive Council and of the six Regional Commissions as well as States nominated by the Commission Chairs), the World Health Organization (WHO), the International Civil Aviation Organization (ICAO), the International Maritime Organization (IMO), the International Labour Organization (ILO), the Organisation for Economic Co-operation and Development (OECD), the World Bank (WB), and the private sector – the Chair of the UNWTO Affiliate Member, Airports Council International (ACI), Cruise Lines International Association (CLIA), the International Air Transport Association (IATA), and the World Travel and Tourism Council (WTTC).

19.   As a natural evolution of the European Chapter of the Global Tourism Crisis Committee, the Global Tourism Crisis Committee Technical Group was established in November 2020, chaired by the Minister of Tourism of Greece, with the participation of the chairs of the other 5 regional commissions and representatives of IATA, ICAO and CLIA. Israel and Saudi Arabia joined the Technical Group in early 2021.

20.   The GTCC adopted two strategic guidance documents: the *UNWTO Recommendations for Action* – Supporting Jobs & Economies through Travel and Tourism, providing more than 100 practical actions in 23 areas for the three key crisis phases: mitigation, recovery and building for the future; and *UNWTO Global Guidelines to Restart Tourism*, providing high-level guidance for reopening tourism operations.

21. In response to the 8th GTCC recommendation for a coordinated approach for resuming safe travel, the Secretariat has engaged with two key global initiatives in order to resume safe travel: (a) the OECD initiative for safe international mobility during the COVID-19 pandemic (including blueprint) launched end of May 2021; and (b) the ICAO's Council Aviation Task Force (CART) and new CART III Guidelines.

22. The work developed jointly by UNWTO with the International Civil Aviation Organization (ICAO) and World Health Organization (WHO) is supporting the ICAO's Council Aviation Task Force (CART) and new CART III Guidelines, which provide an agreed Risk Mitigation Framework for resuming safe travel and States' tourism recovery.

23. UNWTO, as the penholder of the UN Secretary-General Policy Brief COVID-19 and Transforming Tourism providing a sound strategic framework for a recovery action plan, is leading the coordination with the UN system for tourism to be part of an inclusive and greener recovery for people, planet and prosperity.

UNWTO's role to advance harmonization of health and safety protocols on the ground

24. UNWTO continues to call for urgent coordination among governments, public and private sector and international organizations to harmonize health and safety protocols that will enable safer international travel (cross-border) and restore confidence at destinations (hotels, restaurants, transport, travel agencies, attractions, etc.).

25. As part of the measures to recover tourism, most countries have adopted health and safety protocols. A compilation of these measures is included in the UNWTO Policy Tracker and in the UNWTO-IATA Destination Tracker

26. UNWTO strongly recommends the creation of harmonized protocols where Member States work together in 4 steps to restart safe travel based on current health and aviation regulations – including ICAO's Council Aviation Recovery Taskforce (CART) – Report III, Take Off Guidance Document (TOGD) and Testing and Cross-border Risk Management Measures Manual, and those from other UNWTO Global Tourism Crisis Committee members.

27. UNWTO has created the *Digital Health Passes Compendium* to facilitate Member States' understanding and evaluation of technology-based solutions for seamless travel, highlighting the need for stronger agreements on common principles such as interoperability.

28. UNWTO participates as liaison organization in the Working Group 18 on 'Measures to reduce the spread of COVID-19 in the tourism industry' within ISO (International Standardization Organization) Technical Committee 228 on Tourism and related services by providing comments and technical feedback. The outcome of this WG18 was an ISO PAS (Publicly Available Technical Specification) 5643 on Measures to reduce the spread of Covid-19 in the tourism industry - Guidelines and Recommendations, which was published in 2021 and covers 20 tourism subsectors.

29. During the second half of November 2020, UNWTO organized a series of joint UNWTO-ISO/UNE webinars in English, French and Spanish for its Members States to disseminate the work of ISO TC 228 WG 18 on 'Measures to reduce the spread of Covid-19 in the tourism industry' with the aim to strengthen linkages between National Tourism Administrations with the national standards bodies and to encourage these bodies to participate in WG18.

30. UNWTO has joined forces with the Inter-American Development Bank (IDB) and the Organization of American States (OAS) to conduct the revision and harmonization of biosafety protocols for tourism in Latin America and the Caribbean.

COVID-19 Tourism Recovery Technical Assistance Package (see also Annex III: UNWTO on the ground)

31. UNWTO has developed a "COVID-19 Tourism Recovery Technical Assistance Package". The Package is structured around three main pillars: 1) Economic Recovery; 2) Marketing and Promotion; and 3) Institutional Strengthening and Building Resilience.

32. The Tourism Recovery Package includes a comprehensive list of technical assistance activities, including both activities of a longer duration and with a wide scope, such as the development of new strategies, and activities of a relatively short duration with a specific focus. In consultation with individual Member States, tailor-made packages can be prepared with one or more technical assistance activities for the short and medium term.

33. In mid-May 2020, UNWTO sent the Technical Assistance Package to all Member States, and soon responses were received from over 25 countries from all regions of the world, expressing interest in the Package. The budget for implementing technical assistance activities would have to be provided either directly by Member States or through external donors. UNWTO is actively liaising with development agencies to mobilize resources, and first commitments have been made by agencies to provide funding. In the past year, UNWTO has already launched 15 tourism recovery projects with resources mobilized through the European Bank for Reconstruction and Development (EBRD), the Japanese International Cooperation Agency (JICA), the United Nations Development Programme (UNDP) and the Asian Development Bank (ADB). Dialogue on collaboration in COVID-19 tourism recovery is ongoing with other donors and development partners.

One Planet Vision for a Responsible Recovery of the Tourism Sector from COVID-19

34. In June 2020, UNWTO released the One Planet Vision for a Responsible Recovery of the Tourism Sector from COVID-19, calling for a recovery which is founded on sustainability, to better balance the needs of people, planet and prosperity and to underpin the resilience of the tourism sector.

35. The One Planet Vision reflects the collective views of the members of the One Planet Sustainable Tourism Programme and calls for the transformation of the sector to better balance the needs of people, planet and prosperity. The One Planet Vision is available in Arabic, Chinese, Russian, English, French and Spanish.

36. The repository Transforming Vision into Action – A Repository of Inspiring Initiatives Tools and Strategic Thinking was launched in December 2020 to feature frontrunning initiatives from Member States, private sector and civil society to build tourism back better, in connection to the One Planet Vision for a Responsible Recovery of the Tourism Sector.

Make tourism smarter: innovation and the digital transformation

37. UNWTO designed curated programmes to strengthen global, regional and local innovation and entrepreneurship ecosystems in tourism by engaging public and private stakeholders and identifying technology-based and social impact solutions to boost recovery, accelerate the sector's contribution to sustainability and shorten the digitalization gap in its value chain.

38. UNWTO Healing Solutions for Tourism Challenge: Launched on 25 March 2020, this call for entrepreneurs selected nine top initiatives to address the crisis from health, economic and destination management perspectives and presented them to the world in an online forum on 7 May. Throughout its 4-week call, 1183 projects from 110 countries were received. Solutions mostly featured technologies such as Virtual and Augmented Reality, Internet of Things, Artificial Intelligence, Big Data and Blockchain to deliver their impact.

39. UNWTO supported the EUvsVirus Pan-European Hackathon (24-26 April 2020), the project from the European Commission to create solutions for COVID-19 challenges. The Organization led one of the 6 Challenge Domains: Remote Working and Education with 5,670 community members.

40. UNWTO SDGs Global Startup Competition: Seeking the long-term recovery of tourism, this competition was developed to accelerate the achievement of the Sustainable Development Goals (SDGs). Over the open call for startups from all economic sectors, it received responses from 10,000 participants from 138 countries. The 25 winning projects have now entered a curated programme of benefits with the support of 21 partners and collaborators (such as, Globalia, Qatar Airways, Qatar National Tourism Council, Amazon Web Services, Mastercard, Google, Amadeus, IE University, Telefónica, IDB Lab and Plug and Play), including mentorship, access to technological support, connection to Member States, corporates, and investors for opening the doors to funding and pilot projects opportunities. Likewise, the Top 25 Innovators Working for a More Sustainable

and Innovative Tourism catalogue was created to facilitate Member States and private sector access to solutions. These top startups are eligible to participate in the upcoming Tourism Tech Adventures Forum in Doha, Qatar, during the first quarter of 2021 (TBC).

41.   Furthermore, the Organization carried out a Final Event in the framework of FITUR in Madrid's Royal Theatre which became the first on-site technical gathering for the global innovation ecosystem since the start of the pandemic with over 230 attendees of the highest profiles, providing a robust message for the recovery of MICE (meetings, incentives, conferences and events) tourism.

42.   UNWTO Hospitality Challenge: more than 600 applications to help the hospitality sector reboot were received. The 30 finalists are eligible for full scholarships in 15 different programmes in Hospitality, Culinary and Pastry Arts Management, offered by Sommet Education. A second edition would be launched.

43.   UNWTO developed a pilot competition on rural tourism in Spain last year. Due to its success—over 130 proposals and 2 winning technology startups to address depopulation and provide opportunities to local communities—the UNWTO Global Tourism Startup Competition was launched in April 2021 with more than 15 partners to support entrepreneurs' growth.

44.   UNWTO Inspiration Africa Branding Challenge set out to identify a campaign that positions Africa as a destination in the minds of travellers supporting the efforts of individual countries and companies. The main partner was CNN and over 150 entrants from 48 countries participated.

45.   The 2nd UNWTO Gastronomy Tourism Startup Competition was carried out in partnership with the Basque Culinary Center and the support of the TUI Care Foundation and reached 250 projects from 84 countries. Winning startups received acceleration and are in a scaling-up process.

46.   UNWTO collaborated with the Inter-American Development Bank innovation Laboratory (IDB Lab) for the Beyond Tourism Innovation Challenge in 2020 which set out to identify new digital projects for the recovery phase post-COVID and environmental sustainability receiving over 214 applications from 28 countries. Furthermore, in 2021 both organizations worked on the Smart Challenge for Accelerating Tourism in the Jesuit Routes in Argentina, Bolivia, Brazil, Paraguay and Uruguay, whose 10 top proposals are in an acceleration process with Wayra (Telefónica).

47.   Desafio Brasileiro de Inovação em Turismo: This challenge set out to boost innovation in the Brazilian tourism sector, by improving the competitiveness of the sector throughout the country by digitally transforming public and private organizations. Over 700 applications were received from all provinces in Brazil. Currently, a second edition, launched on 27 September, is receiving candidatures.

48.   UNWTO Smart Solutions for Smart Destinations Challenge: This initiative set out to identify innovative, intelligent solutions that maximize the visitor's experience of stadiums or events in partnership with Athletic Club of Bilbao and the Department for Economic Promotion of the Regional Government of Bizkaia with over 99 applications from 37 countries.

49.   Furthermore, UNWTO has supported initiatives from Member States such as the "Riqueza Natural" by Procolombia (2020) and the In-Challenge led by PromPeru (2021) to advance innovation in those countries.

50.   UNWTO Tourism Tech Adventures: 8 online forums gathered over 13,000 participants last year. For 2021, it is planned to continue developing on-site events to empower Member States' innovation and entrepreneurship ecosystems (more information available in Annex I: List of UNWTO Events).

51.   UNWTO Innovation Network: With 18% growth in the number of active stakeholders, the network reaches more than 8,700 members which are keen to continue working to support startups and projects in all regions. Since its creation in 2018, the top 100 rated startups have raised more than 74.5 million USD in total and have obtained pilot projects opportunities worldwide.

52. **UNWTO & Google Acceleration Programme:** As more and more people go online to search where and when they can travel, accelerating the digitalization of the tourism sector will be key to adapting to the new tourism reality.

53. After a pilot carried out physically in Madrid in January 2020, UNWTO and Google have partnered for an online Acceleration Programme for UNWTO Member States' tourism ministers, top travel associations and tourism boards to further develop innovation and digital transformation. The programme focuses on data and insights as well as the use of digitalization to support recovery.

54. Following the first editions for Africa, Middle East, Europe and the Americas, gathering over 700 tourism officials from 11 countries, this initiative will continue with Asia and the Pacific.

Grow our competitive edge: investments and entrepreneurship

55. Investments promotion: Reaching out to multilateral cooperation to develop potential economic recovery projects based on ongoing initiatives - International Finance Corporation (IFC), Inter-American Development Bank (IDB) and the African Development Bank (AfDB).

56. **Partnering with the International Finance Corporation (IFC), a member of the World Bank Group:** This partnership aims to ensure the tourism sector's long-term recovery by providing insights and experience in resourcing sustainable buildings and green finance. This initiative, which started on 4 June 2020, consisted of technical training programmes focused on skills for sustainable investments through resource efficiency and accreditations tools.

57. In the first semester of 2021, UNWTO and IFC launched the Green Hotel Revitalization programme to reduce the carbon footprint of hotel industry in Emerging Markets to mitigate the impact of COVID-19 and support economic development by providing support to Financial Institutions to create green portfolios. The pilot involved 6 countries in South-East Asia.

58. UNWTO has released the first guideline series on tourism investments and the sector's global innovation ecosystem to support data-driven decision making:

     (a) In association with the fDi Intelligence from The Financial Times, the UNWTO developed the third report on Global FDI Greenfield Investment Trends In Tourism (September 2020) (https://www.unwto.org/investment/tourism-investment-report-2020)

     (b) UNWTO Enabling Frameworks for Tourism Investments (June 2021): provides insights for understanding and enabling the conditions and barriers to mobilize tourism investment and so build a competitive, sustainable and inclusive tourism sector beyond the attraction and promotion approaches (www.e-unwto.org/doi/book/10.18111/9789284422685)

     (c) UNWTO Travel and Tourism Tech Startup Ecosystem and Investment Landscape (June 2021): provides insights for understanding the travel and tourism tech investments and the travel and tourism startups, delving into the relevant features and considerations.

     (d) In association with the World Association of Investment Promotion Agencies (WAIPA), UNWTO developed the Guidelines: *Strategies to Safeguard Tourism Investments during COVID-19* (June 2021).

     (e) In association with the fDi Intelligence from The Financial Times, UNWTO developed the fourth report on Global FDI Greenfield Investment Trends In Tourism (June 2021).

59. **Committee on Tourism and Competitiveness (CTC)**: Priority was given to adapting it to the crisis aftermath and assisting UNWTO Members to mitigate the impact of the outbreak, provide stimulus, regain growth in the tourism sector and prepare for the future. In this period, the CTC work focused on: (a) Policy Recommendations and Guidelines;

and (b) competitiveness, by providing input to the contribution of UNWTO to the Advisory Group of the World Economic Forum (WEF) created to revise the Travel and Tourism and Competitive Index (TTCI). See more information on the Committee on Tourism and Competitiveness in Annex X.

60. **UNWTO.QUEST Certification** aims at promoting quality and excellence in Destination Management Organizations (DMOs) by strengthening the DMOs' Strategic Leadership, Effective Execution and Efficient Governance. Two DMOs have successfully passed the Certification process within this challenging period: Thompson Okanagan Tourism Association (TOTA) in Canada and Fundació Mallorca Turisme in Spain, both UNWTO Affiliate Members.

61. **Maximizing the role of intellectual property in tourism competitiveness: UNWTO** and the **World Intellectual Property Organization** (WIPO) joined forces to prepare a new report on the value of intellectual property in boosting tourism. The Report shows how the IP system creates a favourable ecosystem for innovation, entrepreneurship and investment in the sector. The publication, entitled '[Boosting Tourism Development through Intellectual Property](#)' (2021) highlights good practices, case studies and recommendations for policymakers and other tourism stakeholders.

Create more and better jobs: education and employment

62. UNWTO has designed a new education strategy, based on a hybrid model for boosting impact worldwide, which includes:

   - Online education through the UNWTO Tourism Online Academy

   - Offline education through the UNWTO Faculty Programme

   - Added value jobs through the UNWTO Jobs Factory

   - Quality assurance: UNWTO certifications and education monitoring

63. **UNWTO Tourism Online Academy:** With more than 15,000 students, the platform has experienced remarkable growth after the start of the COVID-19 pandemic. UNWTO is working closely with Cornell University, Catholic University of Chile, Externado de Colombia University, The Hong Kong Polytechnic University, Northwestern University, Sommet Education and Swiss Education Group to upload the courses during this year. Creating the content of the 4 brand-new UNWTO courses (tourism branding and communications, international tourism law, destination marketing and tourism products, statistics) is also a priority. A marketing plan to exponentially extend the international reach of the platform is being implemented. In addition, different packages of scholarships will be allocated to Member States. As of today, 1000 were provided in total to all regions in 2020 and 2000 are being allocated to LDCs and SIDS. Currently, the platform offers 8 courses.

64. **Dedicated online resources website:** Considering the COVID-19 situation, the UNWTO Academy has created a [dedicated website 'Courses, Webinars and Digital Resources'](#) that compiles different online Education and Training units on different topics, created and offered by UNWTO or Partner Institutions and Experts. This new website also includes access to the UNWTO Online Academy, the e-library and articles and publications written and offered by partners on a broad range of subject areas.

65. **Webinars:** In this digital, online new normal, the UNWTO Academy has been organizing a [series of webinars](#) offered to the Member States and tourism professionals on a number of subjects regarding the impact of COVID-19 and on other relevant subjects offered by globally recognized experts.

66. **Online Education Committee:** Set up in 2020 by the Secretary-General as a subsidiary organ of the Executive Council, this technical committee stands for providing advice and recommendation on tourism education, monitoring the education programme of work and the UNWTO Tourism Online Academy. Comprised of 10 Member States covering all regions and 9 private sector representatives, it has met in 2 sessions to decide on new courses, translation into official language and scholarships allocation (for more details, please see Annex V).

67.　UNWTO organized the first session in **FITUR Talent** on 23 January 2020, a new space at FITUR focusing on people and their talents, skills and professional development as the linchpin for competitiveness in the global tourism industry. A UNWTO dedicated session focused on the UNWTO Policy Paper 'The Future of Work and Skills Development in Tourism' and the UNWTO Online Academy.

68.　UNWTO, in collaboration with CEGOS and the contribution of the International Labour Organization (ILO), presented, within the framework of the 9th Meeting of Tourism Ministers of the G20, the Policy Paper 'The Future of Work and Skills Development in Tourism – Policy Paper. What are the main trends and future characteristics of employment and skills development in the tourism sector?

69.　**Capacity building in statistics:** UNWTO continues its capacity building activities on basic tourism statistics, Tourism Satellite Account and Measuring the Sustainability of Tourism (MST). As part of the UNWTO Europe Quo Vadis Tourism Webinar series, a specific webinar was held in June 2020 on "Tourism sustainability and statistics in the time of COVID-19". In August 2020, another webinar was held by UNWTO on the "Deep impact of COVID-19 on tourism from a statistical perspective" for the Middle East. The MST had a central role and experiences from countries on this matter were shared. A "Workshop on Tourism Statistics" was held jointly with the Caribbean Tourism Organization for countries in this region in February 2021, as well as one for selected African countries in July 2021. Each workshop, tailor-made to the needs of the participating countries, brought together policy makers (data users) and tourism statisticians (data producers) to uncover the main elements for successful tourism measurement. In total, around 200 participants from +45 countries received the training.

70.　UNWTO Students' League: The UNWTO World Tourism Students League constitutes an innovative environment to empower and motivate tourism students by giving them real-time experience working on creating and presenting innovative sustainable solutions for the challenges that the sector is facing nowadays. This tool bridges the gap between students' education and training and the realities of our sector and also enables these young people to then enter the labour market as highly qualified and skilled professionals capable of adapting to any situation that may arise.

　　(a)　In 2020, 62 Teams from different universities around the world participated in the 1st Global UNWTO Students' League, working on challenges on Inclusion, Product Diversification, Post-COVID monitoring solutions and social media strategies for the private sector.

　　(b)　In 2021, UNWTO launched the 2021 Global UNWTO Students' League, composed of two independent single Challenges, a Challenge on Rural Development and Challenge on Plastics Pollution.

　　(c)　With the aim to reach out to younger ages and introduce them to our amazing sector, the Challenges this year were launched for 4 age/study categories, from 11- to 29-year-old students.

　　(d)　718 students in 154 teams from 45 different countries have participated and created innovative sustainable solutions for the 2 Challenges in the form of works of art, calls for action, plastics pollution strategies for accommodation providers and destinations as well as Instagram campaigns, marketing strategies and a value chain strategy for rural villages worldwide. Throughout the League, Industry stakeholders completed the students experience by giving them online sessions about some of the sector's best practices in the fields of Plastics and Waste Management and the Development of Rural Destinations.

　　　　Winning teams will participate in the UNWTO GA where they will showcase their solutions and give us some insight on what the young think of our sector, its future and how they see themselves in it.

　　(e)　In 2022, UNWTO will continue this talent development initiative through National UNWTO Students' Leagues with the aim to provide an environment where the solutions from the students match the local and national challenges and therefore can see a possible real application and implementation and a higher local impact for the local/national tourism sector stakeholders and communities.

71. UNWTO Jobs Factory: as we move forward towards economic recovery, we prioritize innovation and online education as some of our key areas to help the millions of people who depend on tourism and to support the creation of added value jobs.

72. For this purpose, and to continue scaling that strategy, UNWTO joined forces with Hosco, the professional network specially designed for the hospitality industry, as a key collaborator for the UNWTO Jobs Factory, launched on 17 June 2021.

73. UNWTO has advanced in the development of a framework to create the first International Tourism Academy in the Kingdom of Saudi Arabia to scale education for the sector.

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

Towards an International Code for the Protection of Tourists

74. 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. As borders are opening again and international tourism resuming, recommendations for the assistance to international tourists in emergency situations were developed by the Secretariat to support the efforts taken by Member States in restoring tourists' trust, with a view to developing an International Code for the Protection of Tourists thereafter.

75. To attain this objective, pursuant to decision 4(CXII), adopted by the Executive Council at its 112th session, the Secretary-General invited all Full Members of the Organization to be part of the Committee for the development of an International Code for the Protection of Tourists. The mandate of the Committee is to draw from the work produced by the Organization – in particular the draft "UNWTO Convention on the Protection of Tourists and on the Rights and Obligations of Tourism Service Providers" as endorsed by resolution 686(XXII) – and develop a proposal for an International Code that includes minimum standards and recommendations for assisting tourists in emergency situations and consumer rights of tourists in the post-COVID-19 scenario, and to present such proposal to the 24th session of the General Assembly for approval.

76. The Committee, currently chaired by Greece, is composed of ninety-eight (98) Full and Associate Members and features five (5) non-member States (Belgium, Denmark, Ireland, Latvia, and Luxembourg). In fulfilling its mandate, the Committee is supported by independent experts of internationally recognized legal expertise[2] and receives regular input from the Affiliate Membership and twenty (20) Observers[3] from a diverse range of international organizations and private stakeholders, reflecting the strong interest of the Code across the public and private sector. Since 30 October 2020, the Committee has held eleven (11) meetings, over a total of thirteen virtual sessions, during which it has revised and discussed overall text which has been elaborated in the five different chapters of the Code, together with the Secretariat and with the support of the consultative Group of Experts. All the content, preliminary and intermediate texts have been elaborated incorporating the Committee members comments and suggestions by the Observers and all texts to date have been adopted by consensus.

77. The Secretariat is submitting in the present document a progress report of the work conducted by the Committee as of the date of publishing this document.

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[2] The Committee's initially elected Brazil as Chair (represented by Mr. Antonio Ricarte) and Greece as Vice Chair (represented by Mr. Christos Petreas). Following the withdrawal of the designated Chair at the Third meeting of the Committee, Greece has since been serving as Acting Chair of the Committee, from the Fourth meeting, held in February 2021.
Members of the consultative group of Experts include Mr. Diego Augusto Benitez, Mr. John Downes, Mr. Julio Facal, Ms. Claudia Lima Marques, Mr. Francesco Morandi, Ms. Sarah Prager, Ms. Christine Riefa, Mr. Haien Shen, and Ms. Charlotte Wezi Mesikano Malonda.
[3] The Observers to the Committee include; Allianz Partners, Association of the Caribbean States (ACS), the Commonwealth, the Expedia Group, the European Commission (DG Grow and DG Justice respectively), the European Guarantee Funds´ Association for Travel and Tourism (EGFATT), the European Travel Agents´ and Tour Operators´ Associations (ECTAA), the Hague Conference on Private International Law (HCCH), HOTREC, the International Air Transport Association (IATA), the International Civil Aviation Organization (ICAO), the International Forum of Travel and Tourism Advocates (IFTTA), the International Hotel and Restaurant Association (IH&RA), the International Law Association (ILA), the International Organization for Standardization (ISO), the International Social Tourism Organisation (ISTO), the United Nations Conference on Trade and Development (UNCTAD), and the World Committee on Tourism Ethics (WCTE).

Proposal of the International Code for the Protection of Tourists developed by the Committee

78. The Code is a non-legally binding instrument intended to provide guidance to governments as to policy, legislation and practices at national level. Additionally, the Code may provide practical guidance for all those, in both the public and private sector, who have obligations, responsibilities, duties and rights in regard to the matters dealt with in the Code. While its provisions are not intended to create legally binding obligations, the Committee hopes that they will rather be considered by the Member States, for adhering to the Code on a voluntary basis and in accordance with applicable national laws and the international agreements in force to which they are parties.

79. The modalities for the application of the recommendations of the Code may vary from country to country, depending on the position and capabilities of each Member State and taking into account the particular qualities, resources and characteristics of the different types of tourism service providers. In order to provide the Member States with sufficient flexibility in the application of the Code in each country depending on its resources and taking in to account its specific tourism services, the Committee recommends maintaining the legal nature of the Code as non-legally binding.

80. The Code comprises five (5) Chapters relating respectively and including recommendations on: (I) Definitions and Clarifications, (II) Assistance to International Tourists in Emergency Situations, (III) Tourist Protection in Contracts, (IV) International Settlement of travel and tourism disputes via alternative means of dispute resolution and (V) Mechanisms for adherence to and the application of the recommendations of the International Code for the Protection of Tourists.

81. CHAPTER ONE comprises an open and non-exhaustive list of definitions applicable throughout the Code and clarifications on terms and conditions therein contained.

82. CHAPTER TWO provides guidance to States on prevention of emergencies, information, assistance and repatriation of international tourists in emergency situations including but not limited to pandemics. These Chapters were approved by the Committee at its fifth meeting and published as *ad interim* guidance for countries, subject to the approval of the General Assembly.

83. CHAPTER THREE aims at the development and harmonization of minimum international standards for the protection of tourists as consumers, following the mandate provided by the Executive Council (decision 4(CXII)) with a focus on the contractual protection and consumer rights of tourists, in both emergency and non-emergency situations, and includes a set of principles for the protection of tourists with respect to the new digital tourism services, with a view to ensuring a safe approach and use of online tourism platforms and prevention of any abuse thereof.

84. CHAPTER FOUR focuses on alternative means for the resolution of travel and tourism disputes, at the international level, in order to avoid the massive increase of litigation resulting from the current (COVID-19) crisis of the tourism sector and to provide tourists with flexible and efficient mechanisms to resolve such disputes in an expeditious and fair manner.

85. CHAPTER FIVE details the modalities for the voluntary adherence to the Code, for monitoring its application, as well as for its evaluation, and articulates the role of UNWTO in this matter.

86. Overall, the Committee feels the Code will greatly contribute to restoring confidence and making the travel environment more attractive, by providing these recommendations both for Member States and for the private sector, for the creation of a feeling of safety for tourists/travellers and improvement of the contractual relationships between providers and recipients of the various tourism services and overall, for assisting to restore confidence in international travel and tourism activities.

Report of the Committee to the Assembly on the International Code for the Protection of Tourists

87.   In Annex XVI of the present document, the Chair submits, on behalf of the Committee, the proposal for the draft text of the Code, as approved by the Committee that will be considered by the Assembly.

88.   Pursuant to the decision taken by the Committee at its Tenth meeting held virtually on 30 September 2021, the Committee submits its recommendation to the General Assembly to maintain the Code as non-legally binding instrument.

89.   After its last meeting, to be held in the framework of the 24th session of the General Assembly, the Committee will submit its final recommendations, if any, to the General Assembly.

Protect our heritage: social, cultural and environmental sustainability

Leading the Green Transformation of the tourism sector

90.   At the request of the Italian Presidency of the G20, and in partnership with the G20 Tourism Working Group, UNWTO developed the [Recommendations for the Transition to a Green Travel and Tourism Economy which represent a common vision for better tourism for people, planet and prosperity.](#) The Recommendations build on the One Planet Vision for a Responsible Recovery from COVID-19 and were identified as a key resource for advancing progress in the policy area of "Green Transformation" of the world's leading economies within the G20 Tourism Ministers Meeting "[Rome Communique](#)" of 4 May 2021. More information is available in Annex XIII..

91.   Committee on Tourism and Sustainability (CTS): The main focus of activities was to continue efforts to ensure a sustainable, inclusive and resilient recovery of the tourism sector. The CTS focused also on the United Nations General Assembly (UNGA) report on the Promotion of sustainable tourism, including ecotourism for poverty eradication and environment protection (UNGA Resolution 75/229) and provided inputs to the Glasgow Declaration: For a decade of climate action in tourism. See more information on the CTS in Annex XII.

92.   In the framework of the 66th meeting of the UNWTO Commission for Europe and its side event, the conference on "Sustainable Coastal and Maritime Tourism in the Mediterranean: challenges and opportunities in the post Covid-19 Pandemic", a Memorandum of Understanding for the establishment of the Research and Monitoring Centre for Coastal and Maritime Tourism in the Eastern Mediterranean Region was signed with the Ministry of Tourism of Greece.

93.   The centre for coastal and maritime activities will assess the impact of tourism activities on coastlines from an economic, social and environmental point of view, providing relevant, accurate, timely and reliable data, supporting its operational exchange and its alignment with internationally agreed statistical norms and standards.

Integrating circularity in the tourism value chain

94.   The COVID-19 crisis has raised awareness of the importance of local supply chains and the need to rethink how goods and services are produced and consumed, both key elements of a circular economy. The [One Planet Sustainable Tourism Programme](#) supports the transition towards a circular economy as a pathway for the sustainable development of tourism. It addresses the integration of circularity in the tourism value chain through two major work streams: the Global Tourism Plastics Initiative (launched January 2020) and the Global Roadmap on Food Loss and Waste Reduction (planned launch, early 2022).

95.   The [Global Tourism Plastics Initiative](#) was launched in January 2020 by UNWTO in partnership with UN Environment Programme and the Ellen MacArthur Foundation. It provides tourism stakeholder with a common framework to advance towards a circular economy of plastics in tourism. At present, almost 100 tourism organizations have become signatories to the initiative and made commitments to eliminate single-use and problematic plastics, integrate reuse models and collaborate with suppliers and waste

managers to minimize plastic pollution from tourism. More information is available in Annex XIV.

96. In July 2020, the Initiative released the Recommendations for the Tourism Sector to Continue Taking Action on Plastic Pollution during COVID-19 Recovery to address the increased demand for disposable plastic items as a result of the pandemic. The Recommendations on Plastics and COVID-19 are available in Arabic, Chinese, Russian, English, French and Spanish.

97. The Global Roadmap on Food Loss and Waste Reduction is under development to provide a global reference for the scaling up of sustainable food management in the tourism sector, including the reduction of food waste. The Roadmap will provide a suitable framework upon which the Global Tourism Food Waste Initiative will be structured, developed and implemented to ultimately support tourism sector stakeholders achieving SDG Target 12.3. to "by 2030, halve per capita global food waste".

98. UNWTO participated in the global consultations on circular economy organized by UNIDO from 10 and 12 May 2021, as well as in the regional preparatory meetings for the global consultations which were held between 13 and 20 November 2020. The consultations facilitated exchanges on best practices and emerging innovations and the promotion and adoption of circular economy principles and practices. The consultations allowed to reiterate the opportunities related to piloting the integration of circular economy principles and practices in the tourism sector.

99. UNWTO has enabled a repository of tools and resources on circular economy and tourism as part of the activities of the One Planet Sustainable Tourism Programme.

Supporting climate action in tourism for resilience

100. UNWTO is committed to accelerating progress towards low-carbon tourism development by strengthening the measurement and disclosure of CO_2 emissions in tourism, accelerating the decarbonization of tourism operations and engaging the tourism sector in carbon removal. Taking into consideration the recent climate related risks and extreme unprecedented events, accelerating climate action in tourism is of utmost importance for the resilience of the sector.

101. In preparation for the UN Climate Change Conference COP26 to be held in Glasgow in November 2021 with the aim to strengthen climate ambition and action for the coming decade, the Glasgow Declaration has been created within the framework of the One Planet Sustainable Tourism Programme. The Glasgow Declaration aims to secure strong actions and commitment prior to COP26 and beyond, to cut tourism emissions at least in half over the next decade and reach Net Zero emissions as soon as possible before 2050.

102. On 5 June 2021, to mark World Environment Day, a Global Survey of Climate Action in Tourism was launched addressing tourism destinations, businesses and associations. The objective of the Global Survey is to better understand the ongoing climate action efforts in the tourism sector and identify front running initiatives and opportunities to identify climate action. The survey is led by UNWTO in collaboration with UNFCCC and with support from the Adventure Travel Trade Association (ATTA), San Francisco State University and Tourism Declares a Climate Emergency. It is implemented within the framework of the One Planet Sustainable Tourism Programme.

103. According to the latest research by UNWTO/ITF released in December 2019 during an official side-event at UNFCCC COP25, emissions from tourism were forecast to increase by at least 25% by 2030 making it difficult for the tourism sector to remain aligned with international climate goals. As emissions from tourism operations could rapidly rebound once tourism operations restart as part of the recovery from COVID-19, the need to scale up climate action in tourism remains of utmost importance.

Strengthening biodiversity action in the tourism sector for the benefit of people and planet

104. UNWTO is currently preparing a report on sustainable tourism and sustainable development in Central America for the 76th session of the UN General Assembly, which among others will address how the countries of the region are faring during and post the COVID-19 pandemic with associated limitations and restrictions. This is particularly relevant with the context of the upcoming UN Biodiversity Conference (CBD COP 15) in October 2021, where UN member countries prepare to adopt a post-2020 global biodiversity framework in the face of the threats to biodiversity which are growing at an unprecedented rate.

Measuring the Sustainability of Tourism (MST)

105. The Measuring the Sustainability of Tourism (MST) programme is expanding the field of tourism statistics beyond the measurement of volumes and economic impacts to include also social and environmental aspects. It is a response to requests from UNWTO Member States and other stakeholders for guidance on measuring the complex phenomenon of sustainability in tourism. Led by a multidisciplinary Working Group of Experts, under the auspices of the UNWTO Committee on Statistics and UN Committee on Experts on Environmental Economic Accounting—MST provides a framework consistent with international standards in the economic, social and environmental measurement domains for producing comparable tourism data and indicators that takes proper account of tourism's impacts and dependencies. It provides a common measurement language that helps to streamline tourism in broader economic, social and environmental monitoring and policy. In recognition of this, the United Nations Economic and Social Council supports MST as the tool to derive indicators for monitoring the role of tourism in the Sustainable Development Goals.

106. The MST programme involves four core areas of work: (i) the development of a Statistical Framework integrating economic, environmental and social measurement through innovative methods, (ii) forging international consensus and UN endorsement of this framework, (iii) supporting implementation of the MST Statistical Framework in countries through pilots, capacity building and other means, and (iv) the development of international datasets that collect, process and disseminate country data.

107. In September 2020, in the context of the UNWTO Executive Council held in Georgia, UNWTO released the publication "Experiences from pilot studies in Measuring the Sustainability of Tourism: a synopsis for policy-makers" showcasing the results of 11 pilot studies (Austria, Fiji, Germany, Italy, Mexico, the Philippines, Samoa, Saudi Arabia, Sweden, Thailand and Vietnam). Additional 13 countries have expressed interest in developing pilots in their countries (Albania, Belarus, Bosnia and Herzegovina, Brazil, Burkina Faso, Chile, Egypt, Japan, Kuwait, Mauritius, Republic of Iran, as well as the non-Member States: Belize and St. Kitts & Nevis). Some of the existing pilot countries are developing follow-up work to their pilots to further expand and/or integrate it in their programme of work, such as Canada, the Netherlands and the Philippines.

108. An extraordinary meeting of the Committee took place virtually on 2 December 2020, gathering for the first time the new composition for the period 2019-2023, whereby Austria and Spain were designated as co-chairs and Saudi Arabia and Seychelles as co-vice chairs. The Committee reaffirmed that the MST four core areas of work are a key priority of this mandate.

109. At the 52nd session (March 2021) of the UN Statistical Commission, the highest decision-making body in global statistics, UNWTO reported on the progress and way forward with MST through the special Background Document *Measuring the Sustainability of Tourism (MST): progress and way forward* and as part of the Report of the Committee of Experts on Environmental-Economic Accounting. In addition, the "High-Level Discussion on Measuring the Sustainability of Tourism" side event, organized by UNWTO in partnership with the United Nations Statistics Division, gathered +500 participants and top level speakers from the National Statistical Offices of Austria, Jamaica, Mexico, the Netherlands, the Philippines, as well as from the Tourism Ministries of Cabo Verde and Spain and the private sector.

110. UNWTO supported the 63rd ISI World Statistics Congress (July 2021), through the special UNWTO session "An Integrated Framework for Measuring Sustainability: the Case of Tourism", where the good practice cases of Mexico, the Philippines and the Pacific region showcased that the Measuring the Sustainability of Tourism (MST) framework helps governments to streamline tourism into their sustainable development plans, and is the tool for producing meaningful, comparable and trusted information.

111. The role of MST has been recognized in the top-level tourism policy frameworks: "the AlUla Framework for Inclusive Community Development Through Tourism" endorsed by the G.20 Leaders Declaration, and the European Parliament resolution on establishing a strategy for sustainable tourism.

112. UNWTO continues to report progress on MST to the two most prominent international bodies related to environmental-economic accounting, the UN Committee of Experts on Environmental-Economic Accounting (16th meeting, June 2021) and the London Group on Environmental Accounting (27th meeting, September 2021).

113. A series of International Network of Sustainable Tourism Observatories (INSTO) technical webinars were conducted, focusing on the mandatory issue areas INSTO Observatories report on, with the first session of the series being on measuring the local satisfaction with tourism during the COVID-19 pandemic.

Tourism data and SDG indicators

114. UNWTO maintains the most comprehensive international database available on the tourism sector with statistics on inbound, outbound and domestic tourism, tourism industries and employment as well as key macroeconomic indicators. This database is disseminated through various channels including the UNWTO Dashboard, Barometer, eLibrary and the statistics website.

115. As part of World Statistics Day celebrations in October 2020, the UNWTO Statistics website was redesigned and a new product released: the Country Fact Sheets showing key data from the UNWTO statistical database through graphs and figures.

116. UNWTO is the custodian agency of two indicators included in the global indicator framework for the Sustainable Development Goals and targets of the 2030 Agenda for Sustainable Development. Data from countries all over world is collected for SDG: 8.9.1 (Tourism Direct GDP) and 12.b.1 (Implementation of tools to measure sustainable tourism), processed into a statistical database and disseminated on the UNWTO website, as well as reported to UN-DESA and included in the UN Global SDG Indicators Database. For the first time, global and regional aggregates on Tourism Direct GDP have been computed and disseminated through the UN Secretary General's SG Report, among other channels. UNWTO also contributed these statistics to the UN SDG Progress report with data and a description for both SDG indicators 8.9 and 12.b. In addition, a specific chapter on tourism and its statistics has been included in the UNCTAD "Development and Globalization: Facts and Figures 2021", as well as in the UNEP report "Measuring Progress: Environment and the SDGs".

The contribution of Tourism to Inclusion in Communities and Rural Development

117. UNWTO designated 2020 the Year of Tourism and Rural Development and, on the occasion of the 2020 World Tourism Day on this same theme, it launched the 'UNWTO Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development'. The Recommendations aim to support governments at various levels, as well as the private sector and the international community, by outlining key steps necessary to fully harness the potential and resilience of tourism to drive inclusive and sustainable social and economic development in rural areas (see Annex VIII).

118. Under the Saudi Presidency of the G20, UNWTO and the G20 Tourism Working Group developed the 'AlUla Framework for Inclusive Community Development Through Tourism' aimed at promoting tourism as an effective tool for communities' empowerment and sustainable future (see Presentation of the Alula Framework of Inclusive Community Development through Tourism at the 113th UNWTO Executive Council).

119. UNWTO launched in May 2021 a new pilot initiative - the Best Tourism Villages by UNWTO as presented to the 113th Executive Council. With the vision of making tourism a driver of rural development and wellbeing, the Best Tourism Villages Initiative by UNWTO aims to identify, safeguard and promote the development of rural sites along with their landscapes, biodiversity, knowledge systems, cultural diversity, traditional social structure and lifestyle through tourism. The Initiative was launched in May 2021 as a pilot project and has three components: i) the Best Tourism Villages by UNWTO label; ii) the Best Tourism Villages Upgrade Programme; and iii) the Best Tourism Villages Network. More information is available in Annex XI.

120. The UNWTO and the Inter-American Institute for Cooperation on Agriculture (IICA) which signed an MoU end of October 2019 undertook joint activities in 2020 and are actively collaborating in 2021 to foster sustainable tourism development in the field of rural and agrotourism in the Americas.

121. The UNWTO Global Rural Tourism Startup Competition was launched in April 2021 with the aim to source new startups and entrepreneurs that advance the contribution of tourism to rural development and support recovery. It received 893 from over 130 countries and finalists have been announced on 14 September.

122. The 5th UNWTO Global Conference on Wine Tourism held in Alentejo, Portugal, in collaboration with the Government of Portugal, Turismo de Portugal and the Municipality of Reguengos on 8-10 September was dedicated to the role of wine tourism as a driver of rural development. Stressing the connection of wine tourism with the territory, local products and traditions as a way to open new opportunities to advance jobs and inclusiveness in rural areas, the event concluded with a plan of action which includes the creation of a Working Group on Data and Measurement with the International Organisation of Vine and Wine (OIV). The 2022 edition will take place in Italy.

123. UNWTO has placed a special focus on the promotion of African Gastronomy as a key value to add value, create jobs and enhance the image of the region. In January 2021, UNWTO has published the Book a 'Tour of African Gastronomy' featuring 38 countries and their recipes. During May 2021, celebrating African Day (25 May) UNWTO organized a series of weekly webinars on Tourism and Gastronomy in Africa covering issues such as skills, promotion, women empowerment and local products featuring over 20 speakers from various areas.   African Gastronomy will also be the special focus of the 6th UNWTO World Forum on Gastronomy Tourism to be held in Bruges, Belgium, on 31 October - 2 November 2021.

124. The 6th UNWTO World Forum on Gastronomy Tourism will focus on the role of gastronomy in promoting rural development with a special emphasis on the role of gastronomy tourism in social and economic integration and its untapped potential for job creation, regional cohesion and sustainable growth.

Ethics Culture and Social Responsibility: Inclusive Recovery

125. The new UNWTO thematic series "Inclusive Recovery Guides" provides recommendations focusing on traditionally marginalized groups that have been suffering severe exclusion during the pandemic, notably women, youth, persons with disabilities and indigenous communities. UNWTO has also tackled the issue of the cultural tourism inclusive recovery, since the pandemic supposed a major backlash both for culture and tourism, worldwide. Since May 2020, UNWTO has issued sets of recommendations and position statements, in collaboration with relevant partners (UNESCO, UN Women, OECD, Disabled Peoples' Organizations (DPOs), indigenous leaders), to help governments, destinations and companies craft an inclusive response within the tourism sector. UNWTO released thus far the following official policy documents within the series UNWTO Inclusive Recovery Guides – Sociocultural Impacts of COVID-19:

   (a) Issue I: Persons with Disabilities (launched on the International Day of Persons with Disabilities, 3 December 2020),

   (b) Issue 2: Cultural Tourism (published within the context of the 2021 International Year of Creative Economy for Sustainable Development, in February 2021),

(c)   Issue 3. Women in Tourism (launched on the International Women's Day, 8 March 2021)

(d)   Issue 4: Indigenous Communities (issued in May 2021)

126.   In July 2020, UNWTO released, in collaboration with its DPO partners, the European Network for Accessible Tourism (ENAT) and ONCE Foundation, a set of practical guidelines to address the emerging accessibility issues. *Reopening tourism for travellers with disabilities: How to provide safety without imposing unnecessary obstacles* called for adjusting the new protocols in light of the partial tourism opening. UNWTO also launched "Accessibility Champions" to collect good practices of accommodating customers with disabilities and seniors during the pandemic. The international recognition "Accessible Tourism Destination" has been put on hold until further notice.

127.   Publication "Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices", developed as part of the activities of the Affiliate Members Working Group on Accessible Tourism, launched at FITUR 2021.

128.   UNWTO joined hands with the ONCE Foundation for Cooperation and Social Inclusion of People with Disabilities and UNE Spain, and submitted a proposal to ISO in 2016 to develop a global standard on accessible tourism. Between 2017 and 2021, UNWTO acted as the Convenor of the Working Group in charge of elaborating the standard within the ISO Technical Committee 228. More than 85 experts from 35 countries were appointed by their national standardisation bodies, representing the interests of the whole value chain and accessibility end-users. *ISO 21902-Accessible Tourism for All: Requirements and Recommendations* was published by ISO in July 2021, as a standard targeting NTAs and DMOs, public entities in charge of infrastructural polices, legislative and regulatory frameworks, all travel and tourism service, as well as end-users.

129.   UNWTO carried out an awareness-raising campaign on its *Recommendations on Sustainable Development of Indigenous Tourism*, drafted in collaboration with indigenous leaders and entrepreneurs. The World Committee on Tourism Ethics (WCTE) validated the Recommendations which were later endorsed by the UNWTO General Assembly in 2019. UNWTO started collecting in 2020 good practices of indigenous tourism put in practice by communities, with the support of administrations, destinations and the private sector. UNWTO and the World Indigenous Tourism Alliance (WINTA) have started drafting a Compendium of Good Practices in Indigenous Tourism to be published in early 2022.

130.   *Weaving the Recovery – Indigenous Women in Tourism* was selected as one of the 10 most promising projects in global governance among the 850 projects presented at the Paris Peace Forum 2020. UNWTO, indigenous leaders and civil society experts have joined forces to foster Indigenous women's empowerment through a people-centred development model, based on indigenous traditional textiles, fair trade and responsible tourism. The pilot is currently being implemented in Mexico, while the project methodology will be later replicated in Guatemala and Peru, as well as other LATAM countries. The PPF helped reaching key UN, human rights, textile and diplomatic partners, especially the French Embassy in Mexico which assured a private donation of tablets for indigenous women, in July 2021.Companies committed to in-kind donations, especially to deliver a training on digital skills, in the last quarter of 2021.

131.   The 113th UNWTO Executive Council endorsed the *UNWTO Action Plan on Women in Tourism*. The Action Plan is based on the findings and recommendations of the *Global Report on Women in Tourism, Second Edition*, and provides Member States with a series of concrete actions to boost tourism's contribution to SDG 5.

132.   In December 2020 UNWTO published the *Regional Report on Women in Tourism in the Middle East* (English version) with the kind support of the Ministry of Tourism of Saudi Arabia to mark the country's G20 presidency. The report complements the Global Report on Women in Tourism, Second Edition, with an extensive in-depth analysis of tourism's contribution to SDG 5 in the Middle East, highlighting the challenges faced and providing sector and regional-specific recommendations for advancing towards gender-equality. The Arabic version was published in May 2021.

Framework Convention on Tourism Ethics

133. The Framework Convention on Tourism Ethics, adopted by the General Assembly at its 23rd session on 12 September 2019 in Saint Petersburg, Russian Federation, is open for ratification, acceptance, approval or accession by all States. Following the closure of signature of the Convention on 15 October 2020 in accordance with its Article 18, States wishing to be bound by it shall deposit an instrument of ratification, acceptance, approval or accession with the UNWTO Secretary-General.

134. Indonesia has become the only signatory of the Convention. No instrument of ratificatiin, acceptance, approval or accession has been received by the UNWTO Secretary-General to date.

135. A Note Verbal with a letter signed by the WCTE Chair, Mr. Pascal Lamy, has been sent, in April 2021, to all UNWTO Member States inviting them to ratify, accept, approve, or accede to the Convention. More information may be found through the following link: https://www.unwto.org/unwto-framework-convention-on-tourism-ethics.

World Committee on Tourism Ethics

136. The report provided in document A/24/11 provides an overview of the activities undertaken by the World Committee on Tourism Ethics, a subsidiary body of the General Assembly, since the twenty-third session of the UNWTO General Assembly.

Position tourism as a global policy priority, contributing to the 2030 Development Agenda and the Sustainable Development Goals (SDGs)

137. The Secretariat continues its active role in the UN Chief Executives Board (CEB) and its Executive Bodies and related networks, by strengthening the importance and recognition of tourism governance at the global level and the providing the Organization with opportunities to scale up its delivery capacity as well as to lead by example in the UN work for COVID-19. The following provides sample of some of the key activities undertaken with the UN and other international systems:

    (a) *UNSG Policy Brief: COVID-19 and Transforming Tourism* (August 2020) – led by UNWTO, as the penholder, in collaboration with eleven UN partner organizations.

    (b) OP-ED by UNWTO Secretary-General and the International Trade Centre (ITC) Executive Director for Tourism Recovery in SIDS

    (c) *UN Chronicle article on tourism and COVID-19* (September 2020) – authored by the UNWTO Secretary-General

    (d) *Tourism and Digitalization in the Decade of Action* (October 2020) – contribution to UNCTAD's UNGIS Dialogue on the Role of Digitalization in the Decade of Action

    (e) *ICAO Strategic Working Group – Council Aviation Recovery Task Force (CARTIII)* (January 2020) – active member

    (f) *WHO Smart Vaccination Certificate (SVC) Working Group* (January 2020) – active member

    (g) *Commonwealth Policy Brief Tourism and COVID-19: Mapping a Way Forward for Small States* (February 2021) – forthcoming joint event between UNWTO and the Commonwealth

138. 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 through its global advocacy efforts in the development and trade agendas.

