

Agenda item 3(b)
**Implementation of the General
Programme of Work**

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Executive summary

This report presents the various activities carried out by the Secretariat to implement the Programme of work approved by the General Assembly at its 24th session.

In response to the different strategic objectives and programmatic priorities, the Secretariat has developed many initiatives that aims at helping Member States to face the current triple crisis, Covid, Climate and War, and build a more resilient, sustainable and inclusive tourism sector.

The report includes the following annexes:

- I. Calendar of UNWTO events,
- II. List of UNWTO publications,
- III. List of technical cooperation projects,
- IV. One Planet Sustainable Tourism Programme,
- V. Measuring the Sustainability of Tourism (MST) Initiative, and
- VI. Internal control by the Office of Internal Oversight Services (OIOS)

DRAFT DECISION¹

Agenda item 3(b)

Title of the agenda item
(document CE/116/3(b rev.2))

The Executive Council,

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

1. *Takes note* with satisfaction of all the activities carried out by the Secretary-General;
2. *Endorses* the Glasgow Declaration on Climate Action in Tourism as a voluntary commitment launched by UNWTO in November 2021 at the UN Climate Change Conference COP26 to accelerate climate action in tourism and encourages all UNWTO Member States to promote the Declaration;
3. *Endorses* the proposal by the Secretary-General and the Committee on Tourism Online Education (CTOE), to extend the agreement with the IE University concerning the online learning platform until 31 December 2031; and

Having particularly read the Annex VI on Internal control by the Office of Internal Oversight Services (OIOS),

4. *Supports* the Secretary-General's efforts on internal control and requests him to further work with OIOS in reinforcing the accountability framework of the Organization.

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

I. Introduction

1. The General Assembly approved, in its 24th session, a programme of work for the biennium 2022-2023. The present report recalls the objectives and priorities of such programme and presents the main achievements for the period January-April 2022.
2. After two years of the COVID-19 pandemic, with decreasing yet persistent effects, and the and the remaining challenges of the sector to address sustainability, the tourism sector is now facing an additional man-made crisis. The military aggression against Ukraine is setting in motion a three-dimensional crisis - on food, energy and finance. The impacts are being felt across the global economy already battered by COVID-19 and climate change – which is forecast to contract by 1 percent in 2022. Early analysis by the United Nations, suggests that as many as 1.7 billion people in 107 economies are exposed to at least one of three risks. Most of them are in Africa, Asia and the Pacific, and Latin America and the Caribbean – and most of those countries heavily rely on tourism as a key sector to provide livelihoods.
3. Building resilience remains a key element of UNWTO activities, as reflected in the different objectives and priorities of its programme of work. Crises are opportunities to rethink the tourism sector and its contribution to the people and planet; opportunities to build back better towards a more sustainable, inclusive, prosperous, and resilient tourism sector.
4. Annex I includes a calendar of UNWTO events for 2022, Annex II presents the latest UNWTO Research and Publications, Annex III gives an overview of technical cooperation projects, Annex IV informs on the One Planet Sustainable Tourism Programme, Annex V gives an overview on the latest developments of the Measuring the Sustainability of Tourism (MST) Initiative, and Annex VI explains the Internal control process by the Office of Internal Oversight Services (OIOS).

II. Strategic Objectives and Priorities

5. The UNWTO programme of work is based on three strategic objectives and five programmatic priorities, as follows:

Strategic objectives:

- A. Strong coordination, effective policy guidance and new partnerships
- B. Diversification of services to members and expansion of membership, crisis, recovery and resilience
- C. Management and modernization of the organization

Programmatic priorities:

- A. Invest in people: human capital, education and jobs
- B. Foster sustainable and green transition: social aspects, culture and environment
- C. Boost investments, financing and entrepreneurship
- D. Enhance competitiveness and resilience - market intelligence, statistics, and product development
- E. Scale up innovation and digital transformation