139. In order to accelerate and scale up the achievement of the SDGs through tourism, UNWTO is engaged in several work streams in the public domain and with its tourism stakeholders, including the Affiliate Members. In order to widely share with and inspire

policy makers and businesses, the Tourism4SDGs.org platform has been tweaked and enhanced to include a focus area for COVID-19 related actions.

Increase resources and strengthen UNWTO's capacity through partnerships - UNWTO and International Financial Institutions and International Organizations (Strategic Objective)

140. UNWTO is currently undertaking a major step in assessing the endogenous changes required to strengthen UNWTO's institutional framework to be aligned with the multilateral and bilateral development partners' requirements.

141. UNWTO is currently strengthening and expanding its relations with IFIs through the negotiation of global framework agreements which will scale up and facilitate further joint delivery. Among the main results have been the signature of a framework agreement (May 2020) with the European Bank of Reconstruction and Development, leading to already securing funding for recovery efforts for several Member States (see Annex III: UNWTO on the ground), and nearly finalized negotiations for the signature of a framework agreement with the World Bank Group. UNWTO's capacity to respond to the current crisis within its own mandate, has also been enhanced through specific partnerships with sister agencies, such as FAO, UNESCO and UN Women, as well as with OECD and OSCE, so as to ensure that no-one is left behind in the tourism sector's recovery.

142. UNWTO has begun implementation on a 'Centre Stage' women's empowerment programme in collaboration with the German Agency for International Development (GIZ), on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), and UN Women. The programme, based on the recommendations of the UNWTO Action Plan on Women in Tourism, will provide institutional support to governments, businesses and civil society to ensure a gender-responsive recovery for the tourism sector. The programme will run until November 2022 and is being piloted in four Member States: Costa Rica, the Dominican Republic, Jordan and Mexico.

143. Launching the process of an Integral Reform of the Legal Framework of Affiliate Members, to be ratified at the 24th UNWTO General Assembly, including the creation of the Committee for Matters Related to Affiliate Membership and ensuring a modern and adapted framework for the Affiliate Membership. The Working Group for the Reform of the UNWTO Affiliate Membership, counts on the participation and support of 14 Member States. This new framework will facilitate the creation of better synergies between Member States and Affiliate Members that can ultimately contribute to create partnerships, especially public-private partnerships, for the UNWTO to deliver on its own mission. On the occasion of the 24th UNWTO General Assembly, two new documents regulating the Affiliate Membership will be presented: 1) Updated Rules of Procedure of the Committee of the Affiliate Members and 2) Charter of Affiliate Membership.

III.   Management Objectives and Priorities for 2022-2023

144. Tourism is among the top five economic sectors ahead of the world economy and of global trade. It has significant impacts on job creation, investment and infrastructure development. Its cross-cutting nature and sustained growth over the last decades bring immense opportunities for the overall advancement of the 17 Goals of the 2030 Sustainable Development Agenda.

145. Tourism suffered its greatest crisis on record in 2020 with international tourism numbers falling back to levels of 30 years ago following an unprecedented health, social and economic emergency amid the outbreak of the COVID-19 pandemic. At the time of this report, the sector is showing signs of recovery. Tourism stakeholders and deciders have known how to adapt and reinvent their activities, yet many challenges remain.

146. UNWTO has reacted actively since the beginning of the pandemic, in support to its Members and the whole sector. The Management Vision proposed by the Secretary-General in 2018 has been updated based on (a) the incumbent Secretary-General's statements of policy and management intent and (b) the responses of UNWTO Members

to the survey on priorities, in order to adapt to the new situation and better prepare for the future. It includes (a) strategic objectives ensuring leadership for the Organization and the sector in the long run and (b) programmatic priorities permitting the rational use of resources.

Strategic objectives

Objective 1: Strong Coordination. Effective Policy Guidance and New Partnerships

147. In the face of an unprecedented crisis and against a backdrop of heightened uncertainty, multilateralism is evermore key. UNWTO needs to continue leading in the coordination of international efforts to support the sector's recovery and restore confidence through the adoption of common approaches, measures and regulatory frameworks that effectively address the current challenges ahead, build a united sector around sustainability and leave nobody behind.

   (a) **Advocacy and Coordination**: Advocate for the inclusion of tourism in national, regional and international agendas as a major driver of recovery of the world economy and ensure consistent coordination between States, the private sector and the International Organizations as one strong voice to overcome the health crisis as well as its economic and social impacts. Ensuring that the tourism sector continues to serve as a major force for sustainable development and thus for the achievement of the 2030 Agenda and its 17 Sustainable Development Goals requires a holistic and integrated policy framework and an effective and accountable system of governance.

   (b) **New Models, Standards and Recommendations**: Initiate and develop new models for tourism development aimed at destinations, progress international standards, policy recommendations and guidelines to ensure the sector's sustainable growth and resilience. Carry out market research and prepare thematic studies on key policy issues.

   (c) **Partnerships:** Strengthen cooperation with the institutions and mechanisms of the United Nations and other international organizations aiming at jointly developing roadmaps of tourism development, leveraging on an efficient UN reform of the Resident Coordinators development framework – a UN system-wide framework that has undergone very comprehensive consultations[4] with Members States (MS) and relevant stakeholders, and has been further endorsed by the UN General Assembly (UNGA).

148. The Organization needs to explore new and innovative ways to increase its regular budget and extra-budgetary resources in order to further strengthen the delivery to Members.

Objective 2: Diversification of services to Members and expansion of membership

149. The development of new, effective and tailor-made services for Members will be the key priority for the Secretary-General's second mandate. At the same time Organization will continue working to attract new Members to enlarge and enrich our global family:

   (a) **New Online Services to Members:** UNWTO will significantly increase the volume of online training courses and capacity building programmes for the tourism sector of the Member States addressing public and private sector stakeholders alike. Such courses will be tailor-made for the specific needs of Members.

   (b) **Increase Resource Mobilization for Technical Assistance Projects and influence public investment facilitation**: The UNWTO will increase its resource mobilization efforts to help a wide range of States through technical assistance projects for the sustainable and competitive tourism development, sustained by new public investment flows.

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[4] 2020 Quadrennial comprehensive policy review (QCPR) of the operational system of the United Nations – UNGA resolution A/RES/75/233

(c) **Develop New Models and Harmonize Regulatory Frameworks**: Offer Members conceptually new governance and management models and regulatory frameworks which are key to re-think and re-orient tourism policy.

(d) **Develop National Tourism Intelligence Systems**: UNWTO will support Member States to develop national tourism intelligence systems and related skills development that maximize traditional and big data to support tourism planning and management.

(e) **Attract new Member States:** UNWTO will continue actively working towards attracting new Members. Priority will be given to Anglo-Saxon, Nordic and Baltic States from Europe, the Americas and East Asia and the Pacific as well as the Small Island Developing States (SIDS) from the Caribbean and the Pacific. New memberships will strengthen the Organization and empower the global tourism agenda.

(f) **Attract new Affiliate Members:** Through the reform of the Affiliate Members' governance structures, the Organization will attract more strategic collaborations and partnerships, expand affiliate membership to new relevant companies that will bring valuable knowledge and opportunities and build up stronger synergies between the Member States and the Affiliate Members.

Objective 3: Management and Modernization of the Organization

150. In order to improve service delivery to Members, it is essential to strengthen the strategic planning and continue the process of modernizing the Organization and improving its effectiveness, by better focusing its structure and activities around strategic objectives, by prioritizing its limited resources, eliminating inefficiencies and ensuring an agile, accountable and responsive workforce:

(a) **Prepare a UNWTO Strategic Plan**, aligned with members priorities and the current global context to build resilience and achieve inclusive and green growth for realizing the 2030 Agenda.

(b) **Measuring performance and external outcomes** through a strategic balance scorecard, key performance indicators and a performance management system to achieve a working culture of excellence.

(c) **Strengthening compliance, ethics and internal oversight functions** through the implementation of a three-year plan audit with UN OIOS focusing on improving governance structure, the use of resources, and service delivery.

(d) **Achieving a zero-paper organization** through the implementation of a comprehensive Enterprise Resource Planning (ERP) system, while simplifying and streamlining business processes to reduce bureaucracy and move **from a process-oriented to a results-oriented organization**.

(e) **Improving internal coordination** through the establishment of transversal specific and objective driven taskforces and the improvement of internal coordination mechanisms to eliminate duplications, ensure alignment of priorities and activities and foster a **culture of cooperation.**

(f) **Implement a Content Management System (CMS)** to ensure effective coordination of content and advance an Organizational Knowledge System.

Programmatic priorities

151. In the framework of the three strategic objectives, the Secretary-General proposes to continue working along the following five programmatic priorities, responding specifically to lines of action mentioned by Members in the survey conducted in 2021:

Priority 1: Make tourism smarter: innovation and the digital transformation

152. Harnessing innovation and digital advances provides tourism with opportunities to improve inclusiveness, community empowerment, competitiveness and efficient resource management, amongst other objectives within the wider sustainable development agenda.

153. By driving digitalization in tourism and creating an innovation and entrepreneurship ecosystem among UNWTO Member States, UNWTO will maximize the potential of the sector in terms of economic growth, job creation and sustainable development.

154. Initiatives, projects, and activities:

   (a) Scale and support 10,000 startups and innovators from the UNWTO Innovation Network by connecting them to the global tourism entrepreneurship ecosystem (startups, governments, institutions, academia, corporates, investors, hubs) in order to develop pilot projects and spread the most innovative solutions for the sector.

   (b) Create more curated UNWTO Tourism Tech Adventures Forums to connect startups and innovators with investors, raising over USD 100 million in funding and attracting more investments in tourism innovation.

   (c) Support to Member States on creating Specific Regional Innovation Challenges to provide technology-driven solutions to tourism most demanding issues as sustainability, smart cities, deep technologies, gastronomy, sports among others.

   (d) Help Member States to develop their innovation programmes and new technologies to empower their national tourism ecosystem.

Priority 2: Green investments and entrepreneurship

155. Promote an innovation investment culture via traditional investments and non-traditional investments including venture capital, and corporative venturing for the development of competitive and sustainable economic growth in tourism.

156. Foster tourism investment attraction and promotion programmes to facilitate investments at the national and regional levels in collaboration with the private sector, the multilateral cooperation and attract donors and international brands.

157. Initiatives, projects, and activities:

   (a) Develop capacity building initiatives to attract, promote and mobilize FDI investments enabling frameworks and guidelines to encourage traditional investors and non-traditional investors to prioritize investments in tourism: green hospitality business models, renewable energies, responsible tourism tour-operators, thus fostering the sector's value chain to create purpose-driven companies in tourism.

   (b) Collaborate with the multilateral cooperation, the private sector and the public sector to create new markets for green finance and retrofits by providing integrated networks, advise, and technical support to facilitate the access to capital and funding mechanisms in emerging markets.

   (c) Creation of a second phase of the UNWTO Investment Readiness for Green Finance programme with the International Finance Corporation (IFC): to train companies to access to attractive green financing opportunities to expand their portfolio towards green finance.

(d)   Strengthening the UNWTO Investment networks through the organization of investment forums to connect private-sector investors (private equity firms, developers, family offices, among others) with tourism ministries to open the doors to develop high-impact investment projects.

(e)   Collaborate with the private sector, the public sector, and the multilateral cooperation to promote and grow the value and prominence of green bonds and green financial instruments for the tourism sector.

(f)   Promote the Digital Futures programme to accelerate economic recovery of the tourism sector by supporting Small and Medium-sized Enterprises (SMEs) and Travel Tech and Mobility Startups to unleash digital technologies to create jobs and enhance future resilience in the linkages of the tourism value chain post COVID-19.

(g)   Creation of the first rural tourism investment programme to empower high-level public-private investments.

Priority 3: Education and jobs

158.   **Cutting-edge education for tourism players:** Tourism is a people-based sector that depends not only on the professional skills but also the interpersonal skills of the workforce for the delivery of the increasingly diverse travel experiences that travellers are looking for.

159.   A highly digitalized world demands modern and impactful education. In this regard, UNWTO will lead the brand-new hybrid education model to scale up training and skills development in tourism.

160.   Lines of action are: Human resource development, trainings and capacity building of tourism workforce: prepare for the new normal.

161.   Initiatives, projects and activities:

(a)   UNWTO Tourism Online Academy as a priority, attracting the greatest number of courses in the 6 UNWTO official languages to train 500,000 people in the upcoming 4 years.

(b)   Creation of the UNWTO Tourism Education Faculty, an innovative programme focused on train the next tourism professors and trainers in the most relevant tourism domains in order to generate a cascade effect for on-the-ground training in Member States.

(c)   Creating a new Tourism Education Quality Assurance Programme to strength education in destinations based on innovation and sustainability.

(d)   Creation of the UNWTO Tourism Universities and Schools Global Network with common high-quality standards in terms of curriculum structure, including the most compelling skills for the sector's innovation and development.

(e)   Empowerment of the UNWTO Education Committee in order to bring strategic leadership from Member States and top world class universities to advice on the education strategy to scale up the way people are gaining added value skills in tourism.

162.   **Create more and better jobs:** When planning tourism's human capital, it is important to note that today's needs will face important changes because of megatrends in demography and technology. The tourism sector will see the emergence of new types of tourism businesses, products, services and professions, requiring different competencies, knowledge and personality attributes.

163. Meeting the new demands will require concerted efforts from all stakeholders—the public and private sectors, as well as academia—and this is where UNWTO is reinforcing its leading role this year to help ensure these synergies.

164. Providing quality jobs depends on quality education. Moving forward through technology-based recruitment.

165. It is also crucial to boost the perception of tourism jobs from a younger age and support the youth through interactive innovative initiatives so that they enter the Tourism sector labour market as highly knowledgeable, skilled and adaptable future tourism leaders.

166. The strong impact on employment of COVID-19 crisis on the sector has also showed us the importance of defining policies protecting and stimulating tourism jobs.

167. Initiatives, projects and activities:

   (a) Creation of the UNWTO Jobs Factory as the global tourism employment marketplace managed through artificial intelligence to matchmake talent with offers and bridge the gap among recruiters and jobseekers.

   (b) Connection of the UNWTO Jobs Factory with the UNWTO Tourism Online Academy to enable the best students to apply for better jobs in the sector.

   (c) Creation of the UNWTO Jobs of the Future Observatory to monitor the impact of digitalization in tourism employment and identify gaps, which will be addressed by the UNWTO Jobs Factory and the UNWTO Tourism Online Academy.

Priority 4: Build resilience, foster market intelligence and facilitate travel

168. Travel facilitation aims at maximizing the efficiency of border clearance formalities while achieving and maintaining high-quality security and effective law enforcement. Allowing passengers/tourists to cross international borders safely and efficiently contributes significantly to stimulating demand, enhancing competitiveness of States, creating jobs and fostering international understanding.

169. Main areas of work are:

   (a) Disaster preparedness: reinforce resilience of tourism stakeholders

   (b) Safe destinations and effective health protocols: restore confidence among tourists

170. Fostering Market Intelligence and Competitiveness through:

   (a) Market Intelligence Systems to harness the power of big data and new technologies for tourism planning and management

   (b) Marketing and branding to communicate more effectively and enter new markets and segments

   (c) Product development and diversification to create added value, overcome seasonality, diversify destinations and products and adapt tourism to new trends

   (d) Better understanding and promoting domestic tourism

   (e) Updating national tourism competitiveness and recovery strategies

   (f) Fostering New Governance models based on Public Private Partnerships (PPPs), community empowerment and entrepreneurship to enable environment for tourism businesses and positive impact on communities

   (g) Improving the quality of tourism offer/services

   (h) Promoting tourism as an effective tool for rural development and inclusion

Priority 5: Protect our heritage: social, cultural and environmental sustainability

171. Making tourism more sustainable and ethical is not just about controlling and managing the negative impacts. It requires constantly optimizing the performance of the sector to maximize its contribution to sustainable development, as tourism, if well managed, is in a very special position to benefit local communities, economically and socially, and to raise awareness and support for the conservation of the environment. Sustainable tourism is recognized in all national tourism policies as an objective. However, there are many shortfalls at the implementation level and advancing sustainable consumption and production (SCP) patterns is essential if the sector is to contribute effectively to sustainable development.

172. Tourism is forecasted to continue growing considerably in the years to come. While this growth, which is faster than that of the world economy or international trade growth, provides excellent opportunities to create jobs and to spread prosperity, it presents challenges and potential threats to the environment and local communities if not well managed. It is therefore essential to decouple tourism's growth from environmental degradation and to embrace participatory governance models that involve host communities.

173. Tourism explicitly features as a target in three of the Sustainable Development Goals (SDGs): Goals 8, 12 and 14 on decent work and sustainable economic growth, sustainable consumption and production (SCP), and the sustainable use of oceans and marine resources, respectively. Yet, given the sheer size, crosscutting nature and links with other sectors along its vast value chain, tourism has the potential to contribute—directly and indirectly—to all 17 SDGs.

174. Areas of work are: Sustainability and green transition: protect nature & heritage as well as develop nature-based and rural tourism.

IV.   Draft Programme of Work 2022-2023: Areas of work

175. Framed in the above objectives and priorities, the draft programme of work (pow) 2022-2023 is conceived as a consolidation of the current PoW.

176. The following tables summarize, for each strategic objective and programmatic priority, the different areas of work, their description, expected outcomes, the department(s) in charge at the UNWTO Secretariat and the connection with different Sustainable Development Goals and Targets of the 2030 Agenda.

Objective 1: Strong Coordination. Effective Policy Guidance and New Partnerships

Lines of action	Outcomes/Outputs	Departments in charge	SDGs
Advocacy and Coordination: Advocate for the inclusion of tourism in national, regional and international agendas as a major driver of recovery of the world economy and ensure consistent coordination between Governments of States, the private sector and the International Organizations as one strong voice to overcome the health crisis as well as the economic and social constraints.	Recognition and positioning tourism in the global growth agenda and at the national governance levels. Integration of tourism in national policies and plans and securing resources for tourism development, especially those related to economy, trade and sustainable development, environment, as well as such on environment, natural resources, urban planning, transport, culture and national security. UN reports and resolutions and relevant international documents, featuring tourism • Recognition of tourism by the international donors' community increased. • UN GA Resolutions and HLPF monitored • Preparation for UN LDC-V conference and Rio+30 ongoing Guidance to ensure the recovery from COVID-19 is anchored on sustainability. Step up the impact analysis of tourism through the development of new indexes. Involvement and coordination of Affiliate Members in the common efforts to restart tourism: tangible and direct contribution to the recovery of tourism, with a specific focus on training and capacity building initiatives, webinars, and activities fostering regional and international cooperation. Integration of Affiliate Members by consolidating the AMConnected platform as a tool for networking, and	IRP, AMD, SDT, TMIC, ECSR, IEI	All SDGs

Lines of action	Outcomes/Outputs	Departments in charge	SDGs
	sharing information. Enhance communication and easy access to information by improving the AM Newsletter.		
Ensure that the tourism sector continues to serve as a major force for sustainable development and thus for the achievement of the 2030 Agenda and its 17 Sustainable Development Goals requires a holistic and integrated policy framework and an effective and accountable system of governance.	Organization and /or Participation in high level (HL) Tourism events, within the framework of WTO and other IFIs, IOs, as well as UN System. Advocacy through an improved SDGs Platform (http://tourism4sdgs.org/) in order to enhance understanding of tourism as a tool for achieving the SDGs. Consolidate and expand the activity of the existing UNWTO Affiliate Members Working Groups (SDGs support, Accessible Tourism, Scientific Tourism, Tourism and Culture Synergies).	IRP, SDT, AMD	All SDGs
New Models, Standards and Recommendations: Promote new models for tourism destinations, international standards, policy recommendations and guidelines to ensure the sector's sustainable development and resilience. Carry out market research and prepare thematic studies on key policy issues	Review and Update of the UNWTO Quest Programme (Governance of Tourism Destinations) Research on Changing Travel Trends post COVID In partnership with the leading countries and international organizations, advance a statistical framework for Measuring the Sustainability of Tourism (MST) to support international comparability, credibility and integration of data on the economic, social and environmental aspects of tourism. **See also programmatic priorities**	TMIC, IEI STTC All departments	SDGs 17 / 18 SDGs 17 / 19 All SDGs
Partnerships: Strengthen cooperation with the institutions of the United Nations and other international organizations aiming at jointly developing roadmaps of tourism development, and embrace the UN Reform for development	Diversify and increase resources - financial and non-financial) for development and inclusive growth by relevant stakeholders including in the UN system: • Inclusion of tourism in ODA/AfT flows planning from Multilateral and bilateral donors increased;	IRP	SDG 17 Targets 17.3, 17.14, 17.15, 17.16, 17.17

Lines of action	Outcomes/Outputs	Departments in charge	SDGs
	• Private sector support and contribution increased; • Synergies with other UN system entities and at CEB level enhanced. Broaden partnerships and enhance existing ones (EBRD, ADB, WBG, JICA, ICAO, UNCTs of certain countries) New opportunities and mechanisms for increasing Official Development Assistance (ODA), Aid for Trade (AfT), as well as the engagement of private sector and Civil Society. Strategic dialogues and joint programming with UN System partners, IOs and IFIs, at global and country levels. • Strengthen partnership with UN-Habitat on the Urban Tourism Agenda • Strengthen partnership with FAO on the programmes related to Rural Tourism, Gastronomy and Wine Tourism • Strengthen partnerships with IICA in the programmes related to Rural Tourism, Gastronomy and Wine Tourism • Explore existing high-impact funding platforms or database services (e.g., DEVEX, etc), for potential engagement and strategic partnership(s).		
Fundraising: Explore new and innovative ways to increase its regular budget and extra-budgetary resources in order to further strengthen the delivery to Members and for the Secretariat for realizing the 2030 Agenda.	Innovative financing framework and mechanisms, offering Member States both development Aid and facilitating public investment. Participation and/or creation of pooled funding mechanisms and Trust Funds, at global and country levels, to ensure effective partnering.	IRP, TCSR, AMD, RDs	SDG 17 Targets 17.3, 17.14, 17.15, 17.16, 17.17

Lines of action	Outcomes/Outputs	Departments in charge	SDGs
	Take into account the results of the survey among Affiliate Members (March 2021), such as Tourism and the Audiovisual Industry and Sports Tourism, taking into account that Madrid was named World Capital of Sport 2022. Continue to explore opportunities of sponsorship by Affiliate Members to support the development of UNWTO's activities, as well as working to ensure the highest possible compliance by Affiliate Members with their financial obligations as established in the UNWTO Statutes.		
Equip the Organization and Members with tools and knowledge on mobilizing additional resources, including strengthening UNWTO's institutional framework to be aligned with donors' requirements.	Technical advice on institutional structure of inter-ministerial coordination. Build and enhance UNWTO's institutional capacity to mobilize resources and align with donors requirements • Financial and Administrative Framework Agreement with EU (FAFA) • Framework agreements with other donors, IFIs and IOs renewal of EBRD Framework Cooperation Agreement; signature of WBG Technical Assistance Standard Agreement and other Standard Agreements; negotiation of a framework agreement with ADB) • UNWTO XB financial resources increased Revision and updating of resource mobilization strategy, action plan and road map, including: • Diversification and innovation in 2030 Finance Architecture • Enhancement of Secretariat and Member States capacity in raising funds for development through tourism	IRP, LGCO	SDGs 16 / 17 Targets 16.6 Targets 17.3, 17.14, 17.16, 17.17
Gender Mainstreaming: Assist Member States and Affiliate Members with the implementation of gender	Promotion of Gender Mainstreaming Guidelines for the public and private sectors following publication at the	ECSR, RDs	SDG 5

Lines of action	Outcomes/Outputs	Departments in charge	SDGs
mainstreaming across tourism policies and programmes.	end of 2021. Provide virtual capacity building and assistance to NTA's and businesses in the four pilot countries of the 'Centre Stage: women's empowerment during the COVID-19 recovery', being implemented with the German Agency for International Cooperation (GIZ), on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), and UN Women.		Targets 5.1, 5.5, 5.a, 5b, 5.c and 5.2

Objective 2: Diversification of services to Members and expand membership

Lines of action	Outcomes/Outputs	Departments in charge	SDGs
New Online Services to Members: The UNWTO will significantly increase the volume of online training courses and capacity building programmes for the tourism industry of the Member States, for public and private sector stakeholders alike. Such courses will be tailor-made for the specific needs of Members.	**Please see in programmatic priorities** Involve experienced Affiliate Members in the provision of new online services to Member States taking advantage of individual Affiliate Members' expertise in selected topics and fostering synergies between Affiliate Members and Member States.	IEI, Academy, AMD, TMIC, ECSR, SDT	SDG 4 Targets: 4.3, 4.4 4.b (scholarships), 4.c (train the trainers) 4.5 = ECSR 4.7. = SDT
Increase Resource Mobilization for Technical Assistance Projects: The UNWTO will increase the resource mobilization efforts to help a wide range of States implement technical assistance projects for the sustainable and competitive tourism growth.	Recognition and positioning tourism in the global development agenda and at the national governance levels. Reengage with UNSDG to take fuller advantage of UN system development mechanisms and opportunities, e.g. MTPFs, UN SDG Fund, UNDAF's, etc.	IRP, TCSR	SDG 17 Targets: 17.3, 17.9
Develop New Models and Harmonize Regulatory Frameworks: Offer to Members new governance and management models and regulatory frameworks important to re-think and re-orient tourism policy.	**Please see in programmatic priorities** Review and Update of the UNWTO Quest Programme (Governance of Tourism Destinations) Further develop the Affiliate Members Corner and the Expert Meetings; and increase our capacity to reinforce the UNWTO brand and attractivity for new Affiliate Members.	TMIC, AMD, SDT, IEI	SDG 16 Targets 16.6, 16.7 Quest = SDG11 Targets: 11.4, 11.5, 11.6, 11a, 11b

Lines of action	Outcomes/Outputs	Departments in charge	SDGs
Develop National Tourism Intelligence Systems: UNWTO will support Member States to develop national tourism intelligence systems and related skills development that maximize structured and unstructured (e.g., big data) data sources to support tourism planning and management.	**Please see in programmatic priorities**	STTC, TMIC	SDGs 8 / 17 Targets: 8.9 Targets: 17.18, 17.19
Attract new Member States: The UNWTO will continue actively working towards attracting non-member States. Priority will be given to Anglo-Saxon, Nordic and Baltic States from Europe, the Americas and East Asia and the Pacific as well as the Small Island Developing States (SIDS) from the Caribbean and Pacific. New memberships will strengthen the Organization and empower the global tourism agenda.	Lobbying actions to attract new MS undertaken, including at UN HQ in Geneva, such as: • Invitation of non-MS to Regional Commission meetings • Pioneering MST Pilot Studies: by non-Member states	OFSG, RDs, IRP	SDG 17 Targets: 17.3, 17.14, 17.15, 17.16, 17.17 MST - Targets: 17.18, 17.19
Attract new Affiliate Members: Through the reform of Affiliate Members' governance structures, the Organization will attract more strategic collaboration and partnerships, expand affiliate membership to new big and mega companies that will bring valuable knowledge and opportunities and build up stronger synergies between the Member States and the Affiliates.	Promote the expansion of the Affiliate Membership by carrying out promotional activities and modernizing the existing tools, with a specific focus on regions with great tourism potential but less Affiliate Members (i.e., Middle East and Africa). Reinforce the brand and increase the value of the UNWTO Affiliate Membership for big companies. Implementing a new Legal Framework of the Affiliate Membership, which will allow to operate more consistently and better define criteria for admission.	OFSG, AMD	SDG 16 / 17

Objective 3. Management and Modernization of the Organization

Lines of action	Outcomes/Outputs	Departments in charge	SDGs
Prepare a UNWTO Strategic Plan, aligned with members priorities and the current global context to build resilience and achieve inclusive and green growth for realizing the 2030 Agenda	UNWTO Strategic Plan and Action plan, setting Key Performance Indicators	EDs, DAF, OFSG	All SDGs
Measure performance and external outcomes through a strategic balance scorecard, key performance indicators and a performance	Annual work plans with defined indicators, baseline and targets, including a risk management framework	EDs, DAF, OFSG	SDG 16 Target: 16.6 (Develop

Lines of action	Outcomes/Outputs	Departments in charge	SDGs
management system to achieve a working culture of excellence.			effective, accountable and transparent institutions at all levels)
Strengthen compliance, ethics and internal oversight functions through the implementation of a three-year plan audit with UN OIOS focusing on improving governance structure, the use of resources, and service delivery.	Targeted audits conducted each year (project management, etc.)	OFSG, DAFN, EO	SDG 16

Target: 16.6 |
| Achieve a zero-paper organization through the implementation of a comprehensive ERP system, while simplifying and streamlining business processes to reduce bureaucracy and move from a process-oriented to a results-oriented organization. | | DAFN, OFSG | SDGs 12 / 13 / 16

Target: 16.6 (Develop effective, accountable and transparent institutions at all levels)

Targets 12.5, 13.3 |
| Improving internal coordination through the establishment of transversal specific and objective driven taskforces and the improvement of internal coordination mechanisms to eliminate duplications, ensure alignment of priorities and activities and foster a culture of cooperation. | Ad hoc committees and tools | OFSG, DAFN | SDG 16

Target: 16.6 |

Priority 1: Make tourism smarter: innovation and the digital transformation

Areas of work	Outcomes/Outputs	Departments in charge	SDGs
Scale and support 10,000 startups and innovators from the UNWTO Innovation Network by connecting them to the global tourism entrepreneurship ecosystem (startups, governments, institutions, academia, corporates, investors, hubs) in order to develop pilot projects and spread the most innovative solutions for the sector.	UNWTO Startup Competitions and Specific Challenges: - UNWTO Global Rural Tourism Startup Competition - 3rd UNWTO Gastronomy Tourism Startup Competition - 2nd UNWTO SDGs Global Startup Competition - 2nd UNWTO Hospitality Challenge	IEI	SDG 9 / 17

Targets 9.b, 17.6, 17.7, |
| Create more curated UNWTO Tourism Tech Adventures Forums to connect startups and | UNWTO Tourism Tech Adventures Forums
- Greece (2022 TBC) | IEI | SDG 9 / 17 |

Areas of work	Outcomes/Outputs	Departments in charge	SDGs
innovators with investors, raising over USD 100 million in funding and attracting more investments in tourism innovation.	- Mexico (2022 TBC) - Qatar (2022 TBC) - Panama (2022 TBC)		Targets 9.b, 17.6, 17.7
Support to Member States on creating Specific Regional Innovation Challenges to provide technology-driven solutions to tourism most demanding issues as sustainability, smart cities, deep technologies, gastronomy, sports among others.	Curated challenges linked to each of the UNWTO Tourism Tech Adventures	IEI	SDG 9 / 17 Targets 9.b, 17.6, 17.7
Help Member States to develop their innovation programmes and new technologies to empower their national tourism ecosystem.	Tailor-made programmes for addressing specific challenges	IEI	SDG 9 / 17 Targets 9.b, 17.6, 17.7

Priority 2: Green investments and entrepreneurship

Areas of work	Outcomes/Outputs	Departments in charge	
Develop capacity building initiatives to attract, promote and mobilize investments enabling frameworks and guidelines to encourage traditional investors and non-traditional investors to prioritize investments in tourism: FDI, green hospitality business models, renewable energies, responsible tourism tour-operators, thus fostering the sector's value chain to create purpose-driven companies in tourism.	- Promote the TIAPP (Tourism Investment Attraction and Promotion program) to tailor investment strategic plans and guidelines for the Member States - Developed tourism investment guidelines and reports to generate knowledge and data on capital flows in the tourism sector and guidelines and recommendations for successful Investment Frameworks in Tourism - Collaborate with the fDi Markets from the Financial Times to offer digital tools to access to reliable data on tourism investments	IEI	SDGs 7 / 8/ 9 / 17 Targets; 8.2, 9.b, 17.5
Collaborate with the multilateral cooperation, the private sector and the public sector to create new markets for green finance and retrofits by providing integrated networks, advise, and technical support to facilitate the access to capital and funding mechanisms in emerging markets.	-Support IFC to build green portfolio and hotels to undergo green retrofits using tailored financial instruments, such as: Risk sharing facility (RSF), Direct lending to finance green conversion of hotels acquiring properties, liquidity for green leasing programs -Pilot for Hotel Green Revitalization Programme focused on Southeast Asia -Cooling Solutions Challenge in partnership with IFC to promote the diffusion and adaption of new technologies to reduce energy in the hospitality	IEI	SDGs 7 / 8/ 9 / 17 Targets; 8.2, 9.b, 17.5

	sector.		
Creation of a second phase of the UNWTO Investment Readiness for Green Finance programme with the International Finance Corporation (IFC): to train companies to access to attractive green financing opportunities to expand their portfolio towards green finance.	-Capacity building for hotels and financial institutions on hotel greening through retrofits promoting the use of EDGE tool and advisory to evaluate business case and achieve certification for brownfield retrofits -Build capabilities in local financial institutions to run green finance programs and expand portfolio of green finance - Green Label initiative to identify and promote certified hotels based on international or a local standards and verified compliance with green criteria in collaboration with Booking, Travalyst, Amadeus, TripAdvisor, AHLA, SHA	IEI	SDGs 7 / 8/ 9 / 17 Targets; 8.2, 9.b, 17.5
Strengthening the UNWTO Investment networks through the organization of investment forums to connect private-sector investors (private equity firms, developers, family offices, among others) with tourism ministries to open the doors to develop high-impact investment projects.	UNWTO Investments Forums: - Tourism Investment Guidelines, Global Greenfield Investments Trends in collaboration with the fDi Intelligence from the Financial Times - Green investment mechanisms for a sustainable tourism recovery post Covid-19 - Tourism investments trends and challenges during COVID-19 - Enabling Frameworks for Tourism Investment, - World Investment Conference (WAIPA) - 3rd Edition of the UNWTO Global Tourism Investment Forum in Africa (TBD) - Investment Readiness Programme for Travel and Mobility Startups - TIAPP Capacity Building on Investment Attraction and promotion	IEI, TMIC	SDGs 7 / 8/ 9 / 17 Targets; 8.2, 9.b, 17.5
Collaborate with the private sector, the public sector, and the multilateral cooperation to promote and grow the value and prominence of green bonds and green financial instruments for the tourism sector.	Collaboration for the launching of first Green Hotel Bond for South East Asia in partnership with Destination Capital		
Promote the Digital Futures programme to accelerate economic recovery of the tourism sector by supporting Small and Medium-sized Enterprises (SMEs) and Travel Tech and Mobility Startups to unleash digital technologies to create jobs and	High-quality curated content Digital Platform focused on 5 digital to paths that seeks to reach out at least 20,000 SMES from 22 countries in the first state in collaboration with: Technologies corporations such as: Amadeus, Airbnb, Mastercard, Facebook, CISCO,		

enhance future resilience in the linkages of the tourism value chain post COVID-19.	Telefónica, Amazon Web Services		
Creation of the first rural tourism investment programme to empower high-level public-private investments.		IEI, TMIC	SDGs 4 / 8 / 9 / 17 Targets: 4.4, 8.2, 9.c, 17.5

Priority 3: Create more and better jobs: education and employment

Areas of work	Outcomes/Outputs/Deliveries	Departments in charge	SDGs
UNWTO Tourism Online Academy as a priority, attracting the greatest number of courses in the 6 UNWTO official languages to train 500,000 people in the upcoming 4 years.	New Massive Online Open Courses (MOOCs) focused on managerial and vocational skills: - Destination marketing - Customer experience and service excellence - New technologies for tourism - International tourism law - Finance foundations for the tourism sector - Strategic communication in tourism - Fundamentals in tourism management - Revenue management - Sustainable destination management - Rural tourism, product development, wine tourism, mountain tourism and market intelligence for tourism, Translation of online courses into all UNWTO official languages (Arabic, Chinese, English, French, Spanish and Russian)	IEI, Academy, TMIC	SDG 4 Targets 4.3 and 4.4
Creation of the UNWTO Tourism Education Faculty, an innovative programme focused on train the next tourism professors and trainers in the most relevant tourism domains in order to generate a cascade effect for on-the-ground training in Member States.	International centres	IEI, Academy, RDs	SDG 4 Targets 4.3, 4.4, 4.7, 4.c
Creating a new Tourism Education Quality Assurance Programme to strength education in destinations based on innovation and sustainability.	TedQual	IEI, Academy	SDG 4 Targets 4.3, 4.4, 4.7, 4.c
Creation of the UNWTO Tourism Universities and Schools Global Network with common high-quality standards in terms of curriculum structure, including		IEI	SDG 4 Targets 4.3, 4.4, 4.7, 4.c

Areas of work	Outcomes/Outputs/Deliveries	Departments in charge	SDGs
the most compelling skills for the sector's innovation and development.			
Empowerment of the UNWTO Education Committee in order to bring strategic leadership from Member States and top world class universities to advice on the education strategy to scale up the way people are gaining added value skills in tourism.		IEI	SDG 4 Targets 4.3, 4.4, 4.7, 4.c
Creation of the UNWTO Jobs Factory as the global tourism employment marketplace managed through artificial intelligence to matchmake talent with offers and bridge the gap among recruiters and jobseekers.	UNWTO Jobs Factory platform powered by Hosco	IEI, TMIC	SDG 8 Targets 8.6, 8.9
Connection of the UNWTO Jobs Factory with the UNWTO Tourism Online Academy to enable the best students to apply for better jobs in the sector.		IEI	SDGs 4 / 8 Targets 4.3, 4.4, 8.9
Creation of the UNWTO Jobs of the Future Observatory to monitor the impact of digitalization in tourism employment and identify gaps, which will be addressed by the UNWTO Jobs Factory and the UNWTO Tourism Online Academy.		IEI, TMIC	SDGs 4 / 8 Targets 4.3, 4.4, 8.9
Boost the perception of tourism jobs from a younger age and support the youth through interactive innovative initiatives	Creation of curricular content for younger ages National and Global UNWTO Students' Leagues	YTD	SDGs 4 / 8 Targets 4.4, 8.9
Lead the capacity development in tourism statistics	Development and strengthening of national Systems of Tourism Statistics, including the following topics: (i) the basic set of tourism statistics to understand tourism flows, visitor characteristics and expenditure (tourism demand) and the industries catering to this demand, (ii) the economic contribution of tourism through the Tourism Satellite Account (TSA) standard, and (iii) Measuring the Sustainability of Tourism (MST). Statistical frameworks like TSA and MST guide countries in their production of internationally comparable data that feed better policies and a better positioning of tourism, including tourism's role in the SDGs . UNWTO support to countries will focus on the following delivery mechanisms • Implementation guidance material • Technical assistance	STTC	SDG 4 Targets: 4.3, 17.9, 17.18, 17.19

Areas of work	Outcomes/Outputs/Deliveries	Departments in charge	SDGs
	• Ad-hoc regional training workshops • Capacity building programmes • Pilots (in the case of MST) • Developing a Massive Open Online Course (MOOC) on tourism statistics		
Develop training programmes for women in tourism, including training on soft skills, networking and training for career progressing (UNWTO Action Plan for Women in Tourism)	Four in-country technical workshops for women in the four pilot countries of the 'Centre Stage: women's empowerment during the COVID-19 recovery', being implemented with the German Agency for International Cooperation (GIZ), on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), and UN Women. The in-country technical workshops will provisionally take place in: Jordan – April 2022, Dominican Republic – June 2022, Costa Rica – September 2022 and Mexico – October 2022	ECSR, RDs	SDGs 4 / 5 Targets: 4.3, 4.5, 5.1, 5.5, 5.a, 5.b
Advance labour inclusion of persons with disabilities in the tourism workforce.	Labour inclusion Fact Sheet & Recommendations, prepared with Disabled Peoples' Organizations, ILO & private sector. Awareness –raising seminar illustrating good practices.	ECSR	SDGs 4 / 10 Targets: 4.5, 10.2

Priority 4: Build resilience, foster market intelligence and facilitate travel

Areas of work	Outcomes/Outputs/Deliveries	Departments in charge	
Travel facilitation: Maximize the efficiency of border clearance formalities while achieving and maintaining high-quality security and effective law enforcement. Allowing passengers/tourists to cross international borders safely and efficiently.	Use information and communication technologies in improving visa procedures.	SDT	SDGs 8 / 9 / 10 / 16 Targets: 8.9, 9.b, 10.3, 16.b
Disaster preparedness: reinforce resilience of tourism stakeholders		SDT	Targets: 1.5, 2.4, 11.5, 11.b, 13.1
Safe destinations and good health protocols: restore confidence among tourists	- Support to the national development of protocols - Support to the regional harmonization of protocols - Promotion of recognized standards such as ISO PAS 5643	All departments	SDGs 3 / 8 Targets: 3.c, 3.d, 8.8

Areas of work	Outcomes/Outputs/Deliveries	Departments in charge	
Fostering Market Intelligence and advancing competitiveness:		TMIC	
Market Intelligence Systems to harness the power of big data and new technologies for tourism planning and management	- Support MS in the Development of Market Intelligence Systems - Capacity Building market intelligence and tourism for destinations - UNWTO / ETC Data Lab - MOOCs on market intelligence for tourism,	TMIC, IEI, STTC	SDGs 8 / 17 Targets: 8.9 Targets: 17.6, 17.18, 17.19
Marketing and branding to communicate more effectively and enter new markets and segments	- Capacity building on social media skills and data- - Support to MS on marketing plans and strategies	TMIC, TCSR, COMM	SDG 8 Targets: 8.3, 8.8, 8.9
Product development and diversification to create added value, overcome seasonality, diversify destinations and products and adapt tourism to new trends	- Capacity Building on product development and design thinking - Support MS in the development of specific strategies for rural tourism, gastronomy and wine and mountain tourism	TMIC, TCSR	SDG 8 Targets: 8.2, 8.3, 8.8, 8.9
Better understanding and promoting domestic tourism	- Report on best practices for domestic tourism policies - Research on domestic tourism measurement and trends	TMIC	SDGs 8 /11 Targets: 8.2, 8.3, 8.8, 8.9, 11.a
Updating national tourism competitiveness and recovery strategies		TMIC, TCSR	SDG 8 Targets: 8.3, 8.9
Fostering New Governance models based on Public Private Partnerships (PPPs), community empowerment and entrepreneurship to enable environment for tourism businesses and positive impact on communities	Review and Update of the UNWTO Quest Programme (Governance of Tourism Destinations)	TMIC	SDG 8, 9, 17 Targets: 8.3, 9.3, 17.17

Promoting tourism as an effective tool for rural development and inclusion	- UNWTO Best Tourism Villages Initiative
	  o Promotion of Best Tourism Villages
	  o Upgrade Programme
	  o Rural Tourism Network
	
	- Capacity Building on Rural Tourism
	- Online platform and report on Best Practices on
		TMIC	SDGs 1 / 4 / 8 / 11
			
			Targets: 1.4, 4.4, 8.2, 8.3, 8.9, 11.a

Areas of work	Outcomes/Outputs/Deliveries	Departments in charge	
	Rural Tourism - Toolbox for the development of rural experiences Toolbox for Local Authorities on Rural Development		
Statistical data collection, processing and maintenance of the UNWTO statistical database, the most comprehensive data available worldwide on the tourism sector	Statistical data reporting cycle to collect data from all countries in the world on inbound, domestic and outbound tourism, tourism industries and related employment, as well as macroeconomic (trade related) tourism indicators. Dissemination of statistical data through UNWTO statistical website, UN databases, UNWTO Dashboard, UNWTO eLibrary, specialized reports, etc. -	STTC, SDT	SDG 8 / 12/ 17 Targets: 8.9, 12.b, 17.18, 17.19
Monitor tourism in the SDGs	Statistical data reporting cycle to collect data from all countries in the world for the indicators on tourism included in the UN SDG Framework for Global Monitoring Maintain the generation of global and regional estimates on Tourism Direct GDP; disseminate results	STTC, SDT STTC, TMIC	SDG 8, 12, 17 Targets: 8.9, 12.b, 17.18, 17.19

Priority 5: Protect our heritage: social, cultural and environmental sustainability

Areas of work	Outcomes/Outputs/Deliveries	Departments in charge	SDGs
Make tourism more sustainable and ethical: Benefit local communities, economically and socially. Embrace participatory governance models that involve host communities.		SDT, ECSR	SDGs 5 / 7 / 10 / 12 / 16
Sustainability and green transition: Protect nature and heritage as well as develop nature-based and rural tourism. Raise awareness and support for the conservation of the environment.	Continue promoting the UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy as well as the One Planet Vision for a Responsible Recovery from COVID-19, as guidelines for the green transition of the tourism sector and fostering the implementation of the recommended actions Advance in the coordination with the Ministry of Tourism of Greece for the establishment and successful functioning of the Research and Monitoring Centre for	SDT, RDEU	SDGs 12, 13, 15 Targets: 11b, 14a

Areas of work	Outcomes/Outputs/Deliveries	Departments in charge	SDGs
	Coastal and Maritime Tourism in the Eastern Mediterranean Region		
Advance sustainable consumption and production (SCP) patterns in the tourism sector, notably through the One Planet Sustainable Tourism Programme	Continue implementing the One Planet Sustainable Tourism Programme with the following priority work streams: climate action, plastic pollution, food waste, circularity	SDT	SDG 12
Decouple tourism's growth from environmental degradation	Continue implementing the Global Tourism Plastics Initiative in collaboration with UNEP and the Ellen MacArthur Foundation	SDT	SDG 6 / 11 / 12 / 13 /14 / 15
Supporting climate action for resilience	Global Mapping of Climate Action in Tourism Implementation of the Glasgow Declaration: For a decade of climate action in tourism, through the One Planet Sustainable Tourism Programme.	SDT	SDG 13
Advance the measurement of tourism economic, social and environmental impacts through UNWTO's International Network of Sustainable Tourism Observatories (INSTO)	• INSTO Network continues to grow • INSTO Annual Meetings organized INSTO Technical Webinar Series organized	SDT	SDGs 6/ 7/ 8 / 11 / 12 / 13 /14 / 15
Measure the impact of the COVID-19 pandemic and recovery measures	Conduct second, follow-up surveys in four Member States on the impact of COVID-19 on women's employment and entrepreneurship in tourism, the results of the survey will be published in mid-2022 along with a comparative analysis of the results compared to the first survey conducted in 2021. Conduct a second follow-up questionnaire to explore the current situation and challenges of the signatories of the Private Sector Commitment to the Global Code of Ethics for Tourism and their updated 2021 COVID-19 mitigating measures.	ECSR, STTC	SDGs 5 / 8 Targets: 5.5, 5.a, 5.b, 8.9
Accessibility Recognize efforts of tourism destinations and companies in making their infrastructure, services, and products more accessible for users with disabilities and specific access requirements	Brochure on applying the ISO Standards on Accessible Tourism. Awareness raising seminars on applying the ISO Standards. Accessible Tourism Destination 2022/2023. Compilation of good practices of most successful ATD candidatures considered "good practices" by the ATD Review Committee	ECSR, RDs	SDGs 8 / 11 Targets: 8.9, 11.2, 11.7

Areas of work	Outcomes/Outputs/Deliveries	Departments in charge	SDGs
Adopt and replicate indigenous Tourism Development Methodology, incl. a Training Toolkit.	Weaving the Recovery Methodology and Toolkit revised after the Mexican pilot and replicated in LATAM and beyond.	ECSR, RDAM	SDG 2 / 4 / 8 Targets: 2.3, 4.5, 8.9
Showcase creative solutions in cultural tourism management during the pandemic,	Compilation of case studies, produced in collaboration with UNESCO & ICOMOS.	ECSR	SDG 8, 11, 12 Targets: 8.9, 11.4, 12b
Promote indigenous tourism	Compilation of case studies on responsible and sustainable development of Indigenous Tourism (Volume II). Produced with the World Indigenous Tourism Alliance.	ECSR	SDG 1, 8 Targets: 1.4, 8.9
Enhance the visibility of the UNWTO Framework Convention on Tourism Ethics and promoting its adherence	Coordination of the online campaign (TBC) Writing article on the Contention by World Committee on Tourism Ethics Members	ECSR, COMM, LGCO	All SDGs
Support the implementation of the Global Code of Ethics, emphasizing the social dimensions of tourism— accessibility, inclusive tourism, gender equality, and child protection	Private Sector Commitments to the UNWTO Code of Ethics initiative Reports to the General Assemblies of the UNWTO and the United Nations Showcasing best practices on the implementation of the Code of Ethics against the backdrop of SDGs Organization of two annual WCTE meetings and dissemination of Committee's guidelines and recommendations	ECSR	All SDGs
Advance the development of internationally comparable data on the economic, social and environmental aspects of tourism through the promotion and implementation in countries of the Statistical Framework for Measuring the Sustainability of Tourism (MST)	Further partnerships with countries and international/regional organizations. Accompany countries that express interest in developing MST pilots through the design of guidance material and technical support.	STTC	SDGs 17 Targets 17.16, 17.17, 17.18, 17.19