III. Key initiatives and activities in response to strategic objectives

A. STRONG COORDINATION. EFFECTIVE POLICY GUIDANCE AND NEW PARTNERSHIPS

6. 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 transformation.
7. **United Nations General Assembly High Level Thematic Debate “Putting sustainable and resilient tourism at the heart of an inclusive recovery”**, organized with the World Tourism Organization (UNWTO) with the UNGA Presidency. The one-day event will be held on 4 May 2022, at the UN Headquarters in New York, in the UN General Assembly Hall. The thematic debate will be convened pursuant to General Assembly resolution 72/313 of 17 September 2018, entitled “Revitalisation of the work of the General Assembly”. It is the first time ever that a tourism event is to be conducted at the UNGA.
8. **Building resilience:** In view of the pandemic as well as the ongoing geopolitical situation, the UNWTO has been reinforcing a strong voice of the global travel and tourism community as an effective response in support of the recovery from the COVID-19 pandemic and the Russia-Ukraine conflict. The future mandate of the **Global Tourism Crisis Committee (GTCC)** needs to be strengthened in order to build more agile governance for multiple crises. This current work and resources have been presented to UNWTO General Assembly via the guide [Tourism: From Crisis to Transformation, UNWTO and the COVID-19 Crisis](#).
9. **UNWTO leads in monitoring impacts and trends**, thanks notably to its Data [Dashboards](#) and the UNWTO/IATA [Destination Tracker](#) and the [Policy Tracker on Measures to Support Tourism](#), fostering tourism governance for resilience and market intelligence to support Members States, businesses and build consumer confidence. It is also closely monitoring the [impact on tourism and travel of the current situation in Ukraine](#), while continuing to coordinate with WHO, ICAO and other international organizations, Member States and the leading private sector stakeholders of the world the way forward, and further unified measures to accelerate tourism recovery.
10. **G20 and Tourism – Entrepreneurship at the forefront.** UNWTO is closely working with the Indonesian Presidency of the G20 and prepared the draft version of the outcome document of the forthcoming G20 Tourism Ministerial Meeting to be held in September 2022. The document – The G20 Bali Guidelines for Strengthening Communities and MSME as Tourism Transformation Agents: a People-centred Recovery – will build upon the work developed by UNWTO in support and recovery from the pandemic, especially focussing on the green transformation of the tourism sector, as well as previous work with the G20 Tourism Working Group. UNWTO is also part of the wider UN collaboration with the Presidency aiming to identify concrete actions to be proposed by adoption at the G20 Leaders' Summit.
11. **International Code for the Protection of Tourists (ICPT).** Adopted by [resolution 732\(XXIV\)](#) of the General Assembly at its 24th session held in Madrid, Spain, from 30 November to 3 December 2021, the [International Code for the Protection of Tourists](#) (ICPT) provides a comprehensive set of principles and recommendations for the protection of tourists in emergency situations and consumer rights of tourists aiming at harmonizing minimum international standards and providing sufficient guarantees to international tourists in the post COVID-19 scenario. Member States of both UNWTO and the United Nations are now encouraged to adhere fully or partially to the ICPT and to integrate its principles and recommendations into their relevant policies, legislation and regulations, as well as to report to the Secretary-General on the application of the ICPT within their country. To date, 4 countries, including Ecuador, Moldova, Guinea-Bissau and Paraguay, have adhered to the ICPT fully. Member States adhering to the ICPT will be invited to serve as ‘Champion Countries for the Code’ in order to galvanize political support and visibility for the ICPT among governments and promote adherence thereto by States within the region. In the framework of the 67th Regional Commission for the Americas, UNWTO is organizing together with the Ministry of Tourism of Uruguay a Seminar on the International Code for the Protection of Tourists, which will take place in Punta del Este, Uruguay, on 20 May 2022. The Seminar will address the current challenges and opportunities to restore confidence in travel and accelerate the recovery of the tourism sector in the Americas, paying special attention to assistance to tourists affected by emergencies and the

protection rights of consumers of tourism services, and explore opportunities for the harmonization of minimum international standards in the post-COVID-19 world.