V.   Structure of the Secretariat

177.   Descriptions of the different departments are available in the table below:

Department acronym	Description
Management	Management includes the Office of the Secretary-General, the Office of the Deputy Secretary-General and the two Executive Directors
COMM Communications	The UNWTO Communications Department contributes to positioning tourism in the 2030 Agenda for Sustainable Development, increasing the digital footprint, as well as generating strategic media relations of UNWTO. A growing and consistent public visibility of UNWTO needs relevant information at its foundation. Factored into a coherent and strategically conceived public outreach, the UNWTO Communications Department grows organizational reputation and thought leadership. These are in turn key to add membership value and broaden UNWTO's influence base.
LGCO Legal Counsel	The Legal Counsel a) advises on UNWTO's legal framework to avoid legal risks at the prevention stage and to protect the Organization from any potential liability, b) verifies agreements, contracts and other legal documents, c) prepares legal opinions/advice for Management and Governing Bodies and d) provides legal security and clarity of UNWTO's legal framework and documents.
SECU Security	Under the supervision of the Office of the Secretary-General, the Security department is responsible for: Relationship with the United Nations Department of Safety and Security UNDSS and implementation of the normative in the UNWTO structure and their procedures (UNSMS). Verification of implementation of security matters for International Events and the corresponding relations with the Host and its security services. Coordination with Spanish Authorities (Foreign Affairs, Interior, Police) Security for UNWTO building (Safety and Security).
COSE Conference services	Conference Services is responsible for: Providing translation, interpretation, terminology, drafting guidelines and other language support services to the Secretariat, Organizing the meetings of the General Assembly, the Executive Council and related events and activities, Managing General Assembly and Executive Council documentation, and Providing conference support services to the other programmes of the Secretariat.
RDAF, RDAM, RDAP, RDEU, RDME Regional Departments (Africa, the Americas, Asia and the Pacific, Europe and Middle East)	The Regional Departments (Africa, the Americas, Asia and the Pacific, Europe and Middle East) are responsible for the coordination, follow-up and reporting of the activities undertaken in each UNWTO region and to maximize participation of, and benefits for, all UNWTO Members. Through continuous relations with each and every member, as well as with relevant regional organizations, the departments ensure, a fair, yet strategic, geographically balanced repartition of UNWTO activities. Furthermore, the departments create a strategy and a subsequent programme of work based on the state of the art in Tourism Policy and Tourism Governance. Moreover, they also establish and maintain relations with non-Member States in order to integrate them within the Organization. Lines of action: To establish, in coordination with the other departments, a reporting system for all activities undertaken and relations established in each region To keep Management informed on all relevant regional issues (priorities, requests from Members, etc.), and other programmes on activities of their respective competency To contribute actively to the dissemination and promotion of the

	operational departments' deliveries
	To gather any useful information regarding Member States, particularly, but not only, upon request from operational departments
IEI **Innovation, Education and Investments**	In the wake of the 4th Industrial Revolution, the Innovation, Education and Investments strategy focuses on strengthening the global tourism innovation and entrepreneurship ecosystem; scaling up education for supporting added value jobs worldwide; and supporting tourism economic recovery through sustainable investments.
Academy	Operational department that strives to bring together all stakeholders (public and private including academia) with the aim to foster employability, sustainability and competitiveness in our Member States In order to address the challenges the sector is facing, this programme develops proactive education and training initiatives that foster knowledge creation for members, talent development and job opportunities, as well as strengthen the positioning of UNWTO academia Members and the advocacy of UNWTO in Tourism education and training policies and recommendations.
	Youth and talent development initiatives that empower and motivate youth by raising their awareness on the Tourism sector and its jobs and that enable these young people to then enter the labour market as highly qualified and skilled professionals capable of adapting to any situation that may arise.
TECO & SR **Technical Cooperation and Silk Road**	Department dedicated to providing direct technical assistance to Member States in developing their tourism sectors to be competitive while at the same time promoting tourism as a tool for sustainable social, economic and environmental development. UNWTO's Silk Road initiative functions as a collaborative platform designed to enhance sustainable tourism development along the historic Silk Road routes. 34 Member States from Europe, the Middle East and Asia and the Pacific, plus various UNWTO Affiliate Members, participate in the initiative. The Silk Road initiative aims to maximize the benefits of tourism development for local communities, stimulate investment and promote the conservation of the route's natural and cultural heritage by focusing on 4 key areas of work: Marketing and promotion; capacity building and destination management; travel facilitation, and Silk Road tourism research.
SDT **Sustainable Development of Tourism**	The Sustainable Development of Tourism (SDT) Department addresses the generation of social, economic and cultural benefits for host communities resulting from sustainable development of tourism while minimizing the negative impacts upon the natural or socio-cultural environments. It deals with policies and tools for SDT and their application to the different types of tourism destinations for improved sustainability and resilience of the sector.
ECSR **Ethics, Culture and Social Responsibility**	The Ethics, Culture and Social Responsibility Department is tasked with the promotion of responsible, socially inclusive and universally accessible tourism. Guided by the provisions of the Global Code of Ethics for Tourism, the Department focuses on promoting 1) accountability of tourism key players and ensuring socio-cultural sustainability, 2) accessible tourism for all, 3) corporate social responsibility and ethical business practices, 4) gender equality and women's empowerment, 5) intercultural dialogue and the respect for cultural heritage and traditional cultural practices in tourism development, especially that of indigenous peoples; and, 6) human rights in tourism. The Department also coordinates the activities of the World Committee on Tourism Ethics and the implementation of the UNWTO Framework Convention on Tourism Ethics.
TMIC **Tourism Market intelligence and Competitiveness**	Tourism Market intelligence and Competitiveness' mission is to "Make Tourism Destinations More Competitive" by: Creating a one-stop shop on major tourism trends and forecasts (updated and relevant) harnessing the current opportunities provided by big data, technology and partnerships to step up market intelligence. Setting up Recommendations and Guidelines on key issues defining tourism competitiveness in the areas of destination management,

	product development and marketing Creating platforms for sharing of good practices on tourism planning, development and management
STTC **Statistics**	The Statistics Department is committed to better measurement for better management. A unique UN mandate "to collect, to analyse, to publish, to standardize and to improve the statistics of tourism, and to promote their integration within the sphere of the United Nations system" guides the work of Statistics Department around 4 pillars: 1. <u>Data</u>: collection, processing and dissemination of tourism statistics 2. <u>Methodology</u>: advancing international standards in statistical methods, classifications and definitions for measuring tourism 3. <u>Capacity development</u>: to support countries in improving their systems of tourism statistics 4. <u>Coordination:</u> of international statistical programmes and activities within the UN System and the global statistical system
AMD **Affiliate Members**	The UNWTO Affiliate Members Department is the Organization's working unit in charge of promoting public-private cooperation in tourism and fostering synergies among Member States and Affiliate Members. Bringing together over 500 private companies, associations, educational institutions and destinations, the UNWTO Affiliate Membership provides an unparalleled space for members to engage in dialogue, share information and take further action for a better tourism.
IRP **Institutional Relations and Partnerships**	The Institutional Relations and Partnerships Department provides policy advice to the Secretariat in the field of external relations and financing for development for UNWTO's ability to realize its mandate in the 2030 Agenda. As part of the UN System, the work unfolds with a strong focus on: a) in forging strategic partnerships with UN and other institutions (IOs), including international finance institutions (IFIs) and other stakeholders; b) Advocacy for tourism in the global trade and development agenda; and c) increasing capacity and mobilizing resources. IRPD operates with a team in Madrid, and at UN Headquarters in Geneva through its UNWTO Liaison Office.
BDFN **Budget and Finance**	The Budget and Finance Department, in accordance with the UNWTO Financial Rules and Regulations, is responsible for preparing and monitoring the UNWTO budget; producing the Financial Statements of the Organization compliant with IPSAS; drafting UNWTO financial rules, regulations, policies and budgetary and financial reports for the UNWTO Governing Bodies and other stakeholders; accounting; treasury operations and investments; monitoring receivables and payables; payroll; and, liaise with the External Auditors and other stakeholders such as financial institutions. The department also provides advice on financial aspects of agreements and other legal commitments, and functional requirements for the data model and reference data of the financial management information system of the Organization.
GESE **General Services**	The General Services Department is responsible for providing travel services to staff on missions, ensuring the adequacy and proper maintenance of the infrastructure of the Headquarters building and utilities contracts, providing security services, handling reproduction and printing services, distributing mail and internal documents, and securing internal transportation services.
HR **Human Resources**	The Human Resources Department is responsible for recruitment, personnel administration and training of all UNWTO personnel. It is also responsible for the various administrative functions related to the hiring of Service Contract holders, Experts, Interns and other personnel.
ICT **Information and Communication Technologies**	The Information and Communication Technologies Department (ICT) is responsible for providing technological services and technical support to the Organization in the IT and communication fields (e-mail, intranet, micro computing, applications, network, etc.).

178. The proposed budget to execute the programme of work 2022-2023 is available in document **A/24/5(b)/Part IV**.

Annex I: List of UNWTO events

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
	22	Launch of the Global Tourism Plastics Initiative	FITUR, Madrid, Spain
	22	UNWTO: In Conversation "The future of sustainable tourism in the framework of the EU Green Deal"	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	One Planet Sustainable Tourism Programme Experts Meeting	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	UNWTO Europe Quo Vadis Tourism Webinar series: 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	Virtual

	Communication – RDAF	
24	The Americas: Online Meeting – UNWTO Initiatives to mitigate COVID-19 impact on tourism (English)	Virtual
24	G20 Meeting on COVID-19	Virtual
24	Meeting of the Board of the Affiliate Members from Spain and Latin America	Virtual meeting
27	UNWTO Europe Quo Vadis Tourism Webinar series: The impact of COVID-19 on Tourism	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	UNWTO Europe Quo Vadis Tourism Webinar 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
25	UNWTO Live Webinar: El Impacto del Covid-19 en el Turismo Internacional	Virtual
26	Live Webinar: Como utilizar Instagram	Virtual, in Spanish

	para promocionar el Turismo Cultural – Buenas prácticas	
27	UNWTO Europe Quo Vadis Tourism Webinar series: Agenda 2030 and SDGs in times of Covid-19: the chance to true recovery	Virtual
28	Global Tourism Crisis Committee	4th Virtual Meeting
29	UNWTO Students' League Webinar – presenting winning solution for Tourism Recovery Solution Challenge	Virtual
June		
1	Road to Recovery virtual conference	Virtual Meeting
2	Live Webinar: Cómo incrementar la conversión de un sitio web de una organización turística – Experiencia de Usuario y Analítica web	Virtual, in Spanish
4	UNWTO Webinar on Green Investments	Virtual
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
9	UNWTO Europe Quo Vadis Tourism Webinar series: The Future of consumer rights protection in tourism post Covid-19	Virtual
11	UNWTO Webinar on Green Investments	Virtual
12	UNWTO Europe Quo Vadis Tourism Webinar series: Tourism sustainability and statistics in the time of COVID-19	Virtual
18	UNWTO Webinar on Green Investments	Virtual
18	65th meeting of the Regional Commission for the Americas	Virtual meeting
22	UNWTO Webinar: Impacto de Covid-19 en los derechos de los Consumidores de servicios turísticos	Virtual
25	UNWTO Webinar on Green Investments	Virtual
25	65th meeting of the Regional Commission for Europe	Virtual meeting
29	Innovative Healing Solutions for the Tourism Private Sector , Middle East	[Virtual meeting](#)
30	32nd joint meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia	[Virtual meeting](#)
30	UNWTO Webinar para las Américas: Maximizando el big data para generar valor en el mercado doméstico	Virtual meeting
30	Brand Africa and the path towards tourism recovery: positive stories from the African continent	Virtual meeting
July		
2	UNWTO Webinar: Rebuilding confidence among tourism consumers and businesses in Africa: an integrated regional response	Virtual
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

	7	Buenas Prácticas en las Américas en respuesta a la COVID-19	Virtual meeting
	14-15	UNWTO Academy online training programme: Facilitating Tourism Recovery in the Aftermath of Covid-19 in Jordan	Virtual
	14	Tourism Futures in the 2030 Agenda: Innovation and Sustainability as the New Normal	Virtual meeting
	14-15	Meeting of the Board of the Affiliate Members	Virtual meeting
	15	UNWTO Webinar: Future of Consumer rights protection in Tourism post Covid-19: the road to International Standards	Virtual
	23	Final of the 1st edition of the UNWTO Students' League	Virtual, English
	30	10th meeting (online) of the Committee on Tourism and Competitiveness (CTC)	Virtual meeting
August			
	10	UNWTO webinar: Innovative Healing Solutions for the Tourism Private Sector in the Middle East	Virtual Meeting
	18	UNWTO Webinar - The future of the hospitality sector post COVID-19: Middle East Insights	Virtual meeting
	24	The deep impact of COVID-19 on tourism from a statistical perspective, Middle East	Virtual meeting
	27	UNWTO Webinar: Inversión en Turismo: clave para la reactivación de las Américas	Virtual
September			
	1	Presentation of the RDEU workplan 2020-21 – part I	Virtual meeting
	2	Webinar: Israeli Solutions for Tourism in COVID-19 Times	Virtual meeting
	10	Online event: UNWTO Tourism Tech Adventures on aviation technologies	Virtual meeting
	15-17	112th session of the Executive Council and Investment Forum	Tbilisi, Georgia and virtual
	22	UNWTO-OIV webinar: "innovating in wine tourism in the context of covid-19"	Virtual meeting
	23	UNWTO & Google Acceleration Programme, travel insights for recovery	Virtual meeting
	24	Final of the UNWTO Rural Tourism Startup Competition – Spain	Virtual Meeting
	25	UNWTO / IICA Webinar: food supply & tourism in the Caribbean: mitigating the impacts of covid-19 and accelerating recovery	Virtual meeting
	27	World Tourism Day 2020: Year of Tourism and Rural Development	Virtual meeting
	28	UNWTO-ICCA Webinar on Recommendations on how to position Middle East in the new norm	Virtual meeting
	28	Ad Hoc Working Group on "BSEC Coronavirus Protocols" in Tourism	Virtual meeting
	30	UNWTO Webinar - Investments and the tourism ecosystem: opportunities, challenges, and the role of Silk Road tourism	Virtual

	30	Presentation of the RDEU workplan 2020-21 – part II	Virtual meeting
October			
	7	G20 Tourism Ministers Meeting	Saudi Arabia
	16	Final of the UNWTO Inspiration Africa Challenge	Virtual
	21	Final of the 2nd UNWTO Gastronomy Tourism Start-up competition	Virtual
	21	2020 Global INSTO Meeting	Virtual meeting
	22	Webinar: Tourism Investment Guidelines, Global Greenfield Investments Trends in collaboration with the fDi Intelligence from the Financial Times	Virtual
	26-27	Future Hospitality Summit, Saudi Arabia	Riyadh, Saudi Arabia
	21	UNWTO-Casa Árabe webinar on the economic impact of covid-19 on the tourism sector in the Arab World	Virtual meeting
	28	Enabling Frameworks for Tourism Investment, Presentation UNWTO Investment Guidelines	Virtual meeting
November			
	5-6	42nd Affiliate Members Plenary session: Recovering tourism. Rebuilding trust. Reinforcing partnerships, Affiliate Members Corner and UNWTO Affiliate Members Distinction Awards 2020 to outstanding Affiliate Member initiatives	Madrid, Spain and virtual
	11	Final of the Smart Solutions for Smart Destinations: Stadium's Challenge	Virtual
	11	Webinar: Green investment mechanisms for a sustainable tourism recovery post Covid-19	Virtual meeting
	13	Meeting of the Secretary-General with the European ambassadors accredited to Spain	Virtual meeting
	16	Sharjah Hospitality forum 2020- Tourism Industry recovery from COVID-19, Domestic Tourism in light of current challenges, Middle East	Virtual meeting
	19	UNWTO Virtual Training Workshop on the creation of a crisis unit in the tourism sector	Virtual meeting
	23-25	UNWTO Academy workshop: Digital Events, Russian Federation	Virtual
	25-26	UNWTO sessions in collaboration with ISO and UNE on WG18 within ISO TC 228	Virtual meeting
	26	World Committee on Tourism Ethics (WCTE) Meeting	Virtual Meeting
	30-02/12	UNWTO Academy Workshop: Destination Marketing, Russian Federation	Virtual
December			
	1	10th IFTM-UNWTO Training Programme for the Greater Mekong Subregion	Virtual meeting
	2	Extraordinary Meeting of the UNWTO Statistics Committee	Virtual meeting
	2	1st Meeting of Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework	Virtual meeting
	7-11	UNWTO Academy Online Train-the-trainers, Russian Federation	Virtual
	8	THE 14th UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China and virtual

	9	UNWTO Webinar on Digital Transformation for Academia, within the "Upgrade training Programme" , Portugal	Online webinar
	10	2º UNWTO-Google Tourism Acceleration Programme for the Middle East	Virtual meeting
	10	UNWTO-World Bank webinar on domestic tourism	Virtual meeting
	14-18	UNWTO Academy Online Train-the-trainers, Russian Federation	Virtual
	15-17	14th UNWTO Asia/Pacific Executive Training Programme: Tourism and Rural Development	Virtual meeting
	17	2nd UNWTO-ICCA webinar Let's Stay Connected	Virtual meeting

2021

Date	Name Event	Venue	Comments
January			
12	51st Meeting of the Board of Affiliate Members	Virtual	AMD
14	2nd Meeting -Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework (WG-AMLR)	Virtual	AMD
18-19	Executive Council – 113th session	Madrid, Spain	COSE
21	Third meeting (second part) of the ICPT Committee	Virtual	LGCO
February			
4	Fourth meeting of the ICPT Committee	Virtual	LGCO
10	Webinar on the impact of COVID-19 on tourism: what was and what will be?	Virtual	TMIC
16-17	UNWTO/CTO Workshop on Tourism Statistics	Virtual	STTC, RDAM
18	52nd Meeting of the Board of Affiliate Members	Virtual	AMD
21/02-09/03	Webinars as part of the UNWTO EBRD Project: Facilitating Tourism Recovery in the Aftermath of COVID-19 for Egypt	Virtual, Egypt	TCSR. UNWTO Academy
March			
3-12	UNWTO activities at ITB "Rethink, Regenerate, Restart - Tourism for a Better Normal"	Virtual, ITB Berlin NOW	COMM, SDT
4-11	Refresher and Awareness Raising Training on COVID Safety Protocols	Virtual, Jordan	TCSR
9	Panel discussion on "Eliminate.Innovate.Circulate. Strategies from the Global Tourism Plastics Initiative"	Virtual, ITB Berlin NOW	SDT
10	UNWTO Changemakers: Female entrepreneurs driving the SDGS	Virtual, ITB Berlin NOW	RDAF, IEI

12	UNWTO-UNSD High Level Discussion on Measuring the Sustainability of Tourism	Virtual	STTC
16	3rd Meeting -Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework (WG-AMLR)	Virtual	AMD
16	Tourism investments trends and challenges during COVID-19 in the Americas	Virtual	IEI, RDAM
17	Fifth meeting of the ICPT Committee	Virtual	LGCO
24	Tourism investments trends and challenges during COVID-19 in Asia and the Pacific	Virtual	IEI, RDAP
30	UNWTO Insights Series with Expedia. Restarting Tourism? What we need to know…	Virtual	TMIC
31	UNWTO Workshop on Sustainable Tourism Development in the Pacific Islands	Hybrid, Suva, Fiji	RDAP
31	Webinar on Green Investments for Hotel Revitalization	Virtual	IEI, RDAP
April			
04	Social Entrepreneurship and Tourism Investments Trends	Virtual	IEI
14-16	Webinar on the path to recovery: leverage UNWTO insights & Facebook solutions to build your new digital marketing strategy	Virtual	TMIC
20	53rd Meeting of the Board of Affiliate Members	Virtual	AMD
21-22	UNWTO – GOOGLE: Data and Marketing for Recovery – Google DMO Capacity Building. Africa Launch Event	Virtual	TMIC, RDAF
22	4th Meeting -Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework (WG-AMLR)	Virtual	AMD
27	National Workshop to present the Pilot TSA at the end of Year II activities of Tourism Statistics and TSA Project	Virtual with Seychelles	TCSR, RDAF and STTC
28	Sixth meeting of the ICPT Committee	Virtual	LGCO
tbc	Regional Commission meeting for the Middle East	Saudi Arabia	RDME
May			
3	UNWTO Insights with ForwardKeys - Monitoring the recovery of tourism with market intelligence	Virtual	TMIC
6	UNWTO Month of Tourism & African Gastronomy Session 1 - 'Co-creating a vision for the future'	Virtual	TMIC, RDAF
6-9	Meeting of Ministers of Tourism of the Americas	Punta Cana, Dominican	RDAM

		Republic	
7	World Committee on Tourism Ethics Virtual Meeting	Virtual	ECSR
10	Project Inception Meeting: Zimbabwe National Tourism Satellite Account (ZIMTSA) Implementation	Virtual	TCSR RDAF STTC
11	UNWTO Month of Tourism & African Gastronomy Session 2 - 'From farm to table: building ties in the value chain'	Virtual	TMIC, RDAF
17	Masterclass – UNWTO SDGs Global Startup Competition	Madrid, Spain and Virtual	IEI
17	Event on enabling frameworks for tourism investments during COVID-19	Madrid, Spain and Virtual	IEI
17	UNWTO Month of Tourism & African Gastronomy Session 3 - 'Talent and education as boosters of Gastronomy Tourism in Africa'	Virtual	TMIC, RDAF
18	Final of the UNWTO SDGs Global Startup Competition	Madrid, Spain and Virtual	IEI
19	Google Acceleration Programme for Europe	Virtual	RDEU
19-23	UNWTO at FITUR - Madrid International Tourism Fair	Madrid, Spain	Coordination: COMM
20	INVESTOUR	Madrid, Spain and Online	RDAF
21	54th Meeting of the Board of Affiliate Members	Virtual	AMD
25 (tbc)	1st INSTO Webinar on Key Issue Area on Local Satisfaction with Tourism- Insights during the COVID-19 Pandemic	Virtual	SDT
25	UNWTO Month of Tourism & African Gastronomy Session 4 - 'Gastronomy – a new image of Africa'	Virtual	TMIC, RDAF
26	Tourism Recovery Summit	Riyadh, Saudi Arabia	RDME
26-27	-Opening of the UNWTO Regional Office for the Middle East. - 47th Meeting of the UNWTO Regional Commission for the Middle East.	Hybrid, Riyadh, Saudi Arabia	RDME
26-27	2-day Stakeholders' Workshop – Identification of Models for the Re-establishment of the Lesotho Council for Tourism	Hybrid, Maseru, Lesotho	TCSR
31	UNWTO Month of Tourism & African Gastronomy Session 5 - 'Women empowerment through Gastronomy Tourism in Africa'	Virtual	TMIC, RDAF
June			
1	5th Meeting -Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework (WG-AMLR)	Virtual	AMD

1, 3 & 4	11th IFTM-UNWTO Training Programme on Capacity Building for Sustainable Tourism in Island Countries (Asia and the Pacific)	Virtual	RDAP
2	Barbados Tourism Investments	Virtual	IEI, RDAM
2-4	66th meeting of the UNWTO commission for Europe and the UNWTO Conference on sustainable coastal and maritime tourism in the Mediterranean: challenges and opportunities in the post COVID-19 era	Athens, Greece	RDEU
8	Seventh meeting of the ICPT Committee	Virtual	LGCO
8	Asia and the Pacific Webinar: Digitalization in Tourism	Virtual, Bhutan	RDAP
9	66th meeting of the UNWTO commission for the Americas	Hybrid, Spain	RDAM
14-16	UNWTO Regional Conference on Tourism and Brand Africa	Windhoek, Namibia	RDAF
22 June (tbc)	2nd INSTO webinar on Key Issue Area on Water and Waste Water Management	Virtual	SDT
23	Project Inception Meeting: COVID-19 Impact on the Tourism Sector in Zambia and the Development of the Recovery Strategy	Virtual	TCSR RDAF
24	6th Meeting -Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework (WG-AMLR)	Virtual	AMD
28	Investment Forum (Investment Readiness)	Virtual	IEI, RDEU
28 June - 5 July	Official visit to Mexico (opening of Xcaret Arte Hotel and signing MoU OMT Xcaret Group)	Mexico	OFSG, AMD
July			
tbc	Eliminate. Innovate. Circulate. – Strategies from the signatories of the Global Tourism Plastics Initiative	Virtual	SDT
6-7	Workshop on Tourism Statistics	Virtual	STTC, RDAF
8-9	UNWTO Mayors Forum for Sustainable Tourism	Porto, Portugal	TMIC
12	Eight meeting of the ICPT Committee	Virtual	LGCO
13	Training on the Domestic Tourism Study	Virtual, Tajikistan	TCSR
15	7th Meeting -Working Group for the Reform of the UNWTO Affiliate Membership Legal Framework (WG-AMLR)	Virtual	AMD
15	UNWTO session "An integrated statistical framework for measuring sustainability: the case of tourism", in the framework International Statistical Institute (ISI) World	Virtual	STTC

	Statistics Congress		
17-21	1st Global Youth Tourism Summit	Giffoni Valle Piana, Italy	RDEU
21	Eliminate. Innovate. Circulate. – Strategies from the signatories of the Global Tourism Plastics Initiative	Virtual	SDT
27 July	3rd INSTO Webinar on Key Issue Area: Tourism Seasonality	Virtual	SDT
August			
Tbc	Ambrosetti Tourism Investment Forum	Italy	RDEU
2-6	Training Workshops on Big Data (credit/debit cards and mobile phones) in Tourism Statistics	Riyadh, Saudi Arabia	TCSR
3-25	TSA Training Workshops	Tajikistan	TCSR
9-13	Training Workshops in Artificial Intelligence in Tourism Statistics	Riyadh, Saudi Arabia	TCSR
13-17	Kick-off Meetings EBRD/UNWTO COVID Tourism Recovery Project in Croatia	Virtual	TCSR RDEU
22	Technical Committee Meeting to Present the Situation Analysis Report of Kasane-Kazungula Master Plan Project	Virtual Botswana	TCSR RDAF
26	Ninth meeting of the ICPT Committee	Virtual	LGCO
September			
1	First Domestic Tourism Workshop leading to the development of a Sustainable Tourism Plan	Tajikistan	TCSR
2-3	64th Regional Commission meeting for Africa	Cabo Verde	RDAF
2	Capacity Building Investment Readiness- Workshop	Cabo Verde	IEI, RDAF
2	Capacity Building Digital Transformations and Marketing Digital Workshop	Cabo Verde	IEI, RDAF
2-3	2nd Edition of the UNWTO Global Tourism Investment Forum in Africa	Cabo Verde	IEI, RDAF
7 (tbc)	4th INSTO Webinar on Key Issues Area: Accessibility	Virtual	SDT
9	Webinar: Women of the Middle East and Tourism in 60 minutes	Virtual	RDME, ECSR
9-10	5th UNWTO Wine Tourism Conference	Reguengos de Monsaraz (Alentejo), Portugal	TMIC, RDEU
13-17	Kick-off Meetings EBRD/UNWTO COVID Tourism Recovery Project in Montenegro	Virtual	TCSR RDEU
14	• 33rd Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia • 54th Meeting of the UNWTO Commission for East Asia and the Pacific • 58th Meeting of the UNWTO	Virtual	RDAP

Commission for South Asia

21	• Accelerating Climate Action in Tourism: The Glasgow Declaration	Virtual	SDT
21-28	• Impact analysis and Dashboard development trainings of the UNWTO/EBRD Tourism Recovery project in Morocco	Virtual, Morocco	TCSR
24	• Presentation of the Book Wine Routes of the World	Madrid	TMIC
27	World Tourism Day	Côte d'Ivoire	COMM/RDAF
28	Online Meeting with Oman Ministry of Heritage and Tourism Officials	Virtual	RDME, TMIC, TCSR, IEI
28 (tbc)	5th INSTO Webinar on Key Issue Area: Climate Action	Virtual	SDT
30	Toursim Law validation workshop	Comoros	TCSR/RDAF
Late September	Second Domestic Tourism Workshop	Tajikistan	TCSR
Late September	Kick-off Meetings EBRD/UNWTO Projects in Greece	Virtual, Greece	TCSR RDEU
Late September	Kick-off Meetings EBRD/UNWTO Projects in Georgia	Virtual, Georgia	TCSR RDEU
October			
1	Launch of Global Report on Cultural Affinity and Screen Tourism- expert meeting (Platino Industry) UNWTO- NETFLIX - EGEDA	Madrid /Spain	AMD
4 (tbc)	Online Meeting with Kuwait Ministry of Information officials	Virtual	RDME, TCSR, STTC
5-8	15th UNWTO ASIA-PACIFIC Executive Training Programme on Tourism Policy and Strategy	Hybrid, the Maldivies	RDAP
tbc	UNWTO/EBRD Awareness Building Seminar on the support measures available to tourism businesses	Virtual, Morocco	TCSR
19	Global Investment Promotion Conference on "Attracting and retaining investment in tourism" (UNCTAD)	Virtual	IEI
21	UNWTO/EBRD Webinar: UNWTO Global Guidelines for Tourism Recovery, and Main Challenges and Opportunities in Restarting Tourism in Morocco	Virtual, Morocco	TCSR/ UNWTO Academy
21	25th WAIPA World Investment Conference (WAIPA)	Virtual	IEI
26	UNWTO/EBRD Webinar: Foundations and good practices in health and safety throughout the tourism value chain	Virtual, Morocco	TCSR/ UNWTO Academy
26 October (tbc)	2021 Annual INSTO Meeting	Hybrid	SDT
27 (tbc)	Launch of the new Tourism Brand Identity and the Tourism Marketing Strategy	Liberia	TCSR
28	UNWTO/EBRD Webinar: Innovation and digitization of the	Virtual, Morocco	TCSR/ UNWTO

	tourism value chain		Academy
28 October	27th World Committee on Tourism Ethics (WCTE) Meeting	Virtual	ECSR
31 October – 2 November	6th UNWTO World Forum on Gastronomy Tourism	Bruges (Flanders), Belgium	TMIC, RDEU
End October (tbc)	Third Domestic Tourism Workshop	Tajikistan	TCSR
November			
1-12	UNWTO activities at COP 26	Glasgow, UK	SDT, COMM
2	UNWTO & WTM Ministers' Summit - Investing in Tourism's Sustainable Future	London, UK	COMM
2	UNWTO/EBRD Webinar: The impacts of the COVID-19 crisis on the tourism experience and the purchasing and consumption patterns of tourists	Virtual, Morocco	TCSR/ UNWTO Academy
2	Sustainable Tourism Investments	Virtual	IEI
8-9	UNWTO/EBRD Online Course: Innovative solutions for the revival of the post-COVID-19 tourism sector	Virtual, Morocco	TCSR/ UNWTO Academy
11	Global Tourism Economy Forum 2021	Macao, China	RDAP
15-16	UNWTO/EBRD Online Course: Capacity building for crisis management	Virtual, Morocco	TCSR/ UNWTO Academy
16-17	UNWTO Regional Conference on the Empowerment of Women in Tourism in Asia and the Pacific	Hybrid, Malaysia	RDAP and TCSR
18-19 (TBC)	Tourism Trends and Drivers post Pandemic	Medellín	IEI
22-23	UNWTO/EBRD Online Course: Stimulate the competitiveness and strengthen the resilience of tourism SMEs	Virtual, Morocco	TCSR/ UNWTO Academy
Tbc	QNTC Award Program Launch in Qatar	Qatar	TCSR/ RDME
22-24	UNWTO / UEMOA Ministerial Conference: Perspectives on Security and Resilience for the Tourism Sector	Dakar, Senegal	RDAF
Tbc	Tourism Investment Conference	Uzbekistan	RDEU
Second-Half	Series of Trainings as part of the UNWTO EBRD Project: Facilitating Tourism Recovery in the Aftermath of COVID-19 in Georgia.	Virtual, Georgia	TCSR, UNWTO Academy
23 (tbc)	6th INSTO Webinar on Key Issue Area: Employment	Virtual	SDT
25 Nov	5th Tourism EXPO Japan	Osaka, Japan	RDAP
25-26	World Sports Tourism Congress	Lloret de Mar, Spain	AMD
30/11-04/12	24th UNWTO General Assembly	Madrid, Spain	COSE/RDAF
30	Committee for the review of the applications for Affiliate Membership	Madrid, Spain	AMD
30	43rd Affiliate Members Plenary Session	Madrid, Spain	AMD
December			
3	55th AM Board	Madrid, Spain	AMD
tbc	15th Meeting of the Committee on	Madrid, Spain and	SDT

	Tourism and Sustainability	virtual	
tbc	Eliminate. Innovate. Circulate. – Strategies from the signatories of the Global Tourism Plastics Initiative	Virtual	SDT
tbc	11th Meeting of the Committee on Tourism and Competitiveness (CTC)	Marrakech, Morocco and virtual	TMIC
tbc	Webinar on ISO 21902 Accessible Tourism for All	tbc	ECSR
First half	Uzbekistan Academy training, as part of Country Call-off: Facilitating Tourism Recovery in Aftermath of Covid-19	Virtual	TCSR / Academy
14 (tbc)	7th INSTO Webinar on Key Issue Area: Solid Waste	Virtual	SDT
Tbc	12th IFTM-UNWTO Training Programme	Tbc	RDAP

Annex II: List of UNWTO publications

[The Future of Work and Skills Development in Tourism – Policy Paper. What are the main trends and future characteristics of employment and skills development in the tourism sector?](#)

This paper prepared by the World Tourism Organization (UNWTO) in collaboration with 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. It aims to provide recommendations to G20 countries to position tourism in the G20 Agenda, adapt the future of work to new realities and ensure their alignment with the Sustainable Development Goals (SDGs) and the 2030 Agenda.

[World Tourism Barometer: Volume 18, Issue 1, January 2020](#)

International tourist arrivals (overnight visitors) worldwide grew 4% in 2019 to reach 1.5 billion, based on data reported by destinations around the world. 2019 was another year of strong growth, although slower compared to the exceptional rates of 2017 (+7%) and 2018 (+6%). Demand was slower mainly in advanced economies and particularly in Europe.

[World Tourism Barometer: Volume 18, Issue 2, May 2020](#)

The world is facing an unprecedented global health, social and economic emergency due to the COVID-19 pandemic. Tourism is among the most affected sectors. The pandemic has cut international tourist arrivals in the first quarter of 2020 to a fraction of what they were a year ago. Available data points to a double-digit decrease of 22% in Q1 2020, with arrivals in March down by 57%. Current scenarios for the year point to declines of 58% to 78% in international tourist arrivals in 2020, depending on the speed of the containment, the duration of travel restrictions and the re-opening of national borders, although the outlook remains highly uncertain. This would translate into a drop of 850 million to 1.1 billion international arrivals and a loss of US$ 860 billion to US$ 1.2 trillion in export revenues from tourism, the largest declines in the historical series. The plunge in international travel puts 100 to 120 million direct tourism jobs at risk.

[World Tourism Barometer: Volume 18, Issue 3, June 2020](#)

International tourist arrivals (overnight visitors) saw a decrease of 44% in the first four months of 2020 over the same period of last year, according to data reported so far by destinations. International arrivals declined 97% in the month of April, reflecting travel restrictions in 100% of all destinations worldwide, amid measures to contain the spread of the COVID-19 pandemic.

[World Tourism Barometer: Volume 18, Issue 4, July 2020](#)

International tourist arrivals (overnight visitors) saw a decrease of 56% in the first five months of 2020 over the same period of last year, according to data reported so far by destinations worldwide. International arrivals declined 98% in the month of May, reflecting travel restrictions in nearly all destinations worldwide.

[World Tourism Barometer: Volume 18, Issue 5, August/September 2020](#)

International tourist arrivals (overnight visitors) declined 65% in the first half of 2020 over the same period last year, with arrivals in June down 93%, according to data reported by destinations.

[World Tourism Barometer: Volume 18, Issue 6, October 2020](#)

Restrictions on travel introduced in response to the COVID-19 pandemic continue to hit global tourism hard, with the latest data showing a 70% fall in international arrivals for the first eight months of 2020.

World Tourism Barometer: Volume 18, Issue 7, December 2020

International tourist arrivals (overnight visitors) fell by 72% in January-October 2020 over the same period last year, curbed by slow virus containment, low traveller confidence and important restrictions on travel still in place, due to the COVID-19 pandemic. International tourism expected to decline over 70% in 2020, back to levels of 30 years ago.

International Tourism feature in the United Nations World Economic Situation and Prospects 2020, Released in January 2020

Experiences from Pilot Studies in Measuring the Sustainability of Tourism: A Synopsis for Policymakers

This publication presents the efforts of 11 (eleven) countries from different regions in implementing different areas of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST). These countries include: Austria, Fiji, Germany, Italy, Mexico, Philippines, Samoa, Saudi Arabia, Sweden, Thailand and Vietnam. These countries focused on different areas of measurement in the three dimensions of sustainability: economic, environmental and social. The publication focuses on the results obtained in each of these countries and the policy implications that these efforts had.

Country Fact Sheets

A new statistical product was released by UNWTO as part of World Statistics Day, on October 20, 2020. These Country Fact Sheets allow users to obtain a glimpse of the latest available statistics from about 220 countries and territories in the world, with just one click.

UNWTO Briefing Notes – Tourism and COVID-19:

- Issue 1. How are countries supporting tourism recovery? This briefing note offers an overview and analysis of the main measures adopted by countries to mitigate the effects of COVID-19 in tourism and support recovery.
- Issue 2. Tourism in SIDS – the challenge of sustaining livelihoods in times of COVID-19. Many SIDS have deployed measures to sustain businesses and jobs, often supported by international and regional institutions yet more support is urgent.
- Issue 3. Understanding Domestic Tourism and Seizing its Opportunities. With travellers considering destinations closer to home in the early stages of travel normalization and with still important travel restrictions in place for international travel as a consequence of COVID-19, countries with higher shares of domestic tourism are likely to recover earlier and faster.

COVID-19 related travel restrictions - A global review for tourism- First report as of 16 April 2020

Launched by the World Tourism Organization at the start of the pandemic, the Travel Restrictions Report keeps track of measures being taken in 217 destinations worldwide, helping to support the mitigation and recovery efforts of the tourism sector. Published at a time of unprecedented disruption for the sector, the first edition showed that almost 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 related travel restrictions - A global review for tourism- Second report as of 28 April 2020

COVID-19 pandemic had prompted all destinations worldwide to introduce restrictions on travel. This represented the most severe restriction on international travel in history and no country has so far lifted restrictions introduced in response to the crisis.

COVID-19 related travel restrictions - A global review for tourism- Third report as of 8 May 2020

COVID-19 had placed the whole world on lockdown, showing that 100% of global destinations continued to have restrictions on travel in place, and 72% had completely closed their borders to international tourism.

COVID-19 related travel restrictions - A global review for tourism- Fourth report as of 29 May 2020

The world was slowly opening up again, with destinations cautiously easing travel restrictions introduced in response to COVID-19, signalling a transition into gearing up for stronger and better recovery, 3% of all global destinations had taken steps to ease travel restrictions.

COVID-19 related travel restrictions - A global review for tourism- fifth report as of 23 June 2020

Restrictions on travel, introduced in response to the COVID-19 pandemic, were slowly being eased, allowing tourism to restart in a growing number of destinations, with Europe leading the way. At the same time, however, 65% of all destinations worldwide continue to have their borders completely closed to international tourism.

COVID-19 related travel restrictions - A global review for tourism- sixth report as of 30 July 2020

The responsible restart of tourism was underway around the world as growing numbers of destinations eased COVID-19 related travel restrictions and adapted to the new reality. 40% of all destinations worldwide had eased the restrictions they placed on international tourism in response to COVID-19.

COVID-19 related travel restrictions - A global review for tourism- seventh report as of 10 September 2020

A majority of destinations around the world (53%) had started easing travel restrictions introduced in response to the COVID-19 pandemic. Though many remained cautious. This edition confirmed the ongoing trend towards the gradual restart of tourism.

COVID-19 related travel restrictions - A global review for tourism- eighth report as of 2 December 2020

Launched by the World Tourism Organization at the start of the pandemic, the Travel Restrictions Report keeps track of measures being taken in 217 destinations worldwide, helping to support the mitigation and recovery efforts of the tourism sector. For this latest edition, the methodology has been updated to offer insights into the tourism flows of destinations, as well as to explore the link between health and hygiene infrastructure, environmental performance and any potential connection to travel restrictions.

COVID-19 related travel restrictions - A global review for tourism- ninth report as of 8 March 2021

One in three destinations worldwide are now completely closed to international tourism. According to the latest data from the World Tourism Organization (UNWTO), the emergence of new variants of the COVID-19 virus has prompted many governments to reverse efforts to ease restrictions on travel, with total closures to tourists most prevalent in Asia and the Pacific and Europe..

COVID-19 Related Travel Restrictions – A global review for tourism – tenth report, as of 5 July 2021

The tenth report provides the analysis of travel restrictions with special focus on destinations with complete border closure and destinations that have had their borders closed for at least 57 weeks for international tourism. For the first time, this report also analyses the share of vaccinated population within destinations, in order to identify links and patterns related to travel restrictions. In addition, destinations have been analysed according to selected economic and political blocs and in relation to the economic importance of tourism in destinations.

One Planet Vision for a Responsible Recovery of the Tourism Sector

The report builds on the UNWTO Global Guidelines to Restart Tourism, with the aim to emerge stronger and more sustainable from the COVID-19 crisis. It calls for a responsible recovery for the tourism sector, which is founded on sustainability, to build back better. This will underpin tourism's resilience to be better prepared for future crises. The One Planet Vision is available in

all UN languages: Arabic, Chinese, English, French Russian and Spanish.

Recommendations to Continue Taking Action on Plastic Pollution during COVID-19 Recovery

The Recommendations are addressed to tourism stakeholders with the aim of supporting them to continue fighting plastic pollution during the COVID-19 recovery. This document was developed within the framework of the Global Tourism Plastics Initiative and illustrates how reducing the plastic footprint, increasing the engagement of suppliers, working closer with waste service providers, and ensuring transparency on the actions taken, can significantly contribute to a responsible recovery of the tourism sector. It was released by UNEP, UNWTO and the Ellen MacArthur Foundation in July 2020. The Recommendations are available in all UN languages: Arabic, Chinese, Russian, English, French and Spanish.

AlUla Framework for Inclusive Community Development through Tourism

Under the leadership of the 2020 G20 Saudi Presidency, the World Tourism Organization (UNWTO) and the G20 Tourism Working Group have developed the AlUla Framework for Inclusive Community Development through Tourism to help fulfil the sector's potential to contribute to and achieve inclusive community development and the Sustainable Development Goals. The Framework provides guidance and inspiration to all governments, as well as all other key stakeholders in the tourism sector – including regional and local governments, the private sector, industry associations, civil society, communities and tourists – with the aim of fostering a truly holistic and integrated approach to inclusive community development through tourism. The AlUla Framework recommends that G20 countries lead the way in monitoring the sustainability of tourism by adopting the Measuring the Sustainability of Tourism (MST).

UNWTO Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development

2020 marks the 'Year of Tourism and Rural Development', a theme shared with this year's World Tourism Day. The sustainability of tourism in rural areas will only be successful if a comprehensive, inclusive planning strategy is adopted and implemented based on a multi-action and multi-stakeholder participatory approach. The UNWTO Recommendations on Tourism and Rural Development aim to support governments at various levels, as well as the private sector and the international community developing tourism in rural territories in a way that contributes to inclusive, sustainable and resilient development.

Buddhist Tourism in Asia: Towards Sustainable Development

Buddhist Tourism in Asia: Towards Sustainable Development draws attention to various aspects of Buddhist tourism development in Asia and its interlinkages with the UN 2030 Agenda for Sustainable Development and its Sustainable Development Goals. The study is built on case studies of Buddhist tourism from 16 countries across Asia. These countries are not only home to large numbers of Buddhists, they also showcase the legacy of Buddhism, with many examples of its tangible and intangible heritage.

Women in Tourism in the Middle East – Baseline Study

The "Baseline Study on Women in Tourism in the Middle East" takes a first in-depth look at the situation of women in the tourism sector across the region. In doing so, it assesses the contribution of tourism to advancing the United Nation's Sustainable Development Goal 5 – to achieve gender equality and empower all women and girls. The study, published on the occasion of the 2020 G20 Saudi Presidency, acts as a foundation for further research ahead of the publication of an extended "Regional Report on Women in Tourism in the Middle East".

Spanish Version of the 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. The Recommendations also target tourists that visit indigenous communities, and whose numbers are steadily increasing given the growth of tourism motivated by the interest to experience indigenous cultures and traditional lifestyles.

UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue I: Persons with Disabilities

These guides result from collaboration with relevant partners to help governments and businesses craft an inclusive response. Launched on the International Day of Persons with Disabilities, 3 December 2020, the first UNWTO Inclusive Recovery Guide - Sociocultural Impacts of COVID-19: Issue I Persons with Disabilities, outlines steps that the tourism sector should take to build back better, becoming more accessible and more competitive.

Regional Report on Women in Tourism in the Middle East

This report was published with the kind support of the Ministry of Tourism of Saudi Arabia to mark the country's G20 presidency. It complements the Global Report on Women in Tourism, Second Edition, with an extensive in-depth analysis of tourism's contribution to SDG 5 in the Middle East, highlighting the challenges faced and providing sector and regional-specific recommendations for advancing towards gender-equality.

World Tourism Barometer, Volume 19, Issue 1, January 2021

Tourism suffered the greatest crisis on record in 2020 following an unprecedented health, social and economic emergency amid the outbreak of the COVID-19 pandemic. International tourist arrivals (overnight visitors) plunged by 73% in 2020 over the previous year due to widespread travel restrictions and a massive drop in demand. 2020 was the worst year on record for tourism. UNWTO's extended scenarios for 2021-2024 indicate that it could take between two-and-a-half and four years for international tourism to return to 2019 levels.

World Tourism Barometer, Volume 19, Issue 2, March 2021

After the unprecedented drop in international tourism recorded in 2020 under the impact of the COVID-19 pandemic, demand for international travel remained very weak at the beginning of 2021 .International tourist arrivals plunged by 87% in January 2021, amid new outbreaks and tighter travel restrictions. This follows a decline of 85% in the last quarter of 2020.

UNWTO World Tourism Barometer, Volume 19, Issue 3, May 2021

International tourist arrivals (overnight visitors) dropped by 83% in the period January-March 2021 compared to 2020, as travel restrictions remained high and consumer confidence low due to the coronavirus pandemic. International tourism receipts plunged by US$ 930 billion in 2020, an estimated 64% drop in real terms (local currencies, constant prices) due to the slump in global travel. The loss in total export revenues from international tourism reached US$ 1.3 trillion, eleven times the value lost in 2009 amid the global economic crisis. Industry confidence is slowly rising for the period May-August 2021 according to the latest survey of the UNWTO Panel of Experts.

International Tourism Highlights, 2020 Edition, Released: January 2021

International Tourism feature in the United Nations World Economic Situation and Prospects 2021, Released in January 2021

UNWTO Investment Guidelines – Enabling Frameworks for Tourism Investment, Released: June 2021. The COVID-19 pandemic has made clear that sustainable tourism should no longer be considered a niche part of the tourism sector. Instead, its principles should guide everything the sector does. "Enabling Frameworks for Tourism Investment" provides insights for understanding and enabling the conditions and barriers to mobilize tourism investment and so build a competitive, sustainable and inclusive tourism sector beyond the attraction and promotion approaches.

UNWTO Investments Guidelines - Strategies to Safeguard Tourism Investments during COVID-19, Released: July 2021. The World Tourism Organization (UNWTO) identified investments as one of four key areas to be prioritized as the sector restarts and recovers. For this purpose,

UNWTO has joined forces with the World Association of Investment Promotion Agencies (WAIPA) to strengthen the capacities of its Member States to safeguard, attract and promote tourism investment projects during and after the pandemic for faster economic recovery.

UNWTO Travel and Tourism Tech Startup Ecosystem and Investment Landscape, Released: June 2021. The tourism ecosystem and its multi-dimensional nature, combined with the dynamic nature of investment capital presents a complex picture, making understanding and measuring tourism investments challenges. In this regard, this publication provides insights for understanding the travel and tourism tech investments and the travel and tourism startups, delving into the relevant features and considerations.

Big Data in Cultural Tourism – Building Sustainability and Enhancing Competitiveness, Released: July 2021. The use of big data is becoming increasingly important across the tourism sector and the value chain. UNWTO provides through this publication a baseline research on using big data by tourism and culture stakeholders, in order to improve the competitiveness of cultural tourism products and experiences and reinforce its sustainability. The selection of case studies illustrates the most frequent case-scenarios of the use of big data in cultural tourism within destinations, compiled during the research.

UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 4: Indigenous Communities, Released: May 2021. UNWTO, the World Indigenous Tourism Alliance (WINTA) and OECD have joined efforts to contribute to the "UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 4: Indigenous Communities". The document suggests specific solutions on how to transition from "assisting" towards "enabling" indigenous entrepreneurship, strengthening skills and building capacities, fostering digital literacy for indigenous tourism businesses, and acknowledging the relevance of indigenous peoples and their cultural capital by tourism authorities. Available in English and Spanish.

UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 3: Women in tourism, Released: March 2021. This set of guidelines has been developed by the UNWTO Ethics, Culture and Social Responsibility Department, in collaboration with UN Women. These guidelines are aimed at achieving gender equality and providing equal opportunities to women at all levels in the tourism sector. The guide calls for more inclusive and resilient societies and economies in order to be able to better respond to adverse economic shocks affecting women.

UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 2: Cultural Tourism, Released: February 2021. UNWTO and UNESCO have collaborated to produce a set of new guidelines focusing on the responsible restart of cultural tourism. UNWTO invited its sister agency, UNESCO to contribute to the UNWTO Inclusive Recovery Guide, Issue 2: Cultural Tourism. The publication draws on the insights and expertise of the two UN agencies to analyse the impact of the pandemic on their respective sectors and suggest solutions.

Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices, Released: May 2021. This publication addresses the relative lack of research carried out into the topic of accessibility in nature areas to date. Through multiple cases studies and examples of best practices drawn from UNWTO Affiliate Members and other organizations, it illustrates different ways of designing and implementing projects aimed at improving accessibility in nature.

Boosting Tourism Development through Intellectual Property, Released: April 2021. This WIPO/UNWTO publication helps non-IP specialists understand the connection between IP, tourism and culture. Through multiple case studies, it illustrates how existing and potential IP tools, in particular branding and copyright, can add value to tourism services and products. It explains how to include IP in tourism policies, product development and destination branding, and shows how different IP rights can be leveraged for fundraising purposes.

Yearbook of Tourism Statistics, Data 2015 – 2019, 2021 Edition, Released: March 2021. Understanding, for each country, where its inbound tourism is generated is essential for

analysing international tourism flows and devising marketing strategies, such as those related to the positioning of national markets abroad. Deriving from the most comprehensive statistical database available on the tourism sector, the Yearbook of Tourism Statistics focusses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin.

Compendium of Tourism Statistics, Data 2015 – 2019, 2021 Edition, Released: February 2021. Understanding, for each country, where its inbound tourism is generated is essential for analysing international tourism flows and devising marketing strategies, such as those related to the positioning of national markets abroad. 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.