12. **Measuring Sustainability in Tourism (MST):** UNWTO is leading the way to a new global standard setting. The UN Statistical Commission, the highest decision-making body in global statistics, has supported MST since its inception and at its last session (Feb-Mar 2022), upon considering the background document [Measuring the Sustainability of Tourism \(MST\): Current state of play](#), “encouraged the finalization of the Statistical Framework for Measuring the Sustainability of Tourism for future submission to the Commission and noted the strong interest from countries in this work” (see more on MST in Annex V).
13. The **International Network of Sustainable Tourism Observatories (INSTO)**, in which all members are committed to carry out monitoring work, such as water, wastewater, waste, governance, climate action, accessibility, governance, energy, tourism seasonality, economic benefits and local satisfaction. New Observatories from Barcelona, Bogota, Bizkaia/Bilbao, Malaga and Yukon have joined the Network.
14. **Sustainability and Green Transformation** is at the core of Members’ concern and many lines of action have been developed by the Secretariat to address such pressing needs : **Climate action**, with the [Glasgow Declaration](#) launched at COP26 UN Climate Change Conference and the preparation of a Blue Print for COP 27, **Tourism and the Blue Economy**, in relation with the [Global Tourism Plastics Initiative](#), **Biodiversity** in the framework of the UN Biodiversity Conference (COP 15 Summit), **UN General Assembly Report** on the “Promotion of Sustainable Tourism, to be submitted in 2022 to the 77th UNGA session, the **Global Roadmap on Food Waste Reduction in Tourism** and the **a new strategic orientation for the One Planet Sustainable Tourism Programme** supporting the transition towards a circular tourism economy and sustainable consumption and production patterns (see more on tourism and sustainability under part IV. B.).
15. **Innovative Financing - UN NetZero Tourism Facility** – UNWTO and partners are working towards the creation of a Facility, in order to sustain ambitious climate action and required investments. The Facility shall integrate and provide a new model for regulated blue and green carbon trading; standards setting for measuring impacts and progress; policy advise, investment opportunity, grants for de-risking investment in order to support decarbonization and regeneration; help companies to adopting sustainable consumption and production model.
16. [ILO Technical meeting on COVID-19 and sustainable recovery in the tourism sector](#). UNWTO is participating in the ILO technical meeting on COVID-19 and sustainable recovery in the tourism sector on 25-29 April 2022. The meeting will discuss current and emerging issues in the context of COVID-19. Particular focus will be given to policies, strategies and good practices that aim to adopt conclusions, including recommendations for future action by the ILO and its Members.
17. **UNWTO Affiliate Membership – strengthening the public-private partnership:** the recently approved Reform of the Affiliate Membership Legal Framework -currently under implementation- aimed at reinforcing the public-private cooperation within the UNWTO and specifically the Organization’s capacity to deliver services and knowledge through the valuable contributions of its Affiliate Members.
18. The reform included the creation of the **Committee on matters related to Affiliate Membership (CMAM)**, which is an important step forward in this direction, as CMAM was conceived as the much-needed specialized institutional framework for the interaction of the Affiliate Members with the Organization’s statutory organs and for the networking and integration with the Member States.

B. DIVERSIFICATION OF SERVICES TO MEMBERS AND EXPANSION OF MEMBERSHIP, CRISIS, RECOVERY and RESILIENCE

19. UNWTO Secretariat is expanding its Portfolio of services to better adapt to the new situation and better prepare for the future (after Covid):
 - (a) In addition to the policy guidance on recovery and the monitoring of the triple crisis, the **Covid Technical Assistance Package** is being adjusted to the needs of the Members for the post-Covid period; Other cooperation projects cover a wide spectrum of subjects

in relation with tourism, such as marketing, statistics (see also paragraph c) below), hotel classification, law, SME development, wildlife conservation, etc. The list of current UNWTO cooperation projects is presented in Annex III.

- (b) The **UNWTO Affiliate Members and the COVID-19 response**: an important pillar of the Organization's activity was oriented towards continuously improving the Organization's capacity to attract valuable ideas and innovative projects from the Affiliate Members on priority topics and specific sectors. UNWTO/AMD launched various "Calls for contributions" addressed to its Affiliate Members, to gather innovative solid proposals and best practices as AMs contributions to support the recovery of the tourism sector, as well as to the elaboration of the documents and products that UNWTO developed during the pandemic.
 - (c) **Capacity development in tourism statistics**: UNWTO invests in the development of countries' Systems of Tourism Statistics through regional training and technical assistance projects (±20-25 projects worldwide per year). A new technical assistance product on MST is being tested in selected countries.
 - (d) Through a methodical internal mechanism, the **Members Relation Committee**, the Secretariat ensures the highest degree of coordination between the regional and operational/technical departments as well as support departments to plan products and services, communication outreach, and other operations for Members and implement their delivery within the existing Programme of Work. It brainstorms notably on the provision of tailor-made online services, particularly **online courses, webinars, workshops and capacity building programmes**, to be notably operated through the **UNWTO Academy** based on concrete needs of Member States.
 - (e) **Tourists' consumer protection**: By developing and harmonizing minimum international standards for the protection of tourists in emergency situations and consumer rights of tourists in the post COVID-19 context, the [International Code for the Protection of Tourists](#) (ICPT) will provide greater legal protection to tourists as consumers and help make people feel safer and more confident in international travel. With a more clear, transparent and harmonized framework for the protection of tourists at the international level, the ICPT intends to address the loopholes of the current legal framework and clarify the rights and responsibilities of all actors, including tourists themselves, with a view to improving the protection rights of tourists' consumers and the contractual relationship between providers and recipients of the various tourism services.
 - (f) **Tourism and Law Lab**: The Secretariat is working at the creation of a legal database on tourism consumer protection, tourism investment law, tourism sustainability law, etc.
 - (g) **UNWTO digital futures programme**: unleashing digital technologies to create jobs and enhance future resilience in the linkages of the tourism value chain post COVID-19.
20. **Modernized IT support & Services for Affiliate Members**: UNWTO is working on continuously improving the support and services offered to the AMs to allow them to take full advantage of their UNWTO membership.