Conceptual Guidance on Tourism Statistics in the COVID-19 Context, Released: January 2021. With new situations emerging from the unprecedented COVID-19 pandemic, some clarifications need to be made to the UN statistical standards on tourism to ensure the consistency of the relevant data and keep them in line with international standards.

Sport Tourism and the Sustainable Development Goals (SDGs). This overview illustrates how sport tourism can contribute to sustainable development and the achievement of the 17 Sustainable Development Goals (SDGs).

A Tour of African Gastronomy, Released: January 2021. So much of a nation's culture is defined by food. UNWTO is proud to invite you to join our Tour of African Gastronomy. The rich and endlessly diverse flavours of the continent tell stories and rituals steeped in history. Explore the legacy of centuries of amazing culinary traditions hand in hand with some of the most prominent figures of African gastronomy. Over thirty Chefs will take you on a trip around the wonderful flavours and delicacies whose preparation alone is akin to a performance.

COVID-19 and tourism: Assessing the economic consequences - An update, Released in June 2021 in a collaboration between UNWTO and the United Nations Conference on Trade and Development (UNCTAD). The COVID-19 pandemic has been a health and economic crisis with devastating effects on developing countries, especially those dependent on tourism. As governments have attempted to protect their populations, lockdowns, quarantines, and major restrictions on national and international mobility were implemented. This, coupled with the decision of consumers to limit international travel, resulted in a sharp contraction for the tourism sector with severe economic consequences, particularly on countries that rely on the sector. The number of international tourist arrivals declined by 74% in 2020 compared with the previous year (UNWTO Tourism Dashboard). In many developing countries, arrivals were down by 80-90%.The beginning of the year 2021 has been worse for most destinations, with an average global decline of 88% compared with pre-pandemic levels, although the northern summer and autumn may see a significant improvement for some destinations, in particular for domestic and regional travel. The indirect effects of this decline are even more devastating, as labour and capital remain unused and the lack of demand for intermediate goods and services has a negative upstream effect into many sectors. This note attempts to quantify these effects and shows how the rollout of vaccines may affect these estimates.

Brand Africa – A Guidebook to Strengthen the Competitiveness of African Tourism, Released July 2021, Africa is a diverse continent, with each of its countries endowed with unique features. This offers visitors a wide variety of opportunities to connect with different people, traditions and cultures, making for an unequalled tourism experience. The book offers guidance on possible strategies and actions that African countries can adopt and implement with a view to strengthening their destination brands and rebuild their tourism sectors stronger. Prepared in collaboration with Africa Tourism Partners, the guidebook collects valuable insights and expertise from African national tourism organizations as well as examples of effective destination branding from Africa and beyond. It concludes with recommendations, operational frameworks and practical tools aimed at supporting African countries in advancing their

branding and strengthening their competitiveness towards a stronger Brand Africa and the socioeconomic development of the continent through tourism.

Cultural Affinity and Screen Tourism – The Case of Internet Entertainment Services. Released October 2021. Developed In partnership with Netflix, this study explores how screen tourism, particularly through online distribution of films and TV series, can contribute to building bridges between communities across cultures while fostering a more sustainable and inclusive tourism. It looks into the opportunities to maximize the social, economic and cultural benefits of screen tourism and offers recommendations to policymakers and the private sector for harnessing the role of Internet Entertainment Services (IES) and similar technologies to create and expand the value chain for their communities.

UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy
The G20 Tourism Ministers welcomed the Recommendations which UNWTO submitted upon the request of the Italian Presidency. The Recommendations, which build on the widely consulted One Planet Vision for a Responsible Recovery of the Tourism Sector, represent a common vision for better tourism for people, planet and prosperity.
Life Cycle Assessments for single-use plastic products
Building on existing research, the publication will present a collection of key messages about the environmental impacts of different single-use plastic products and their alternatives. The publication aims at supporting signatories of the Global Tourism Plastics Initiative in the implementation of their commitments. It will be released by UNEP, UNWTO and the Ellen MacArthur Foundation in July 2021.

To be published

Recommendations on measurement of plastic volumes. The publication will present a methodology to measure the volume (weight) of plastics in tourism operations which is intended to support the signatories of the Global Tourism Plastics Initiative, with particular emphasis on accommodation businesses, in their implementation of their commitments. It is supported by the French Government and will be released by UNEP, UNWTO and the Ellen MacArthur Foundation by December 2021.

Global Survey of Climate Action in Tourism. The publication will present the findings of the Global Survey of Climate Action in Tourism with regards to climate strategies, measurement and reduction of emissions, adaptation to climate change and engagement of stakeholders. It will be released by UNWTO in collaboration with UNFCCC and with support from the Adventure Travel Trade Association and Tourism Declares a Climate Emergency at UNFCCC COP26 in November 2021.

Global Roadmap on Food Loss and Waste Reduction. The publication will provide strategic recommendations for tourism stakeholders (mainly accommodation providers and cruise lines) to advance towards the achievement of SDG Target 12.3. which aims to halve food waste by 2030. The Roadmap is one of the outputs of the Multi-partner Trust Fund project for SDG 12 "Promoting sustainable food consumption and production patterns" where UNWTO collaborates with FAO, UNDP and UNEP. It will be released by December 2021.

Recommendations on sustainable procurement of plastic products. The publication will provide guidance on sustainable and circular procurement of plastic products, in particular single-use plastic items and packaging and their alternatives, which is intended to support the signatories of the Global Tourism Plastics Initiative in the implementation of their commitments. It is supported by the French Government and will be released by UNEP and UNWTO by December 2021.

Annex III: UNWTO on the ground

Introduction

1. In the COVID-19 aftermath, countries have to face a new reality of the tourism and travel industry and make every possible effort to shape the sector accordingly. It is advisable that countries try to make optimum utilization of available resources, knowledge and experience to put the sector back on the rails. In order to assist Member States to address the impact of the COVID-19 pandemic on the tourism sector and develop an approach to recovery, UNWTO has developed a "COVID-19 Tourism Recovery Technical Assistance Package". The Package is structured around three main pillars: 1) Economic Recovery; 2) Marketing and Promotion; and 3) Institutional Strengthening and Building Resilience.

2. The European Bank for Reconstruction and Development (EBRD) partnered with UNWTO to implement this technical assistance package in 13 countries including Croatia, Egypt, Georgia, Greece, Jordan, Montenegro, Morocco, Tunisia, Turkey and Uzbekistan in a first stage, and three additional countries for a second stage.

3. At the invitation of the Inter-American Development Bank (IDB) and in collaboration with the Organization of American States (OAS), UNWTO provided its technical assistance and support in the development of harmonized Biosafety Protocols in the Tourism Sector for Latin America and Caribbean Countries.

4. UNWTO is also currently partnering with the Asian Development Bank (ADB) in implementing (i) COVID-safety protocols, and (ii) a common Accommodation Classification System (ACS). Both projects will help establish a travel bubble between Almaty (Kazakhstan) and Bishkek (Kyrgyz Republic).

5. In collaboration with the United Nations Development Programme (UNDP), UNWTO will provide technical assistance to undertake a socio-economic impact assessment of COVID-19's impact on Zambia's tourism sector.

6. UNWTO is cooperating with the Japanese International Cooperation Agency (JICA) to implement COVID-19 Tourism Recovery projects in the Dominican Republic and the Maldives.

7. A COVID-19 Tourism Recovery component was also included in 18 projects that had been developed/launched prior to the pandemic.

8. In addition, UNWTO has also supported India, Indonesia, Lao PDR, Jordan, Namibia, Malta, Maldives, Mauritius, Namibia, South Africa, Tanzania and Timor-Leste during the pandemic with reviewing COVID-19 protocols, advice on policies and recovery strategies, and consulting on current tourism trends.

9. To date, UNWTO has a portfolio of approximately 50 projects currently under implementation or in final stages of conceptualization for a budget of approximately USD 9 million.

AFRICA

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Formulation of a Tourism Marketing and Promotion Strategy	2018-2020 **Algeria**	Ministry of Tourism	UNDP	Activities commenced in 2018. Last Phase: Branding component, implemented in March 2020. Tourism Marketing and Promotion Strategy shared with Government in June 2020.
Needs Assessment mission to prepare a comprehensive project proposal focused on: • Formulating a Tourism Policy and Master Plan; • Strengthening tourism statistics; and • Preparing a value chain analysis of the tourism	2020-2021 **Angola**	Ministry of Tourism	Ministry of Tourism	Agreement signed by both parties. Project activities launched in May 2021.
Project I - Hotel classification and licensing Project II – Tourism Statistics Project III – Tour Guiding	2021-2022 **Benin**	Ministry of Tourism	World Bank	Agreement signed by both parties. Projects II and III launched in August 2021.Project I to be launched in September 2021
Formulation of a Sustainable Tourism Master Plan for Kasane/Kazungula	2019-2021 **Botswana**	Ministry of Environment, Natural Resources, Conservation and Tourism	Ministry of Environment, Natural Resources, Conservation and Tourism	Agreement signed. Situation Analysis Phase completed (August to October 2020). Project activities resumed in April 2021 with deployment of project team to Botswana.
Formulation of a National Tourism Strategy for Botswana	2020-2022 **Botswana**	Ministry of Environment, Natural Resources, Conservation and Tourism	Ministry of Environment, Natural Resources, Conservation and Tourism	Agreement signed. Project activities expected to be launched in Oct./Nov. 2021
Training on Tourism Statistics	2019-2020 **Cabo Verde**	National Statistics Institute	Government of Cabo Verde	As a follow up to an evaluation of the national tourism statistical system conducted in 2019, training was delivered on specific areas of tourism statistical methodologies, followed by a project proposal for further

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				technical assistance in tourism statistics and preparation of a tourism satellite account. Project activities were completed in April 2020
Preparation of a Tourism Code (Law)	2020 - 2021 **Comoros**	Ministry of Tourism	World Bank	This project is being directly implemented by the World Bank with the in-kind contribution of UNWTO which involved recommendations of experts to be recruited, providing briefing to the experts and review of all outputs and deliverables The. Draft law has been submitted to the Ministry for their review
Training needs assessment and formulation of a training strategy for Côte d'Ivoire's tourism sector.	2019-2020 **Côte d'Ivoire**	Ministry of Tourism and Leisure	Ministry of Tourism and Leisure	Project activities completed and draft strategy submitted by SG at Investors' Forum held in Côte d'Ivoire in February 2020.
Formulation of the National Tourism Policy for the Democratic Republic of Congo	July-December 2020 **Democratic Republic of Congo**	Ministry of Tourism	Ministry of Tourism	Project activities are finalized. Policy submitted and approved.
Enhancing Economic Diversification Project: Re-establishment of the Lesotho Council of Tourism	2019-2021 **Lesotho**	Ministry of Tourism, Environment and Culture	African Development Bank (AfDB)	Re-establishment of the Lesotho Council of Tourism: commenced in January 2021 and expected to be completed by September 2021 Organization of a 2-day workshop aimed at presenting regional case studies and debate sessions with Lesotho Government and private sector to identify a possible model which can work for a revived LCT was held in June 2021. Draft Strategic Plan and Funding Strategy for LCT submitted to Government for review.
Developing the tourism sector in Liberia with a focus on surfing and destinations	2020 – 2021 **Liberia**	Tourism stakeholders in Liberia, in particular in the coastal destination of Robertsport	Enhanced Integrated Framework/ International Trade Centre	2 components: Sustainable Tourism Governance and Management areas: commenced December 2020, and completed mid-2021 Marketing and branding: commenced September 2020, and completed mid-2021 Due to COVID impact, certain components of the project have been postponed, and field missions were cancelled and carried out through remote work.
Development of Tourism Statistics and Tourism Satellite Account	2019 -2022 **Malawi**	Ministry of Industry, Trade, and Tourism	Ministry of Industry, Trade, and Tourism	Project activities commenced in July 2019 – three missions undertaken in 2019. Three more missions planned for 2020-2021 – however, these were suspended due to COVID-19 and

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				some technical assistance was provided virtually. Field activities expected to resume in October 2021.
Establishment of a New System of Tourism Hotel Classification	2013 – 2021 **Morocco**	Ministry of Tourism, Air Transport, Handicrafts, and Social Economy	UNDP	New hotel classification criteria developed, Government inspectors trained in the application of the new system. More than 300 Mystery Guest visits conducted. Once the decrees on Hotel Classification are officially approved by the Government, UNWTO will conduct official Mystery guest visits in 1600 establishments. Decrees still not published as of June 2021. –
Facilitating Tourism Recovery in Aftermath of Covid-19: Morocco. (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2020- 2021 **Morocco**	Ministry of Tourism, Air Transport, Handicrafts, and Social Economy	EBRD and UNWTO	Project activities are ongoing and focus on: • Improving and strengthening the Dashboard of the MoT to better reflect qualitative data related to the measurement of the impacts of COVID-19 on the tourism sector; • Developing a Tourism Recovery Program including a review of the measures taken to stimulate tourism recovery and proposals of long-term sustainable measures.; • Preparing a marketing and product development strategy for domestic and near-shore • markets; • Reviewing the SOPs prepared by MoT for COVID-related safety, hygiene and security and • trainings put in place for the adoption of the SOPs, and develop trainings for the SMEs on • key areas envisaged under the Recovery Program to support its implementation.
Establishment of a New System of Tourism Hotel Classification	2017 – ongoing **Republic of Congo**	Ministry of Tourism and Environment	UNDP	First phase: revision of hotel classification criteria – completed. Second phase – formulation of a Tourism Law and Governance scheme: completed. Next phases: training of inspectors and classification of hotels to be implemented – expected date is October 2021

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Development of Tourism Statistics System and TSA	2018-2022: **Seychelles**	Ministry of Tourism, Aviation, Port and Marine	Ministry of Tourism, Aviation, Port and Marine	Year I activities: completed. Year II activities commenced in April 2020 with experts providing technical assistance remotely, and was completed in June 2021. Year III Agreement signed and activities started mid-September 2021
Women in Tourism Empowerment Programme Pilot Programme in Limpopo Province	2020 – 2022 **South Africa**	Department of Tourism South Africa, Limpopo Province	Department of Tourism South Africa	This project is being directly implemented by the Department of Tourism of South Africa with an in-kind contribution of UNWTO which involved inputs and feedback to the ToR, briefing of expert team, attending review meetings and sharing experiences, and review of all project reports. An interim project report has been submitted, compiling a Situational Analysis, Training Needs Analysis and Gender-Based Analysis, which forms the basis to prepare the Project Business and Implementation Plan, which is being elaborated based on feedback provided.
Tourism and Local Economic Development for SMEs and Local Communities in Zanzibar	2020 – 2021 **Tanzania**	Zanzibar Council of Tourism (ZCT)	UNDP	This project was directly implemented by UNDP with an in-kind contribution of UNWTO which involved preparation of the ToR, identifying the expert, providing briefing to the expert and providing inputs and feedback to the deliverables. The project involved a tourism value chain analysis, based on which a capacity building seminar on Tourism and Local Economic Development was delivered in December 2020. The final report of the project was submitted in January 2021.
Curriculum Review for Tourism Training Institutions in Zanzibar	2020 –2021 **Tanzania**	Zanzibar Council of Tourism (ZCT)	UNDP	This project was directly implemented by UNDP with an in-kind contribution of UNWTO which involved preparation of the ToR, identifying the expert, providing briefing to the expert and providing inputs and feedback to the deliverables. The project involved a review of training curricula for three Tourism and Hospitality related training institutions, advice and inputs for the development of training materials, and the delivery of one pilot technical training seminar focusing on Health and Safety Protocols, which took place in December 2020. The final report of the project was submitted in January

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				2021.
Facilitating Tourism Recovery in Aftermath of Covid-19: Tunisia. (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2021 **Tunisia**	Ministry of Tourism	EBRD and UNWTO	The project activities are ongoing and focus on: • Developing a Tourism Recovery Roadmap including a review of the measures taken to stimulate tourism recovery and proposals of sustainable measures; • Preparing a Digital Strategy on Promotion and Communications for domestic and near-shore markets, including digital aspects; • Promotion of Gender Equality through Tourism, looking into the Participation and involvement of Women in the tourism sector, explore their attitudes, and provide respective trainings. • Deliver trainings to support the work of the National Agency for Tourism Training through a Train-the-Trainers programme as well as build the capacities of top and middle management of the MoT, National Tourism Agency, Tourism Board and market representatives on sustainable tourism development and digital marketing and promotion.
Development of a Tourism Resource Centre in Livingstone	2016- 2021 **Zambia**	Ministry of Tourism	Korean Tourism Organization/ST-EP Foundation	Agreement signed. Project activities nearing completion. Progress report on development of the recourse centre received and making arrangements to transfer final instalment to complete the project.
Socio-Economic Impact Assessment of the COVID-19 in the tourism sector	2021, **Zambia**	Ministry of Tourism	UNDP	Agreement signed in May 2021 and project activities launched in June, with focus on qualitatively assessing the social and economic impact of COVID-19 on the tourism sector; reviewing the tourism statistical system and identifying means to strengthen data collection and analysis, and benchmark of best practices.
Sustainable Tourism Development and Wildlife Conservation in Hwange National Park	2018- 2021 **Zimbabwe**	Ministry of Tourism	Chimelong	Agreement signed. Project activities were suspended for some time due to COVID-19 lockdown measures, and were resumed in the course of 2021.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Tourism Statistics and TSA	**2021** **Zimbabwe**	Ministry of Tourism	World Bank	Agreement signed. Project activities commenced in May 2021 with focus on the review of all the TSA tables already compiled, verification of data used, identification of any possible corrections. Review of documentation, data, available statistics and confirmation of the accuracy/validity of TSA tables already prepared for the eventual finalization of the TSA.

AMERICAS

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Development of a Tourism Statistics System - Phase II	2018-2020￼**Aruba**	The Government of Aruba	Central Bureau of Statistics of Aruba	Strengthening of Aruba's tourism statistics system and compilation of its Tourism Satellite Account. Completed April 2020
COVID-19 Tourism Recovery Technical Assistance for The Dominican Republic	2021￼**Dominican Republic**	Ministry of Tourism	IC Net Limited	Agreement signed. Selection of potential firm for project implementation completed, and final arrangements being made to engage the firm.
Strengthening Tourism Statistics and Data	2020-2021￼**Peru**	Ministry of Foreign Trade and Tourism (MINCENTUR)	World Bank	Agreement signed in March 2020.￼Activities conducted remotely in 2020-2021 due to COVID-19. Project activities scheduled to be completed by September 2021.

Ecuador
Upon the request of the Ministry of Tourism of Ecuador, UNWTO has also carried out a comprehensive technical revision of the national draft on "POLÍTICA PÚBLICA DE TURISMO ACCESIBLE 2030", providing technical advice to the Government.

ASIA AND THE PACIFIC

China

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Phase I: International Tourism Marketing Strategy for Yunnan Province **Phase II:** Source market strategy for the French Market	2018-2020 **Yunnan Province, China**	Yunnan Provincial Tourism Commission	Provincial Government	Both strategies have been approved. Final training seminar carried out in 2020. The follow-up activities put on hold in 2020 due to COVID
Phase I: International Tourism Marketing Strategy for Hainan Province **Phase II**: Source market strategies for the Australian, German and Indonesian Market	2018 – TBD due to COVID-19 **Hainan Province, China**	Hainan Provincial Tourism Commission	Provincial Government	All strategies submitted to Hainan and approved Final training seminar postponed due to COVID-19.
Component I: Tourism Master Plan for Heilongjiang Province **Component II:** Master Plan for Snow and Ice Tourism	2019-2020 **Heilongjiang Province, China**	Heilongjiang Provincial Tourism Commission	Provincial Government	Final review meeting and training seminar carried out in January 2020. Final plans submitted to Heilongjiang and approved. The final project activities put on hold in 2020 due to COVID-19
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)	2019 – TBD due to COVID-19 **Jinan City, Shandong Province, China**	Jinan City Tourism Commission	Provincial Government	Project activities launched in November 2019. Next missions to be scheduled when situation allows.
Human Resources Needs Assessment in the Context of COVID-19 Tourism Recovery Challenges	2021 **Fiji**	Ministry of Commerce, Trade, Tourism and Transport	Ministry of Culture, Sports and Tourism of the Republic of Korea	Mission carried out through teleworking arrangements, and final report submitted to the Ministry in May 2021.
Capacity Building Seminar on Restarting International Tourism in Bali	2020 –2020 **Indonesia**	Ministry of Foreign Affairs; and Ministry of Tourism and Creative Industry	Ministry of Foreign Affairs; and Ministry of Tourism and Creative Industry	This project was directly implemented by the Indonesian Government with an in-kind contribution of UNWTO which involved providing inputs for the programme of the capacity building seminar, identifying experts on Consumer Convenience and on Crisis Communication to participate in the seminar, providing briefing to the experts and inputs and feedback to their draft presentations. The seminar took place in December 2020, and two UNWTO officials travelled to Bali to help

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				facilitate and deliver presentations at the seminar.
Data Collection Survey on Recovery of Tourism affected by COVID-19	**2021** **Maldives**	Ministry of Tourism	JICA	Agreement signed. Inception report submitted and inception meeting held. Selection of potential firm for project implementation completed, and final arrangements being made to engage the firm. Agreement signed. Inception report submitted and inception meeting held. Ongoing selection of potential firms for project implementation.
Tourism Recovery Technical Assistance to Mongolia and Development of the System of Tourism Statistics and Tourism Satellite Account in Mongolia	2019 – 2022, **Mongolia**	Ministry of Environment and Tourism	Ministry of Environment and Tourism	Agreement signed in 2019 and amended in in 2020 because the Government requested TOR to be adapted to address COVID-19 tourism-related issues. Activities expected to commence once funds are received.
Development of a Strengthened System of Tourism Statistics for Myanmar and the States of Kayah and Tanintharyi	2018-2021 **Myanmar**	Ministry Hotels and Tourism of Myanmar	International Trade Center	Project activities commenced in 2018 and by 2019, four technical capacity-building missions has been completed. In 2020, due to COVID-19, technical assistance was conducted remotely. Project activities will conclude in June 2021 with all technical guidance and training materials converted into a Body of Knowledge – a compilation of all project reports
Updating the Myanmar Tourism Master Plan	2019-2020 **Myanmar**	Ministry Hotels and Tourism	Luxembourg Agency for Development Cooperation	Agreement signed on Nov. 2019. Initial evaluation of the tourism sector completed in December 2019. Remaining activities, scheduled for March 2020, postponed due to COVID-19. Due to the situation, it was agreed to prepare a Tourism Recovery Strategy rather than a Master Plan and to use local experts recruited directly by LuxDev. UNWTO provided technical inputs to the experts and reviewed all outputs and deliverables of the project. The Recovery Strategy was officially launched on World Tourism Day 2020.
Development of an experimental Tourism Statistics and Tourism Satellite Account	2019-2021 **Nepal**	Ministry of Culture, Tourism and Civil Aviation	UNDP	A total of 2 capacity building missions were undertaken in 2019. Due to COVID-19, project activities for 2020 and 2021 were rescheduled and conducted remotely.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Pacific 2030 Sustainable Tourism Policy Framework	2021 **Pacific Region**	Pacific Tourism Organisation	New Zealand Ministry of Foreign Affairs and Trade, UNDP	This project was directly implemented by the Pacific Tourism Organization with an in-kind contribution of UNWTO which involved providing detailed inputs and feedback to the draft Policy Framework, which have all been incorporated in the final version of the Policy Framework that was submitted in April 2021.
Strengthening the National Tourism Statistical System and Compilation of TSA tables	2020- 2022 **Sri Lanka**	Tourism Development Authority	Sri Lanka Tourism Development Authority	Agreement signed. Project activities started in June 2021

EUROPE

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Facilitating Tourism Recovery in Aftermath of Covid-19: Croatia (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2021 **Croatia**	Ministry of Tourism of Croatia	European Bank for Reconstruction and Development	Agreement signed in May 2021. Project activities launched in September 2021. Main activities are: • Measurement of the COVID-19 Tourism Impact; • Review and update Marketing Strategies; • Development of a Support Programme for Croatian Tourism MSMEs; and • Review and propose improvements to the protocols prepared by the Government for COVID-related safety, hygiene and security and develop a Safety Label
Facilitating Tourism Recovery in Aftermath of Covid-19: Georgia (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2021 **Georgia**	Georgia National Tourism Administration	European Bank for Reconstruction and Development	Agreement signed in June 2021. Project activities started in September 2021 Main Activities Include: • Develop a Change Mechanism for MSMEs to Cater to the Domestic Tourism Markets • Adapt the Tourism Marketing Strategy to respond to the COVID-19 Tourism Impact • Development of a Capacity Building Training Programme

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Facilitating Tourism Recovery in Aftermath of Covid-19: Greece (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2021 **Greece**	Ministry of Tourism of Greece	European Bank for Reconstruction and Development	Agreement signed in May 2021. Project activities started in September 2021. Main Activities include: • Measurement of the COVID-19 Tourism Impact and Develop Monitoring Guidelines • Roadmap to Support Tourism MSMEs and Job Retention • Update the Tourism Marketing Strategy to respond to the COVID-19 Tourism Impact • Development of a Tourism Crisis Management Plan
Common Health and Safety Protocols and Standards along the Almaty-Bishkek Economic Corridor (ABEC)	2021 **Kyrgyz Republic and Kazakhstan**	Department of Tourism under the Ministry of Economy and Finance of the Kyrgyz Republic, and Tourism Industry Committee of Kazakhstan	Asian Development Bank (ADB)	Covid-19 relief project focused on establishing ABEC as a safe travel bubble. Ongoing project implementation.
Common Accommodation Classification System along the Almaty-Bishkek Economic Corridor (ABEC)	2021 **Kyrgyz Republic and Kazakhstan**	Department of Tourism under the Ministry of Economy and Finance of the Kyrgyz Republic, and Tourism Industry Committee of Kazakhstan	Asian Development Bank (ADB)	Covid-19 relief project focused on establishing ABEC as a safe travel bubble. Ongoing project implementation Ongoing project implementation.
Empowering Young Women: Sustainable Livelihoods through Tourism	2020 – 2022 **Republic of Moldova**	Tourism Agency of Moldova	Estonia Development Corporation (Donor)	Agreement signed in December 2018 and activities commenced in May 2020, all remotely, and focussed on consultations with a range of stakeholders to conduct a rapid tourism gender value chain analysis and a rapid tourism training needs assessment
Facilitating Tourism	2021	Ministry of	European Bank	Agreement signed in May 2021. Project

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Recovery in Aftermath of Covid-19 (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)).	**Montenegro**	Economic Development	for Reconstruction and Development	activities commenced in September 2021. Main Activities include: • Situation analysis focused on measuring the impacts of COVID-19 • Development of Tourism Recovery Plan • Review and Update Marketing Strategies to Support Tourism Recovery • Review the Effectiveness of Operational Protocols on Safety, Hygiene and Security (SOPs)
Integrated Cultural Heritage Framework Romania: Moldova and Dobrogea Regions Initial Assessment on Tourism	2020 **Romania**	Ministry of Tourism of Romania Regional Tourism Authorities	European Bank for Reconstruction and Development (EBRD)	Activities commenced in September 2020 and Final Needs-Assessment Report on the tourism potential of the two regions successfully submitted in November 2020. Project concluded.
Sustainable Tourism Development Project	2020 – 2022 **Tajikistan**	Committee of Tourism Development under the Government of the Republic of Tajikistan	Asian Development Bank (ADB)	Agreement signed between UNWTO and Tajikistan, under the auspices of ADB, in August 2020. Three project pillars, all currently ongoing: • International and Domestic Tourist Profile Studies: activities underway • Preparing Tajikistan for its first experimental TSA: activities underway. • Sustainable Tourism Plan: expert deployment in June 2021, and currently underway.
Facilitating Tourism Recovery in Aftermath of Covid-19 – Turkey (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2021 **Turkey**	Ministry of Culture and Tourism	European Bank for Reconstruction and Development	Agreement signed in June 2021. Project activities expected to start in October 2021. Activities include: • Review the digital marketing efforts and initiatives currently in place to address the COVID-19 tourism challenges and provide a set of recommendations based on the latest trends and tailored to the national tourism strategy of the country. • Digital Needs-assessment in support of a National Cultural Tourism Mobile/Web Portal • Following the finalization of the recommendations report, a series of 3-training and capacity building

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				workshops will be organized aimed at raising capacities and ensuring correct implementation of proposed activities. • Project to be developed with the assistance of UNDP (Turkey Office).
Tourism Capacity Building Training in Turkmenistan	2020, **Turkmenistan**	Government officials and private sector tourism stakeholder	UNDP	Project implemented directly by UNDP. UNWTO provided in-kind support. Under the umbrella of the United Nations Development Programme (UNDP) project "Sustainable Cities in Turkmenistan: Integrated Green Urban Development in Ashgabat and Avaza", a series of specialised online tourism capacity building trainings were organized including a 3-day tourism training on the interactions between tourism, economic growth and sustainable development. UNWTO offered external support by contributing to the training agenda, and identifying expert and participating in the first training day.
Facilitating Tourism Recovery in Aftermath of Covid-19 – Uzbekistan (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2021 **Uzbekistan**	Ministry of Tourism	European Bank for Reconstruction and Development	Agreement signed in June Project activities expected to start in October 2021. Activities include: • Situation analysis focused on measuring the impacts of COVID-19 • Review of the tourism recovery plans adopted, recommend improvements and assist with developing or strengthening the Domestic Tourism Marketing Strategy. • Review the Effectiveness of Operational Protocols on Safety, Hygiene and Security. • Specialised Training Course aimed at Building Resilience of Tourism Enterprises to Adapt to the COVID-19 Reality, including Safety and Hygiene. • Tourism Support Masterclasses for Tourism MSMEs. • Developing Tourism Human Resource Development Action Plan.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Uzbekistan: Integrated Cultural Heritage Framework – Capacity Building for Tourism Development in Khiva and Khorezm Region	2019 – 2020 **Khorezm, Uzbekistan**	Khorezm Region, Regional Tourism Authorities	European Bank for Reconstruction and Development (EBRD)	Project activities commenced in 2019 and were completed in December 2020. The activities focused on the below key areas: • Assessment and Analysis of the current tourism planning processes in Khorezm and Khiva and proposal of recommendations and adaptation mechanisms based on the COVID-19 realities • Review of the Tourism Research practices in the region of Khorezm and Khiva and provide recommendations for improvement • Conduct a Tourism Profile Study for both domestic and international markets visiting the region • Conduct the first of its kind Residents Study of Itchan Qala, capturing the views, perceptions and opinions concerning the tourism development of Itchan Qala and Khiva.

MIDDLE EAST

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Facilitating Tourism Recovery in Aftermath of Covid-19 (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2020 – 2021 **Egypt**	Ministry of Tourism and Antiquities	UNWTO/EBRD	Agreement signed and project activities commenced in January 2021. 3 Activities (Tourism Impact Analysis, HR Strategy, and UNWTO Academy Trainings, and SOPs) have been completed. 1 Activity on Insitutional Strengthening is currently ongoing
Facilitating Tourism Recovery in Aftermath of Covid-19 (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries).	2020 – ongoing **Jordan**	Ministry of Tourism and Antiquities	UNWTO/EBRD	Agreement signed and project activities commenced in July 2020 with training of inspectors on the newly launched safety and operational protocols. In March 2021, SOPS were further reviewed and strengthened, and the activity completed in July 2021. The activity of Market Intelligence Systems and Dashboard, as well as the Future of Tourism Roadmap will commence in September 20211.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Annual Tourism Experience Awards Program	2018-tbd due to COVID-19 **Qatar**	Qatar National Council of Tourism (QNCT)	Qatar National Council of Tourism (QNCT)	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 and due to COVID in 2020. The new Agreement for the remaining activities is under final verification to be signed and the project activities are scheduled to resume in October 2021
Evaluation of Tourism Statistics System	1) 2020 2) 2020 - 2021 **Saudi Arabia**	Ministry of Tourism	Ministry of Tourism	Two phases: Phase I - Evaluation of the National Tourism Statistical System and Calculation Methodology of Inbound Tourism and Tourism Expenditure was successfully completed in February 2020 Phase II - Based on recommendations made in Phase I,a follow up project was launched ad which focuses on reviewing and improving the methodologies of calculating inbound, outbound and domestic tourism and investigating the use of credit/debit cards, mobile phone data and artificial intelligence in tourism statistical processes.
The Formulation of a Tourism Law	2019-2020 **UAE**	Ministry of Economy	Ministry of Economy	A draft Law was submitted to the Ministry of Economy which recommended the constitutions of a Federal Tourism Authority/Department Completed February 2020

UNWTO Academy

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Bachelor of Business Administration (BBA) in Tourism and Hospitality Management Master of Business Administration (MBA) with major in Tourism and Hotel Development	Renewal 24 September 2020	MODUL University Dubai, United Arab Emirates	TEDQUAL Certification Programmes UNWTO Academy	First Certification in 25/09/2018

BA Tourism Management	Renewal 2 March 2023 3 March 2020 ... 24 September 2019	Yarmouk University – YU, Jordan	TEDQUAL Certification Programmes UNWTO Academy	First Certification in 25/09/2018
BA in Tourism Administration – 3 years degree program MBA in Tourism Administration-2 years degree program (no lo dan más)	Renewal 22 March 2020	Amity University Dubai, United Arab Emirates	TEDQUAL Certification Programmes UNWTO Academy	First Certification in 23/03/2017
B.A. in Hotel Management	Renewal 14 December 2020 15 December 2017 .... 17 November 2016	Ammon Applied University College – AAUC, Jordan	TEDQUAL Certification Programmes UNWTO Academy	First Certification in 18/11/2014
Diploma in Culinary Arts	Renewal 27 July 2025 28 July 2021 ... 19 September 2020	Royal Academy of Culinary Arts – RACA, Jordan	TEDQUAL Certification Programmes UNWTO Academy	First Certification in 20/09/2016
Bachelor in Tourism	Renewal 14 January 2022 15 January 2019 ... 30 September 2018 October 2015 ... May 2015 May 2013	Sultan Qaboos University – SQU, Oman	TEDQUAL Certification Programmes UNWTO Academy	First Certification in 01/01/2001
• Hotel Management Diploma • Tourism Management Diploma	Renewal 2023	Higher Institute for Tourism & Hospitality (Jizan & Baha), Saudi Arabia	TEDQUAL Certification Programmes UNWTO Academy	First Certification in 20/04/2021

In the pipeline:

AFRICA

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
COVID-19 Recovery: PPP and Training in Tourism Recovery	2021- tbd **South Africa**	Ministry of Tourism	Ministry of Tourism	Original TOR and Agreement, signed by UNWTO, submitted to Government on training for local government officials. Due to COVID-19, Government requested UWNTO to adapt TOR to COVID. Revised TOR submitted to Government in August, pending the final decision

EUROPE

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Providing Tourism Recovery Technical Assistance on Marketing and Promotion to Skiathos Island, Greece.	2021 **Skiathos Island, Greece**	Municipality of Skiathos	Municipality of Skiathos	TOR finalized and Agreement currently being prepared.

MIDDLE EAST

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Evaluation of the Hotel Classification System	2021-tbd **Oman**	Ministry of Tourism	Ministry of Tourism	Terms of reference agreed to and finalised between Oman and UNWTO. Due to COVID-19, it was decided to postpone the project. In June 2021, the Ministry requested to resume project activities and Agreement is currently being processed to be signed between both parties.
Measurement of workers in the tourism sector	2021-tbd **Oman**	Ministry of Tourism	Ministry of Tourism	Terms of reference currently being discussed and finalised with the Ministry of Tourism.
Improving and strengthening the National Tourism Statistical System, and compilation of TSA tables	2021-tbd **UAE**	Ministry of Economy and Federal Competitiveness and Statistics Authority	Ministry of Economy and Federal Competitiveness and Statistics Authority	Agreement is under revision by UAE parties.

Annex IV: UNWTO Affiliate Members

The Affiliate Members Department

1. The UNWTO Affiliate Members Department is the Organization's working unit in charge of promoting public-private cooperation in tourism and fostering synergies among Member States and Affiliate Members. Bringing together over 500 private companies, associations, educational institutions and destinations, the UNWTO Affiliate Membership provides an unparalleled space for members to engage in dialogue, share information and take further action for a better tourism.

2. The recognition of the fundamental role of the partnership between the public and private sector is a very important component of the work of UNWTO. The partnership needs to take a variety of approaches to correctly tackle the individual necessities of every Affiliate Member and enhance their unique value. Mindful of this, the Affiliate Members Department has always worked with and developed a variety of tools and a basic framework to promote exchange of expertise between members, knowledge generation, and talent development.

3. Since the 23rd General Assembly in Saint Petersburg, Russian Federation, in September 2019, the Affiliate Members Department has worked on the implementation of its Programmes of Work, which have served as the basis to reach the strategic objective established by the Secretary-General of consolidating the Affiliate Membership as an essential asset of the Organization, allowing UNWTO to take full advantage of the experience and capacity of the private tourism sector to produce innovative projects.

Activities

September – December 2019

1. Launch of the Affiliate Members-dedicated platform AM Connected, an interactive tool designed to share and facilitate communication among Affiliate Members. It also serves as a communication channel between the Affiliate Members Department and the Affiliate Members. After an implementation phase, AM Connected is now a consolidated tool that has proven to be useful to better manage and interact with the Affiliate Membership.

2. Participation in the Seoul International Forum on Peace and Fair & Sustainable Tourism 2019, in September 2019. Jointly hosted by Seoul Metropolitan City and UNWTO, this international forum served a venue for discussions about peace and fair tourism as a means of delivering on the SDGs global agenda.

3. Organization of a thematic workshop on Tourism and Jobs on the occasion of the World Tourism Day (WTD), 27 September 2019, in India in collaboration with UNWTO's Affiliate Member in India Outlook Group.

4. Organization of the "Affiliate Members & Private Sector Meeting" in the framework of the 8th UNWTO Global Summit on Urban Tourism: 'Smart Cities, Smart Destinations', held in Nur-Sultan, Kazakhstan, from 9-12 October 2019.

5. Promotional event of the Affiliate Membership at the Eurhodip Conference 2019 in Istanbul, 16-20 October 2019.

6. Participation in the Roundtable of resource mobilization for Sublime Côte d'Ivoire in Hamburg, Germany, on the 22 November 2019. The event served to meet the participating private companies and discussing the possibilities of joining the UNWTO as Affiliate Members.

7. Participation in the III Reformbnb Summit Buenos Aires, from 3-5 November 2019. After the event, a memorandum of understanding between the forum and the UNWTO.

8. Participation in the II International University Forum organised by organised by the UNWTO, the Compostela Group of Universities (CGU) and Helsinki Spain – Human Dimension, from 18-24 November 2019, on the topic *"The Value of Human Rights on the Camino de Santiago: Harnessing the power of tourism to promote cross-cultural dialogue and achieve the SDGs".*

2020

1. Affiliate Members-dedicated activities organized in the framework of FITUR 2020, in Madrid, Spain, from 22 to 26 January 2020. These activities included Expert Meeting on Tourism and SDGs: Case studies by the UNWTO Affiliate Members, Affiliate Members Corner: Unleashing the power of the private sector as well as the 50th meeting of the Board of the Affiliate Members.

2. Participation in the 30th Annual Meeting of the Maldives Association of Tourism Industry, on 23 February 2020. The occasion was used to deliver a presentation on *"Strengthening the partnership between UNWTO and the private sector".*

3. Launch of the call for proposals to the Board Members of the Affiliate Members on action and recovery plans for COVID-19, on 13 March 2020.

4. Secretary-General's call on 26 March 2020 to count on the institutional participation of the Affiliate Membership on the Global Tourism Crisis Committee, which created the appropriate framework to urgently identify the necessary measures to mitigate the effects of the COVID-19 crisis and offered to the Chair of the Board of the Affiliate Members the possibility to bring to the attention of the Committee the most valuable initiatives implemented by the Affiliate Members. These contributions were reflected in the UNWTO Recommendations published in April 2020 and in the UNWTO Guidelines to Restart Tourism released at the end of May 2020.

5. Virtual participation in the webinar "Instrumental Analysis: A Clear Vision amid Crisis", organized by our Affiliate Member Thessaloniki Tourism Organization on 21 September 2020. This webinar served as a venue for discussion about the efforts by the UNWTO and the Affiliate Members to mitigate the impact of the COVID-19 crisis.

6. The Chair of the Board of the Affiliate Members, Ms. Ana Larrañaga, represented the Affiliate Members at the 65th Meeting of the UNWTO Regional Commission for Europe, held virtually on 25 June 2020.

7. Mr. Jens Thraenhart, the 2nd Vice-Chair of the Board, represented the Affiliate Members at the 32nd Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia, held virtually on 30 June 2020.

8. The 1st Vice-Chair of the Board, Prof. Donald Hawkins, participated as representative of AMs at the 46th UNWTO Regional Commission for the Middle East, which was held virtually on 6 July 2020.

9. Participation of the Chair of the Board of the Affiliate Members, Ms. Ana Larrañaga, representing the Affiliate Members, at the Executive Council – 112th session, Tbilisi, Georgia, 15-17 September 2020.

10. Launch of a call for proposals for the Programme of Work 2021 on 17 Oct 2021, to receive proposals for activities and cooperation projects to be implemented throughout 2021.

11. 42nd UNWTO Plenary Session of the Affiliate Members, held in Madrid on 5 and 6 November 2020. The most important statutory meeting of the Affiliate Members was one of the first events held by UNWTO in a hybrid format, in which more than 200 Affiliate Members from all over the world participated in a face-to-face and virtual format. Affiliate Members came together to with the main purpose of discussing the Programme of Work 2021. The event also served to organize an edition of the UNWTO Affiliate Members Corner and the first edition of the UNWTO Affiliate Members Distinction Awards 2020 to outstanding Affiliate Member initiatives.

12. Incorporation of the Affiliate Members' voice in the Committee for the Development of an International Code for the Protection of Tourists through the participation as an observer of the Prof. Don Hawkins, first Vice-Chair of the Board of Affiliate Members and Professor Emeritus of Management, Tourism Studies and International Affairs of the George Washington (GW) University, in the second meeting of the Committee held virtually on 26 November 2020.

13. First Meeting of the Working Group for the Reform of the UNWTO Affiliate Membership, held virtually on 2 December 2020, tasked with developing an updated and modernized regulatory and legal framework for our Affiliate Membership.

14. Virtual participation in the online session "Let's talk about accessibility / Hablemos de accesibilidad" organized by the Affiliate Member Cámara Argentina de Turismo on 3 December 2020, on the occasion of the International Day of Persons with Disabilities.

15. First meeting of the Working Group on Scientific Tourism on 3 December 2020, led by Affiliate Member Starlight Foundation, focused on the preparation of the 1st International Conference on Astrotourism by Starlight. The second and third meeting were held on 19 March 2021 and 8 June 2021.

2021

1. Participation of the Chair of the Board of the Affiliate Members, Ms. Ana Larrañaga, representing the Affiliate Members, at the Executive Council – 113th session, Madrid, Spain, 18-19 January 2021.
2. Launch of a survey in February 2021 to assess the level of satisfaction of the Affiliate Members with the services offered. Also, individual interviews were carried out to further understand the AMs needs and areas for improvement. Upon collecting the answers, the first webinar on how to maximise the use of the AMConnected was organized aimed to provide the Affiliate Members with all the tools offered by the platform.
3. Virtual participation in the #RebuildingTourism webinar on ''The International Code for the Protection of Tourists'' on 11 February 2021 organized by the Affiliate Member Skål International.
4. Organization of three meetings of the Working Group on Accessible Tourism (17 and 24 February, 3 March) to present examples of good practices on accessibility in nature areas that were included in the publication Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices.
5. Meetings of the Working Group on SDGs Support on 19 March and 28 April to discuss joint activities within the group to further position SDGs in tourism reactivation plans. During the meetings, it was discussed the Working Group members' involvement in UNWTO Students' League.
6. UNWTO/IATA Destination Tracker: a dashboard on COVID-19 travel Restrictions and health related travel Requirements. The Affiliate Members Department worked with the AM International Air Transport Association (IATA) on the development of a dashboard on travel restrictions and status of the destinations related to the COVID-19, launched at the end of April.
7. Madrid, Spain, from 19 to 23 May 2021. These activities included the Expert Meeting on Accessible Tourism – Good Practices on Accessible Tourism In Nature Areas: The event offered the opportunity to launch the publication "Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices", a new edition of the UNWTO Affiliate Members Corner, UNWTO/Netflix Panel of Experts on Screen Tourism And Cultural Affinity and the 54th Meeting of the Board of the Affiliate Members. Affiliate Members-dedicated activities organized in the framework of FITUR 2021.
8. I International Astrotourism Conference in Évora, Portugal, 8-11 September, organized by Affiliate Member Starlight Foundation.
9. Iberseries Platino Industria, 27 September 2021 - 1 October, Madrid, Spain. Participation of Affiliate Members in the event Film Commissions to Producers on 30 September, co-organiztion of the conference "Beyond the traditional concept of film tourism", jointly with Affiliate Member Egeda and Netflix and presentation of the global report "Cultural Affinity and Screen Tourism"
10. World Sports Tourism Congress, 25-26 November 2021, Lloret de Mar (Spain): organized in collaboration with the Affiliate Member Catalan Tourism Board.
11. 43rd Affiliate Members Plenary Session, 30 November, ~~Marrakesh, Morocco~~ Madrid, Spain

Periodic meetings organized by AMD

Meetings of the Board of Affiliate Members

o	49th Meeting	12 September 2019
o	50nd Meeting	24 January 2020
o	51st Meeting	12 January 2021
o	52nd Meeting	18 February 2021
o	53rd Meeting	April 2021
o	54th Meeting	May 2021
o	55th Meeting	December in the framework of 24th UWNTO General Assembly

Meetings of the Working Group for the Reform of the UNWTO Affiliate Membership

- o 1st Meeting   2December 2020
- o 2nd Meeting   14 January 2021
- o 3rd Meeting   16 March 2021
- o 4th Meeting   22 April 2021
- o 5th Meeting   June 2021
- o 6th Meeting   June 2021
- o 7th Meeting   15 of July 2021

Meetings of the Committee for the Review of Applications for Affiliate Membership

- o 10 September 2019   27 candidatures received
- o 14 September 2020   29 candidatures received
- o 14 January 2021   Côte d'Ivoire and the Islamic Republic of Iran elected as Chair and Vice-Chair of the Committee respectively   7 candidatures received
- o 30 November 2021   19 candidatures received as of 16 September 2021

Annex V: Online Education Committee

The Committee on Tourism Online Education was created in 2020 as a proposal by the Secretary-General for the establishment of a new subsidiary organ of the Executive Council. The mandate of this committee is to provide the Executive Council and the Secretary-General with advice and recommendations on education matters.

This technical committee is tackling all aspects of the reality of tourism and the relation between the sector and the global challenges. Therefore, it ensures diverse and representative participation of public and private stakeholders, from national and international levels, as well as representation from the academic institutions that are part of the UNWTO Tourism Online Academy.

The full 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 programme 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

List of Member States:

Africa:
1)Kingdom of Morocco   2) Kenya

Europe:
7) Greece   8) Portugal   9) Andorra

Americas:
3) Chile   4) Brazil

Middle East
 10) Kingdom of Saudi Arabia

Asia and the Pacific:
5) Republic of Korea   6) Iran

List of Private Sector representatives:

1) Bella Vista Institute of Higher Education Switzerland   2) CETT Barcelona School of Tourism, Hospitality and Gastronomy   3) IE University   4) Les Roches Marbella   5) Sommet Education   6) Ecole Ducasse   7) HUSA   8) Oakland University   9) Epler Wood International

The Online Education Committee has met in two sessions:
- 1st online session, 16 December 2020
- 2nd session, at IE University campus, Madrid, 18 January 2021

After these two sessions were successfully held, we can inform about the following **outcomes** under the chairmanship of Portugal and the Kingdom of Saudi Arabia:

a) Uploading of new 4 existing Sommet Education courses for the Tourism Online Academy
b) Translation of the existing Introduction to Tourism-Industry Management course into Chinese by Bellavista Institute of Higher Education
c)Translation of the existing Introduction to Tourism-Industry Management course into Arabic language
d) Celebration of the Education Forum in Greece in the first quarter of 2022 (TBC)
e) Finalization of framework agreement focused on Education with the Kingdom of Saudi Arabia

f) Creation of new tourism-related courses from CETT Barcelona and Epler Wood International for the Tourism Online Academy

For the General Assembly to be held in Spain from 30 of November to 3 of December 2021, we are targeting the following milestones to be executed:

- To have at least 10 different Academic Institutions providing courses on different topics to the Tourism Online Academy
- To create at least 2 brand-new UNWTO branded courses
- To allocate new 1000 scholarships of our Tourism Online Academy courses to our Member States
- To have at least 15,000 students enrolled
- Fully execute the marketing campaign from June to October to scale up the Tourism Online Academy
- New languages available in the platform: Arabic, Chinese, French and Spanish

Year 2019
(1 July - 31 December 2019)

Agreements for hosting technical or statutory events

1. Agreement between the World Tourism Organization (UNWTO) and the Royal Government of Bhutan for the Holding of the 31st Joint Meeting of the UNWTO Commission for East Asia and the Pacific, 57th Meeting of the UNWTO Commission for South Asia (CSA), 53rd Meeting of the UNWTO Commission for East Asia and the Pacific (CAP) and UNWTO Regional Conference on Sustainable Development through Tourism (3-5 June 2019)
2. Agreement between the World Tourism Organization (UNWTO) and the Ministry of Culture, Sports and Tourism, Republic of Korea for the Holding of the 13th UNWTO/Asia Pacific Executive Training Programme on Tourism Policy and Strategy (25-28 June 2019)
3. Agreement between the World Tourism Organization (UNWTO) and the Government of Ghana for the Holding of the Regional Congress on Women Empowerment in the Tourism Sector - Focus on Africa (25-27 November 2019)
4. Agreement between the World Tourism Organization (UNWTO) and the Government of Malaysia for the Holding the World Tourism Conference (26-28 August 2019)
5. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Guangzhou Chimelong Group Co., Ltd. (Chimelong) on UNWTO's Collaboration with Chimelong in the Organization of the Chimelong International Forum on Tourism Development (16-17 October 2019)
6. Agreement between the World Tourism Organization (UNWTO) and Japan Tourism Agency and Kyoto Prefecture and Kyoto City for the Holding of the 4th UNWTO/UNESCO World Conference on Tourism and Culture (12-13 December 2019)
7. Acuerdo entre la Organización Mundial del Turismo (OMT) y el Servicio Nacional de Turismo de Chile (SERNATUR) para la Celebración de la Cuarta Edición de la Conferencia Mundial de Turismo Enológico de la OMT (4-6 de diciembre de 2019)

Co-edition agreements

8. Co-edition Agreement between the World Tourism Organization (UNWTO) and the United Nations Environment Programme (UN Environment) regarding the publication on "Baseline report on the integration of sustainable consumption and production patterns into tourism policies"
9. Co-edition Agreement between the World Tourism Organization (UNWTO) and the Centre of Expertise Leisure, Tourism & Hospitality, Breda University of Applied Sciences and NHL Stenden University of Applied Sciences regarding the publication of 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions - Volume 2: Case Studies
10. Co-edition Agreement between the World Tourism Organization (UNWTO) and the China Tourism Academy (CTA) regarding the Guidelines for Success in the Chinese Outbound Tourism Market
11. Acuerdo de Coedición entre la Organización Mundial del Turismo (OMT) y TEA-CEGS S.A. (CEGOS) relativo al informe "The future of work in tourism"
12. Amendment to the Ancillary Agreement between the World Tourism Organization (UNWTO) and the International Bank for Reconstruction and Development (IBRD) concerning the Global Report on Women and Tourism, Second Edition
13. Acuerdo de Coedición entre la Organización Mundial del Turismo (OMT) y ARAEX Grands Spanish Fine Wines (ARAEX) relativo a la publicación del folleto "Vinos de Chile"

Cooperation agreements

14. Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Economy of United Arab Emirates
15. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Yunnan Provincial Department of Culture and Tourism for the Formulation of the Yunnan International Tourism Marketing Strategy
16. Accord de coopération entre l'Organisation mondiale du tourisme (OMT) et la République Démocratique du Congo concernant la Formulation de la Politique Nationale du Tourisme
17. Project Agreement between the World Tourism Organization (UNWTO) and the European Bank for Reconstruction and Development (EBRD) titled "Uzbekistan: integrated cultural heritage framework - Capacity building for tourism development in Khiva and Khorezm region"
18. Cooperation Agreement between the World Tourism Organization (UNWTO) and the United Nations Development Programme (UNDP) Nepal for Capacity Building for the Compilation of the First Preliminary Experimental Tourism Satellite Account (TSA) for Nepal
19. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the International Computing Centre (ICC) for the Provision of Information & Communication Technology Services
20. Cooperation Agreement between the World Tourism Organization (UNWTO) and Touristik Service System Gmbh (TSS)
21. Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the United Nations Development Programme (UNDP) for the Needs Assessment and Formulation of a Project Document for Ethiopia
22. Internship Agreement between the World Tourism Organization (UNWTO) and the Universidad Alfonso X El Sabio
23. Cooperation Agreement between the World Tourism Organization (UNWTO), the Shandong Provincial Department of Culture and Tourism and the Tourism Industry Research Institute of Shandong University for the Formulation of the Jinan International Tourism Destination Plan
24. Cooperation Agreement between the Republic of Zimbabwe and the World Tourism Organization (UNWTO) on the Implementation of the Project on Tourism Development, Wildlife Conservation and Sustainable Livelihoods in Zimbabwe
25. Amendement à l'Accord de Coopération entre l'Organisation mondiale du tourisme (OMT) et le Ministère du tourisme et des loisirs de la Côte d'Ivoire concernant l'évaluation des besoins en matière de ressources humaines et formulation d'une stratégie de formation dans le secteur su tourisme et des loisirs
26. Acuerdo entre la Organización Mundial del Turismo (OMT) y el Ministerio de Turismo de Angola para una Misión de Asistencia Técnica de la OMT
27. Second Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the United Nations Development Programme (UNDP) for the Needs Assessment and Formulation of a Project Document for Ethiopia
28. Project Agreement between the World Tourism Organization (UNWTO) and Urgench University for the Project "Understanding the international and domestic tourism in Khorezm and the attitudes of Ichan Kala residents"
29. Cooperation Agreement between the Saudi Commission for Tourism and National Heritage of the Kingdom of Saudi Arabia (SCTH) and the World Tourism Organization (UNWTO) in the field of Tourism Development
30. Cooperation Agreement between the Saudi Commission for Tourism and National Heritage of the Kingdom of Saudi Arabia (SCTH) and the World Tourism Organization (UNWTO) on the Implementation of the Tourism Human Capital Development Plan and Agreement between UNWTO and the UNWTO.Themis Foundation (UNWTO Academy)
31. Cooperation Agreement between the Saudi Commission for Tourism and National Heritage of the Kingdom of Saudi Arabia (SCTH) and the World Tourism Organization (UNWTO) on Measuring the Sustainability of Tourism
32. Cooperation Agreement between the Saudi Commission for Tourism and National Heritage of the Kingdom of Saudi Arabia (SCTH) and the World Tourism Organization (UNWTO) on the Evaluation of the Calculation Methodology of Inbound Tourism
33. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Estonian Development Cooperation of the Ministry of Foreign Affairs of the Republic of

Estonia (EDC) for the Project on Empowering Young Women: Sustainable Livelihoods through Tourism in the Republic of Moldova

34. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Environment, Natural Resources Conservation and Tourism of Botswana for the Formulation of a Tourism Master Plan for Kasane/Kazungula

35. Acuerdo de Cooperación entre la Organización Mundial del Turismo (OMT) y el Ministerio de Transporte y Turismo de Cabo Verde para la Misión Técnica de la OMT para Formación en Estadística Turística

36. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Luxembourg Agency for Development Cooperation and the Ministry of Hotels and Tourism of Myanmar on the Updating of the Tourism Master Plan

37. Memorandum of Inter-Organization Agreement between the World Tourism Organization (UNWTO) and the United Nations Office on Drugs and Crime (UNODC)

38. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Tourism and Environment of Mongolia for the Implementation of Technical Assistance in the Areas of Capacity Building for Local Governments and the Development of a System of Tourism Statistics and Tourism Satellite Account (TSA) in Mongolia

39. Third Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Government of Aruba for the Development of Tourism Statistics and Tourism Satellite Account (Phase II) in Aruba

40. First Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Tourism, Civil Aviation, Ports and Marine of Seychelles for Strengthening the National System of Tourism Statistics and Developing a Tourism Satellite Account (TSA)

41. Amendement à l'Accord de Coopération entre le Ministère du tourisme de la République Démocratique du Congo et l'Organisation mondiale du tourisme (OMT) concernant la Formulation de la Politique Nationale du Tourisme

42. Acuerdo de Cooperación entre la Organización Mundial del Turismo (OMT) y la Unión de Ciudades Capitales Iberoamericanas (UCCI) para la elaboración de una Estrategia Iberoamericana de Turismo del Futuro (EIT)

Memorandums of Understanding

43. Memorando de Entendimiento entre la Ciudad de Madrid (Reino de España) y la Organización Mundial del Turismo (OMT)

44. Acuerdo entre la Organización Mundial del Turismo (OMT), la Fundación UNWTO.Themis y la Secretaría de Gobierno de Turismo de la República Argentina para la Celebración del Curso de la OMT sobre "Turismo Rural Comunitario como modelo de desarrollo endógeno" (27-31 de mayo de 2019)

45. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Secretariat of the Shanghai Cooperation Organization

46. Memorandum of Understanding between the World Tourism Organization (UNWTO) and International Dialogue for Environmental Action (IDEA)

47. Convenio de Trasferencia de Recursos entre el Servicio Nacional de Turismo de Chile (SERNATUR) y la Organización Mundial del Turismo (OMT) para la Celebración de la "UNWTO Tourism Tech Adventures para las Américas: Edtech y el Data Challenge para el posicionamiento internacional de la innovación turística" (9-10 de julio de 2019)

48. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Bella Vista Institute of High Education

49. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the TUI Care Foundation

50. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Worldwide Sports Advisor SL

51. Memorandum of Understanding between the World Tourism Organization (UNWTO) and World Tourism Cities Federation (WTCF)

52. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Government of Moscow

53. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) e Iberia

54. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Interdisciplinary Collaborations for the Promotion of Art and Tourism (CIPART)

55. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the European Bank for Reconstruction and Development (EBRD)

56. Convenio Marco y Enmienda al Convenio Marco entre la Organización Mundial del Turismo (OMT) y el Consejo Centroamericano de Turismo (CCT), representado por la Secretaría de Integración Turística Centroamericana (SITCA)
57. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the State Committee of the Republic of Uzbekistan for Tourism Development
58. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Inter-American Institute for Cooperation on Agriculture (IICA)
59. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the El-yurt umidi Foundation under the Cabinet of Ministers of the Republic of Uzbekistan on International Internship Training Programme
60. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Tourism Optimizer Platform (TOP)
61. Mémorandum d'Accord entre la Communauté économique et monétaire de l'Afrique centrale (CEMAC) et l'Organisation mondiale du tourisme (OMT)
62. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Spring Healthcare Services AG
63. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Steward Health Care International Holdings Limited
64. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Cultural and Touristic Industry Development Co., Ltd. (CAS)
65. Memorandum of Understanding on the Provision of Internal Audit Services by the Office of Internal Oversight Services (OIOS) to the World Tourism Organization (UNWTO)
66. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Wanderlust Passport, S.L.

Exchange of letters and Letters of intent

67. Exchange of Letters on the Renewal of the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Tourism and Arts of Zambia
68. Letter of intent between the World Tourism Organization (UNWTO) and the Japan International Cooperation Agency (JICA)

Partnership and sponsorship agreements

69. Partnership Agreement between the World Tourism Organization (UNWTO) and IE University
70. Sponsorship Agreement between the World Tourism Organization (UNWTO) and Bella Vista Institute of High Education Switzerland for the Sponsorship of the 23rd UNWTO General Assembly
71. Sponsorship Agreement between the World Tourism Organization (UNWTO) and the Global Tourism Economy Research Center (GTERC) for the Sponsorship of the 23rd Session of the UNWTO General Assembly
72. Sponsorship Agreement between the World Tourism Organization (UNWTO) and Turismo de Portugal for the Sponsorship of the Second UNWTO Tourism Start-Up Competition
73. Partnership Agreement between the World Tourism Organization (UNWTO) and Outlook Group for Workshop on "The tourism jobs of the future" on the occasion of World Tourism Day 2019 in India (27 September 2019)
74. Sponsorship Agreement between the World Tourism Organization (UNWTO) and Northstar Meetings Group (NMG) for the Sponsorship of the 1st UNWTO Sports Tourism Start-Up Competition
75. Acuerdo de Patrocinio entre la Organización Mundial del Turismo (OMT) y Globalia para el Patrocinio de Startups Ganadoras de la Primera Competición de Startups de la OMT
76. Partnership Agreement between the World Tourism Organization (UNWTO) and the Global Tourism Economy Research Center (GTERC) for the Organization of a Session on Innovation in Sports Tourism within the Global Tourism Economic Forum
77. Acuerdo de Colaboración entre la Organización Mundial del Turismo (OMT) y Wakalua Innovation Hub S.L.U. (Wakalua) para la 2.ª Competición de Startups de Turismo de la OMT
78. Framework Cooperation Agreement between the World Tourism Organization (UNWTO) and the UNWTO.Themis Foundation for the Development, Implementation

and Execution of Training and Education Activities in International Centres associated to the UNWTO Academy

79. Acuerdo de Patrocinio entre Telefónica, S.A. (Telefónica) y la Organización Mundial del Turismo (OMT)

Other:

80. Translation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Tourism of Brazil for the Translation into Portuguese of the Brochure entitled Tourism and the Sustainable Development Goals (SDGs)

81. Release of the following letters: 1) Cancellation of the Delegation of Authority 2019 for the Regional Support Office for Asia and the Pacific (RSOAP); 2) Revised Delegation of Authority 2019 on the Financial Supervision of the Regional Support Office for Asia and the Pacific (RSOAP)

Year 2020

Agreements for hosting technical or statutory events

1. Acuerdo entre la Organización Mundial del Turismo (OMT) y el Ministerio de Turismo del Ecuador para la Celebración de la Conferencia Internacional de la OMT sobre Turismo y Accesibilidad (9-10 de junio de 2020)
2. Accord entre l'Organisation mondiale du tourisme (OMT) et le Gouvernement de Côte d'Ivoire pour la tenue du Forum mondial de l'OMT sur l'investissement touristique en Afrique (20-22 février 2020)
3. Agreement between the World Tourism Organization (UNWTO) and the Government of Jamaica for the Holding of the 65th UNWTO Regional Commission for the Americas and the Entrepreneurship, Innovation and Resilience Summit (28-29 May 2020)
4. Agreement between the Government of Georgia and the World Tourism Organization (UNWTO) on Holding the 112th Session of the UNWTO Executive Council (15-17 September 2020)

Co-edition agreements

5. Co-edition Agreement between the World Tourism Organization (UNWTO) and the Asia Pacific Tourism Exchange Center (APTEC) regarding the publication on "Sustainable Tourism Development Opportunities in the Pacific Islands"

Cooperation agreements

6. Second Amendment to the Ancillary Agreement between the World Tourism Organization (UNWTO) and the International Bank for Reconstruction and Development concerning the Global Report on Women and Tourism, Second Edition
7. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Japan International Cooperation Agency (JICA) for the Project "Toolkit on Project-based Indicators in Tourism for Achieving the Sustainable Development Goals"
8. Amendement à l'accord de coopération entre l'Organisation mondiale du tourisme (OMT) et le Programme de nations unies pour le développement (PNUD) / Exécution du projet "Accompagnement du Ministère du Tourisme et de l'environnement de la République du Congo dans la mise en œuvre d'un système de classement des établissements d'hébergement touristique (EHT)"
9. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Sri Lanka Tourism Development Authority (SLTDA) for Improving and Strengthening the National Tourism Statistical System and Compilation of a Tourism Satellite Account (TSA)
10. Cooperation Agreement between the World Tourism Organization (UNWTO) and The World Bank Group/International Bank for Reconstruction and Development "Technical Support for Tourism Statistics Initiatives in Peru"
11. Extension of the Project Agreement between the World Tourism Organization (UNWTO) and the European Bank for Reconstruction and Development (EBRD) titled "Uzbekistan: Integrated Cultural Heritage Framework - Capacity Building for Tourism Development in Khiva and Khorezm region"
12. Contribution Agreement between the International Trade Centre (ITC) and the World Tourism Organization (UNWTO) to cooperate for the implementation of selected activities of the Liberia tourism sector development project
13. First Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the United Nations Development Program (UNDP) Nepal for the implementation of the project "Capacity Building for the Compilation of the First Preliminary Experimental Tourism Satellite Account (TSA) for Nepal"
14. Framework Cooperation Agreement for Project Activities between the European Bank for Reconstruction and Development (EBRD) and the World Tourism Organization (UNWTO)
15. Call-Off notice Jordan under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
16. Tourism Development Project between the World Tourism Organization (UNWTO) and the Committee of Tourism Development under the Government of Tajikistan

17. Acuerdo de Cooperación entre la Organización Mundial del Turismo (OMT) y el Fondo de Promoción Turística de Colombia (FONTUR) para el Plan de Trabajo sobre Innovación y Transformación Digital 2020
18. Renewal of the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Heilongjiang Provincial Department of Culture and Tourism (HPDCT)
19. First Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Tourism, Environment and Culture of Lesotho for the implementation of activities within the framework of the African Development Bank funded project "Enhancing Economic Diversification Project"
20. Agreement between the World Tourism Organization (UNWTO), the United Nations Environment Programme (UNEP) and Ellen Mac Arthur Foundation for the "Global Tourism Plastics Initiative"
21. Memorandum of Agreement between the Ministry of Environment, Natural Resources Conservation and Tourism of Botswana and the World Tourism Organization (UNWTO) for the Development of a National Tourism Strategy and Master Plan
22. Call-Off notice Romania under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
23. Call-Off notice Egypt under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
24. First Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Luxembourg Agency for Development Cooperation and the Ministry of Hotels and Tourism of Myanmar on the Updating of the Tourism Master Plan
25. Call-Off notice Morocco under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
26. Accord de Coopération entre l'Organisation mondiale du tourisme (OMT) et le Ministère du tourisme, de la culture et des arts de la République du Benin concernant la Mise en Ouvre du Project de Développement du Tourisme Communautaire pour les Communautés Riveraines du Parc National de la Pendjari
27. Joint Programme Template on "Promoting sustainable food consumption and production patterns through integrated tools, advocacy and multi-stakeholder action" for implementation with funding from Multi-Partner Trust Fund for SDG12
28. First Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Environment, Natural Resources Conservation and Tourism of Botswana for the Formulation of a Tourism Master Plan for Kasane/Kazungula
29. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Tourism of the Kingdom of Saudi Arabia for the Evaluation of Tourism Statistics System
30. Prestation d'assistance technique par l'Organisation mondiale du tourisme (OMT) pour accompagner le Ministère du tourisme de la culture et des arts (MTCA) dans la mise au point du système des statistiques du tourisme et du développement d'un compte satellite du tourisme expérimental en République du Bénin
31. Prestation d'assistance technique par l'Organisation mondiale du tourisme (OMT) pour accompagner le Ministère du tourisme de la culture et des arts (MTCA) dans le processus d'actualisation du système d'octroi des agréments, licences et classement des entreprises touristiques en République du Bénin
32. Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Tourism and Environment of Mongolia for the Implementation of the Project "Capacity Building for Local Governments and the Development of a System of Tourism Statistics and Tourism Satellite Account (TSA)"
33. Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Sri Lanka Tourism Development Authority (SLTDA) for Improving and Strengthening the National Tourism Statistical System and Compilation of a Tourism Satellite Account (TSA)
34. Amendment I to the Contribution Agreement between the International Trade Centre (ITC) and the World Tourism Organization (UNWTO) to cooperate for the implementation of selected activities of the Liberia tourism sector development project
35. Letter of Agreement between the Asia-Pacific Tourism Exchange Center (APTEC) and the World Tourism Organization (UNWTO) for the operations of the activities of the UNWTO Regional Support Office for Asia and the Pacific (RSOAP) for 2021

Memorandums of Understanding

36. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Basquetour - Agencia Vasca de Turismo
37. Memorandum of Understanding between the World Tourism Organization (UNWTO) and IE Foundation (IE Africa Center)
38. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the International Organisation of Vine and Wine (OIV)
39. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Fundación ARAEX Grands (ARAEX) para la Promoción de las Rutas del Vino del Mundo
40. Mémorandum d'accord entre l'Organisation mondiale du tourisme (OMT) et le Ministère du tourisme et des transports aériens de la République du Sénégal
41. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Sustainable Development and Tourism of Montenegro on International (short term) Training Programme
42. Cooperation Agreement between the World Tourism Organization (UNWTO) and Next International Business School (IBS) on International Traineeships
43. Memorandum of Understanding between the World Tourism Organization (UNWTO), Athletic Club (AC) and Beaz Bizkaia (BEAZ)
44. Placement Agreement with InHolland University on Traineeship
45. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Sommet Education Sàrl
46. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Global ReformBnB Forum (GRF)
47. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Fundación Metrópoli (METROPOLI)
48. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Estudis d'Hoteleria i Turisme CETT, S.A. (CETT-UB)
49. Memorandum of Understanding between the World Tourism Organization (UNWTO), the International Chamber of Commerce (ICC) and AOKpass Pte Ltd (AOKpass)
50. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Impact Hub Gmbh (IH)
51. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Ministry of Tourism of Brazil (MTur)
52. Agreement between the Kingdom of Saudi Arabia and the World Tourism Organization (UNWTO) on the Establishment of the UNWTO Regional Office in Riyadh
53. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the International Air Transport Association (IATA)
54. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Eightfold AI Inc. (EAI or Eightfold)
55. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Ecotourism Australia (EcoAustralia)
56. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Food and Agriculture Organization (FAO) and Work Plan
57. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the World Association of Investment Promotion Agencies (WAIPA)
58. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Expedia Group (Expedia)
59. Amendment to the Memorandum of Cooperation between the World Tourism Organization (UNWTO) and Japan International Cooperation Agency (JICA)
60. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Giffoni Opportunity (Giffoni)

Exchange of letters and letters of intent

61. Extension of 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 at UNWTO
62. Letter of request for the replenishment of the 2020 Asia Activity Fund (02-044)
63. Letter of Intent between the World Tourism Organization (UNWTO) and the University of Applied Sciences of the Grisons (Fachhochschule Graubünden, FHGR)

64. Exchange of Letters on the Extension of the Cooperation Agreement between the Ministry of Tourism and Arts of Zambia and the World Tourism Organization (UNWTO)
65. Exchange of Letters with Fundación ONCE regarding the activities linked to the Accessible Tourism Destination (ATD2020) recognition
66. Letter of Intent between the World Tourism Organization (UNWTO) and Comune di Milano
67. Extension of the Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Organization of the Black Sea Economic Cooperation (BSEC)
68. Exchange of Letters on the Extension of the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Estonian Development Cooperation of the Ministry of Foreign Affairs of the Republic of Estonia (EDC) for the Project on Empowering Young Women: Sustainable Livelihoods through Tourism in the Republic of Moldova

License Agreements

69. License Agreement with Fiji on UNWTO's Toolbox for Crisis Communications in Tourism
70. Accord de licence sur la Boîte à outils pour la communication de crise dans le tourisme, et Amendement, avec le Ministère de la culture, des arts et du tourisme du Burkina Faso
71. License Agreement - Inter-American Development Bank (IDB)

Officials on Loan

72. Agreement between the World Tourism Organization (UNWTO) and the Government of the Republic of Korea on Capacity Building Scheme through the Loan on the Part of the Member State of an Official
73. Agreement between the World Tourism Organization (UNWTO) and JTB Corporation (JTB) on Capacity Building Scheme
74. Agreement between the World Tourism Organization (UNWTO) and the Korea Tourism Organization (KTO) on Capacity Building Scheme through the loan on the part of the Member State of an Official
75. Agreement between the World Tourism Organization (UNWTO) and the State Tourism Agency of the Republic of Azerbaijan (STA) on Capacity Building Scheme through the Loan on the part of the Member State of an Official
76. Acuerdo entre la Organización Mundial del Turismo (OMT) y el Ministerio de Comercio, Industria y Turismo del Reino de España (MINCOTUR) para el Desarrollo de los ODS, Reto Demográfico y Turismo Rural

Partnership and sponsorship agreements

77. Acuerdo de Patrocinio entre la Organización Mundial del Turismo (OMT) y la Fundación Vivanco para el Patrocinio de la Cena de Gala de la OMT/FITUR 2020
78. Sponsorship Agreement between the World Tourism Organization (UNWTO) and Facility Concept (Facility) for the Sponsorship of the 11th edition of the Tourism Investment and Business Forum for Africa (INVESTOUR)
79. Sponsorship Agreement between the World Tourism Organization (UNWTO) and Steward Health Care International for the Sponsorship of the 11th edition of the Tourism Investment and Business Forum for Africa (INVESTOUR)
80. Acuerdo de Colaboración entre la Organización Mundial del Turismo (OMT) y el Basque Culinary Center (BCC) para la organización/celebración de UNWTO Tourism Tech Adventures: Gastronomy
81. Partnership Agreement between the World Tourism Organization (UNWTO), Institución Ferial de Madrid IFEMA/FITUR and Casa África for the Organization of the Tourism Investment and Business Forum for Africa (INVESTOUR)
82. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Hospitality Business School, Saxion University of Applied Sciences (Saxion HBS) on International Traineeships
83. Sponsorship Agreement between the World Tourism Organization (UNWTO) and Spring Healthcare Services AG (Spring) for the Sponsorship of the UNWTO/FITUR Gala Dinner

84. Acuerdo de Patrocinio entre la Organización Mundial del Turismo (OMT) y la Institución Ferial de Canarias (INFECAR) para el Patrocinio de la XI edición del Foro de Inversiones y Negocios Turísticos en África (INVESTOUR)
85. Partnership Agreement between the World Tourism Organization (UNWTO) and IE University (Phase III)
86. Second Amendment to the Partnership Agreement between the World Tourism Organization (UNWTO) and the Guangzhou Chimelong Group Co. Ltd.
87. Collaboration Agreement between the World Tourism Organization (UNWTO) and Athletic Club (AC) and Beaz Bizkaia (BEAZ) for the Support of the Resilient Cities Challenge: Bolstering Tourism through Stadiums-Smart Tourism for Smart Destinations
88. Partnership Agreement between the World Tourism Organization (UNWTO) and the Centre of Expertise Leisure, Tourism & Hospitality (CELTH) and Saxion University of Applied Sciences (Saxion) for the Creation of a UNWTO's Students League - The Netherlands
89. Cooperation Agreement between the World Tourism Organization (UNWTO) and the University of Southern Denmark (Kolding)
90. Acuerdo de Colaboración entre la Organización Mundial del Turismo (OMT) y Meliá Hotels International para UNWTO Students' League 2020
91. Sponsorship Agreement between the World Tourism Organization (UNWTO) and Bella Vista Institute of Higher Education Switzerland for the UNWTO Students' League 2020
92. Acuerdo de Colaboración entre la Organización Mundial del Turismo (OMT) y Wanderlust Passport S.L. sobre la Aplicación World Tourist Identification
93. Convenio de Patrocinio entre la Organización Mundial del Turismo (OMT) y Madrid Destino Cultura Turismo y Negocio, S.A. (Madrid Destino) para la 42ª Sesión Plenaria de Miembros Afiliados de la OMT (5-6 de noviembre de 2020)

Year 2021
(1 January – 30 June 2021)

Agreements for hosting technical or statutory events

1.   Acuerdo Internacional Administrativo entre la Organización Mundial del Turismo (OMT) y la Secretaría de Estado de Turismo del Gobierno del Reino de España (Secretaría de Estado) para la Celebración de la 113ª Reunión del Consejo Ejecutivo de la OMT (18-19 de enero de 2021)
2.   Convenio Marco de Colaboración entre la Organización Mundial del Turismo (OMT) y el Gobierno de Andorra para la Celebración del Undécimo Congreso Mundial de Turismo de Nieve y de Montaña, Canillo-Principado de Andorra (23-25 de marzo de 2022)
3.   Contract between the World Tourism Organization (UNWTO) and the Government of the Kingdom of Saudi Arabia represented by the Ministry of Tourism for the Holding of the 47th Regional Commission for the Middle East in Riyadh, Saudi Arabia, 26-27 May 2021
4.   Agreement between the World Tourism Organization (UNWTO) and the Government of the Hellenic Republic for the Holding of the 66th Meeting of the UNWTO Commission for Europe and the Conference on Sustainable Coastal and Maritime Tourism in the Mediterranean: Challenges and Opportunities in the post-COVID-19 Era (Athens, Greece, 2-4 June 2021)
5.   Agreement between the World Tourism Organization (UNWTO) and the Government of the Republic of Cabo Verde for the Holding of the 64th UNWTO Regional Commission for Africa (CAF) and the 2nd Edition of the UNWTO Global Tourism Investment Forum in Africa, in Santa Maria, Sal Island, Cabo Verde, 2-4 September 2021

Co-edition agreements

6.   Agreement between the World Tourism Organization (UNWTO) and Netflix regarding the Publication of "Global Report on Cultural Affinity and Screen Tourism, driven by Internet Entertainment Services"
7.   Agreement between the World Tourism Organization (UNWTO) and the International Air Transport Association (IATA) regarding the Development of an online Dashboard on COVID-19: Travel Restrictions and Health Related Travel Requirements
8.   Co-edition Agreement between the World Tourism Organization (UNWTO), the African Union Development Agency - New Partnership for Africa's Development (AUDA–NEPAD) and the West African Economic and Monetary Union (UEMOA) regarding the Publication of "White Paper on Security in Tourism"

Cooperation agreements

9.   Acuerdo entre la Organización Mundial del Turismo (OMT) y el Ministerio de Cultura, Turismo y Medio Ambiente de Angola para una Misión de Asistencia Técnica de la OMT
10. Second Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Tourism, Civil Aviation, Ports and Marine of Seychelles for Strengthening the National System of Tourism Statistics and Developing a Tourism Satellite Account
11. Cooperation Agreement for Sustainable Tourism Development in the Central Asia Regional Economic Cooperation Region (Common Health and Safety Protocols and Standards) between Asian Development Bank (ADB) and World Tourism Organization (UNWTO)
12. Letter between the World Tourism Organization (UNWTO) and the UNWTO.Themis Foundation, under the "Framework Cooperation Agreement between UNWTO and UNWTO.Themis Foundation for the development, implementation and execution of training and education activities in Member States"
13. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Japan International Cooperation Agency (JICA) for "Data Collection Survey on Recovery of Tourism affected by COVID-19" (in the Republic of Maldives)
14. Amendment I to the Framework Cooperation Agreement for Project Activities between the European Bank for Reconstruction and Development (EBRD) and the World Tourism Organization (UNWTO)

15. Cooperation Agreement - Development of a Common Accommodation Classification System along the Almaty-Bishkek Economic Corridor (ABEC) between the Asian Development Bank (ADB) and the World Tourism Organization (UNWTO)
16. Cooperation Agreement between the World Tourism Organization (UNWTO) and the International Finance Corporation (IFC) - member of The World Bank Group - for the Project on "Zimbabwe National Tourism Satellite Account (ZIMTSA) Implementation"
17. Call-off notice Tunisia under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
18. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Asia Pacific Tourism Exchange Center (APTEC) for the implementation of the "UNWTO Workshop on Sustainable Tourism Product Development in the Pacific Islands" Sponsored by the Asia Activity Fund
19. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH for the Project "Centre Stage – Women's Empowerment during the COVID-19 Recovery"
20. Prestation d'assistance technique par l'Organisation mondiale du tourisme (OMT) pour accompagner le Ministère des enseignements secondaires, techniques et de la formation professionnelle et le Ministère du tourisme de la culture et des arts dans le développement d'une ingénierie d'offre en vue d'assurer le renforcement des capacités d'une cohorte de cinquante-quatre (54) guides de tourisme en République du Bénin
21. Call-off notice Croatia under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
22. Cooperation Agreement between the World Tourism Organization (UNWTO) and the United Nations Development Programme (UNDP) for the Project on "Socio-economic Impact Assessment of COVID-19 in the Tourism Sector Zambia"
23. Call-off notice Montenegro under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
24. Cooperation Agreement between the World Tourism Organization (UNWTO) and the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women)
25. Cooperation Agreement between the World Tourism Organization (UNWTO) and the Ministry of Tourism of the Kingdom of Saudi Arabia for Human Capital Development by E-learning
26. Call-off notice Uzbekistan under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
27. Call-off notice Greece under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
28. Service Level Agreement between the United Nations Development Programme (UNDP) in Saudi Arabia and the World Tourism Organization (UNWTO) for Service Provision in 2021-2022
29. Call-off notice Turkey under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
30. Amendment to the Cooperation Agreement between the World Tourism Organization (UNWTO) and the International Trade Centre (ITC) for the Development of a Strengthened System of Tourism Statistics for Myanmar and the States of Kayah Tanintharyi
31. Call-off notice Georgia under Framework Agreement: FC1069 for EBRD-UNWTO Framework Cooperation Agreement for Project Activities
32. No-cost Extension of the Cooperation Agreement between the World Tourism Organization (UNWTO) and The World Bank Group "Technical Support for Tourism Statistics Initiatives in Peru"

Memorandums of Understanding

33. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Macao Special Administrative Region, People's Republic of China (Macao SAR)
34. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the World Indigenous Tourism Alliance (WINTA)
35. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Singapore Tourism Board (STB)
36. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Destination Resorts Company Limited (DR) and Destination Capital Pte Limited (DC)

37. Convenio Marco de Colaboración entre la Organización Mundial del Turismo (OMT), la Fundación ONCE y la Red Europea para el Turismo Accesible
38. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Hospitality Connection Barcelona, S.L. (HOSCO)
39. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Quality Shopping & Travellers, S.L.U. (Turium)
40. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y el Grupo Ciudades Patrimonio de la Humanidad (GCPHE)
41. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y el Basque Culinary Center (BCC)
42. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Telefónica S.A. (Telefónica)
43. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y la Autoridad de Turismo de Panamá (ATP)
44. Memorandum of Understanding between the Ministry of Tourism of the Kingdom of Saudi Arabia and the World Tourism Organization (UNWTO) and The World Bank Group [International Bank of Reconstruction and Development (IBRD) and International Development Association (IDA)]
45. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Google LLC (Google)
46. Memorandum of Understanding between the World Tourism Organization (UNWTO) and the Ministry of Tourism and International Transport of Barbados
47. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Viajes National Geographic (VNG)
48. Memorandum of Understanding between the World Tourism Organization (UNWTO) and Climate Blockchain Initiatives S.L. (CBI)
49. Memorando de Entendimiento entre la Organización Mundial del Turismo (OMT) y Alteria Automation (AA)
50. Memorandum of Understanding between the Word Tourism Organization (UNWTO) and the African Union Development Agency - New Partnership for Africa's Development (AUDA-NEPAD)

Exchange of letters

51. Amendment to Article 2, Paragraph 8 of 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 at UNWTO
52. Exchange of Letters regarding the Conflict within Article 4.7, page 21, of the Memorandum of Agreement between the Ministry of Environment, Natural Resources Conservation and Tourism of Botswana and the World Tourism Organization (UNWTO) for the Development of a National Tourism Strategy and Master Plan
53. Letter of Expiration of the Agreement between the World Tourism Organization (UNWTO) and Qatar National Tourism Council (QNTC) for the Organization of the First Qatar Tourism Experience Awards Project - one of the additional activities to be undertaken under the Project of the Implementation of the Tourism Strategy and Action Plan for Qatar Phase II
54. Extension of the Memorandum of Understanding between the World Tourism Organization (UNWTO) and the International Computing Centre (ICC) for the Provision of Information & Communication Technology Services

Partnership and sponsorship agreements

55. Sponsorship Agreement between the World Tourism Organization (UNWTO) and Qatar Airways Group q.c.s.c. (QR) and Qatar National Tourism Council (QNTC) for the Holding of an Event in support of the UNWTO Global SDG Startup Competition in 2021
56. Partnership Agreement between the World Tourism Organization (UNWTO) and IC Net Limited (IC Net) for COVID-19 Tourism Recovery Technical Assistance for the Dominican Republic
57. Agreement between the World Tourism Organization (UNWTO) and Little Africa Maio, LDA (LAM)
58. Sponsorship Support Letter from Azerbaijan Tourism Board PLE (ATB) for the Global Youth Tourism Summit (GYTS)

59. Sponsorship Support Letter from Bella Vista Institute of Higher Education (Bella Vista) for the Global Youth Tourism Summit (GYTS)
60. Third Amendment to the Partnership Agreement between the World Tourism Organization (UNWTO) and the Guangzhou Chimelong Group Co. LTD. (Chimelong)

Annex VII: Status of amendments to the Statutes and the Financing Rules and Annex XVIII to the 1947 Convention on the Privileges and Immunities of the Specialized Agencies

I. Current situation of the amendments to the Statutes and the Financing Rules

1. In 2017, through resolution 694(XXII), the General Assembly called upon Member States to approve all the amendments to the Statutes and the Financing Rules that have not yet entered into force in accordance with its Article 33. As a result, two amendments to the Statutes have entered into force:

    (a) Amendment to Article 14 of the Statutes adopted by the General Assembly at its fifth session, New Delhi, October 1983 [resolution 134(V)], the application of which had been provisional since the twelfth session, Istanbul, October 1997 [resolution 365(XII)], entered into force on 16 July 2020, whose text reads as follows:

    > "1bis. The host State of the Headquarters of the Organization shall have a permanent additional seat on the Executive Council, which shall be unaffected by the procedure laid down in paragraph 1 above concerning the geographical distribution of Council seats."

    (b) Amendment to Article 38 of the Statutes adopted by the General Assembly at its seventeenth session, Cartagena de Indias, November 2007 [resolution 521(XVII)], entered into force on 25 January 2021, whose text reads as follows:

    > "The official languages of the Organization shall be Arabic, Chinese, English, French, Russian and Spanish."

2. Article 33(3) of the Statutes requires, for adopted amendments to enter into force, that two-thirds of the Member States notify the Depositary Government of their approval of such amendment. Since the Organization currently has 159 Full Members, amendments must be approved by 106 Members.

3. The list of amendments pending approval with the number of approvals is enclosed in the Annex XI-B to this document, together with a more detailed list that provides an overview for Members on what amendments have not been approved by them to date.

II. The Convention on the Privileges and Immunities of the Specialized Agencies of the United Nations and its Annex XVIII relating to UNWTO

4. Also through resolution 694(XXII), the General Assembly requested Member States to ratify (accede to) the Convention on the Privileges and Immunities of the Specialized Agencies (hereinafter, the "1947 Convention") and to explicitly notify to the UN Secretary-General the application of Annex XVIII to UNWTO.

5. Since the entry into force of Annex XVIII to the Convention on the Privileges and Immunities of the Specialized Agencies relating to UNWTO on 30 July 2008, 20 countries out of 159 Member States have acceded to it: Angola, Austria, Belgium, Bosnia & Herzegovina, Brunei Darussalam, Bulgaria, El Salvador, France Germany, Hungary, Japan, Lithuania, Morocco, Paraguay, Portugal, Rumania, San Marino, Serbia, Seychelles and Switzerland. Since the last session of the General Assembly, only Hungary and Japan have undertaken to apply Annex XVIII to the Convention. Moreover, and there are still 44 Member States of the Organization that have not expressed their consent to be bound by the 1947 Convention.

6. The Convention on the Privileges and Immunities of the Specialized Agencies was adopted by the General Assembly in 2005 (resolution 489(XVI)) and its Annex XVIII relating to UNWTO was adopted by the Executive Council in 2008 (decision 9(LXXXIII)), pursuant to the mandate received from the General Assembly (resolution 545(XVIII)). Both texts set out the minimum privileges and immunities to apply to UNWTO in the

domestic legal systems to ensure the effective exercise of UNWTO functions in the territories of its Member States, in accordance with Article 32 of the Statutes.

7.   As explained in document A/21/8(II)(f) submitted to the 21st session of the Assembly in 2015, privileges and immunities secure the independence of UNWTO's functioning and facilitate its ability to fulfil its mandate efficiently and effectively in its Member States. In general, the lack of recognition of privileges and immunities can create delays and other obstacles in delivering services in a timely and efficient manner and can impede the freedom of movement and the security necessary to the Organization´s activities as well as for the representatives of its Members when attending the meetings convened by the Organization outside Headquarters.

8.   When a UNWTO Member State is not a party to the 1947 Convention and does not apply Annex XVIII to UNWTO, the legal protections covered by this treaty need to be addressed during negotiations before UNWTO commences any activity in the country. This can result in delays and extensive efforts from the Secretariat in the separate negotiation of an agreement for each new project or activity that contains the protections granted under the 1947 Convention and its Annex XVIII. However, when there is a general and permanent framework, the need to address specific issues each time is avoided and arrangements for the implementation of projects can be made more efficiently. The Secretariat remains available to provide any assistance or guidance as required by the Member States in relation to the 1947 Convention and its Annex XVIII.

9.   The Secretariat remains available to provide any assistance or guidance as required by the Member States in relation to the 1947 Convention and its Annex XVIII.

Annex VII-A: List of amendments

List of amendments to the Statutes and the Financing Rules adopted by the General Assembly that have not yet come to force in accordance with Article 33 of the Statutes

1. The following amendments to the Statutes and the Financing Rules adopted by the General Assembly since the creation of the UNWTO have not, to date, been approved by two-thirds of the Member States and thus have not entered into force in accordance with its Article 33(3).

2. The amendments are presented following the chronological order of their adoption by the General Assembly. Those that are applied, by decision of the General Assembly, on a provisional basis pending their entry into force are reproduced below in italics:

A. **Amendment to Paragraph 12 of the Financing Rules adopted by the General Assembly at its third session, Torremolinos, September 1979 [resolution 61(III)] the application of which is provisional, pending its entry into force:**

"The Members of the Organization shall pay their contribution in the first month of the financial year for which it is due. Members shall be notified of the amount of their contribution, as determined by the Assembly, six months before the beginning of financial years in which the General Assembly is held and two months before the beginning of the other financial years. However, the Council may approve justified cases of arrears due to different financial years existing in different countries."

B. **Amendment to Paragraph 13 of the Financing Rules adopted by the General Assembly at its fourth session, Rome, September 1981 [resolution 92(IV)]:**

"(a) A Member which is one or more years in arrears in the payment of its contributions to the Organization's expenditure may not be elected to the Executive Council or hold offices within the organs of the General Assembly.

(b) A Member which is one or more years in arrears in the payment of its contributions to the Organization's expenditure and which has failed to explain the nature of the circumstances surrounding its failure to pay and to indicate the measures to be taken to settle its arrears shall pay a compensatory amount equal to two per cent of its arrears, in addition to said arrears.

(c) A Member which is in arrears in the payment of its financial contributions to the Organization's expenditure shall be deprived of the privileges enjoyed by the Members in the form of services and the right to vote in the Assembly and the Council if the amount of its arrears equals or exceeds the amount of the contributions due from it for the preceding two financial years. At the request of the Council, the Assembly may, however, permit such a Member to vote and to enjoy the services of the Organization if it is satisfied that the failure to pay is due to conditions beyond the control of the Member."

C. **Amendment to Article 37 of the Statutes adopted by the General Assembly at its fourth session, Rome, September 1981 [resolution 93(IV)] the application of which is provisional, pending its entry into force**:

"1. These Statutes and any declarations accepting the obligations of membership shall be deposited with the Government of Spain.

"2. The Government of Spain shall inform all States so entitled of the receipt of the declarations referred to in paragraph 1 and of the notification in accordance with the provisions of Articles 33 and 35, and of the date of entry into force of amendments to these Statutes."

D.   Amendment to Article 15 of the Statutes adopted by the General Assembly at its seventh session, Madrid, September-October 1987 [resolution 208(VII)]:

"1.   The term of elected Members shall be four years. Election for one-half of the membership of the Council shall be held every two years.

2.   The terms of office of the Members of the Council shall not be immediately renewable upon expiration unless an immediate renewed membership is essential to safeguard a fair and equitable geographical distribution. In such a case, the admissibility of the request for renewal shall be obtained from a majority of Full Members present and voting."

E.   Amendment to Paragraph 4 of the Financing Rules adopted by the General Assembly at its fourteenth session, Seoul / Osaka, 24-29 September 2001 [resolution 422(XIV)] the application of which is provisional, pending its entry into force:

"The budget shall be formulated in euros. The currency used for payment of contributions shall be the euro or any other currency or combination of currencies stipulated by the Assembly. This shall not preclude acceptance by the Secretary-General, the extent authorized by the Assembly, of other currencies in payment of Members' contributions."

F.   Amendment to Article 1 of the Statutes adopted by the General Assembly at its sixteenth session, Dakar, November-December 2005 [resolution 511(XVI)]:

"The World Tourism Organization, hereinafter referred to as "the Organization", is hereby established as an international organization of intergovernmental character. It is a specialized agency of the United Nations."

G.   Amendment to Article 4 of the Statutes adopted by the General Assembly at its sixteenth session, Dakar, November-December 2005 [resolution 511(XVI)]:

"Membership of the Organization shall be open to:

(a) Full Members

(b) Associate Members"

H.   Amendment to Article 5 of the Statutes adopted by the General Assembly at its sixteenth session, Dakar, November-December 2005 [resolution 511(XVI)]:

"1.   Full membership of the Organization shall be open to all sovereign States that are members of the United Nations.

2.   Such States may become Full Members of the Organization if their candidatures are approved by the General Assembly by a majority of two-thirds of the Full Members present and voting provided that said majority is a majority of the Full Members of the Organization.

3.   States that have withdrawn from the Organization in accordance with the provisions of Article 35 shall have the right to become Full Members of the Organization again, without requirement of vote, on formally declaring that they adopt the Statutes of the Organization and accept the obligations of membership."

I.   Amendment to Article 6 of the Statutes adopted by the General Assembly at its sixteenth session, Dakar, November-December 2005 [resolution 511(XVI)]:

"1.   Territories already holding associate membership on 24 October 2003 shall maintain the

status, rights and obligations belonging to them as at such date. The list of such territories is annexed to these Statutes.

2. Members enjoying the status of Affiliates, up to at the date of entry into force of the Amendments to the present Statutes adopted on 29 November 2005 shall become as of right Associate Members at that date.

3. Associate membership of the Organization shall be open to intergovernmental and non-governmental organizations, tourism bodies without political competence subordinate to territorial entities, professional and labour organizations, academic, educational, vocation training and research institutions and to commercial enterprises and associations whose activities are related to the aims of the Organization or fall within its competence. The participation of Associate Members in the work of the Organization shall be of a technical nature, with decisions and votes being the exclusive prerogative of the Full Member.

4. Such entities may become Associate Members of the Organization provided that their requests for membership are presented in writing to the Secretary-General and that the candidature is approved by the General Assembly by a majority of two-thirds of the Full Members present and voting provided that said majority is a majority of the Full Members of the Organization. Except in the cases of international organizations, the candidatures of the entities mentioned in paragraph 3 above shall be introduced by the United Nations member State on whose territory their headquarters is located.

5. The General Assembly shall abstain from considering the candidature of such entities if their headquarters is located in a territory that is the subject of a dispute, of sovereignty or other, before the United Nations, or if their activity is related to such a territory, unless no Full Member objects to the introduction of the candidature of said entity or to its admission to the Organization."

J. Amendment to Article 7 of the Statutes adopted by the General Assembly at its sixteenth session, Dakar, November-December 2005 [resolution 511(XVI)]:

"1. A Committee of Associate Members shall be constituted which shall establish its own rules and submit them to the Assembly for approval by a majority of two-thirds of the Full Members present and voting provided that said majority is a majority of the Full Members of the Organization. The Committee may be represented at meetings of the Organization's organs.

2. The Committee of Associate Members shall be composed of three boards:

(i) a board of destinations, composed of the tourism bodies, without political competence subordinate to territorial entities;

(ii) an education board composed of academic, educational, vocational training and research institutions; and

(iii) a professional board composed of all the other Associate Members.

Intergovernmental and non-governmental organizations may participate in whichever board or boards correspond to their competences."

K.	**Amendment to Article 9 of the Statutes adopted by the General Assembly at its sixteenth session, Dakar, November-December 2005 [resolution 511(XVI)]:**

"1. The Assembly is the supreme organ of the Organization and shall be composed of delegates representing Full Members.

2. At each session of the Assembly each Full Member shall be represented by not more than five delegates, one of whom shall be designated by the Member as Chief Delegate.

3. Associate Members as of 24 October 2003, the list of which is annexed to the present Statutes, shall be represented by not more than five delegates, one of whom shall be designated as Chief Delegate. These delegates may participate, without the right to vote, in the work of the Assembly. They shall have the right to speak but may not participate in decision-making.

4. The Committee of Associate Members may designate three spokespersons, one representing the board of destinations, one representing the professional board and the other representing the education board, who shall participate in the work of the Assembly, without the right to vote. Each Associate Member may designate one observer, who may attend the deliberations of the Assembly."

L.	**Amendment to Article 14 of the Statutes adopted by the General Assembly at its sixteenth session, Dakar, November-December 2005 [resolution 511(XVI)]:**

"1. The Council shall consist of Full Members elected by the Assembly in the ratio of one Member for every five Full Members, in accordance with the Rules of Procedure laid down by the Assembly, with a view to achieving a fair and equitable geographical distribution.

2. Associate Members as of 24 October 2003 may have a spokesperson who may participate, without the right to vote, in the work of the Council. Such spokesperson may not participate in decision-making.

3. The three spokespersons of the Committee of Associate Members may participate, without the right to vote, in the work of the Council. Such spokespersons may not participate in decision-making."

M.	**Amendment to last Paragraph of the Financing Rules adopted by the General Assembly at its sixteenth session, Dakar, October-December 2005 [resolution 511(XVI)]:**

"In calculating the assessments of Associate Members, account shall be taken of the different bases of their membership and the limited rights they enjoy within the Organization."

N.	**Amendment to Article 22 of the Statutes adopted by the General Assembly at its sixteenth session, Dakar, November-December 2005 [resolution 512(XVI)]:**

"The Secretary-General shall be appointed by a two-thirds majority of Full Members present and voting in the Assembly, on the recommendation of the Council, for a term of four years. His appointment shall be renewable only once."

O.   Amendment to Article 33 of the Statutes adopted by the General Assembly at its twenty-second session, Chengdu, September 2017 [resolution 695(XXII)]:

"1. Any suggested amendment to the present Statutes and its Annex shall be transmitted to the Secretary-General who shall circulate it to the Full Members at least six months before being submitted to the consideration of the Assembly.

2. An amendment shall be voted by the Assembly and adopted by a two-thirds majority of Full Members present and voting.

3. An amendment shall come into force for all Members one year after it has been adopted by the Assembly, unless the resolution by which it is adopted provides that the procedure established in paragraph 4 shall be applicable.

4. Notwithstanding the provisions of paragraph 3, any amendment to Articles 4, 5, 6, 7, 9, 14, 23, 25, 28, 33 or 35 of the Statutes, or to the Financing Rules, or any amendment involving fundamental alterations in the aims or the structure of the Organization or to the rights and obligations for the member States -so determined by the General Assembly shall come into force for all Members forthwith when two-thirds of the member States have notified the Depositary Government of their approval of such amendment. The General Assembly may also establish a deadline for member States to notify the approval of such amendment.