AMConnected - the modern portal designed as a state-of-the-art tool that allows Affiliate Members to directly communicate and exchange knowledge, ideas and proposals - has been further developed and modernized. Furthermore, AMD focused on intensively communicating the advantages and facilities that AMConnected provides and encouraging AMs to use it, by organizing informative sessions on the use and benefits of the platform.

21. **Quality-oriented expansion of the Affiliate Membership**: UNWTO continued to carry out promotional activities focused on the quality dimension, specifically on attracting solid candidates. The recent modernization of the Legal Framework provided the Organization with the necessary tools in this regard, specifically with (i) a more demanding eligibility criteria and (ii) a rigorous checking and admission procedure, to ensure that a candidate has the capacity, knowledge and determination to add value to the Membership.

C. MANAGEMENT AND MODERNIZATION OF THE ORGANIZATION

22. Societies and tourism are evolving quickly, and so should do the Organization. Accountability is key in a modern and transparent UNWTO. The COVID19 crisis disruption call for a new strategic framework for building recovery and resilience for People, Planet, Prosperity and Peace and, with that goal in mind, the Secretary-General is working at a **UNWTO Strategic Plan**, realigning Management vision and the mission of the Organization, through a systematic process of envisioning a desired future, and translating it into broadly defined objectives and outcomes, and a sequence of actions to achieve them:
- (a) Exogenous: Reviewing the target or service community (Members and the broader environment in which the Organization operates, to identify the opportunities and threats (e.g. UN Reform, Institutional requirements, SDGs framework; Security, Demographics, Climate, tourism sector projection and theory of change). This implies strengthening compliance with UN system and donors' requirements, notably ethics and internal oversight functions.
 - (b) Endogenous: Assessing the Organization's strengths and weaknesses' (competences, size, legal aspects, internal operations and changes to deliver; results-based management). This implies improving internal communication and cooperation, as well as the content management system and different databases. Notably, in Annex VI, the Secretary-general informs on the internal audit on project management carried out by the OIOS.
 - (c) Measuring performance and outcomes through proper KPIs and readjusting.
23. It is worth noting that the Secretary-General has been reporting on governance achievements every year in its *Report on the Reform of the Organization*, which also includes a monitoring of implementation of the Joint Inspection Unit (JIU) recommendations. See last report: [A/24/16 rev.1](#)

IV. Key initiatives and activities responding to the programmatic priorities

24. The survey on priorities conducted among member states in 2021 was rich in lessons and innovative ideas. Based on its results, the Secretary-General has strengthened the priorities for the programme of work 2022-2023 in order to better respond to Members current needs and priorities.
25. The outcomes of the 2021 Survey on the Affiliate Membership – solid basis for the AMs PoW 2022: UNWTO used the same strategic approach for the Affiliate Membership, carrying out an extensive survey among the Affiliate Members targeting to identify their expectations, needs and priorities. These insights have been of great importance as a solid basis for the PoW 2022 for the Affiliate Members.

A. INVEST IN PEOPLE: HUMAN CAPITAL, EDUCATION AND JOBS

26. In order to support a proper development and to achieve tourism sector competitiveness and sustainability, UNWTO Member States need the right tourism human capital base that meets current and future market demands and, ultimately, enhances competitiveness and sustainability through skills development and added-value jobs creation. This will require concerted efforts and the Department of Innovation, Education and Investments, which includes the **UNWTO Academy**, is taking a leading role in addressing emerging needs. With this objective in mind, UNWTO has set several initiatives:
27. With the objective of creating more added-value jobs in tourism through education, the **UNWTO Education Lab** will be launched. Its main goals will be releasing the first Policy Paper: UNWTO Tourism Education Roadmap to Tourism Nations on how to create a tourism education strategy and to build a professional path in the sector, UNWTO Guidelines on Technology, legal innovation recommendations, and assisting the creation of International and National Tourism Academies with the support of UNWTO.
28. In the process of advancing accessibility in tourism education, the **UNWTO Tourism Online Academy** has trained more than 15,000 students from 191 countries and currently

displays a portfolio of 22 courses from top-quality universities. In addition, 4,705 scholarships have been allocated to Member States.