5. Amendment to Article 14 of the Statutes (adopted by the General Assembly through resolution 134 (V)), amendment to Article 15 of the Statutes (adopted by the General Assembly through resolution 208 (VII)), amendment to Article 22 of the Statutes (adopted by the General Assembly through resolution 512 (XVI), amendment to Article 37 of the Statutes (adopted by the General Assembly through resolution 93 (IV)), amendment to Paragraph 4 of the Financing Rules (adopted by the General Assembly through resolution 422 (XIV)) and amendment to Paragraph 12 of the Financing Rules (adopted by the General Assembly through resolution 61 (III)) shall enter into force upon entry into force of the present amendment to Article 33."

P.   Amendment to Article 12 (g) of the Statutes adopted by the General Assembly at its twenty-second session, Chengdu, September 2017 [resolution 696 (XXII)]:

"(g) to elect the Auditor on the recommendation of the Council"

Q.   Amendment to Article 26 of the Statutes adopted by the General Assembly at its twenty-second session, Chengdu, September 2017 [resolution 696(XXII)]:

"1. The accounts of the Organization shall be examined by an Auditor elected by the Assembly on the recommendation of the Council for a period of two years. The Auditor shall be eligible for re-election;

2. The Auditor, in addition to examining the accounts, may make such observations as the Auditor deems necessary with respect to the efficiency of the financial procedures and management, the accounting system, the internal financial controls and, in general, the financial consequences of administrative practices."

R.   Amendment to Paragraph 11 of the Financing Rules adopted by the General Assembly at its twenty-second session, Chengdu, September 2017 [resolution 696(XXII)]:

"The accounts of the Organization for the last financial year shall be transmitted by the Secretary-General to the Auditor and to the competent organ of the Council. The Auditor shall report to the Council and to the Assembly."

Annex VII-B: List of adopted amendments to the Statutes and the Financing Rules and number of approvals received to date

1.   **General list per amendment of number of approvals received and number of approvals pending in order for the amendment to enter into force**

Amendment	General Assembly Session, place and date	Article	Approved By	Pending	In Force
A/RES/61(III)	3rd Session, Torremolinos, September 1979	Paragraph 12 Financing Rules	101	5	Provisional Application
A/RES/92(IV)	4th Session, Rome, September 1981	Paragraph 13 Financing Rules	88	18	No
A/RES/93(IV)	4th Session, Rome, September 1981	Article 37 Statutes	92	14	Provisional Application
A/RES/208(VII)	7th Session, Madrid, September-October 1987	Article 15 Statutes	75	31	No
A/RES/422(XIV)	14th Session, Seoul / Osaka, 24-29 September 2001	Paragraph 4 Financing Rules	51	55	Provisional Application
A/RES/511(XVI)	16th Session, Dakar, November-December 2005	Article 1 Statutes	27	79	No
		Article 4 Statutes	27	79	No
		Article 5 Statutes	27	79	No
		Article 6 Statutes	27	79	No
		Article 7 Statutes	27	79	No
		Article 9 Statutes	27	79	No
		Article 14 Statutes	27	79	No
		Paragraph 14 Financing Rules	27	79	No

A/RES/512(XVI)		Article 22 Statutes	28	78	No
A/RES/695(XXII)	22nd Session, Chengdu, September 2017	Article 33 Statutes	5	101	No
A/RES/696(XXII)	22nd Session, Chengdu, September 2017	Article 12(g) Statutes	3	103	No
		Article 26 Statutes	3	103	No
		Paragraph 11 Financing Rules	3	103	No

2. **Detailed list of number of approvals received per amendment and number of approvals pending in order for the amendment to enter into force**

	Full Member	Paragraph 12 FR	Paragraph 13 FR	Article 37	Article 15	Paragraph 4 FR	Articles 1,4,5,7,9, 14 and Paragraph 14 FR	Article 22	Article 33	Article 12 (g), 26 and Para. 11 FR
1	Afghanistan (*)	No	No	No	No	No	No	No	No	No
2	Albania (*)	No	No	No	No	No	No	No	No	No
3	Algeria	YES	No	No	No	No	No	No	No	No
4	Andorra	YES	YES	YES	YES	YES	YES	YES	No	No
5	Angola (*)	No	No	No	No	No	No	No	No	No
6	Argentina	YES	YES	YES	YES	YES	YES	YES	No	No
7	Armenia	No	No	No	No	No	YES	YES	No	No
8	Austria	YES	YES	YES	YES	YES	YES	YES	No	No
9	Azerbaijan	YES	YES	YES	YES	No	No	No	YES	No
10	Bahamas	YES	YES	YES	YES	YES	No	No	No	No
11	Bahrain	YES	YES	YES	YES	YES	No	No	No	No
12	Bangladesh	YES	YES	YES	No	No	No	No	No	No
13	Barbados	No	No	No	No	No	No	No	No	No
14	Belarus	YES	YES	YES	YES	YES	No	No	No	No
15	Benin (*)	No	No	No	No	No	No	No	No	No

16	Bhutan	YES	YES	YES	YES	YES	No	No	No	No
17	Bolivia	YES	YES	YES	YES	YES	No	No	No	No
18	Bosnia and Herzegovina	No	No	No	No	No	No	No	No	No
19	Botswana	No	No	No	No	No	No	YES	No	No
20	Brazil	YES	No	YES	No	No	No	No	No	No
21	Brunei Darussalam	YES	YES	YES	YES	YES	YES	YES	No	No
22	Bulgaria	YES	YES	YES	YES	YES	No	No	No	No
23	Burkina Faso	YES	YES	No	No	No	No	No	No	No
24	Burundi (*)	No	No	No	No	No	No	No	No	No
25	Cambodia	No	No	No	No	No	No	No	No	No
26	Cameroon	No	No	No	No	No	No	No	No	No
27	Cabe Verde	YES	YES	YES	YES	No	No	No	No	No
28	Central African Republic	No	No	No	No	No	No	No	No	No
29	Chad (*)	No	No	No	No	No	No	No	No	No
30	Chile	YES	YES	YES	YES	YES	No	No	No	No
31	China	YES	No	YES	No	No	No	No	No	No
32	Colombia	YES	YES	YES	YES	No	No	No	No	No
33	Congo	No	No	No	No	No	No	No	No	No

34	Costa Rica	YES	YES	YES	No	No	No	No	No	No
35	Côte d'Ivoire	YES	No	No	No	No	No	No	No	No
36	Croatia (*)	YES	YES	YES	YES	YES	YES	YES	YES	YES
37	Cuba	YES	No	No	YES	No	No	No	No	No
38	Cyprus	YES	YES	YES	No	YES	No	No	No	No
39	Czech Republic	YES	YES	YES	YES	YES	YES	YES	No	No
40	Democratic People's Republic of Korea	YES	No	YES	YES	YES	No	No	No	No
41	Democratic Republic of the Congo	No	No	No	No	No	No	No	No	No
42	Djibouti (*)	No	No	No	No	No	No	No	No	No
43	Dominican Republic	No	No	No	No	No	No	No	No	No
44	Ecuador	No	No	No	No	No	No	No	No	No
45	Egypt	YES	YES	YES	No	YES	YES	YES	No	No
46	El Salvador	YES	YES	YES	YES	YES	YES	YES	No	No
47	Equatorial Guinea	YES	YES	YES	YES	No	No	No	No	No
48	Eritrea (*)	No	No	No	No	No	No	No	No	No
49	Ethiopia	YES	YES	YES	No	No	No	No	No	No
50	Federal Republic of Somalia	No	No	No	No	No	No	No	No	No

51	Fiji (*)	No	No	No	No	No	No	No	No	No
52	France	YES	YES	YES	No	No	No	No	No	No
53	Gabon	YES	YES	YES	No	No	No	No	No	No
54	Gambia	No	No	No	No	No	No	No	No	No
55	Georgia	No	No	No	No	No	No	No	No	No
56	Germany	YES	YES	YES	YES	YES	YES	YES	No	No
57	Ghana	No	No	No	No	No	No	No	No	No
58	Greece	YES	YES	YES	YES	YES	No	No	No	No
59	Guatemala (*)	No	No	No	No	No	No	No	No	No
60	Guinea	No	No	No	No	YES	No	No	No	No
61	Guinea-Bissau (*)	No	No	No	No	No	No	No	No	No
62	Haiti	No	No	No	No	No	No	No	No	No
63	Honduras	YES	YES	YES	YES	No	No	No	No	No
64	Hungary	YES	YES	YES	YES	YES	YES	YES	No	No
65	India	No	No	No	No	No	No	No	No	No
66	Indonesia	YES	YES	YES	No	No	No	No	No	No
67	Iran, Islamic Republic of	No	No	No	No	No	No	No	No	No
68	Iraq	YES	YES	YES	YES	No	No	No	No	No

69	Israel	YES	YES	YES	YES	YES	YES	YES	No	No
70	Italy	YES	YES	YES	YES	YES	YES	YES	No	No
71	Jamaica	YES	YES	YES	YES	YES	No	No	No	No
72	Japan (*)	No	No	No	No	No	No	No	No	No
73	Jordan	YES	YES	YES	YES	YES	No	No	No	No
74	Kazakhstan (*)	No	No	No	No	No	No	No	No	No
75	Kenya	YES	YES	YES	YES	No	No	No	No	No
76	Kuwait	YES	YES	YES	YES	YES	No	No	No	No
77	Kyrgyzstan	No	No	No	No	No	No	No	No	No
78	Lao People's Democratic Republic	No	No	No	No	No	No	No	No	No
79	Lebanon (*)	No	No	No	No	No	No	No	No	No
80	Lesotho (*)	No	No	No	No	No	No	No	No	No
81	Liberia	No	No	No	No	No	No	No	No	No
82	Libyan Arab Jamahiriya	YES	YES	YES	No	No	No	No	No	No
83	Lithuania	YES	YES	YES	YES	YES	YES	YES	No	No
84	Madagascar	YES	YES	YES	YES	No	No	No	No	No
85	Malawi	No	No	No	No	No	No	No	No	No
86	Malaysia	YES	YES	YES	YES	No	No	No	No	No

87	Maldives	YES	YES	YES	YES	YES	No	No	No	No
88	Mali	YES	YES	YES	YES	YES	No	No	No	No
89	Malta	YES	YES	YES	YES	No	No	No	No	No
90	Mauritania (*)	No	No	No	No	No	No	No	No	No
91	Mauritius	No	No	No	No	No	No	No	No	No
92	Mexico	YES	YES	YES	YES	No	YES	YES	No	No
93	Monaco (*)	No	No	No	No	No	No	No	No	No
94	Mongolia (*)	No	No	No	No	No	No	No	No	No
95	Montenegro	YES	YES	YES	YES	YES	YES	YES	No	No
96	Morocco	YES	YES	YES	YES	No	No	No	No	No
97	Mozambique (*)	No	No	No	No	No	No	No	No	No
98	Myanmar (*)	YES	No	No	No	No	No	No	No	No
99	Namibia (*)	No	No	No	No	No	No	No	No	No
100	Nepal	YES	YES	YES	No	No	No	No	No	No
101	Netherlands	YES	YES	YES	YES	YES	YES	YES	No	No
102	Nicaragua	No	No	No	No	No	No	No	No	No
103	Niger	YES	YES	YES	No	No	No	No	No	No
104	Nigeria	No	No	No	No	No	No	No	No	No

105	Oman	YES	YES	YES	YES	YES	No	No	YES	No
106	Pakistan	YES	YES	YES	YES	No	No	No	No	No
107	Panama	YES	YES	YES	YES	No	No	No	No	No
108	Papua New Guinea	YES	YES	YES	YES	YES	No	No	No	No
109	Paraguay	YES	YES	YES	YES	YES	YES	YES	No	No
110	Peru	YES	YES	YES	YES	No	No	No	No	No
111	Philippines	YES	No	No	No	No	No	No	No	No
112	Poland	YES	YES	YES	YES	No	No	No	No	No
113	Portugal	YES	YES	YES	YES	No	No	No	No	No
114	Qatar	YES	YES	YES	YES	YES	No	No	No	No
115	Republic of Korea	YES	YES	YES	No	No	No	No	No	No
116	Republic of Moldova	YES	YES	YES	YES	YES	No	No	No	No
117	Republic of Palau	YES	YES	YES	YES	YES	YES	YES	YES	YES
118	Republic of Trinidad and Tobago	No	No	No	No	No	No	No	No	No
119	Romania	YES	No	YES	YES	No	No	No	No	No
120	Russian Federation	YES	YES	YES	YES	YES	YES	YES	No	No
121	Rwanda	YES	YES	YES	No	No	No	No	No	No
122	Samoa	No	No	No	No	No	No	No	No	No

123	San Marino	YES	YES	YES	YES	No	No	No	No	No
124	Sao Tome and Principe	No	No	No	No	No	No	No	No	No
125	Saudi Arabia	YES	YES	YES	YES	YES	No	No	No	No
126	Senegal	YES	YES	YES	No	No	No	No	No	No
127	Serbia	YES	YES	YES	YES	YES	YES	YES	No	No
128	Seychelles	YES	YES	YES	YES	YES	No	No	No	No
129	Sierra Leone (*)	No	No	No	No	No	No	No	No	No
130	Slovakia	YES	YES	YES	YES	YES	No	No	No	No
131	Slovenia	YES	YES	YES	YES	YES	YES	YES	No	No
132	South Africa	No	No	No	No	No	No	No	No	No
133	Spain	YES	YES	YES	YES	YES	YES	YES	No	No
134	Sri Lanka	YES	YES	YES	No	No	No	No	No	No
135	Sudan	No	No	No	No	No	No	No	No	No
136	Swaziland (*)	No	No	No	No	No	No	No	No	No
137	Switzerland (*)	YES	YES	YES	YES	YES	YES	YES	YES	YES
138	Syrian Arab Republic	YES	YES	YES	YES	YES	YES	YES	No	No
139	Tajikistan	YES	YES	YES	YES	YES	YES	YES	No	No
140	Thailand	YES	YES	YES	YES	YES	No	No	No	No

141	North Macedonia	No	No	No	No	No	No	No	No	No
142	Timor-Leste	YES	YES	YES	YES	YES	No	No	No	No
143	Togo	YES	YES	YES	YES	No	No	No	No	No
144	Tunisia	YES	No	No	No	No	No	No	No	No
145	Turkey	YES	YES	YES	YES	No	No	No	No	No
146	Turkmenistan	YES	YES	YES	YES	No	No	No	No	No
147	Uganda	YES	No	No	No	No	No	No	No	No
148	Ukraine (*)	No	No	No	No	No	No	No	No	No
149	Union of Comoros	No	No	No	No	No	No	No	No	No
150	United Arab Emirates	YES	No	No	No	No	No	No	No	No
151	United Republic of Tanzania	YES	YES	YES	YES	No	No	No	No	No
152	Uruguay	YES	YES	YES	YES	YES	No	No	No	No
153	Uzbekistan	YES	No	YES	YES	No	No	No	No	No
154	Vanuatu	No	No	No	No	No	No	No	No	No
155	Venezuela	No	No	No	No	No	No	No	No	No
156	Viet Nam	YES	YES	YES	YES	No	No	No	No	No
157	Yemen	YES	YES	YES	YES	No	No	No	No	No
158	Zambia	YES	YES	YES	No	No	No	No	No	No

159	Zimbabwe (*)	YES	YES	YES	YES	YES	YES	YES	No	No
	Total approvals	**101**	**88**	**92**	**75**	**51**	**27**	**28**	**5**	**3**

Annex VIII: UNWTO Recommendations on Tourism for Rural Development

Tourism is one of the fastest growing and most resilient socio-economic sectors of our times. It accounts for 7% of global trade and has outpaced economic growth for the last decade. A leading employer, it generates millions of jobs directly and indirectly.

However, in many places, the benefits of tourism, including enhanced employment and gender opportunities, have been concentrated in urban and coastal areas, contributing to an unequal territorial distribution of wealth and economic opportunities. Furthermore, pressure on the most visited locations comes with risks such as overcrowding, unsustainable demand for natural and cultural resources, and possible disruptions to social fabric and community life. Promoting tourism in rural areas spreads the benefits of the sector more widely across regions and populations, while at the same time mitigating the risks associated with the concentration of tourism in specific locations.

Tourism can be an effective means of providing socio-economic opportunities for rural communities. It can also help with increasing the attractiveness and vitality of rural areas, mitigating demographic challenges, reducing migration, and promoting a range of local resources and traditions while upholding the essence of rural life. It can also celebrate a territory's values, often the essence of the travel experience, in an active way so as to preserve both tangible and intangible heritage and complement the existing economic activities of these territories.

In the context of the COVID-19 pandemic, the role of tourism in rural development is more relevant than ever. Tourism in rural areas offers important opportunities for recovery as tourists look for less populated destinations and open-air experiences and activities. At the same time, communities in rural areas are, in general, much less prepared to deal with the direct and indirect impacts of crisis. It is therefore of critical importance to support them in facing the economic and social effects of the pandemic. As the United Nations Secretary-General Antonio Guterres stressed in his recent Policy Brief 'COVID 19 and Transforming Tourism'[1], this crisis is also "an opportunity to rethink how tourism interacts with our societies, other economic sectors and our natural resources and ecosystems; to measure and manage it better; to ensure the fairer distribution of its benefits and to advance the transition towards a carbon-neutral and more resilient tourism economy."

Moreover, the growing, intrinsic and unavoidable connection between urban and rural development has been accelerated by the current crisis. The shift in the world's population towards urban areas creates new dynamics that offer opportunities for a fresh look and to re-think how to better enhance these urban-rural linkages.

2020 marks the 'Year of Tourism and Rural Development', a theme shared with this year's World Tourism Day. The sustainability of tourism in rural areas will only be successful if a comprehensive, inclusive planning strategy is adopted and implemented based on a multi-action and multi-stakeholder participatory approach. The *UNWTO Recommendations on Tourism and Rural Development* aim to support governments at various levels, as well as the private sector and the international community in developing tourism in rural territories in a way that contributes to inclusive, sustainable and resilient development.

Such development will ensure the fair distribution of tourism's benefits, enhance job creation, protect natural resources and cultural heritage, promote social inclusion and empower local communities and traditionally disadvantaged groups, particularly women, youth and Indigenous peoples. Inclusive tourism will also contribute to making rural territories more accessible for both locals and visitors of different generations and different access needs, thus providing a better quality of life for all.

2020 also marks 75 years of the United Nations (UN). Harnessing the power of tourism to drive rural development will enhance the sector's contribution to achieving the Sustainable Development Goals (SDGs) and the implementation of the Global Code of Ethics for Tourism.

As the world faces one of the most challenging crises of all times, there is a collective opportunity to renew our efforts and develop innovate approaches that will foster tourism's potential for development, including its unique ability to drive development for rural communities as one of the socio-economic activities engaging across and throughout communities and leaving no one behind.
Rationale

Urbanization is a prevalent trend across the world. According to the UN, by 2050 68% of the world population will live in urban areas[2] and cities will produce 85% of global economic output, leaving behind a staggeringly high human and environmental impact and imposing a high cost on surrounding rural areas[3]. This trend contrasts with the fact that 80% of all people living in 'extreme poverty' live in rural communities[4].

Rural areas face increasing demographic challenges, particularly depopulation, lower income levels, a digital divide, decline in traditional economic activities and lack of economic diversity as well as scarce infrastructure, services and transport connectivity. Rural youth are one of the most vulnerable groups due to the lack of gainful employment and entrepreneurial opportunities in agriculture and related rural economic activities[5]. At the same time, they are also the most crucial when addressing rural development[6]. Nearly 1 billion of the world's 1.2 billion youth aged 15-24 reside in developing countries and 88% of youth in developing countries live in rural areas; 75 million of them are unemployed.

Traditional economic and cultural systems are under threat from climate change. This particularly affects Indigenous people who are reliant on agriculture and local natural resources. In extreme cases, land abandoned due to migration can be affected by erosion, causing an altered cultural landscape and the potential loss of a sense of place. Such locations are also at higher risk from natural disasters.

Tourism has proven to be a tool for economic diversification and a major employment engine with a multiplier effect on other sectors that contribute to rural development. Tourism in rural areas can particularly benefit traditionally disadvantaged groups such as women - who make up 54% of the workforce in the tourism sector compared to 39% for the whole economy - youth and Indigenous people. Tourism is also an easy access sector for micro and small enterprises and for the self-employed, who make up a significant part of the tourism sector and community-level entrepreneurship in general.

In addition, the COVID-19 pandemic has triggered rising interest from tourists looking for new experiences based around natural and rural areas in the open air, far from congested settings. This, combined with the already rising demand for more authentic experiences that offer stronger engagement with local communities, their culture and products, as well as demand for a greener approach in all stages of the travel experience opens up immense opportunities for the economic, social and environmental revitalization of rural areas through tourism.

The current crisis has also emphasized the importance of building resilience among communities in those rural areas which rely on tourism. This implies better social protection and benefits-sharing among communities, as well as economic diversification and the broadening of tourism products and markets through added value experiences. To achieve this, investment, skills development, access to finance, infrastructure development, digital transformation, sustainable development, impact assessment, improved governance and women's empowerment should be placed at the heart of the recovery plans for tourism in rural communities. This will help support them as they navigate through the crisis and emerge stronger.

Finally, creating new opportunities for jobs and economic activities in rural areas through tourism requires a holistic approach that engages all other sectors and activities in the tourism value chain and promotes Public-Private-Community (PPC) partnerships.

Harnessing the power of tourism to drive rural development will enhance the sector's contribution to achieving the SDGs, particularly Goals 1 (No Poverty), 5 (Gender Equality), 8 (Decent Work and Economic Growth), 10 (Reduced Inequalities) 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), 15 (Life on Land), and 17 (Partnerships for the Goals), as well as the implementation of the Global Code of Ethics for Tourism.
However, realizing these opportunities, requires an integrated and sequential strategic approach to tourism for rural development with a long-term vision towards 2030 and beyond.

UNWTO Recommendations on Tourism and Rural Development

I. *Placing Tourism as a strategic pillar in policies for rural development*

1. **National, regional and local governments should place tourism as one of the strategic pillars of rural development policies** better recognising the role the sector can play as part of a diversified rural economy and putting in place active policies to promote it. This includes providing an enabling normative and regulatory framework, adequate investment, guidance and incentives to develop and manage tourism in rural areas more effectively and sustainably. This is particularly relevant in the context of the COVID-19 support measures as tourism in rural areas can make an important contribution to the recovery of the sector and increase the socio-economic resilience of rural communities. Even though governments have severely challenged budgets, it is essential to direct an effect proportion of national and regional resources, especially during the time of the COVID-19 crisis to promote investment and develop public infrastructure in rural areas, especially due to the current opportunity in customer trends of preference to travel in low concentration, easier social distancing areas.

2. **National, regional and local governments should fully integrate tourism into their development plans**. Factors to be considered include the territorial identity and specific features of rural destinations, as well as policies to distribute the benefits of tourism throughout their territories and make tourism an effective tool for inclusive, resilient and sustainable development for rural areas. Special emphasis should be placed on designing national and regional planning guidelines and/or legislation. These should enable the more productive usage of land (in its various uses) in tourism (and other) developments and allow faster more efficient planning and execution of development programmes. This should also allow for the more efficient usage of land (and land allocation), including the continued preservation of natural reserves, and other natural, tangible, and non-tangible national, regional and local community resources that will attract visitors and tourists.

3. **Governments should promote a whole-of-government approach** through enhanced coordination between tourism and other relevant policy areas, particularly rural development, as well as across and between the various levels of government (national, regional and local) so as to maximize tourism's potential for rural development and achieving its objectives.

4. **The governance of tourism for rural development should be based on Public-Private-Community (PPC) partnerships** and adopt a holistic and systemic approach by which all stakeholders – public sector at national, regional and local level, private sector, civil society and local communities – are fully engaged in the design, implementation, evaluation and coordination of tourism policies and strategies for the development of rural areas.

5. **Policies and governance in tourism for rural development should mainstream gender considerations** throughout the whole process to ensure equal outcomes and opportunities for both men and women**.**

6. **National, regional and local governments should create an enabling environment in rural areas to better realize tourism's potential to foster investments, innovation, entrepreneurship, decent and fair working conditions, digitalization and skills.** This can be achieved through the development of essential infrastructure and services, fiscal policies, monetary incentives and education and training, enhancements of the rule of law and a regulatory environment that supports the private sector. The role of and contributions by the private sector in tourism and all linked sectors are fundamental to ensuring the sustainability of rural tourism destinations.

7. **National, regional and local governments should promote the links between the urban and rural contexts** by promoting tourism in cities combined with travel to surrounding rural areas and promoting rural areas close to urban centres. Promoting tourism in rural areas not only spreads the benefits of the sector but also helps reduce pressure on more visited locations in cities.

8. **National, regional and local governments, the private sector and communities should increase investment as a condition for productivity, investment and new tourism**

developments in rural areas. Public sector investment is especially important for attracting investments from the private sector, International Financial Institutions (IFIs) and development partners. Infrastructure, particularly transport and digital infrastructure, is key for the competitiveness and sustainability of rural destinations. Governments should ensure adequate levels of investment in infrastructure in order to improve the wellbeing of rural communities and the visitor experience. This includes roads and train links to improve access and communication, public transport connections and facilities for cycling and walking, inter-island connectivity, reliable electricity, parking spaces, sanitary and educational infrastructure, cultural resources, as well as telephone services, internet/broadband connectivity, potable water provision, waste management and recycling, safety and security, banking facilities, health and childcare services among others.

9. **National, regional and local governments and multilateral organizations should promote cross boarder cooperation** and develop joint strategies and initiatives for rural tourism ensuring a more stable approach and greater impacts for the territories involved.

10. **Development institutions and partners should reinforce their support to tourism and step up the levels of Official Development Assistance (ODA) for tourism,** in line with the sector's contribution to jobs and economic growth as a means to promote poverty alleviation and inclusive development, particularly for vulnerable groups such as Indigenous peoples in rural areas.

11. **The international community should promote policies and initiatives that advance the close relationship between sustainable food systems and tourism**. These can be a pathway for the conservation and use of biodiversity, agrobiodiversity, cultural heritage and local gastronomy in rural areas, promoting local economies while preserving identities. Initiatives to make tourists more aware of their carbon footprint when travelling to rural areas and on their impact on the local food systems should be developed to encourage behaviours that help generate positive impacts for communities and ecosystems.

12. **The international community should promote effective planning and coordination of assistance and efforts among international organizations, donors, the private sector, and non-governmental organizations (NGOs)** to achieve concrete development targets, assure maximum impact, avoid duplication of efforts and ad hoc interventions. A value-chain approach to international assistance, based on strategies agreed with local and national governments is required.

13. **The international community should improve access to development and project financing for higher income developing countries**, especially to support improved resilience and increased Micro Small and Medium Enterprises (MSMEs) development in rural areas. A number of the countries and Small Island Developing States (SIDS) in this category that have graduated from ODA and IMF assistance rely on deficit spending for public sector capital projects and debt financing to address matters such as climate mitigation and building economic resilience. Considering that SIDS are disproportionately vulnerable to extreme weather events, and that these are aggravated by climate change, rural island communities often experience extreme hardship and high costs of living. Taken together, this makes it very difficult for locals to be able to invest in tourism.

II. *Tourism for the benefit and wellbeing of rural communities: Building a fair, inclusive, resilient and sustainable sector*

14. **National, regional and local policies for tourism and rural development should place the economic, social, cultural and environmental wellbeing of rural communities at their core**, paying special attention to Indigenous ways of relating to people and the environment. In view of this, local leadership and management should be strengthened to ensure the large and effective support from the community in rural areas. The sustainability of rural tourism should also respect the cultures of rural communities and promote the equal sharing of economic gains from tourism with rural communities. A comprehensive benefits-sharing mechanism should be established at the local level with the full engagement of community members who participate in the tourism value chain.

15. **Rural communities should be fully engaged in co-leading consultation processes and decision making for planning, developing and managing tourism in rural destinations**. This should enable them to take both ownership and leadership in

destination planning and management. In this sense, it is essential to generate bottom-up debate processes where decision-making is consensual but endowing local managers (public and private) with enough autonomy to carry out concrete actions for which they will also have to be held accountable. Likewise, it is necessary to establish mechanisms for control, evaluation and proposals for improvement. Again, this should also be subject to broader consensus. Such decision-making structures should encourage the active and equal participation of women.

16. **National, regional and local governments should provide a conducive environment for MSMEs and entrepreneurship by ensuring an adequate regulatory framework**. They should also ensure easy and simplified access to financial assistance to empower rural communities and enhance the creation of tourism businesses in rural areas. This includes providing information on what funding is available from both the private and public sectors (credit lines, grant funds, subsidised interest rates, etc.), simplifying the processes to access financing, and developing products and market them, especially through digital platforms and more efficient sales channels. Support to local MSMEs through common facilities, business advisory services, technology support, marketing and investment attraction is critical to help them thrive, reduce entrepreneurial failure and accelerate their integration into the tourism value chain. Governments should encourage investment and risk taking by, amongst other things, deploying programmes of Incubators and/or Accelerators for small businesses, or even 'would be entrepreneurs' willing to take the risk of investing in and developing tourism businesses. This can come in the shape of government backed loans and credit (including partial guarantees, or better interest rates, etc.), for example.

17. **National, regional and local governments should continuously promote and facilitate the training and attraction of tourism professionals and entrepreneurs in rural areas.** Education and skills development for the local community are key. Without 'human capital', rural development would be impossible. The digital revolution is shaping skills development. Tourism related policies and capacity development programmes should build capacities in rural communities with a focus on the digital economy, as well as social and green skills that guide development in an ethical, greener and socially beneficial direction while respecting the diversity of development visions and cultural mindsets existing in rural areas. Part of the policy efforts in education and skills development should include the encouragement of higher skilled human capital and labour to move to rural areas, through government subsidies, lower taxation programmes, etc.

18. **Guided by the principles of the** *Global Code of Ethics for Tourism***, public and private sector should ensure that tourism activities in rural areas offer decent and fair jobs** and entrepreneurship opportunities for local communities, particularly for traditionally marginalized groups (women, youth, and Indigenous peoples) while promoting gender equality.

19. In line with the *UNWTO Recommendations on Accessible Tourism for All*, **public and private sector should advance accessibility across the entire tourism value chain in rural destinations,** empowering those with specific access requirements, including seniors, in order to make destinations more inclusive for local communities and visitors while opening new business opportunities. Accessibility should be promoted for local people at all levels. If this is achieved, in return visitors and tourists will also enjoy accessible rural destinations.

20. **Public and private sector should consider the UNWTO Recommendations on Sustainable Development of Indigenous Tourism,** and base tourism development in rural areas on the principles of mutual respect, consultation, empowerment and equitable partnerships in tourism, which can alleviate poverty and improve the indigenous communities' wellbeing and generate new business opportunities.

III.   **New opportunities for tourism and rural development: Innovation, technology and digitalization**

21. **National, regional and local governments should promote policies that stimulate innovative solutions, technology and digitalization**. This can help accelerate access for local tourism businesses, many of which are family owned, to the marketplace and promote the inclusion and competitiveness of providers of all sizes in the tourism value chain. It can also help advance green mobility and products. Innovation and digital transformation should guide the development of tourism infrastructure, experiences and mobility, in particularly those that maximize visitors' quest for authenticity, while also fostering sustainability and promoting links with gastronomy, agriculture, manufacturing, wellness, sports, and nature.

22. **National, regional and local governments and the private sector should ensure rural destinations have the same connectivity and access to technology as urban areas** and are not 'left behind'. This is key to ensuring market access for tourism businesses and a positive experience for travellers in the context of a digital travel cycle accelerated by COVID-19. This includes the automation of processes at all stages of the travel experience (contactless check-in/check-out, cashless payments, access to fast, reliable wireless internet, e-purchasing local products and services, digital menus, etc.) without depersonalizing the service. This can also contribute to improvements in the quality and safety of the tourist experience (digital signs, access management, capacity control in common areas, interactive digital platforms, chatbots, etc.) **Particular attention should be given to bridging the gender digital divide in rural destinations.**

23. **National, regional and local governments should maximize the use of big data and technology to better plan, measure and manage tourism and promote evidence-based policies for tourism in rural areas in cooperation with the private sector and technology providers.** Such systems should consider the monitoring of indicators on infrastructure, carrying capacity, health and safety, housing, social impact, transport and mobility, management of natural and cultural resources and community engagement. Big data should be strategically used to better understand visitors to rural areas, their travel behaviours and patterns. This information can be used to craft marketable and personalized experiences, monitor impacts and boost rural areas competitiveness and sustainability. Technologies such as Artificial Intelligence and automation can also assist rural travellers with specific access requirements, whilst virtual and augmented reality can be used by rural destinations to help persons with limited mobility, hearing or vision impairments to travel around the world. In tandem, prior and informed consent to such data, public governance and open access to big data should be put in place to ensure that the technology and data will benefit both the communities and consumers. Local communities and individual stakeholders should receive adequate training that allows them to access, evaluate, and implement individual decisions using big data.

IV.   **Product development and value chain integration for a sustainable and enhanced travel experience**

24. **The development of tourism products and experiences in rural areas should be guided by a previous assessment of the strengths and opportunities of rural destinations** to define their potential and so create a proper enabling environment (i.e. infrastructure, resources management, investments, human capital) and a long-term development plan and strategy that can be sustainable and economically feasible. To this end, it is essential to implement market intelligence initiatives that provide relevant insights on trends and the needs of rural travellers to adapt products and marketing according to the targeted market while maintaining local identity.

25. **The development of tourism products and experiences in rural areas should follow a holistic and fully integrated perspective engaging all other sectors, stakeholders and socio-economic activities in the rural and tourism value chain**. Rural communities should be intrinsically involved in the co-creation of social and environmentally sustainable and economically viable tourism products. Collaboration within the community is essential and the stimulation or creation of networks of producers and cooperatives into working together to design and develop tourism products, agricultural produce and artisanship is highly recommended. The rural community must be proud of what they are, what they do and of their way of life. They should be able to feel ownership of their territory, their

resources and lifestyle, and therefore also empowered to welcome visitors and create valuable experiences.

26. **National, regional and local governments as well as the private sector should promote thematic routes, road trips, island connections and national routes that link different rural destinations.** Collaboration between various rural destinations to develop joint tourism experiences and connectivity is encouraged for a more effective approach of tourism development and to provide added value for visitors.

27. **National, regional and local governments, private sector and communities should promote new and authentic experiences that are unique to rural areas**, promoting contact with nature and culture in uncrowded environments, in line with current consumer trends. The full variety of rural resources should be considered. This includes tourism activities related to culture, gastronomy and beverage, health and wellness, adventure and sports, agro-tourism and ecotourism, mountain, costal, marine and natural protected areas, but also the promotion of post-visit follow-ups and access to rural produce. Focus on product development with an emphasis on interpretation which provides experiences for visitors, in terms of cultural learning and environmental conservation in rural areas, should be given priority.

28. **National, regional and local governments, private sector and communities should strengthen the marketing and promotion of tourism in rural areas**. There is an opportunity to attract and retain new travellers in view of the current COVID-19 context as many visitors look for open-air and less dense landscapes. In addition, marketing and promotion play an important role in growing communities' sense of place and pride and in educating visitors on the importance of their contribution for the benefit of local communities. Successful promotions should aim at growing both demand and spend, but also ensuring respect for the destination, visitor satisfaction and investment.

29. **National, regional and local governments, private sector and communities should raise awareness about the importance of rural communities and their contribution to the national economy and the preservation of cultural and natural resources** to promote the domestic market. This could include educational programmes that encourage children and youth to learn about their country's territory and cultures, actively engaging them in traditional customs and activities and raising awareness of the cultural and natural heritage transmitted by the rural communities, as well as their relationship with nature.

30. **Governments and the private sector should collect and make available, in accessible formats, accurate and regularly updated information concerning accessible products, services and facilities,** enabling visitors with specific access requirements for booking and purchasing of the whole itinerary and enhance their experience before, during and after.

31. **National, regional and local governments, private sector and communities should address seasonality** through campaigns in the domestic market. This can include special incentives to consumers and adequate product development considering the increasing interest in responsible, greener and ethical tourism experiences and business practices. Market diversification beyond the traditional domestic markets for rural tourism, and a specific focus on the demographics (both an ageing but healthy, travel-experienced and economically sound population that can travel off-season, as well as a younger population looking for nature and wellness) should also be considered.

V. *Fostering sustainable policies and practices in rural destinations*

32. **Tourism should be included as an effective means to attain rural development in the framework of the 2030 Agenda and the SDGs**, particularly Goals 1 (No Poverty), 5 (Gender Equality), 8 (Decent Work and Economic Growth), 9 (industry, innovation and infrastructure), 10 (Reduced Inequalities) 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), 14 (Life Below Water), 15 (Life on Land), and 17 (Partnerships for the Goals**) and the implementation of the Global Code of Ethics for Tourism** (Article 4 - Tourism, a user of the cultural heritage of mankind and contributor to its enhancement and Article 5 - Tourism, a beneficial activity for host countries and communities). To this end, governments should raise awareness of all stakeholders in the public and private sectors as well as in communities to the SDGs and create a

comprehensive process of participation in their implementation and monitoring that includes all relevant stakeholders.

33. **National, regional and local governments, in collaboration with the private sector and communities, should implement the concept of 'smart destinations'** in rural areas based on the five following pillars: 1) governance, 2) innovation, 3) technology, 4) accessibility and 5) sustainability.

34. **National, regional and local governments, private sector and communities should promote sustainable practices for a more efficient use of local resources and a reduction of emissions and waste** within the framework of the green economy. This includes the use of clean energy such as solar power, wind energy and biofuels in tourism activities, increased energy efficiency banning the use of single-use plastics and harmful substances, and the implementation of food waste management and recycling programmes. General waste management programmes should be included in zoning and planning and shading considerations and other anti-heat technologies should be encouraged and implemented as part of the development process.

35. **National, regional and local governments, private sector and communities should ensure the integration of natural and cultural resources**, such as nature reserves, World Heritage Sites, and natural and historical sites **into the development of rural areas** with a special emphasis on respecting local biodiversity and culture (religious sites, holidays, etc.).

36. **National, regional and local governments, private sector and communities should promote evidence-based tourism development through integrated trustworthy data and monitoring tools** that measure the economic, social, cultural and environmental impact of tourism in rural areas, track and optimize resources. Statistical information and data collection, processing and evaluation by the national/regional authorities should be made more efficient, preferably based on a higher level of digitalization in rural areas so as to enable a better ability to establish, plan, evaluate and manage development programmes.

37. **Governments should join the 'Measuring the Sustainability of Tourism' (MST) initiative** recognized by the UN Statistical Commission as the statistical framework with which to measure and monitor the environmental, economic and social impact of tourism at the national and subnational levels. Governments are invited to support the development process of the framework, and to take steps towards its implementation through pilot studies. In addition, the **UNWTO International Network of Sustainable Tourism Observatories provides a framework for the systematic, timely and regular monitoring of resource-use and a better understanding of the impact of tourism at local level** in nine areas – seasonality; employment; economic benefits; governance; local satisfaction; energy management; water management; waste water (sewage) management; and solid waste management and accessibility. In this context, the regular monitoring of tourism's impact on rural communities' (i.e. quality of life and satisfaction) is of particular relevance.

Annex IX: UN Reform and UN Sustainable Development Group Membership

Introduction

1. Considering the magnitude of the COVID-19 crisis and its devastating impact on tourism, country support has been led by the UN country teams with the leadership of the UN resident Coordinators. UNWTO has benefitted partially from the UN system resources but could fully take advantage to leverage resources and capacity in re-joining the United Nations Sustainable Development Group (UNSDG). The Secretary-General presents again the issue of the United Nations Reform and UNWTO's potential return to joining the UN Sustainable Development Group (UNSDG) membership for consideration and decision, of the General Assembly, taking into account the previous recommendation of the EC and the resolution of the General Assembly that 'UNWTO not be part of the UNSDG for the biennium 2020-2021'.

Proposal

2. The United Nations (UN) reform continues to be a progressive process for the UN system and UNWTO's development work will be immensely enhanced in both operational and financial terms. Key to this reform is that UN country teams and their respective Resident Coordinators (RCs) have been given a more central and decisive role that will continue to require a comprehensive mechanism of cost-sharing support the RCs, to enable them to fully support the UN system's development agenda on the ground. As a non-resident agency (NRA), UNWTO faces a critical cross-road and must re-evaluate its participation and engagement with the UN development system framework – a support and coordination mechanism led by the UN Sustainable Development Group (UNSDG) and its numerous resources at regional, national and local level.

3. It is recalled that UNWTO's Executive Council (110th session) decision CE/DEC/3(CX) (par. 9, pg. 5) and its General Assembly (23rd session) resolution A/RES/714(XXIII) (par. 7, pg. 6) on the Implementation of the General Programme of Work, decided that "UNWTO shall not be part of the UNSDG for the (…) biennium 2020-2021, and that UNWTO membership will be reconsidered for 2022-2023". Such decision was based on the implied costs expected from the Secretariat in the amount of 200,000 USD per annum (and additional management costs), as well as the preparedness of the UN Reform to fully cater and support UNWTO as an NRA at the country level.

4. As the COVID-19 pandemic continues to severely hamper global development growth, UNWTO has witnessed numerous missed opportunities both in financial terms and potential partnerships due to the decision of removing its membership whereby many UN system resources made available to UNSDG members only for recovery – for example the UN COVID-19 Response and Recovery Multi-Partner Trust Fund (COVID-19 MPTF) for socio-economic recovery http://mptf.undp.org/factsheet/fund/COV00, or other MPTF such as the SDGs Fund. The COVID-19 MPTF will continue to operate until April 2022 (for allocation of funding) and should not be another missed opportunity. *Under the current circumstance, UNWTO is not eligible to apply for the funds directly.* However, given the immense importance of building back the tourism sector as never before, many UN system offices at country levels, as well as Resident Coordinators have been reaching out to UNWTO for supporting Tourism recovery efforts as part of the UN work on socio-economic recovery.

5. Under this unprecedented situation, the Secretariat continues to monitor and implement a mitigation strategy. It is currently collaborating with UNDP, and other institutions, with a view to enhancing its working relations (the last MOU signed was in 1976); diversifying and successfully facilitating mobilization of extra-budgetary financial and non-financial resources with multilateral donors (International Finance Institutions) and strengthening its institutional framework. UNWTO is preparing and better positioning itself for a return to a stronger and enhanced engagement with the UN country teams and the UNSDG. The Secretary-General is proposing to the Member States to reconsider re-joining UNSDG membership.

Annex X: Committee on Tourism and Competitiveness (CTC)

I. **Background and objectives**

1. The Committee on Tourism and Competitiveness (CTC) was established in 2013 as a UNWTO technical committee (CE/DEC/7(XCV)) with an advisory role. It is meant to be the first step of a validation process that channels technical outputs referring to principles, policies, practices and processes such as guidelines, definitions, criteria and standards to the corresponding governing organs of the Organization for adoption.

2. The CTC is governed by the Rules of Procedure of the Technical Committees on Competitiveness and Sustainability" approved by the Executive Council in CE/DEC/9(XCVI).

3. The main objectives of the CTC are:

   - To support the Organization in fulfilling its normative role;
   - To provide a dialogue mechanism between the public and the private stakeholders and the academia within a coherent framework to provide guidance and recommendations in building and strengthening tourism competitiveness policies and strategies;
   - To identify and delve into the key factors of tourism competitiveness.

4. In fulfilment of its mandate, the CTC's achievements in the previous mandates are summarized as follows:
   i. Elaboration of operational definitions on concepts related to the tourism value chain.
   ii. Elaboration of operational definitions on some selected tourism types.
      The definitions on the concepts listed above (available here) were adopted as recommendations by the 22nd General Assembly (A/RES/684(XXII)).
   iii. Identification of factors which explain the competitiveness of a tourism destination. This list was submitted to the 105th Executive Council, for information (CE/105/5(a) - Annex I Report of the Committee on Tourism and Competitiveness).
   iv. Based on the consensus reached by the CTC members, the Committee agreed on delving into one of the prioritized factors for competitiveness, tourism policy and strategic planning and elaborating a position paper, which was presented in the 8th CTC Meeting, held on 10 September 2019 in Saint Petersburg, Russian Federation, immediately before the 23rd General Assembly.

II. **Composition**

5. The Committee renewed its composition for the period of 2019-2023 and the new members nominated by the respective Regional Commissions held in 2019 were approved by the 111th session of the Executive Council (CE/DEC/2(CXI)).

6. The members of the CTC (2019-2023) are:

Full members:

- **Africa:**   Kenya
                                     Senegal (Chair)

- **Americas:**   Bahamas
                                     Brazil

- **Asia and the Pacific:** Fiji (Vice-Chair)
                                     India

- **Europe:**   Israel
                                     Republic of Moldova

- **Middle East:**   Bahrain

Representative of the Associate Members: Macao, China (2019-2021)

Representatives of the Affiliate Members: Chairman of the Affiliate Members Board: FITUR, Spain (2019-2021)

7. Senegal and Fiji were elected among its Full Members as Chair and Vice-Chair, respectively at the 9th CTC meeting, held on 24 January 2020 at UNWTO Headquarters.

III. Scope and areas of work

8. As a technical committee, the work of the CTC is key to deliver value to the UNWTO Members and to guide them in competitiveness-related issues ensuring that it is relevant to Members and the sector at large and that its outcome has an operational approach which supports UNWTO Members in practical terms.
9. In line with its main objectives, it was recommended that the CTC adopt a more practical approach in the current mandate (2019-2023) and advances in the elaboration and validation of tangible outcomes with the technical contribution of the Committee members. The outputs of the CTC will be subsequently channelled to the governing organs (Executive Council and General Assembly) for adoption, as appropriate.

Work Plan

10. The initial Work Plan discussed by the CTC members was revised in light of the unprecedented global health emergency caused by COVID-19. Priority was given to adapting it to the crisis aftermath and assisting UNWTO members to mitigate the impact of the outbreak, provide stimulus, regain growth in the tourism sector and prepare for the future ensuring leaving no one behind. The revision of the Work Plan was agreed upon by consensus among the CTC members.

11. Accordingly, the work plan 2020-2021 covered the three areas of action of the Tourism Market Intelligence and Competitiveness Department, namely, 1) knowledge and market intelligence, 2) policy and destination management, and 3) product development, and focused on::
    - Policy Recommendations and Guidelines: the CTC contributed to the 'UNWTO Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development' (2020);
    - Factors for tourism competitiveness: the CTC engaged in the contribution of UNWTO to the Advisory Group created by the World Economic Forum (WEF) to revise the Travel and Tourism and Competitive Index (TTCI). UNWTO also provides data (credited source) to the WEF to elaborate the Report on Travel and Tourism and Competitive Index (TTCI) which is published every two years.

12. The Work Plan 2022-2023 will be discussed and agreed upon with the CTC Members based on the three areas of action of the Tourism Market Intelligence and Competitiveness Department, namely, 1) knowledge and market intelligence, 2) policy and destination management, and 3) product development.

Meetings

13. . The Committee on Tourism and Competitiveness held two meetings since last reporting to the General Assembly: the 9th Meeting, which was held in person on 24 January, 2020, Madrid, Spain, and the 10th Meeting, which was held virtually on 30 July 2020.
14. Full list of meetings of the CTC since its establishment:

    - 1st Meeting: 25 August 2013, Victoria Falls, Zambia/Zimbabwe (during 20th UNWTO General Assembly)
    - 1st Virtual Meeting: 27 March 2014
    - 2nd Virtual Meeting: 3 July 2014
    - 3rd Virtual Meeting: 22 October 2014
    - 2nd Meeting: 28 January 2015 Madrid, Spain
    - 3rd Meeting: 13 September 2015, Medellin, Colombia (during 21st UNWTO General Assembly)
    - 4th Meeting: 22 January, 2016 Madrid, Spain

- 4th Virtual Meeting: 21 April 2016
- 5th Meeting: 20 January 2017, Madrid, Spain
- 5th Virtual Meeting: 2 March 2017
- 6th Meeting: 11 September 2017, Chengdu, China (during 22nd UNWTO General Assembly)
- 7th Meeting: 19 January 2018, Madrid, Spain
- 8th Meeting: 10 September 2019, Saint Petersburg, Russian Federation (during 23rd General Assembly)
- 9th Meeting: 24 January 2020, Madrid, Spain
- 10th Virtual Meeting: 30 July 2020

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Annex XI: Best Tourism Villages by UNWTO

I. Introduction

1. The impact of COVID-19 on tourism (in 2020 international tourist arrivals plunged by 73% the previous year amid widespread travel restrictions), represents both a challenge and an opportunity to advance the role of the sector in rural communities. Though true that less favoured communities are less prepared to manage the decline of tourism demand, travellers' demand for new experiences around nature, local culture and less crowded destinations as well as community engagement in the post COVID-19 context, offer immense opportunities for supporting rural communities, both in the short-term, as they recover from the impact of the pandemic, and in the long-term to promote sustainable and inclusive growth through tourism.

2. Tourism is a lifeline for many rural communities[1] and has a unique capacity to provide new opportunities to generate jobs, promote and protect natural and cultural resources as well as empower women and youth.

3. UNWTO designated 2020 the Year of Tourism and Rural Development and, on the occasion of the 2020 World Tourism Day on this same theme, the Organization launched the 'Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development'[2]. These aim to assist governments as well as the private sector and the international community on the key steps necessary to fully harness the potential of tourism to drive inclusive and sustainable social and economic development in rural areas.

4. Also in 2020, under the Saudi Presidency of the G20, UNWTO and the G20 Tourism Working Group developed the 'AlUla Framework for Inclusive Community Development Through Tourism'[3] aimed at promoting tourism as an effective tool of communities' empowerment and sustainable future.

5. Following the 2020 UNWTO Year of Tourism for Rural Development, the 'Recommendations on Tourism and Rural Development' and the AlUla Framework, UNWTO launches in 2021 the **Best Tourism Villages by UNWTO** initiative, as a pilot project, presented in this document for the approval by the 24th session of the General Assembly.

II. Mission and objectives

6. With the vision of making tourism a positive force for transformation, rural development and community wellbeing, the Best Tourism Villages by UNWTO initiative seeks to advance the role of tourism in valuing and safeguarding rural villages along with their associated landscapes, knowledge systems, biological and cultural diversity, local values and activities.

7. The initiative is aimed at maximizing the role of tourism in:
   - Reducing regional inequalities in income and development
   - Fighting rural depopulation
   - Progressing gender equality and women's and youth empowerment
   - Promoting rural transformation and strengthen traction capacity
   - Strengthening multi-level-governance, partnerships and the active involvement of communities (public-private-community collaboration)
   - Improving connectivity, infrastructure & access to finance and investment
   - Advancing innovation and digitalization
   - Innovating in product development and value chain integration
   - Promoting the relationship between sustainable, equitable and resilient food systems and tourism to preserve biodiversity, agrobiodiversity, cultural heritage and local gastronomy
   - Advancing the conservation of natural and cultural resources
   - Promoting sustainable practices for a more efficient use of resources and a reduction of emissions and waste
   - Enhancing education and skills development

8. The initiative has three main components:

- The *Best Tourism Villages by UNWTO label*, which aims to recognize a village which is an outstanding example of a rural tourism destination with recognized cultural and natural assets, that preserves and promotes rural and community based values, products and lifestyle and has a clear commitment to sustainability in all its aspects – economic, social and environmental – with the fundamental aim of making tourism one of the drivers of rural development and community well-being.
- The *Best Tourism Villages by UNWTO Upgrade Programme*, which will benefit a number of villages selected among those that do not fully meet the label criteria. These villages will receive support from UNWTO and Partners to improve elements of the areas identified as gaps in the evaluation process.
- The *Best Tourism Villages by UNWTO Network*, a space for exchanging experiences and good practices, learnings, and opportunities. The Network will also support the work of UNWTO in identifying good practices, developing guidelines and policy recommendations as well as insights and knowledge.

9. The Best Tourism Villages by UNWTO initiative aims to award those villages which are an outstanding example of rural destination and showcase good practices in line with nine evaluation areas – see point 4 (label). It also aims to support villages to enhance their rural tourism potential through training and access to opportunities for improvement (Upgrade Programme).

10. Villages selected to be included in both Categories will be part of the Network.

III. **Application and Selection Process**

11. As per the Best Tourism Villages by UNWTO [Terms and Conditions] the following process applies.

12. The Call for Applications is open to all UNWTO Member States[4]. Applications are not open for individual application by villages and must always be presented by a Member State.[5]

13. Villages presented by the Member States must comply with the following characteristics:
    - Low population and a maximum of 15,000 inhabitants (for the purpose of this requisite, the application must include the population census for the latest year available);
    - Be located in a landscape with an important presence of traditional activities such as agriculture, forestry, livestock or fishing; and
    - Share community values and lifestyle.

14. In order to streamline the evaluation process, a limitation on the total number of candidate villages per country has been set up. Therefore, each Member State can submit in the 2021 pilot edition a maximum of **three** applications.

15. Each year UNWTO will announce the calendar and timeline for submission of applications.

16. Applications must be submitted only through the online application form available on the Best Tourism Villages website. The online application form, the application Presentation and the Application Rationale must be submitted in English only.

17. Relevant information on the initiative such as the Guidelines for Application, the Application Form and the website are available in the following languages: English, French and Spanish.

18. The information included in the application is the full responsibility of the Member State which commits to its veracity. UNWTO shall not be liable for any false, inaccurate, obsolete, incomplete, or erroneous data submitted by the candidates. In such a case, the application shall be automatically excluded from the evaluation process, and also lose the right to enjoy the label and benefits and shall not be entitled to make any claims against UNWTO.

19. UNWTO reserves the right not to accept or to remove from the process, without prior notice, any candidates who, act fraudulently, in an abusive manner, or in a manner contrary

to the spirit of the initiative, the principles of the UNWTO or the United Nations or the law, third-party rights and/or good faith. Likewise, any participant or related person whose action may be contrary to the reputation or good name of the UNWTO or the United Nations will be removed.

20. The applications will be assessed based on the following nine evaluation areas, in line with the Sustainable Development Goals (SDGs), and the presentation of an Application Rationale:
    - Cultural and Natural Resources
    - Promotion and Preservation of Cultural Resources
    - Economic sustainability
    - Social sustainability
    - Environmental sustainability
    - Tourism Potential and Development and Value Chain Integration
    - Governance and prioritization of tourism
    - Infrastructure and connectivity
    - Health, Safety and Security

21. Applicants may submit supporting documents for the information provided in the areas of evaluation to prove compliance.

22. Applications will be reviewed by the UNWTO Secretariat to verify compliance with eligibility criteria and adequate application process.

23. The applications will be evaluated by an independent multidisciplinary Advisory Board (see point 4.)

24. The label is valid for three years with possibility of renewal.

25. Within the period of validity UNWTO reserves the right to request any document and/or perform any activity deemed relevant to ensure the village complies with the area/s of evaluation.

26. Participation in the Best Tourism Villages by UNWTO has no cost for the Member States, other than those incurred by the Member State for covering any travel and subsistence costs related to the announcement ceremony if awarded the label.

27. This initiative may be modified, interrupted and/or cancelled if there are justified circumstances that so warrant. Likewise, UNWTO reserves the right not to award the label to any village in the event that no submitted application meets the necessary criteria.

28. The Best Tourism Villages by UNWTO is regulated by its Terms and Conditions available on the website of the initiative. By submitting their application, candidates acknowledge their acceptance of the entire content of these Terms and Conditions. Failure to accept any of the provisions contained in the Terms and Conditions shall constitute the non-participation of the candidate in the Best Tourism Villages by UNWTO pilot initiative and rejection of the awarded village, if applicable.

IV. Best Tourism Villages by UNWTO Advisory Board

29. Eligible applications will be evaluated by an independent Advisory Board ("the Board"). . The Board will contribute to ensure the technical standards, impartiality, and transparency of the evaluation process.

30. The Board is a multidisciplinary external body integrated by recognized experts of different areas relevant for tourism and rural development and appointed by the UNWTO Secretary-General for a period of two years renewable once for a maximum of four years.

31. The Board will evaluate all eligible applications and advice the UNWTO Secretary-General on the list of villages to be awarded the Best Tourism Village by UNWTO label as well as those proposed to be included in the Upgrade Programme. The Board will also provide overall advice and technical inputs to the initiative.

32. The final decision on the list of villages awarded the Best Tourism Villages by UNWTO label and those included in Upgrade Programme lies with the UNWTO Secretary-General, following consultation with the Board.

33. The working language of the Board is English.

34. The communication and workflow between the UNWTO Secretariat and the Board members shall be carried out electronically, unless decided otherwise.

35. The decisions of the Board are taken by consensus. In the absence of consensus, decisions or recommendations shall be adopted by a simple majority of the members present and voting.

36. The members will serve on a voluntary basis and in their personal capacity, with independence and impartiality. The members of the Board are requested to sign a Confidentiality/No Conflict of Interest Undertaking Declaration.

37. The names of the members of the Board shall not be made public until the end of their mandate in order to contribute to their impartiality and avoid any possible influence or pressure towards the exercise of their functions and recommendations.

38. No honorarium or fees will be paid.

39. The Board will operate under its own rules which shall be consistent with these Terms and Conditions.

V. Monitoring, Renewal and Removal of the Label

40. The UNWTO Secretariat may conduct – directly or through third parties - monitoring actions such as 'mystery guest' techniques or other relevant assessment tools, i.e. social media listening, surveys, interviews, etc. to verify the ongoing compliance with the area/s of evaluation and with the Application Rationale during the period expanding between the award of the label and the expiration of its validity.

41. If awarded with the Best Tourism Villages by UNWTO label or included in the Upgrade Programme, the Member State shall provide on behalf of the village, a Monitoring Report (format to be provided by UNWTO), providing information on the effective implementation of activities described in the Application Rationale and on their impact.

42. Once the validity (three years) of the label has expired, Members can apply for the renewal of the Best Tourism Villages by UNWTO label. Only those candidatures which prove to continue complying with the areas of evaluation of the Best Tourism Villages by UNWTO label will be renewed for a period of another three years.

43. In the event that a village awarded with the Best Tourism Villages by UNWTO label fails to comply with the area/s of evaluation of the initiative (see 4. above) at any time during the validity of the label, UNWTO reserves the right to remove the label and exclude the village from the Network.

VI. Awards and Benefits

44. Villages awarded with the Best Tourism Villages by UNWTO label will:

- Receive a diploma and/or plate or any other element as recognition.
- Be allowed to use the Best Tourism Villages by UNWTO logo in all its communication materials and activities in line with the Guidelines on the conditions of use of the logo.
- Benefit from the visibility and international recognition of UNWTO communication as an outstanding example of a rural tourism destination that promotes and conserves its associated landscapes, knowledge systems, biological and cultural diversity, local values and activities and has a clear commitment to sustainability in all its aspects – economic, social and environmental with the fundamental aim of making tourism one of the drivers of rural development and community well-being.
- No financial compensation will be given in connection with the label.

45. Villages included in the Upgrade Programme will receive support, such as capacity building and training, from UNWTO and Partners to improve elements of the areas identified as gaps in the evaluation process.

46. Best Tourism Villages by UNWTO and Villages in the Upgrade Programme will be invited to:
    - Be part of the Best Tourism Villages by UNWTO Network
    - Attend UNWTO events related to tourism and rural development

VII. Engagement with UNWTO and the Best Tourism Villages by UNWTO Network

47. By submitting their application, applicants acknowledge their acceptance of the entire content of the Terms and Conditions. Failure to accept any of the provisions contained in the Terms and Conditions of the initiative shall constitute the non-participation of the candidate in the Best Tourism Villages by UNWTO pilot initiative and rejection of the awarded village, if applicable.

48. By submitting their application, applicants accept the UNWTO data protection policy in regards with the Best Tourism Villages by UNWTO initiative, in particular, the following aspects:

    - By submitting their application, applicants agree to hold harmless UNWTO from any and all losses, claims, damages, expenses or liabilities which could arise in relation to intellectual property rights or personal data of third parties in relation to the applications submitted. UNWTO shall not claim any property on the initiatives submitted or any other industrial or intellectual property contained in the applications. Applicants do not cede UNWTO industrial or intellectual property rights arising as a result of their applications,
    - By submitting their application, applicants expressly grant their consent to the use of the name or their village and initiatives in connection with the Best Tourism Villages by UNWTO initiative and the recording and maintenance of related files. Participants may exercise their rights to access, modify, cancel and oppose the processing of their personal details by writing communication sent to the Secretariat.

VIII. Intellectual Property Rights on the Best Tourism Villages by UNWTO Signs (Name and Emblem/Logo) and Use of the UNWTO signs

49. UNWTO owns all intellectual property rights, including title, copyright, trademarks and patent rights in relation to or resulting from the Best Tourism Villages by UNWTO initiative.

50. Villages awarded the Best Tourism Village by UNWTO label will be allowed to use its signs in accordance with the Guidelines on the Conditions of Use of the Best Tourism Villages by UNWTO logo.

51. The logo proposed for the Initiative is as follows:

52. The use of the UNWTO signs (name, emblem, flag or abbreviation) shall be subject to prior written authorization from the Secretary-General and to the terms and conditions established by UNWTO, as adopted by resolution 601(XIX).[6]

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[1] World Tourism Day 2020 – UNWTO Tourism and Rural Development Technical Note:https://www.unwto.org/world-tourism-day-2020/tourism-and-rural-development-technical-note

[2] World Tourism Organization (2020), UNWTO *Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development*, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422173

[3] Presentation of the Alula Framework of Inclusive Community Development through Tourism at the 113th UNWTO Executive Council (https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2021-01/Alula_EC.pdf?UEASxUHJPgi.pVPFidsEJVVzSCE6wHMf)

[4] Applications related to villages located in a territory that is the subject of a dispute, of sovereignty or other, before the United Nations will not be considered.

[5] Please refer to the complete list of UNWTO's Member States at https://www.unwto.org/member-states

[6] A/RES/601(XIX) available at https://www.e-unwto.org/doi/pdf/10.18111/unwtogad.2011.1.q143011gl1856q48

Annex XII: Committee on Tourism and Sustainability

Report of the Committee on Tourism and Sustainability

I.   **Background and composition**

1.   As part of its mandate to advise and guide the Secretariat, the Committee on Tourism and Sustainability (CTS), a subsidiary organ of the Executive Council, conducted two meetings since reporting last to the Executive Council.

2.   The CTS is governed by the Rules of Procedure of the Technical Committees on Competitiveness and Sustainability" approved by the Executive Council in CE/DEC/9(XCVI).

3.   The members of the CTS (2019-2023)[5] are:

- Africa: Algeria
                           Angola
- Americas: El Salvador
                           Honduras
- Asia and the Pacific: Bhutan
                           Philippines
- Europe: Croatia
                           Serbia (Vice-Chair)[6]
- Middle East: Egypt (Chair)[7]

Representative of the Associate Members: Flanders (2021)

Representative of the Affiliate Members: Chairman of the Affiliate Members Board: Feria Internacional de Turismo (FITUR), Spain (2021)

II.   **Meetings of the CTS**

Thirteenth meeting of the Committee on Tourism and Sustainability

4.   The thirteenth meeting of the CTS took place in Madrid in January 2020 within the framework of the FITUR international tourism fair. Eight of the nine State members participated in the first meeting of the newly elected members for the period 2019-2023, namely: Algeria, Angola, Bhutan, Croatia, Egypt, Honduras, The Philippines and Serbia. Flanders attended the meeting in its capacity as representative of the Associate Members of UNWTO.

5.   In accordance with the established Rules of Procedure the UNWTO technical committees, the State Members of the CTS at their first meeting proceeded to elect among themselves their Chairman and Vice-Chairman.

6.   The CTS members unanimously accepted their candidates proposal to establish the chairmanship and vice-chairmanship of their committee as follows:

    A.   Chair: Egypt and Croatia

    B.   Vice-Chair: Serbia and Angola

7.   It was decided by the CTS Members that the first mandate of Egypt and Serbia as Chair and Vice-Chair respectively (2019-2021) will end at the 24th session of the General Assembly and, consequently the second mandate of Croatia and Angola, as Chair and Vice-Chair, respectively will start in 2021 and end in 2023 at the 25th session of the General Assembly.

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[5] Executive Council decision CE/DEC/2(CXI)
[6] For the period 2021-2023: Vice-Chair: Angola
[7] For the period 2021-2023: Chair: Croatia

8.   During the meeting, the Secretariat presented the main areas of the current work in the area of sustainability and highlighted the experience of the past committee members as a first validation process to present recommendations to the Executive Council and consequently to the General Assembly especially on issues related to sustainability: Integration of Sustainable Consumption and Production (SCP) into Tourism Policies; Transport related CO^2 Emissions of the Tourism Sector; the United Nations Framework Convention on Climate Change (UNFCCC) Conference of the Parties (COP) 25, UN Climate Change Conference; The United Nations General Assembly (UNGA) report on the Promotion of sustainable tourism, including ecotourism for poverty eradication and environment protection (UNGA Resolution 75/229); UNGA report on Sustainable tourism and sustainable development in Central America (UNGA Resolution 74/211); and 2019 Global INSTO meeting.

Preparations for the UNGA report on the Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection

9.   UNWTO regularly prepares global and regional reports within its mandate for the UN General Assembly. At the meeting the CTS Members were informed that in the first quarter of the same year, UNWTO would be preparing a new report on "Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection", to be submitted to the 75th session of the UN General Assembly. They were provided with a detailed timeline for the preparation of the report and invited to contribute actively.

10.   It was also indicated that once prepared, the draft of the new above-mentioned report would be circulated among the Committee Members for its feedback. CTS members were encouraged to ensure that their countries reply to the survey by the deadline to be stipulated in the Note Verbale expected to be sent in the first trimester of 2020.

Update on the One Planet Sustainable Tourism Programme

11.   UNWTO has been leading the One Planet Sustainable Tourism Programme of the One Planet network since 2015 in collaboration with the UN Environment Programme. The programme promotes multi-stakeholder collaboration and acts as an implementation mechanism for SDG12. The governments of France and Spain are the current co-leads of the tourism programme.

12.   The total 6 programmes of the One Planet network focusing on buildings and construction, consumer information, food systems, lifestyles and education, public procurement and tourism are committed to accelerate sustainable consumption and production and to advance the decoupling of economic growth from the use of natural resources, which in the case of tourism is very much needed.

13.   Each year, programme members have the opportunity to affiliate their activities to the programme and aggregate their efforts to implement SDG12 with the results being presented to ECOSOC on an annual basis. Overtime, activities have evolved from more output-oriented actions (such as trainings or outreach) to more outcome oriented actions (policy instruments, monitoring mechanisms, commitments, etc.) which are essential to accelerate sustainable consumption and production.

14.   As part of the new strategy for the implementation of the programme until 2022, it has been decided to shift the focus to address less topics but in a more thorough manner. The perfect example of this shift is the Global Tourism Plastics Initiative which was developed within the framework of the tourism programme and is led by UN Environment and UNWTO in collaboration with the Ellen MacArthur Foundation. The initiative was launched on 22nd January 2020 at FITUR and unites the tourism sector behind a common vision to address the root causes of plastic pollution. It enables businesses and governments to take concerted action, leading by example in the shift towards a circularity in the use of plastics.

15.   The CTS members having heard the Secretariat's summary regarding the discussions on the report of the Secretariat on "Transport related CO2 emissions of the Tourism Sector" which took place with the previous members of the Committee at the 12th CTS which recommended the establishment of a working group on policy recommendations based concluded that the CTS shall assume the role previously thought for the working group, ensuring that the policy recommendations are actionable and aimed at supporting high ambition scenario for the tourism sector.

Other issues

16.   Based on the proposal of the CTS Members, Egypt kindly accepted to host the next in person meeting in Egypt at a place and date which will be decided in coordination with the Secretariat.

Fourteenth meeting of the Committee on Tourism and Sustainability

17.   The fourteenth meeting of the CTS took place virtually on 7 July 2020. Seven of the nine State members participated in the meeting, namely: Algeria, Angola, Bhutan, Croatia, Egypt, The Philippines and Serbia. Flanders attended the meeting in its capacity as representative of the Associate Members of UNWTO.

18.   The meeting was dedicated exclusively to the report that the Secretariat was preparing in response to the request made to UNWTO by the UNGA, to collaborate with the Secretary-General on the submission of a report to the seventy-fifth session of the UNGA, on the implementation of the UNGA Resolution 73/245, *Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection* including recommendations on ways and means to promote sustainable tourism, including ecotourism, as a tool for fighting poverty and promoting sustainable development in its three dimensions - economic, social and environmental - in a balanced and integrated manner.

19.   In preparation for the virtual meeting, individual calls were held in order to gather regional views, and the draft UNGA report on the "Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection" was circulated to all CTS on 29 June 2020. Besides the preparation of the report, UNWTO was also very keen on engaging the CTS members and their respective country Missions in New York in the development and sponsorship of the subsequent resolution to the report, expected to be formulated in autumn 2020.

20.   Accordingly, the CTS Members were updated on the first informal consultation meeting of the UNGA Economic and Financial Committee (Second Committee) on the zero-draft resolution, taking place in New York on October 22, 2020, and were provided with guidance in order to participate through their missions at the meeting and in all future informal meetings of the second Committee.

21.   Furthermore, CTS Members received the draft UNGA resolution text on the "Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection", before its adoption on 18 November 2020, at the Second Committee plenary session, in order to share it with their missions in New York to maximize co-sponsorship of the resolution.

22.   UNGA Resolution 75/229 on the "Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection" was sponsored by 84 Member States and adopted without a vote by the 75th session of the UNGA on 21 December 2020. CTS Members were involved and kept informed throughout the preparation of the report and the negotiation process of the resolution, and their continuous support and contribution was acknowledged by UNWTO.

III.   **Activities in consultation with the CTS**

23.   CTS Members received an invitation to review and provide feedback on the Glasgow declaration, a declation aimed at uniting leading tourism's sector in response to the climate emergency, in preparation for the UN Climate Change Conference in Glasgow in November 2021 (COP26).

24.   CTS Members were extended an invitation to participate in the International Network of Sustainable Tourism Observatories (INSTO) webinars.

Annex XII-A: Thirteenth meeting of the Committee on Tourism and Sustainability (CTS)

Committee on Tourism and Sustainability (CTS)   CTS/13/Agenda
Thirteenth meeting   Madrid, 23 January 2020
FITUR, IFEMA, North Convention Centre
Rooms N113 & N114

Agenda

1. Adoption of the agenda

2. Introduction by the Executive Director

3. Confirmation of the Chair and election of the Vice-Chair of the Committee

    - Remarks by the Candidates:

        a. Chair   (Egypt)

        b. Vice-Chair   (Angola)

          (Croatia)

          (Serbia)

    - Elections

4. Update by the Secretariat on the recent developments and the future activities of the Committee

5. Reflection on the sustainability priorities of the Programme of Work of the Organization

6. Update on the One Planet Sustainable Tourism Programme

7. Establishment of a working group on policy recommendations based on the report of the Secretariat on "Transport Related CO_2 Emissions of the Tourism Sector"

8. Other issues

9. Closing remarks by the Chair of the CTS

Annex XII-B: Fourteenth meeting of the Committee on Tourism and Sustainability (CTS)

Committee on Tourism and Sustainability (CTS)   CTS/14/Agenda
Fourteenth meeting (Virtual)   Madrid, 10 June 2020

<u>**Agenda**</u>

1. Adoption of the agenda

2. Welcoming remarks by the Chair of the CTS

3. Introduction by the Executive Director

4. Presentation of the draft report on the Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection

5. Regional views:

    a.   Africa

    b.   Americas

    c.   Asia and the Pacific

    d.   Europe

    e.   Middle East

6. Other issues

7. Closing remarks by the Chair of the CTS

Annex XIII: UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy

1. Before the start of the COVID-19 pandemic, the tourism sector had registered continuous growth over decades, creating significant benefits in terms of socio-economic development and employment. At the same time, this growth represented important challenges related to the consumption of natural resources and impacts on climate change, as well as to the carrying capacity of destinations, which could re-emerge as tourism restarts and therefore should be at the heart of recovery plans.

2. Against this background, there is a growing consensus among tourism stakeholders as to how the future resilience of tourism will depend on the sector's ability to balance the needs of people, planet and prosperity. People, Planet and Prosperity are the overarching priorities of Italy's G20 Presidency for 2021 and reflect the commitment to steer the inclusive transformation of tourism improving the impact tourism has on local communities, with particular focus on environmental sustainability.

3. With the objective to contribute to the G20 Rome Guidelines for the Future of Tourism, in particular to the policy area on green transformation as requested by the Italian Presidency, UNWTO presented the Recommendations for the Transition to a Green Travel and Tourism Economy that lay the foundations for more balanced, sustainable and resilient models of tourism development. The recommendations do not call for the establishment of new agreements but are developed to deepen the understanding and stimulate the action in the policy recommendation on green transformation.

4. The UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy are available in English here

5. The UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy build on the One Planet Vision for a Responsible Recovery of the Tourism Sector, which was developed by UNWTO building on the UNWTO Global Guidelines to Restart Tourism8 endorsed by the Global Tourism Crisis Committee with the objective to support tourism to emerge stronger and more sustainable from the COVID-19 crisis.

6. The Vision, which was released in June 2020 on World Environment Day, presents recommendations for a recovery of the tourism sector from the COVID-19 crisis to be founded on sustainability, calling for the transformation of the tourism sector to ensure its future resilience. The Vision, which was widely consulted, is the shared Vision of the members of the Sustainable Tourism Programme of the One planet network and partner organizations.

7. The Vision recommends six lines of action, which represent several key elements capable of guiding a responsible tourism recovery for people, planet and prosperity, namely: public health, social inclusion, biodiversity conservation, climate action, circular economy and governance and finance.

8. The Vision is available in all UN languages: English, French, Spanish, Arabic, Chinese and Russian.

9. The UNWTO Recommendations for the Transition to a Green Travel and Tourism Economy put forward the content of the One Planet Vision for a Responsible Recovery from COVID-19 and showcase initiatives of destinations, tourism businesses and civil society which are leading by example integrating sustainability in their recovery plans and strategies. Such examples of ongoing actions are seen as proof of concept for the transition to a green travel and tourism economy to be recognized as the pathway for sustainable and resilient growth.

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8   https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-05/UNWTO-Global-Guidelines-to-Restart-Tourism.pdf

Annex XIV: Global Tourism Plastics Initiative

1. The Global Tourism Plastics Initiative (GTPI) unites the tourism sector behind a common vision to address the root causes of plastic pollution. It enables businesses, governments, and other tourism stakeholders to take concerted action, leading by example in the shift towards circularity in the use of plastics.

2. The Initiative follows a systemic approach to plastic pollution where, first, we eliminate all problematic and unnecessary plastic items; second, we innovate to ensure that the plastics which are still in use are reusable, recyclable or compostable; and third, we circulate, to keep plastics in the economy instead of in the environment.

3. The GTPI was launched in the January 2021. The GTPI is led by the World Tourism Organization and the UN Environment Programme, in collaboration with the Ellen MacArthur Foundation. It is within the umbrella of the Tourism Programme of the One Planet network and with the support from an Advisory Group. 98 leading tourism companies, suppliers, business associations, NGOs, consultancies and certification schemes announced their signature of the Global Tourism Plastics Initiative and became the signatories of the GTPI.

4. The Global Tourism Plastics Initiative requires tourism organizations to make a set of concrete and actionable commitments by 2025:
   - Eliminate problematic or unnecessary plastic packaging and items;
   - Take action to move from single-use to reuse models or reusable alternatives;
   - Engage the value chain to move towards 100% of plastic packaging to be reusable, recyclable or compostable;
   - Take action to increase the amount of recycled content across all plastic packaging and items used;
   - Collaborate and invest to increase the recycling and composting rates for plastics;
   - Report publicly and annually on progress made towards these targets.

5. The Global Tourism Plastics Initiative supports companies, destinations, associations and NGOs through:
   - Sharing information about actions and solutions to the plastic pollution challenge being implemented across the sector;
   - Fostering sustainable procurement practices and collaboration with suppliers;
   - Promoting collaboration at destination level to improve waste management practices;
   - Consolidating and disseminating the progress reported by all signatories;
   - Showcasing the leadership of the sector.

6. The Global Tourism Plastics Initiative shares tools and resources for implementing the Global Tourism Plastics Initiative. The GTPI also provided Recommendations for the tourism sector to continue taking action on plastic pollution during COVID-19 recovery available in all the UN languages.

7. Businesses, destinations, associations and NGOs can become signatories of the Initiative. The Initiative provides tailored "signatory packs" per type of stakeholder, explaining how the different commitments can be defined.

8. Plastic pollution is one of the major environmental challenges of our time, and tourism has an important role to play in contributing to the solution. Much of the plastic used in tourism is made to be thrown away and often can't be recycled, leading to large amounts of pollution. The GTPI has been in place at a very critical moment to empower tourism stakeholders to tackle the challenges and be part of the solution. The governments have the most significant role to support the GTPI and involve more tourism stakeholders at local and national levels.

Annex XV: Committee on Tourism Statistics

I.   Background and composition

6.   The Committee on Statistics supports the Secretariat in its fulfilment of the foundational Agreement[9] with the United Nations whereby the World Tourism Organization became a specialized UN agency, which states that "The United Nations recognizes UNWTO as the appropriate organization to collect, to analyse, to publish, to standardize and to improve the statistics of tourism, and to promote the integration of these statistics within the sphere of the United Nations system" (Article 13).

7.   The UNWTO Department of Statistics is charged with executing this mandate with the Committee on Statistics monitoring and guiding the work of. The Committee is a subsidiary organ to the UNWTO Executive Council, to which it provides advice on management and programme content.

8.   The Committee on Statistics renewed its membership for the period of 2019-2023 and the new members nominated by the respective Regional Commissions held in 2019 were approved by the 111th session of the Executive Council (CE/DEC/2(CXI)).

II.   Meeting of the Committee

Extraordinary meeting of the Committee on Statistics

9.   An extraordinary meeting of the Committee on Statistics took place on 2 December 2020 in a virtual format and gathering for the first time the new composition for the period 2019-2023. Nearly 30 delegates participated from 11 out of the 12 countries elected to the Committee including: Austria, Brazil, France, Jamaica, Morocco, Paraguay, Philippines, Republic of Moldova, Saudi Arabia, Seychelles and Spain.

10.   In accordance with the established Rules of Procedure of the UNWTO technical committees, the members of the Committee on Statistics proceeded to elect among themselves their Chairman and Vice-Chairman.

11.   The members unanimously accepted to designate the candidatures proposed to establish the chairmanship and vice-chairmanship of the Committee as follows:

(a)   Chair: Austria and Spain

(b)   Vice-Chair: Saudi Arabia and Seychelles

12.   During the meeting, the Chairs pointed out the normative, consensus-building and leadership roles of the Committee materialized by key achievements such as the development of the International Recommendations for Tourism Statistics 2008 and the Tourism Satellite Account: Recommended Methodological Framework 2008, both UN approved statistical standards for measuring tourism. The role of the Committee members has a dual nature, a technical one (discuss methodologies, frameworks, best practices, data sources, etc.) and an advocacy one (build consensus around tourism statistics, act as ambassadors of the Committee priorities, foster inter-institutional coordination within the countries between the tourism policy-side and the statistics side).

13.   The Secretariat provided a short introduction of the main pillars of work of the Statistics Department, framed within the UNWTO mandate on statistics:

-    Data collection and publication. This entails the collection, compilation and dissemination of country data into international datasets. The Department conducts two main data compilations[10]: (1) on basic tourism statistics and (2) on Tourism

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[9] Resolution A/RES/58/232 adopted by the United Nations (UN) General Assembly on 23 December 2003.

[10] Data can be accessed through the new website: www.unwto.org/tourism-statistics-data

Satellite Account (TSA) implementation and economic contribution of tourism including the tourism SDG indicators. In this pillar, the main priority is continuing to increase the scope and international coverage of data collection efforts, in particular for the tourism SDG indicators;

- Standards. This pillar consists of the development and upholding of internationally agreed standards for the measurement of tourism in its different dimensions. Standards underpin the collection of data in countries and promote international comparability, allowing for international datasets to be compiled. One of the main priorities currently is the development of a [Statistical Framework for Measuring the Sustainability of Tourism](#) (MST);

- Capacity Building. The Department supports the implementation of the mentioned standards through (1) technical assistance in countries (for the period 2017-2020, 35 countries benefited from these services), (2) regional capacity building initiatives (two workshops on tourism statistics were conducted in 2021 for the Caribbean countries and for selected African countries), and (3) the development of material to support the compilation of tourism statistics (the recently published "[Conceptual Guidance on tourism statistics in the COVID-19 context](#)" and the TSA Compilation Guide pending finalization).

In addition to these three pillars, the Statistics Department promotes integration across all three areas mentioned above. An important part of this is liaising with other relevant stakeholders within and outside the UN System, in particular within the SDG process.

III. Priorities of the Committee

14. The Measuring the Sustainability of Tourism programme of work has been a priority of the Committee since its launch in 2016. MST was initiated under the request for guidance from UNWTO Member States, formulated through this Committee, the UNWTO Executive Council and the UNWTO General Assembly. In parallel, MST responds also to the request of United Nations General Assembly that called for a statistical approach to monitor the SDGs, including the role of tourism therein.

15. MST responds to the need to better understand the status of tourism's sustainability and to monitor the role of tourism in sustainable development. This need is being exacerbated by the current Covid crisis whose devastating effects on tourism has put in evidence that tourism needs to be an integral part of the economies, societies and environments that it lives off and that it affects. The pandemic has exposed some of the long-standing vulnerabilities of the sector and forced a reconsideration of tourism resilience as an inherent part of the sustainability of tourism.

16. MST aims to become the next statistical standard for tourism, that identifies the most relevant data and indicators, provides an integration structure for different datasets through innovative statistical methods and supports international comparability. To achieve this, the MST project focusses on three main lines of work:

- The development of a Statistical Framework that covers the three interconnected dimensions of sustainability (economy in society in environment), identifies concrete measurement areas in each of these dimensions and allows for a global, national and subnational measurement.

- Reaching the endorsement by the UN Statistical Commission which requires leadership, outreach, engagement and consensus-building;

17. The implementation in countries, envisaged as modular approach according to country priorities (i.e. considering the relevance of information, the spatial level at which it is needed and the feasibility of producing the new information). UNWTO has started to support countries in implementation of MST through capacity building and is test-running technical assistance in this space. Implementation of MST in countries will generate new national and international datasets. The publication "[Experiences from Pilot Studies in Measuring the Sustainability of Tourism: A synopsis for policy makers](#)" showcases the

excellent work conducted by 11 of the MST pilot countries through concrete data results and policy implications . Since then, more than 17 countries have embarked on (further) MST implementation or have expressed interest in doing so, including UNWTO Member and non-Member states. Sustainability in tourism, and its measurement, naturally cuts across a range of disciplines and entities. For this reason, UNWTO, jointly with UNSD, set up a multidisciplinary and open Working Group of Experts on MST to lead the development of a Statistical Framework for MST. This group engages experts from national statistical offices, national tourism administrations, sub-national tourism administrations and observatories, international organizations, academia and private sector. The Working Group of Experts reports to the UNWTO Committee on Statistics and also to the United Nations Committee of Experts on Environmental-Economic Accounting (UNCEEA). The last reporting to the UNCEEA took place on the occasion of its 16th meeting (15-17 June 2021), in which the UNCEEA took note of the importance of the MST and encouraged its finalization.

18. UNWTO's governing bodies have called for and supported the development of MST through various Executive Council decisions and General Assembly resolutions over the years. Progress on MST is regularly reported to the UNWTO Executive Council, through the reports of the UNWTO Committee on Statistics, and to UNWTO's Regional Commissions. The UNWTO General Assembly at its twenty-second session (Chengdu, China, 2017) endorsed the Manila Call for Action on Measuring Sustainable Tourism. At its twenty-third session (Saint Petersburg, Russia, 2019), the UNWTO General Assembly supported the global consensus process towards United Nations endorsement of international recommendations for Measuring the Sustainability of Tourism (MST) at the UN Statistical Commission.

19. MST has been the focus of the UNWTO regional webinar "The deep impact of Covid-19 on tourism from a statistical perspective" held for the Middle East (24 August 2020), where high level experts discussed the impacts of the global pandemic not only on tourism activity per se, but also on the stronger need to measure the different aspects of sustainability to assess the impact of crises, such as the Covid-19.

20. Having before it the report on MST submitted by the UNWTO Committee on Statistics (Measuring the Sustainability of Tourism (MST): progress and way forward), the United Nations Statistical Commission, in its 52nd session, welcomed the update provided on the statistical framework for measuring the sustainability of tourism, and, noting the interest from countries in this work, agreed to the finalization process for the document, including the UNCEEA's review prior to final consideration by the World Tourism Organization Committee on Statistics for its subsequent presentation to the Commission (UN Statistical Commission decision 52/108). In the framework of the UN Statistical Commission, UNWTO and United Nations Statistical Division gathered +500 participants around the "High-Level Discussion on Measuring the Sustainability of Tourism", where high level officials from National Statistical Offices, Ministries of Tourism and private sector discussed the need for the measurement of the sustainability of tourism in all its dimensions—economic, social and environmental— and presented their experiences in Measuring the Sustainability of Tourism.

21. MST has been endorsed by various policy frameworks at national and international level, such as the AlUla Framework for Inclusive Community Development Through Tourism endorsed by the G20 Leaders' Declaration and the European Parliament resolution on establishing a strategy for sustainable tourism.

22. The 63rd World Statistical Congress of the International Statistical Institute, a prestigious body that has consultative status with the United Nations Economic and Social Council, featured for the first time a UNWTO special session on MST "An integrated statistical framework for measuring sustainability: the case of tourism" (15 July 2021). The session showcased country experiences from Austria, Mexico, the Netherlands, the Philippines, and the Pacific region with implementing the MST framework, focusing on real policy implications.

23. During its extraordinary meeting, Committee was informed of the progress and plans on these and related activities in the area of tourism statistics, and actively contributed to them. It also drew some important conclusions as follows. The **Committee** *acknowledged*

the governance structure of the MST project and its dual line of reporting, on the one hand, to the tourism policy community embodied by the UNWTO constituency and on the other hand, to the broad statistical community embodied by the UN Statistical Commission. In order to build consensus around MST and achieve United Nations endorsement, the **Committee** *recommended* that National Tourism Administrations liaise with their respective National Statistical Institutes to raise awareness about MST.

24. The **Committee** *encouraged* active participation of UNWTO Members in the MST initiative: from providing technical feedback in the consultations on the MST framework and joining the Working Group of Experts on MST, implementing an MST pilot in their country (at national or subnational level), to leading a political and awareness raising effort in partnership with the National Statistical Institute.

25. Having heard the Secretariat's briefing on the advancement of the project, the **Committee** *agreed* on a tentative timeline stressing its support to the MST process, both at the technical and political level, and in view of the presentation of the Statistical Framework for MST to the UN Statistical Commission.

26. The Secretariat informed on the data collection cycle and the worldwide data coverage on the SDG indicators for which UNWTO is custodian agency[11]:

   - 8.9.1: Tourism Direct GDP (based on TSA)

   - 12.b.1: Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism sustainability (based on the TSA and the System of Environmental Economic Accounting).

27. With regards to the SDG indicator 8.9, the **Committee** *stressed* that the indicator should be complemented or reviewed in order to cover all the aspects of sustainability, not only the economic aspect as is currently the case but also the ecological and social aspects. To this end, two additional indicators proposed previously by the Committee, on employment and energy use, had been proposed to the Inter Agency and Expert Group on SDG (the IAEG-SDG is tasked to develop and implement the global indicator framework for the Goals and targets of the 2030 Agenda). Acknowledging that the support of the Committee members will be crucial to attain this objective, the **Committee** *agreed* to develop and implement a plan to increase the relative importance of tourism within the SDG indicator framework in particular in view of revisiting this indicator in the 2025 SDG indicators comprehensive review and therefore also agreed to discuss this issue in their respective countries with their relevant partners.

28. The **Committee** *recognized* the need to finalize the TSA Compilation Guide to enhance countries capacities to produce the tourism SDG indicators based on the TSA while acknowledging that progress in the area of work is contingent on the provision of adequate funding and resourcing.

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[11] Data is available at: https://www.unwto.org/statistic-data-economic-contribution-of-tourism-and-beyond

Proposal of the Committee for the draft text of "International Code for the Protection of Tourists"

Chapter One
Definitions and Clarifications[12]

I. Definitions

For the purposes of this Code, and unless otherwise provided in particular provisions, the following definitions apply:

1. ***"Country of origin"*** means the Member State of which the tourist has nationality or where at the time of the unavoidable and extraordinary circumstance or the emergency situation the tourist has his/her principal and permanent residence.

2. ***"Emergency situation"*** means unusual, extraordinary or unforeseeable circumstances, whether natural or man-made, beyond the control of the host country, that have resulted in the need for assistance on a large scale.

3. ***"Excursionist"*** means a person taking a trip which does not include an overnight stay to a main destination outside of his/her usual environment.

4. ***"Host Country"*** means the Member State on the territory of which an unavoidable and extraordinary circumstance, or an emergency situation has occurred or has its consequences.

5. ***"Tourism service"*** means the provision of any of the following services provided for tourists, in a single or combined manner:

    (i)   Accommodation services other than for residential purpose;
    (ii)   Transport services;
    (iii) Package travel organization and retail, intermediation and other reservation services;
    (iv)   Tours, activities, attractions, excursions and events;
    (v)   Other services principally provided to tourists in her/his capacity as tourist.

6. ***"Tourism service provider"*** means any natural person or legal person (irrespective of whether privately or publicly owned) that principally sells, offers to sell, supplies, or undertakes to supply a tourism service to the tourist, single or combined in a package, who is acting, including through any other person acting in his name or on his behalf, for purposes relating to their trade, business, craft or profession in relation to the supply of tourism services.

7. ***"Tourist"*** means a person taking a trip which includes an overnight stay to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

8. ***"Unavoidable and extraordinary circumstances"*** means a situation beyond the control of the party who invokes such a situation and the consequences of which could not have been avoided even if all reasonable measures had been taken.

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[12] The definitions and clarifications included under Chapter One are listed in English alphabetical order.

II.   Clarifications

For the purposes of this Code, and unless otherwise provided in particular provisions, the following clarifications apply:

1. For the purposes of this Code, any reference to *"Alternative dispute resolution"* (also referred to as **"ADR"**) means the settlement of travel or tourist complaints out of court with the assistance of an impartial dispute resolution body, whether public or private. ADR may include, but is not limited to, ombudsmen, complaints boards of self or assisted negotiation, conciliation, mediation and binding/non-binding consumer arbitration.

2. For the purposes of this Code, any reference to *"business user"* means any tourism service provider using online tourism platforms for the purpose of or in the course of providing a tourism service to the tourists.

3. For the purposes of this Code, any reference to **"*digital tourism service*"** means any tourism service provided at a distance, by electronic means and at the request of a recipient of services, including information society services and intermediation related to tourism services.

4. For the purposes of this Code, any reference to *"digital tourism service provider"* means any natural or legal person that sells, offers to sell, supplies, or undertakes to supply a tourism service to the tourist through digital means.

5. For the purposes of this Code, any reference to **"*intermediary*"** means any natural or legal person other than the organizer, who sells or offers for sale tourism services supplied by third parties or packages combined by an organizer.

6. For the purposes of this Code, any reference to *"non-discrimination"* is to be interpreted in accordance with the general principles of equality and non-discrimination as recognized under the international legal instruments of the United Nations and its Specialized Agencies, including but not limited to Article 7 of the Universal Declaration of Human Rights[13] and Article 1(1) of the ILO Discrimination Convention no. 111[14].

7. For the purposes of this Code, any reference to *"Online dispute resolution"* (also referred to as **"ODR"**) means a form of alternative dispute resolution as specified under paragraph 1 above which utilizes ICT and the Internet to simplify and expedite the settlement of travel or tourist complaints. ODR may include, but is not limited to, self-negotiation, assisted negotiation, online mediation and online arbitration.

8. For the purposes of this Code, any reference to **"*online tourism platform*"** means any hosting service—including collaborative economy websites, content-sharing websites, social networks, app stores, online marketplaces, online travel and accommodation websites—which, at the request of a tourist or a business user, stores and/or disseminates information related to tourism services.

9. For the purposes of this Code, any reference to *"organizer"* means any natural or legal person that organizes packages and sells or offers them for sale, whether directly or through another person or with another person, other than on an occasional basis and not for profit.

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[13] Article 7: *"All are equal before the law and are entitled without any discrimination to equal protection of the law. All are entitled to equal protection against any discrimination in violation of this Declaration and against any incitement to such discrimination"* - Universal Declaration of Human Rights, adopted at the 3rd session of the United Nations General Assembly (Paris, 10 December 1948).

[14] Article 1(1): *"For the purpose of this Convention the term discrimination includes any distinction, exclusion or preference made on the basis of race, colour, sex, religion, political opinion, national extraction or social origin, which has the effect of nullifying or impairing equality of opportunity or treatment in employment or occupation"* - Discrimination (Employment and Occupation) Convention, 1958 (No. 111) of the International Labour Organization, adopted at the 42nd ILC session (Geneva, 25 June 1958).

10. For the purposes of this Code, any reference to *"operator"* means any natural or legal person that operates an online tourism platform for the purpose of or in the course of providing a tourism service to the tourists.

11. For the purposes of this Code, any reference to **"***rental services"* may include, but is not limited to, rental of cars, motor vehicles, bicycles or equipment for tourist entertainment.

12. For the purposes of this Code, any reference to *"tourism service provider"* as defined under Section A of this Chapter is to be interpreted as any natural person or legal person who is legally registered as tourism service provider or otherwise recognized as such by the competent authorities in accordance with the legal framework governing the respective tourism services in each country.

13. For the purposes of this Code any reference to *"tourist"* as defined under Section A of this Chapter constitutes at the same time a reference to "excursionist".

14. For the purposes of this Code, any reference to **"***transport services"* may include, but is not limited to, railway, road, water, air or space passenger transport services, as well as any other passenger transport services described in relevant international agreements in force to which the country is a party.

15. For the purposes of this Code, any reference to *"unavoidable and extraordinary circumstances"* may include, but is not limited to, civil unrest, other serious security problems such as terrorism, significant risks to human health such as the unforeseen outbreak of a serious disease at the travel destination or its immediate vicinity, natural disasters such as floods, earthquakes or weather conditions, beyond the control of the party, which make it impossible to travel safely to the destination as agreed in the tourism service contract, as well as any other situations described in relevant international agreements in force to which the country is a party.

16. For the purposes of this Code, any reference to *"vouchers"* that the tourism service provider offers to the tourist as alternative to monetary reimbursement (cash refund) may include, but is not limited to, pre-paid coupons, gift cards, traveller's cheques or free tickets.

17. For the purposes of this Code, any reference to *"vulnerable or disadvantaged tourists"* may include, but is not limited to, tourists with reduced mobility, disabilities, specific access requirements, minors or seniors.

Chapter Two
Assistance to International Tourists in Emergency Situations[15]

Part I
Principles

1. HARMONIZATION:

   The need to establish a common global approach and harmonize the policies and practices regarding the assistance to international tourists in emergency situations so that all international tourists enjoy an appropriate degree of protection on an equal basis regardless of their nationality, country of origin, destination, race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status, or the nationality of the tourism service provider.

2. BALANCE:

   The need to find a fair and equitable balance between what is desirable and what is achievable. There should be special regard to the position and capabilities of all tourism stakeholders, including international tourists themselves, the country of origin, and the country of destination of the international tourist in the distribution of responsibilities, before, during, and after an emergency situation, with due consideration to the specific needs of vulnerable and disadvantaged tourists.

3. COOPERATION AND COORDINATION:

   The need to improve and strengthen international cooperation and coordination among the public and private sectors at national and international level as well as among countries and international organizations, both governmental and non-governmental, to assist international tourists in emergency situations.

4. RESPONSIBILITY:

   i.   The duty of public authorities and tourism service providers to provide assistance to international tourists in emergency situations, including but not limited to easily accessible, timely, objective, honest, and relevant information in a clear, prominent and comprehensible manner, as well as security and safety measures, accident prevention, health protection, and food safety. The content and methods of providing information should be subject to consultation with the authorities of the host countries and shall respect the privacy of individuals and be aligned with personal data protection and other applicable laws. Such information should be strictly proportionate to the gravity of the situation and confined to the geographical areas where the emergency situation has arisen.

   ii. The responsibility of international tourists to either acquaint themselves or to follow the information provided by the tourism service provider regarding the characteristics of the countries they are preparing to visit. International tourists should be aware of the health, safety and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks, particularly by following the health and security protocols established by public authorities in times of crisis and by taking out adequate travel insurance.

5. ACCESSIBILITY:

   The right of vulnerable and disadvantaged tourists to travel just like any other person on an equal basis and without discrimination of any kind. Some tourists with specific needs may be disadvantaged or more vulnerable in emergency situations and will likely seek additional reassurance from public authorities and tourism service providers. In

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[15] Chapter Two "*Assistance to International Tourists in Emergency Situations*" has been adopted by the Committee at its fifth meeting held virtually on 17 March 2021.

emergency situations, they should not be excluded from communication regarding public health, safety measures and travel updates, decision-making, and information on the availability and accessibility of basic services. Lack of accessible communication associated with their conditions might expose them to additional risks. The tourism service providers and local authorities should consider eliminating obstacles and barriers by taking into due consideration the safety of all international tourists.

6. CLARITY AND CERTAINTY:

The need of international tourists and tourism service providers to clearly know their rights, what is expected of them and have sufficient time to be able to comply with requirements.

7. RISK-TARGETED APPROACH:

The need to have regulatory approaches targeted at risk and to have specific and well-defined objectives that respond directly to emergency situations, respecting the principles of equality, non-discrimination and proportionality.

Part II
Recommendations

Member States, pursuant to the Principles established in Part I, should take all necessary measures to:

I.   Prevention

1. Establish permanent, professional, efficient, and effective crisis management services in order to facilitate operational measures in emergency situations.

2. Establish specific programmes, contingency plans and protocols for emergency situations that include coordination mechanisms with due consideration to the particular situation and needs of tourism service providers, diplomatic, consular and consumer authorities, and international tourists.

3. Designate authorities or bodies at the local or national level, as appropriate, responsible for monitoring, advising on, and coordinating the application of the programmes, contingency plans and protocols mentioned in paragraph 2 of this Section, and providing assistance to international tourists in emergency situations. Establish a point of contact and information hub for tourism service providers, diplomatic, consular and consumer authorities, and international tourists.

4. Support the regular development and updating of information, training and communication materials addressed to tourism service providers providing guidance on assistance to international tourists in emergency situations, especially to vulnerable and disadvantaged tourists. Such information and communication materials should be made available in accessible, easy-to-read, clear language through alternative formats and other accessible physical or electronic medium (e.g., Braille, subtitles, videos, etc.) in as many languages as possible, thus enabling any international tourist to receive adequate instructions and understand them properly.

5. Foster the development and use of accessible, affordable, and fair travel insurance schemes or guarantee systems under tourists contracts that aim to provide adequate coverage for international tourists in emergency situations, including pandemic events, both with reference to the cost of termination by the tourist and any cancellation fees, and the cost of assistance, including but not limited to treatment, quarantine and repatriation.

6. Foster the development of financial schemes to provide support to tourism service providers in financial difficulty established in their territory during emergency situations.

7. Take appropriate measures to simplify procedures and reduce, so far as possible, the administrative burden for international tourists in dealing with tourism service providers in emergency situations.

II. Information

1. Taking into account the telecommunication facilities of each individual country, provide up-to-date available information, including but not limited to, border procedures, available means of transport to or from the destination, travel restrictions, public health, safety and security measures, as well as other practical information for international tourists. Such information should be made available through competent authorities on official websites and other social media platforms in as many languages as possible. Further provide this information through tourism, travel and transport professionals, consumer agencies, and service providers at the main transport, hospitality and public health infrastructures.

2. Promote the use of fully functional cross-border voluntary approved and interoperable contact tracing apps, if available and in accordance with personal data protection and other applicable laws, to warn international tourists in the event of a potential risk that may lead to an emergency situation.

3. Disseminate information on emergency situations in accordance with the "Recommendations on the Use of Georeferences, Date and Time in Travel Advice and Event Information"[16].

III. Assistance

For the host country:
1. Ensure through coordinated systems, procedures, or arrangements that the tourism service provider is in the position to provide, within the limits established by applicable laws, adequate care and appropriate assistance to international tourists in the event of unavoidable and extraordinary circumstances or emergency situations, without undue delay, including but not limited to:

   i) Providing available information on security and safety, health services, local authorities, and consular assistance;

   ii) Assisting the international tourist to make distance communications, if required, and helping the international tourist to find alternative arrangements;

   iii) Providing and bearing the cost of necessary meals and refreshments, transport to the place of accommodation, and accommodation for a number of nights to be established by the host country in case it is impossible to ensure the international tourist's return as contractually agreed, without prejudice to seeking redress according to the applicable regulations; and

   iv) Assisting the international tourist to contact the consumer agencies and authorities available in the host country and their international networks to help clarify the legal situation and rights of the international tourist.

2. Ensure that the accommodation service providers are appropriately equipped with the necessary information and communication channels, provided in advance, and cooperate with the relevant authorities of the host country in the event of unavoidable and extraordinary circumstances or emergency situations, to facilitate whenever possible:

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[16] UNWTO General Assembly Resolution 593(XIX) of 13 October 2011.

      i)   Available information concerning the identity, health condition and location of international tourists, in accordance with personal data protection and other applicable laws;

      ii)   Information on how the emergency situation affects the provision of accommodation services by the provider;

      iii) Available information of how aid might be provided;

      iv) Available information on the state of health and well-being of the international tourists, as relevant; and

      v)   Available information on how international tourists might be contacted and removed from difficulty, emergency or danger and repatriated.

3. Ensure that in the event of unavoidable and extraordinary circumstances or emergency situations, the accommodation service provider displays ethical behaviour and does not increase the room rates for the extra nights spent by the international tourist.

4. Ensure that, in the event of unavoidable and extraordinary circumstances or emergency situations preventing the international tourist from physically reaching the place where the accommodation service is to be provided or preventing the accommodation service provider from fulfilling its contractual obligations, the accommodation service provider does not request cancellation fees.

5. In emergency situations, provide, so far as possible, rescue services, communication services, temporary shelters for accommodation, necessary meals and refreshments, visa or any other appropriate permission, transportation, basic medicines and emergency health care.

6. In emergency situations, waive administrative sanctions or penalties on other countries' nationals, without compromising the host country's national security, insofar as they overstay and are unable to leave their territory due to travel restrictions. Overstays during such emergency situations should not be taken into account during the processing of future visa applications.

7. In emergency situations, when the life, health or personal integrity of the international tourist is exposed to direct danger, carry out, so far as is reasonably possible, additional necessary operational measures such as coordinated evacuation, provision of emergency and security staff, provision of health and medical services.

For the tourism service providers:
8. In the event of unavoidable and extraordinary circumstances or emergency situations, communicate immediately with the host country authorities which should activate a direct and specific communication channel with tourism service providers, their local representatives or local agency, in order to coordinate the assistance to international tourists, as appropriate.

IV.   Repatriation

For both the host country and the country of origin:
1. Transmit or make available, as soon as practicable and feasible, to the respective diplomatic and consular authorities the following information:

      i)   General circumstances of the emergency situation;
      ii)   Affected geographical areas;
      iii) Number and nationalities of international tourists in the affected area;
      iv) Identity and personal data of the international tourist required for assistance purposes;
      v)   Health condition, location of international tourists and general situation;
      vi) Data of any casualties;

vii) Operational measures taken, planned and to be taken; and

viii) Other related data as necessary, in accordance with personal data protection and other applicable laws.

2. Cooperate in good faith with third countries in facilitating necessary operational measures, including transit and repatriation of the international tourist to the country of origin.

For the host country:

3. Take necessary measures to ensure the repatriation of international tourists, in the same way as the citizens of the country, even if included in the tourist contract with the tourism service provider or travel insurance, without prejudice to seeking redress, in accordance with applicable laws.

4. Facilitate the necessary visa requirements or any other appropriate permission, including for compelled stays exceeding the maximum established and cross-border procedures.

5. In emergency situations, make their best efforts to operationally assist and facilitate the necessary entry, stay and movement in its territory of any official, medical and technical staff, and their equipment sent by the tourist's country of origin on a need basis. Such assistance includes issuing, as rapidly as possible, any prior authorization (including the granting of temporary visas and/or work permits and the facilitation of entry requirements) that may be required in order to provide the necessary assistance to international tourists and subject to the application of the national laws and practices of the country in which it operates.

For the country of origin:

6. Cooperate in facilitating necessary operational measures including repatriation of the international tourist.

7. Facilitate onward transit of nationals and their family members from the host country or a third country back to the country of origin, subject to the provision of onward transit proof if necessary, as well as third country nationals holding a residence permit and their dependents who are returning to their State of nationality.

For third countries:

8. Provide to the host country and the country of origin, as soon as practicable, information on local security and safety measures, local authorities and consular assistance, as well as on the international tourist's identity, health condition and location, in accordance with personal data protection and other applicable laws.

9. Cooperate in good faith in facilitating the necessary operational measures, including onward transit and repatriation of international tourists.

10. Make best efforts to operationally assist and facilitate the transit and movement within its territory of any official, medical and technical staff, and equipment sent by the international tourist's country of origin.

Chapter Three

Tourists' Protection in Contracts

Part I

Minimum Standards on Tourists' Protection[17]

Recommendations

Insofar as appropriate in relation to the tourism service(s) supplied by the tourism service provider, Member States should take all necessary measures to:

I.   Pre-contractual information

1. Ensure that the tourism service provider informs the tourist, before entering into a contract by and between them, on the main features of the service to be supplied:

    (i)   Arrangements for performance, travel destination(s) and, where applicable, itinerary and periods of stay, with dates and the number of nights included;
    (ii)   Geographical location, main features and, where applicable, category of the service provided in accordance with the rules of the country of destination;
    (iii)   Means, characteristics and conditions applicable for different fares and categories of transport, the points, dates and, where applicable, time of departure and return, the duration and places of intermediate stops and transport connections;
    (iv)   Where applicable and where the tourism service provider has been informed of the specific needs of the tourist, information on accessibility, suitability of the trip, access conditions and other specific conditions for assistance of vulnerable or disadvantaged tourists;
    (v)   Where applicable, availability of on-board services and baggage allowance;
    (vi)   Where applicable, whether a minimum number of tourists are required for the tourism service to take place and the time-limit before the start of the service for the possible termination of the contract if such number is not reached;
    (vii)   Where applicable, visits, excursion(s) or other services included in the package travel, including whether any of the tourism services in the package will be provided to the tourist as part of a group and, if so, where possible, the approximate size of the group; and
    (viii) Information on any known or scheduled impairments or any other circumstance which may substantially affect the performance of the service, as well as alternative arrangements offered to cover such circumstances.

2. Ensure that the tourism service provider informs the tourist, before entering into a contract by and between them, on the following additional elements:

    (i)   Applicable laws and jurisdictions for dispute settlement, insofar as there is a choice of law or jurisdiction, and access to the significant terms and conditions of the contract;
    (ii)   The identity, place of incorporation, principal place of business of the tourism service provider and, where applicable, the geographical address and the identity of the service provider on whose behalf it is acting;
    (iii)   Final price of the services inclusive of taxes and, where applicable, all additional fees, charges and other costs or, where those costs cannot reasonably be calculated in advance of the conclusion of the contract, an indication of the type of additional costs which the tourist may still have to incur

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[17] Chapter Three - Part I "*Minimum Standards on Tourists' Protection*" has been adopted by the Committee at the second session of its ninth meeting held virtually on 9 September 2021.

and, where applicable, the right to withdraw from the contract in case those additional costs are substantial or unreasonable;

(iv) Arrangements for payment, including the currency denomination and the effects of fluctuations in exchange rates, as well as any advance payment to be made at the time of entering into the contract and the schedule and conditions of deposits or other financial guarantees to be paid or provided by the tourist;

(v) General information on passport and applicable travel requirements at the time of the booking, including health regulations of the country of destination;

(vi) Where applicable, optional or compulsory insurance to cover the cost of termination by the tourist and any cancellation fees, as well as the cost of assistance, including but not limited to treatment, quarantine and repatriation in the event of accident, illness or emergency situations;

(vii) Where applicable, name and contact details of the insolvency protection entity;

(viii) Where applicable, information on the tourist's right to transfer the contract to another tourist and conditions for transferring the contract;

(ix) The complaint handling policy and the contact details and procedure for addressing any complaints and the availability of voluntary alternative dispute resolution mechanisms; and

(x) In the case of distance contracts, where applicable, contact details of the competent ADR/ODR body, to which the tourism service provider is subject, the methods for having access to it and an indication of the timeline applicable to the procedure and resolution of the dispute.

3. Further ensure that the tourism service provider informs the tourist, before entering into a contract by and between them, on the additional elements related to emergency situations referred to in paragraph 1, Section A of Part II of this Chapter.

4. The information referred to in paragraphs 1, 2 and 3 of this Section should be made available to the tourist in a clear, comprehensible, and prominent manner. Where the contract is concluded through a means of distance communication which allows limited space or time to display the information, the tourism service provider should provide the information on that particular means prior to the conclusion of the contract in an appropriate way, such as via hyperlinks or any other tool available in the future.

II.   Contractual information

1. Ensure that tourism service contracts are written in a clear and comprehensible manner. Further ensure that, at the conclusion of the contract or without undue delay thereafter, the tourism service provider makes available to the tourist a copy or confirmation of the contract in writing or on a durable medium, and that the tourist is entitled to request a paper copy if the tourism service contract has been concluded in the simultaneous physical presence of the parties.

2. Ensure that the information referred to in paragraphs 1, 2 and 3 of Section A above and any modifications thereof forms an integral part of the contract and that it is not altered unless the contracting parties expressly agree otherwise. Further ensure that the tourism service provider communicates without undue delay any changes to the pre-contractual information to the tourist in a clear, prominent and comprehensible manner in writing or on a durable medium before the conclusion of the contract.

3. Ensure that if the tourism service provider has not complied with the information requirements on additional fees, charges or other foreseeable costs before the conclusion of the contract, the tourist does not bear those fees, charges or other costs.

4. Ensure that the tourism service contract includes, in addition to elements referred to in paragraph 2 of this Section, the following additional elements:

(i) Information that the tourism service provider is responsible for the proper performance of all tourism services included in the contract, including the provision of assistance to tourists in emergency situations, in accordance with paragraphs 6, 6bis and 6ter of Section B, Part II, of this Chapter;

(ii) Information that the tourist is required to communicate to the tourism service provider any lack of conformity with the contract which he/she perceives during the performance of the service; and

(iii) Special requirements which the tourist has communicated to the tourism service provider at the time of the booking and which the tourism service provider has accepted.

5. Ensure that the contract includes, in addition to the elements referred to in paragraph 4 of this Section, the following additional elements:

(i) Indication of the place(s) of performance of the contract;

(ii) Identification of the tourist (name, address both physical and postal, telephone number and, where applicable, e-mail address), insofar as necessary for the performance of the contract. Such information should not be retained or disclosed by the tourism service provider after the provision of the services contracted for and be treated in accordance with personal data protection and other applicable laws;

(iii) Information on the current operating license or permit for the tourism service provider, if relevant;

(iv) Information on the tourism service provider's insurance coverage, if required under national law or if any;

(v) Contact details of the tourism service provider and, where applicable, contact details of its local representative or local agencies that enable the tourist to make contact promptly and communicate with him/her, and where such local representatives do not exist, other facilities available to contact the tourism service provider quickly and efficiently;

(vi) In the case of minors, unaccompanied by a parent or another authorized person, contact details enabling direct contact between the minor and the parent or the person responsible for the minor at the minor's place of stay;

(vii) In the case of package travel contracts, specific arrangements applying to the package such as conditions for modifying the package travel contract, in accordance with applicable laws; and

(viii) Other provisions agreed between the parties.

6. The information referred to in Sections A and B should be provided in the language of the contract and, as much as possible, in additional languages, insofar as these may facilitate effective communication with the specifically targeted tourists. Where the tourist has expressly communicated to the tourism service provider a particular communication requirement (e.g., a language requirement or adjustment due to specific needs of vulnerable or disadvantaged tourists), the tourism service provider should provide the information in accordance with that requirement, insofar as it is reasonably practicable to do so.

III. Termination of the tourism service contract before the start of the service

1. Ensure that the tourist has the right to terminate the tourism service contract at any time before the start of the service. Where applicable and without prejudice to Section B of Part II of this Chapter, the tourist may be required to pay an appropriate, reasonable and justifiable termination fee to the tourism service provider, taking into account the savings incurred by the tourism service provider from the termination, within the limits established by applicable laws. In such a case, ensure that any applicable standardized termination fees are specified in the contract in a clear, prominent and comprehensible manner. In the absence of standardized termination fees, ensure that the principles for the calculation of non-standardized termination fees are set out in the contract in accordance with the applicable law. At the tourist's request, the tourism service provider should provide a justification for the amount of the termination fees.

2. Ensure that, when the tourism service provider intends to terminate the contract on the tourism service before the start of the service in accordance with applicable laws, it notifies the tourist without undue delay and within a reasonable deadline as specified in the contract. If the contract is terminated, the tourist is entitled to a full refund of any

payments made for the tourism service contract, including the refund of any compulsory insurance premium by the insurance provider.

3. The full refund does not affect the right of the tourist to be entitled to receive appropriate, reasonable and justifiable compensation from the tourism service provider, within the conditions and limits established by applicable laws, for any damage which the tourist sustains as a result of the termination of the contract.

4. Where applicable, ensure that the tourism service provider is not liable for appropriate compensation if the number of persons enrolled for the service is smaller than the minimum number required and stated in the contract and the tourism service provider notifies the tourist of the termination of the contract within the period fixed in the contract or within periods laid down by law.

5. Make their best efforts to ensure, so far as possible, that tourism service providers along the value chain respect their contractual obligations vis-à-vis their business partners, in particular with regards to refunds.

IV. Failure of performance or improper performance

1. Ensure that the tourism service provider is liable to the tourist within the limits established by applicable laws for the proper performance of the obligations under the contract.

2. Ensure that, where prior to the start of the performance of the contract the tourism service provider is aware that it will be unable to fulfil part or all of its obligations under the contract, the tourist is notified thereof without undue delay and of possible solutions and the rights he/she is entitled to under applicable laws.

3. Ensure that, if any of the tourism services are not performed in accordance with the contract, the tourism service provider offers to provide the tourist with appropriate remedies for the lack of conformity, including alternative arrangements within the limits established by the applicable law, unless this:

    (i)   Is impossible; or
    (ii) Entails disproportionate costs, taking into account the extent of the lack of conformity and the value of the tourism services affected.

4. Where at the time of performing the contract the tourism service provider is not able to provide the services as contracted, ensure that the financial consequences of such failure or improper performance of the contract, in particular on possible compensations, are determined in accordance with the national contract law and the relevant international conventions to which the country is a party applicable in each case.

5. When a lack of conformity affects the performance of the contract, ensure that:

    (i)   if the tourism service provider does not remedy the lack of conformity without undue delay, the tourist may do so himself/herself and request reimbursement of the related expenses provided they were necessary, reasonable and appropriate to the services contracted;
    (ii) if the tourism service provider has failed to remedy the lack of conformity within a reasonable period,the tourist is entitled to:

        1. terminate the contract without paying any termination fee or any other penalty, where the lack of conformity substantially affects the performance of the contract;
        2.   an adequate and fair price reduction for the part of services not performed, unless the tourism service provider proves that the lack of conformity is attributable to the tourist; and/or

3. Compensation for damages, within the limits established by applicable laws, for any period during which there was lack of conformity, unless the tourism service provider proves that the lack of conformity is:

   a) Attributable to the tourist or a third party who has no connection with the provision of the services contracted, and is unforeseeable or unavoidable; or
   b) Due to unavoidable and extraordinary circumstances or emergency situations which could not have been foreseen or forestalled.

6. In case of damages other than personal injury or damage caused intentionally or, where applicable, with negligence arising from the non-performance or improper performance of the services contracted, countries may allow compensation within the limits established by applicable law and, where applicable, to the relevant international conventions to which the country is a party. In case of contractual limitations, such limitations should not be unreasonable and should be notified to the tourist prior to the conclusion of the contract.

7. Ensure that the tourist may address messages, requests or complaints in relation to any lack of conformity of the contract through appropriate and direct means and that these are handled without undue delay.

V. Protection in the event of insolvency of the tourism service provider

1. Ensure that the tourism service provider provides sufficient evidence of financial security for the refund of all payments made by or on behalf of tourists insofar as the relevant services are not performed as a consequence of the tourism service provider's insolvency, as may be required by the law of the country in which the tourism service provider is established. The tourism service provider should be deemed insolvent only if it has been legally declared insolvent in accordance with the law of the country in which the tourism service provider is established.

1bis. Notwithstanding paragraph 1, and unless paragraph 2 of this Section applies, where the country in which the tourism service provider is established does not have a system of financial security for prepayments and/or repatriations, ensure that the tourist is expressly made aware of this prior to booking.

2. Ensure that tourism service providers not established in a country which sell or offer for sale tourism services in that said country, or which by any means direct such activities to that country, provide any financial security in accordance with the law of that country in which the services are sold or offered for sale.

3. Ensure that, when the performance of the tourism services is affected by the tourism service provider's insolvency, the financial security covers, if necessary and where relevant for the services in question, the costs of repatriation to the point of departure or to another contractually agreed place and the costs of accommodation prior to the repatriation, and, possibly, all other uninsured losses arising from the insolvency of the tourism service provider.

4. Ensure that insolvency protection mechanisms do not differentiate between tourists regardless of their nationality, place of residence, the place of departure or where the contract is concluded and irrespective of the country where the entity in charge of the insolvency protection is located.

VI. Right of access to justice

1. Ensure that tourists are provided with the right of access to justice. Where applicable, ensure that information is made available to tourists on the conditions under which access to free legal advice and/or legal aid may be granted in the country where the service provider is established and has its economic activity, in accordance with the applicable law or, where applicable, with the relevant international convention to which the country is a party.

2. Ensure that tourists have clear, simple and accessible information about the relevant consumer protection body/authority/regulators, including any independent representative consumer protection association and/or, where applicable, the contact details of the body responsible for the ADR/ODR mechanisms and other services and platforms for the amicable resolution of disputes, if any, in the country where the service provider is established and has its economic activity and/or in the jurisdictions where the contract is to be performed.

3. Ensure that tourists can benefit from the existing regional/international legal framework for the settlement of disputes across borders.

**Part II:
Contractual Issues Relating to Emergency Situations[18]
Recommendations**

Insofar as appropriate in relation to the tourism service(s) supplied by the tourism service provider, Member States, pursuant to the Principles established under Chapter Two, should take all necessary measures to:

I. Prevention

1. In addition to the elements referred to in Section A of Part I of this Chapter, ensure that the tourism service provider informs the tourist, before entering into a contract by and between them, on the following elements:

    (i) Cancellation rights, including withdrawal conditions, penalties, if applicable, and the right to terminate the contract without paying any termination fee in the event of unavoidable and extraordinary circumstances or an emergency situation that renders the delivery of the services impossible or substantially different to those provided for in the contract;

    (ii) Alternative options to monetary reimbursement (cash refund) in emergency situations, such as vouchers, rebooking, and rerouting, and applicable conditions (e.g., period of validity, insolvency protection);

    (iii) The tourist's right to care and assistance from the tourism service provider in emergency situations, in particular in the event of disruption, delay or cancellation of the services (e.g*.,* accommodation for a number of nights, information on health services and consular assistance);

    (iv) Where applicable, the name and contact details of the competent authorities or bodies designated by the Member State responsible for providing assistance to tourists in emergency situations, in accordance with paragraph 3, Section A, "Prevention" of Chapter Two; and

    (v) Where applicable, the possibility to offer to the tourist, after the start of the service, suitable alternative solutions without additional costs to the tourist in case significant and substantial elements of the service cannot be provided as agreed.

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[18] Chapter Three - Part II, *"Contractual Issues Relating to Emergency Situations"* has been adopted by the Committee at the second session of its seventh meeting held virtually on 21 June 2021.

In all cases, at the latest, before departure, the tourist is provided with emergency details for a point of contact so that in the event of an emergency the tourist is able to seek timely assistance from the tourism service provider or its local agent, if any.

2. Promote, so far as possible, the use of flexible and alternative options to monetary reimbursement (cash refund) in the event of termination of the tourism service contract by the tourism service provider in emergency situations such as in the form of voucher, rebooking, rescheduling, and rerouting.

3. Urge that, in emergency situations, tourism service providers undertake to always act in accordance with good faith and fair dealing, and to fulfil its obligations arising from the contract to the extent possible in the extraordinary circumstances without recourse to unfair and unreasonable limitation or exclusion of liability.

II.   Termination of the tourism service contract

This Section applies in addition to Section C of Part I of this Chapter when the tourism service contract is terminated either by the tourism service provider or by the tourist in the event of unavoidable and extraordinary circumstances or emergency situations, that could not have been foreseen or forestalled, occurring at the place of departure, place of destination or its immediate vicinity, and significantly affecting the performance of the contract, before or during the performance of the service.

1. Ensure that the tourist has the right to terminate the tourism service contract at any time before or during the performance of the service without paying any termination fee or any other penalty.

2. Ensure that, when the tourism service contract is terminated either by the tourist or by the tourism service provider before or during the performance of the service, the tourist is provided with a full refund of any payments made for the contract, with the exclusion of the part of services which have already been delivered and are not refundable, without undue delay and within a reasonable deadline, unless he/she expressly accepts an alternative option such as in the form of a voucher, rescheduling, rebooking, and rerouting.

3. Ensure that the tourism service provider may be liable for any damage occasioned by the termination or any lack of conformity in the performance of the tourism service contract, beyond the refund of advance payments, within the limits established by applicable laws, unless it proves that:

    (i)   the damage is attributable to the tourist;
    (ii)   the damage is attributable to a third party who has no connection with the provision of the tourism service, and is unforeseeable or unavoidable;
    (iii) it is prevented from performing the contract in the event of unavoidable and extraordinary circumstances or an emergency situation which could not have been foreseen or forestalled;
    (iv)   an official supervening or unforeseeable warning of national authorities in the place of departure, place of destination or in its vicinity (emergency situation) was issued;
    (v)   prohibitions or restrictions were imposed by public authorities;
    (vi)   there were reasonable grounds preventing the performance of the tourism service (e.g., denied boarding or access refusal to accommodation services) due to general, public, unavoidable and extraordinary circumstances or an emergency situation, as well as reasons of health, safety or security, or inadequate travel documentation, not attributable to the tourism service provider, and that these had been previously communicated to the tourist by the tourism service provider.

Right to information:

4. Ensure that, at the time the unavoidable and extraordinary circumstances or emergency situations occur, the tourism service provider provides the tourist with a notice in writing or on another durable medium setting out his/her rights and rules for compensation and assistance, and informing the tourist of the ways to contact the service provider or its local representative, in case of need. This information should be provided in the language of the contract and, as much as possible, in additional languages, insofar as these may facilitate effective communication with the specifically targeted tourists. Where the tourist has expressly communicated to the tourism service provider a particular communication requirement (a language requirement or adjustment due to specific needs of vulnerable or disadvantaged tourists), the tourism service provider should provide the information in accordance with that requirement, insofar as it is reasonably practicable to do so.

Right to refund or alternative option:

5. Ensure that the tourism service provider offers the tourist a choice between a cash refund, and other flexible and alternative options (voucher, rebooking, rescheduling, and rerouting) under comparable conditions and, in relation to vouchers, fully compliant with paragraph 2 of Section C, below.

Right to care and assistance:

6. As long as is necessary, and where it is impossible to ensure the tourist's return due to unavoidable and extraordinary circumstances or emergency situation, ensure that the tourism service provider provides, within the limits established by applicable laws, adequate care and appropriate assistance to the tourist in difficulty, without undue delay, having due regard to the principle of proportionality, including but not limited to assisting to make distance communications, providing information on health services, local authorities and consular assistance; helping to find alternative arrangements, and actively providing, within reasonable limits, meals and refreshments; accommodation, if necessary, and transport to the place of accommodation; with special consideration for the specific needs of   assistance of vulnerable or disadvantaged tourists.

6 bis. In case of more than one tourism service provider being responsible for the performance of the tourism service contract, ensure that the tourism service provider who is in the best position to assist the tourist in the emergency situation is responsible for providing adequate care and appropriate assistance, pursuant to Section C, "Assistance", Part II of Chapter Two, and in accordance with applicable laws. In such cases, although the tourism service provider may not be ultimately responsible for the contract, ensure that the person acting in that capacity makes its best efforts to assist the tourist without undue delay.

6 ter. In case of more than one tourism service provider being responsible for the performance of the tourism service contract, ensure that the tourism service provider who has provided adequate care and appropriate assistance to the tourist in an emergency situation has the right to seek redress from the other tourism service providers or third parties responsible for the performance of the tourism service contract in accordance with applicable laws.

7. If the tourism service provider does not provide adequate care and appropriate assistance without undue delay, the tourist may do so herself/himself and request reimbursement of the expenses incurred provided they were necessary, reasonable, and appropriate to the services contracted.

8. Ensure that any fee charged by the tourism service provider for such care and assistance, if the difficulty is caused intentionally by the tourist or through the tourist's negligence, is reasonable and does not in any event exceed the actual costs incurred by the tourism service provider.

III.   Vouchers

This Section concerns vouchers that the tourism service provider may offer to the tourists as an alternative to monetary reimbursement (cash refund) in the event of termination of the contract either by the tourism service provider or by the tourist in the event of unavoidable and extraordinary circumstances or an emergency situation occurring at the place of departure, place of destination or its immediate vicinity, which significantly affect the performance of the contract, before or during the performance of the service.

1. Provide the option for the use of vouchers to the tourist as an alternative to monetary reimbursement (cash refund). Vouchers should be subject to voluntary acceptance by the tourist and should have the following minimum characteristics:

   i) Refundable:

      a. Have a minimum validity period of 12 months from the date of departure and be automatically refunded upon expiration without additional cost.
      b. Be redeemable at any time from the date of its issuance.

   ii) Flexible:

      a. Where applicable, be usable on all entities that form part of the same group of companies.
      b. Be usable for all new bookings made before its expiration.
      c. Be usable for the same service or route and/or any services or routes operated by the company.
      d. Be transferable to another person who satisfies all the conditions applicable to that contact provided that no additional cost is borne by the tourist or tourism service provider.

   iii) Covered by protection against insolvency:

      a. Be guaranteed against the insolvency of the tourism service provider, either by the public or by the private sector.

2. Vouchers should be made available within a reasonable period of time not later than the deadline agreed by the parties to the contract following its acceptance by the tourist or the termination of the tourism contract. They should be provided in writing or on another durable medium. They should clearly indicate their validity period and specify in detail all the terms attached to them, including the right to a full refund upon expiration.

3. Vouchers should be made available through all channels, direct and indirect distribution. If the tourist has booked the tourism service through an intermediary, the tourism service provider should immediately inform the intermediary that the tourist opts for a voucher.

3. bis. When the tourist addresses his/her choice to the tourism service provider through to the intermediary, the intermediary should immediately inform the tourism service provider. For the purposes of compliance with time-limits or limitation periods, the receipt of the information referred to in this subparagraph by the intermediary should be considered as receipt by the tourism service provider. In no event should the general terms and conditions of the intermediary or the indirect distribution channel prevail over the terms and conditions of the tourism service contract.

IV. Government financial support to tourist service providers

1. Promote the introduction of financial schemes to provide support at the national (or international) level to tourism service providers in financial difficulty during emergency situations.

2. Take the necessary measures to ensure that the tourist is refunded in case of insolvency of the tourism service provider or in case of an emergency situation which prevents travelling for a duration longer than the validity of vouchers.

3. Make their best efforts to provide, so far as possible, liquidity support to tourism service providers in financial difficulty and/or at risk of insolvency.

4. Make their best efforts to identify and fulfil other financial, technical, and capacity needs of tourism service providers to better fulfil their obligations under Section B above.

Part III

Principles on Tourists' Protection in Digital Tourism Services[19]

Introduction

Recognizing the important role of digital platforms and online services in the tourism industry, as well as the risks stemming from the use of digital tourism services by tourists, Part III comprises a set of Principles calling for a fairer, safer, reliable, easily accessible, transparent and accountable online tourism environment which respects and protects the human rights, tourism ethics, fundamental freedoms and consumer rights of tourists and guarantees independent recourse to judicial redress.

They are intended for digital tourism services in general, and for online tourism platforms in particular, (regardless of where they are established and irrespective of whether private or public) operating in relation to tourism services in the digital market.

Their purpose is to help Member States deal with the new challenges posed by the dynamic growth of digital tourism services and foster the development of a fair, safe, accessible and transparent online tourism environment without discrimination of any kind, whilst promoting effective actions to tackle illegal content online, including goods, services, information, or activities.

Principles

1. SAFE ONLINE TOURISM ENVIRONMENT:

   The need to foster the development of a fair, safe, verifiable, easily accessible, transparent, impartial and non-discriminatory online tourism environment which respects the human rights, fundamental freedoms, tourism ethics and consumer rights of tourists and protects them against abuse when accessing and using online tourism platforms and other digital tourism services, whilst ensuring accountability for operators and digital tourism service providers and promoting effective actions to tackle illegal content online.

2. EQUALITY AND NON-DISCRIMINATION:

   The need to ensure that online tourism platforms and other digital tourism services are easy-to-access, user-friendly and allow tourists to participate on an equal basis and without discrimination, having due consideration of the specific needs of vulnerable tourists who may be disadvantaged in accessing those platforms or services and may meet particular difficulties in their use.

3. TRANSPARENCY AND FAIRNESS:

   The need to ensure that online tourism platforms and other digital tourism services display in a clear, transparent, prominent and comprehensible manner all necessary information for a safe, verifiable and responsible use of digital tourism services (e.g., applicable fees and final costs of the goods or services, complaint handling policies) and that terms and conditions of such platforms or services are not unfair, misleading or abusive towards the tourist. Upon request, the tourist should be able to verify the accuracy of the information displayed through fixed or mobile applications. Where online tourism platforms and other digital tourism services display advertising, the tourist should be able to identify in a clear and unambiguous manner that the information displayed is an advertisement and the natural or legal person on whose behalf the advertisement is displayed.

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[19] Chapter Three - Part III *"Principles on Tourists' Protection in Digital Tourism Services"*
has been adopted by the Committee at the second session of its ninth meeting held virtually on 9 September 2021.

4. PROTECTION FROM ABUSE:

The need to ensure protection of tourists against unfair practices and abuse, having due consideration of the specific needs of vulnerable or disadvantaged tourists who may be more exposed. Member States should take all necessary measures to prevent and counter illegal content in online tourism platforms and other digital tourism services, including but not limited to mechanisms that allow the traceability of business users or recipients of the service and enable the tourist to notify the operator or the digital tourism service provider of the presence of specific content that he or she considers to be illegal.

5. LIABILITY:

The need to ensure that the operators and digital tourism service providers are not liable for the information stored on the online tourism platform and on other digital tourism services at the request of the business user or recipient of the service provided that it does not have actual knowledge of illegal content or, upon obtaining such knowledge, acts expeditiously to remove or disable access to such illegal content. This exemption should not apply when the online tourism platform and the other digital tourism services have taken an active role in editing, presenting or validating the content prior to its publication or presents the information in a way that leads the tourist to believe that such information is provided by the platform or services themselves, as well as when the information is published without consent of the business user or the recipient of the service.

6. RISK PREVENTION AND MANAGEMENT:

The need to develop and strengthen cybersecurity systems and risk management strategies at the national, regional and international levels, and ensure that online tourism platforms and other digital tourism services, as well as operators and digital tourism service providers, conduct periodic risk assessment and put in place reasonable, proportionate and effective mitigation measures tailored to the specific systemic risks identified in order to prevent the storage and dissemination of illegal content through their platforms or services.

7. DATA PROTECTION:

The need to prohibit any fraudulent, false, misleading or inappropriate data storage or dissemination and guarantee the lawful, fair and transparent processing and protection of the personal data and privacy of tourists, in accordance with applicable data protection laws. The terms and conditions of online tourism platforms and other digital tourism services should include the rights of the data subject and set out in a clear, prominent and comprehensible manner how, on which basis, and by whom personal data of tourists are processed.

8. COORDINATION AND COOPERATION:

The need to designate one or more competent national authorities responsible for all matters related to digital tourism markets and services and ensure cooperation and coordination among the public and private sectors at the national and international levels to facilitate direct communication between digital tourism service providers, competent national authorities and tourists, including through rapid response services such as hotlines.

9. DISPUTE RESOLUTION AND REDRESS:

The need to guarantee that tourists have the right to seek the necessary protection of their rights and interests through relevant legal systems, including judicial redress or the available out-of-court and free-of-charge dispute resolution mechanisms. Tourists should be informed about relevant consumer protection agencies and should be free to access mechanisms for the protection of consumers' rights acting collectively that provide for the collective resolution of disputes arising from the use of online tourism platforms and other digital tourism services.

Chapter Four

International Settlement of Travel and Tourism Disputes via Alternative Means of Dispute Resolution[20]

Introduction

Noting the absence of an international framework of judicial cooperation for the settlement of travel and tourism disputes and the existing disparities regarding access to justice from country to country, alternative ("ADR") and online ("ODR") dispute resolution mechanisms represent a significant opportunity for international tourists to resolve disputes in a fair, efficient and expeditious manner, and where appropriate, obtain redress, without unnecessary costs, delays and undue burden.

Recalling the United Nations Guidelines for Consumer Protection (UNGCP)[21], in particular, Guidelines 37 to 41 on "Dispute Resolution and Redress" and 78 on "Tourism", the availability of such ADR/ODR mechanisms, particularly those of self and amicable resolution, can increase international tourists' confidence, prevent timely and costly international disputes, and mitigate the increase in legal claims resulting from the crisis of the tourism sector in the post COVID-19 era.

The purpose of this Chapter is to foster the development and application of such ADR/ODR mechanisms (e.g., conciliation, mediation, ombudsman), as well as other services or platforms, for the amicable resolution of disputes through formal and informalprocedures that are expeditious, impartial, fair, transparent, inexpensive and accessible, and enable them to seek redress without the need of physical presence of the parties and without discrimination of nationality or domicile. Priority should be given to direct negotiations between tourists and tourism service providers and amicable resolution of conflicts.

It comprises a set of principles and recommendations intended for ADR/ODR mechanisms and other services and platforms for the amicable resolution of disputes, that may help Member States in dealing with international disputes arising from tourism activities between tourists acting as consumers and tourism service providers. These recommendations do not apply to business-to-business disputes or International Commercial Contracts.

Section A encompasses the principles that underpin ADR/ODR procedures.

Section B comprises a set of recommendations for ADR/ODR and amicable mechanisms addressed to countries with a view to guiding them in dealing with consumers' cases involving international tourists and assisting the parties to such procedures, having due consideration of the existing language barriers and the specific needs of disadvantaged or vulnerable tourists who may meet particular difficulties in accessing such mechanisms.

Section C deals specifically with emergency situations, bearing in mind the vulnerability of tourists in those circumstances and the massive increase of litigation resulting from emergency situations.

I. Principles

1. IMPARTIALITY:

    The need to ensure that the natural or legal person acting as a facilitator, ombudsman, conciliator, mediator or other responsible for the ADR/ODR procedure (e.g., rules, preliminary requirements, costs, average length, contact information), whether an individual or a collegiate body, possesses the necessary expertise, is independent and has no perceived or actual conflict of interest with either party, in order to guarantee the impartiality of its actions.

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[20] Chapter Four *"International Settlement of Travel and Tourism Disputes via Alternative Means of Dispute Resolution"* has been adopted by the Committee at the second session of its ninth meeting held virtually on 9 September 2021.

[21] United Nations General Assembly resolution 70/186 of 22 December 2015.

2. TRANSPARENCY:

The need to ensure that international tourists are provided, in a clear and comprehensible manner, with all relevant and publicly available information about the procedure and are informed about the legal nature of the decision, notably the applicable law, and whether such a decision is binding and enforceable. Any agreed solution or decision taken to resolve the dispute by the parties should be recorded in writing or on another durable medium, and state in a clear and comprehensive manner the terms and grounds on which it is based.

3. EFFECTIVENESS:

The need to ensure that the procedure is easily accessible and available to both parties (e.g., by electronic means or through the use of multilingual standard forms) irrespective of where they are situated and without need for legal representation, having due consideration of language barriers and the specific needs of vulnerable or disadvantaged tourists. The dispute should be dealt with in the shortest possible time, in an appropriate timeframe, provide fair results and should not impose on the parties costs, delays and burdens that are disproportionate to the nature and amount in dispute and significantly impair the consumer's access to complaint handling. So far as possible, the procedure should be free of charges for international tourists.

4. FAIRNESS AND CONSENT:

The need to ensure that international tourists have the rights to be heard and are informed in a clear and comprehensive manner of their rights prior to agreeing to a suggested solution and that, when the dispute is referred to a competent decision-making entity, the final decision taken is binding on the parties and enforceable only if they were informed in advance and explicitly accepted this. This decision may not result in the tourist being deprived of the protection afforded by applicable laws, particularly consumer laws.

5. ACCESS TO REDRESS:

The need to ensure that mechanisms of self or amicable resolution of travel and tourism disputes are without prejudice to the right of international tourists to refer such disputes to another dispute resolution mechanism or to seek an effective remedy to their consumer issues through the relevant legal system, in particular, relevant judicial or administrative mechanisms. International tourists should be free to access voluntarily dispute resolution and redress mechanisms, as well as judicial or administrative redress mechanisms, for consumers acting collectively, and to benefit from the positive resolution of such procedures.

II. Recommendations

Member States, pursuant to the Principles established in Section A, should take all necessary measures to:

1. Make available effective dispute resolution and redress:

Foster and promote the ability of international tourists to submit, on a voluntary basis and after the damage occurs, complaints against tourism service providers through entities offering fair, impartial, transparent, effective, and accessible ADR/ODR procedures as well as fast and inexpensive methods of redress and amicable resolution. Encourage tourism service providers to establish voluntary mechanisms, including advisory services and informal complaints procedures, to provide assistance and information to international tourists in order to resolve travel and tourism disputes in a fair, inexpensive, accessible, and informal manner.

2. Guarantee the option to voluntary participate in ADR/ODR proceedings:

    Ensure that international tourists have the option to voluntarily participate in public or private ADR/ODR schemes, advisory or direct negotiation services, as far as possible, and to withdraw from such procedures at any stage. Such ADR/ODR mechanisms and processes should be based on the explicit, specific and informed consent of the parties.

3. Foster the development of fair, transparent and expeditious solutions:

    Ensure that international tourists are provided with options for the fair, amicable, transparent, and expeditious resolution of travel and tourism disputes and that such solutions are accessible and easy-to-use (e.g., by electronic means or through the use of multilingual standard forms). So far as possible, ADR/ODR schemes, private or public, should do not impose costs, delays, or undue burden that are disproportionate to the nature and amount in dispute and significantly impair the consumer's access to complaint handling.

4. Provide specific information to international tourists as consumers:

    Ensure that international tourists receive adequate information in a timely manner about the availability of such advisory or direct negotiation services, self and amicable resolution schemes, ADR/ODR mechanisms, and judicial and administrative mechanisms, as well as all necessary information needed to make an informed choice about the kind of redress and dispute resolution system to use.

5. Foster and promote the protection of Human Rights, Fundamental Freedoms and Consumer Rights:

    Promote fair and effective mechanisms to address international tourists' complaints which protect the human rights and fundamental freedoms of international tourists on an equal manner, without distinctions of any kind. Ensure that consumer rights granted to international tourists are considered and respected in the dispute resolution processes employed.

6. Ensure the equality and non-discrimination of international tourists:

    Ensure that international tourists have equal access to ADR/ODR schemes, advisory or direct negotiation services, having due consideration of the existing language barriers and the specific needs of vulnerable or disadvantaged tourists, without discrimination of domicile or nationality and/or distinctions of any kind. The protection afforded to international tourists should be equivalent to that afforded in national cases and should not impose, so far as possible, the physical presence of the parties at the hearings and in the proceedings.

7. Promote consensual solutions:

    Ensure that States, the parties and in particular the public or private ADR/ODR entities responsible for addressing complaints and claims from international tourists, always give priority to direct negotiation, platforms and services for amicable resolution of travel and tourism disputes.

8. Promote the development of special standards for international travel and tourism disputes:

    Promote consumer policies that are adequate to address the challenges raised by international tourism and emergency situations affecting international tourists. The use of ADR/ODR mechanisms shall not result in the tourist being deprived of the protection afforded by applicable laws.

9. Ensure compliance with international standards:

   Take all necessary measures to ensure compliance with the standards of the United Nations Guidelines on Consumer Protection, in particular with respect to restoring tourists' confidence as consumers and helping international tourists to achieve consensual and amicable resolution of travel and tourism disputes.

10. Foster international cooperation and coordination:

   Foster international enforcement, cooperation, and information sharing among Member States through the development of extrajudicial enforcement networks and the designation of one or more competent national authorities responsible for the cooperation between the public and private sector and the coordination among enforcement agencies to prevent harmful practices and drive improvements which help international tourists in travel and tourism disputes.

III.   Recommendations related to emergency situations

Member States, pursuant to the Principles and Recommendations established in Chapter Two and, respectively, in Section A and Section B of this Chapter, should take all necessary measures to:

1. Foster the development and application of ADR/ODR mechanisms for the settlement of international travel and tourism disputes related to emergency situations through the promotion of consent-based resolution schemes to receive complaints. Ensure that such ADR/ODR mechanisms can settle disputes individually or collectively (when related to the same circumstances) in order to prevent or settle conflicts arising from tourism consumer complaints.

2. Ensure that information and communication materials regarding existing ADR/ODR mechanisms are developed and provided to international tourists during emergency situations through tourism service providers at the main transport and hospitality infrastructures and/or through competent national authorities. Such information and communication materials should be made available through brochures, apps, or any other accessible physical or electronic medium, in as many languages as possible.

3. Ensure that information regarding legal aid or assistance during an emergency situation is also made available, especially through competent national authorities, to enable international tourists to receive efficient and expeditious access to such assistance.

4. Facilitate mechanisms that allow international tourists to access available ADR/ODR procedures and initiate efforts towards the resolution of a travel and tourism dispute before the responsible entity in the host country during the emergency situation, and to participate online or otherwise from a distance in the procedure from their country of origin or from any other country of their choice.

5. Facilitate mechanisms that allow international tourists to access amicable redress and ADR/ODR schemes through services or platforms available in the host country or in the country of origin of the tourist during emergency situations, or by any channels of international cooperation between authorities and/or the responsible entities of both countries.

6. Designate one or more competent national authorities responsible for the promotion and support of international cooperation and coordination between administrative authorities to ensure simple, efficient and expeditious access to ADR/ODR mechanisms during emergency situations and to amicable redress mechanisms.

Chapter Five
Mechanisms for Adherence to and the Application of the Recommendations of the International Code for the Protection of Tourists[22]

I. Voluntary adherence to the Code

1. Member States of the World Tourism Organization and Member States of the United Nations are encouraged to adhere to this Code fully or partially and apply its principles and recommendations on a voluntary basis.

2. States willing to adhere to the Code fully or partially will inform the Secretary-General of the UNWTO. There are no specific requirements as to the form of the notification. The notification of adherence will nevertheless meet the following minimum requirements:
   i. Be a notification in writing, whether in paper or electronic form;
   ii. Proceed from a person with the authority to engage the State; and
   iii. Clearly convey the Government's intention to adhere to the Code fully or partially and to submit its principles and recommendations to its competent authorities for consideration within a period of one year from the notification of adherence.

3. By adhering to the Code fully or partially, States will undertake to:

   i. Submit the Code, within the period of one year after the notification of adherence, to the attention of the relevant authorities within whose competence its matters lie for the application of its recommendations and principles or other appropriate action;
   ii. Make their best efforts to integrate its principles and recommendations into their relevant policies, legislation and regulations, and use the Code as a point of reference for enhancing, improving or supplementing their national laws and regulations, to the extent that this is considered appropriate with regard to specific tourism services;
   iii. Designate one or more national authorities responsible for ensuring coordination at national level in respect of the matters dealt with in the Code and for contributing to the effective application of its recommendations;
   iv. Assess the costs and benefits of the application of the recommendations of the Code in order to ensure that it supports and does not hinder the sustainable development of tourism or the provision of tourism services; and
   v. Consult with relevant tourism stakeholders who have obligations, responsibilities, duties and rights regarding the matters dealt with in the Code to ensure that the application of its recommendations does not impose disproportionate burdens in relation to specific tourism services or lead to unfair and distortive practices in the tourism sector.

4. All tourism stakeholders are encouraged to uphold and promote the principles of the Code. In particular, tourism service providers are encouraged to commit to the Code and to apply its relevant recommendations, so far as possible, by integrating them or make specific reference to them in their contractual instruments signed with tourists.

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[22] Chapter Five "*Mechanisms for Adherence to and the Application of the Recommendations of the International Code for the Protection of Tourists*" has been adopted by the Committee through silence procedure, in accordance with Rule 6(3) of the Rules of Procedure of the Committee, on 15 September 2021.

II.   **Relationship with national law and international agreements**

1. The Code is a non-legally binding instrument intended to provide guidance to Governments as to proposed policy, legislation and regulatory practice at the national level. Additionally, the Code may provide practical guidance for all those, in the public and private sector, who have obligations, responsibilities, duties and rights regarding the matters dealt with in the Code.

2. Adherence to the Code will not create legally binding obligations for States. Its recommendations may be applied by States on a voluntary basis fully or partially and in accordance with applicable national laws and regulations, as well as supranational laws and international agreements in force to which they are parties.

3. The recommendations of the Code are not intended to replace applicable national laws, regulations, supranational laws or international agreements in force to which States are parties. In case of inconsistency between the recommendations contained in the Code and applicable national laws, regulations, supranational laws or international agreements in force to which they are parties, the latter shall prevail. In no case, may the application of the recommendations of the Code be deemed to affect any national law, regulations, supranational law or international agreements in force for States which ensures more favourable conditions than those provided for in the Code.

4. In the absence of national laws, regulations, supranational laws or international agreements on a particular matter dealt with in the Code, or where these are not up to date, guidance may be drawn from this Code, as well as from relevant nationally and internationally recognized instruments.

5. The modalities for the application of the recommendations of the Code by those States that voluntarily adhered to it will depend on the position and capabilities of each country and may take into account the particular qualities, size, financial resources and characteristics of different types of tourism service providers, including as between organizers and providers of single or standalone tourism services, in order to modulate the required actions according to their effective organizational capacities and avoid the imposition of undue burdens that are disproportionate in relation to specific tourism services.

III.   **Monitoring and reporting**

1. States adhering to the Code fully or partially undertake to report to the Secretary General of UNWTO, one year after the notification of adherence, on the status of application of the Code. Such Report will include the status of integration of the recommendations of the Code in the national law and regulatory practice in their country in regard to the matters dealt with in the Code, showing the extent to which effect has been given or is proposed to be given, to the recommendations of the Code, or parts thereof, and such modifications of these recommendations, or parts thereof, as it has been found or may be found necessary to make.

2. Subsequently, States adhering to the Code will be requested, in an appropriate timeframe, to report on the measures they have taken to give effect to specific chapters or sections of the Code, or on any other alternative approaches they have taken, as requested by the Secretariat.

3. States may request the assistance and advice of the World Tourism Organization. Technical assistance available from the UNWTO will comprise various kinds of services designed to provide guidance to States and tourism service providers with respect to the recommendations of the Code. The Secretary-General of the UNWTO will determine the contribution to be paid by States to cover the necessary expenses for the provision of technical assistance by UNWTO, subject to the Rules and Regulations of the Organization for the management of projects through voluntary contributions and after consultation with the country requesting the technical assistance.

4. The Secretary-General of the UNWTO will report to the General Assembly on the adherence and application of the Code.

5. The reporting mechanisms foreseen in this Chapter are aimed at gathering and compiling relevant information on the practice and experience of countries in implementing the recommendations of the Code and its effectiveness and to develop and share knowledge, best practices and lessons learnt.

IV. Evaluation and interpretation

1. A technical Committee subsidiary to the Executive Council will be established to assist the Secretary-General to promote and monitor the application of the Code. Only countries having adhered to the Code may be eligible to participate in said Committee as a Full Member.

2. The technical Committee will be assisted by the Secretariat and by a consultative Group of Experts selected by the Secretary-General of the UNWTO in consultation with the country of nationality of the Expert, giving due consideration to geographical and gender balance distribution. Relevant stakeholders, including Member States of UNWTO, non-member countries, Affiliate Members, private sector and international organizations, both governmental and non-governmental, may also participate in said Committee in an Observer capacity.

3. The technical Committee will meet in ordinary session every year. It will adopt, in an appropriate timeframe, the General Report on the adherence and application the Code that will be transmitted by the Secretary-General of the UNWTO to the General Assembly.

4. The technical Committee will perform, *inter alia*, the following functions:

    i. Considering and recommending potential amendments to the Code as a non-legally binding document for approval by the General Assembly;
    ii. Adopting good practices and recommendations for the application of the Code and taking any measures it may consider necessary to further the objectives of the Code; and
    iii. Considering difficulties and issues arising from the application and interpretation of the Code, in consultation with the consultative Group of Experts.

V. Public communication

1. By adhering to the Code fully or partially, States are urged to promote and make the Code known as widely as possible, in particular by disseminating it among all tourism stakeholders.

2. The Secretary-General of the UNWTO will propose the modalities by which States that adhered to the Code and tourism service providers may publicize and promote their adherence and commitment to the Code pursuant to paragraph 1 of this Section. To this end, the Secretariat will provide support in particular by facilitating the collection and dissemination of information relative to the application of the Code and to the efforts made by each State to promote and apply its recommendations, and the problems encountered in doing so.