29. UNWTO jointly with IE University, devised an online learning platform where participants would be able to study at their own pace and have access to courses from top universities around the world at an affordable price. Steps were as follows, and an extension of agreement with the IE university is now proposed to the Council for its endorsement:
 - (a) UNWTO and IE signed a Partnership Agreement for the development of the “Tourism Online Academy” in Madrid on 24 July 2019.
 - (b) On September 2019, through resolution 714(XXIII), the 23rd session of the UNWTO General Assembly in Saint Petersburg, Russia, endorsed the development of the Tourism Online Academy project powered by IE University.
 - (c) For the further development of the Tourism Online Academy, on 12 March 2020 the Parties entered into another Partnership Agreement (Phase III), which according to its clause 11.1 needs to be duly approved by UNWTO's Executive Council to remain in effect for ten (10) years.
 - (d) The Secretary-General, in consultation with the Committee on Tourism Online Education (CTOE), would like to propose an extension of the agreement between the Organization and the IE University until 31 December 2031.
30. To keep strengthening this platform, it is aimed to reach over 60 courses and 5 new academic partners, which includes the implementation of the Human Capital Development by E-learning project with the Kingdom of Saudi Arabia based on 10 online courses on in Arabic language. Likewise, the Scholarships Programme will keep supporting education in all regions.
31. Furthermore, the first **Observatory on Quality of Tourism Education and Jobs** will be set up to monitor the advancement of the overall education strategy.
32. **Youth and Talent Development** are at the centre of Human capital development, with the aim of empowering the future tourism Leaders by raising awareness on Tourism and the SDGs from younger ages and bridging the gap between studies and the realities of our sector. Several initiatives stand out in 2022:
 - (a) **Global Youth Tourism Summit (GYTS).** The UNWTO has developed the GYTS, a series of international events that will give children and youth a unique platform to share innovative ideas, shape their vision and put forward proposals for the future of sustainable tourism within the framework of the UN 2030 Agenda for Sustainable Development. The first edition of the GYTS will take place in Sorrento, Italy, from 27 June to 3 July 2022 jointly organized with the Government of the Italian Republic.
 - (b) **UNWTO Students' League.** After a successful global edition in 2021, with over 700 students from around the world participating, and with the aim to support each country's young people in their preparation and engagement to help shape a better world and to positively impact on each country's national tourism plan, in 2022, UNWTO will be launching National UNWTO Students' Leagues in the different Member States (approximatively 19 as of the date of the present report), which will culminate in a Global UNWTO Students' League Final.

B. FOSTER SUSTAINABLE AND GREEN TRANSITION: SOCIAL ASPECTS, CULTURE AND ENVIRONMENT

33. 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.
34. **Measuring the Sustainability of Tourism (MST) Development of statistical frameworks:** Through the development of a Statistical Framework for [Measuring the Sustainability of Tourism](#) (MST), UNWTO aims provide to all countries in the world a

common framework to measure the economic, social and environmental links of tourism, at national and sub-national levels. MST has been endorsed by top-level policy frameworks and bodies such as the [AIUla Framework for Inclusive Community Development Through Tourism](#) endorsed by the G20 Leaders' Declaration under the Saudi Presidency, the UNWTO [General Assembly](#) and [Executive Council](#), the [High Level Discussion on Measuring the Sustainability of Tourism](#) and others².

35. To date, 55 countries have implemented, plan to implement or have expressed interest in undertaking an MST pilot. A 2nd edition of the publication [Experiences from Pilot Studies In Measuring the Sustainability of Tourism](#) will showcase new pilots.
36. **The International Network of Sustainable Tourism Observatories (INSTO)** has accepted the new members from Barcelona and Mallorca and received numerous requests for the establishment of observatories. All these destinations and their Observatories are committed to base the sustainable development of tourism on evidence and follow the participatory and inclusive approaches.
37. **Environmental sustainability:** Sustainable tourism should make optimal use of environmental resources, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. UNWTO is following several lines of action to ensure environmental sustainability in tourism, activities which have been commended by the Committee on Tourism and Sustainability (CTS) during the 15th Meeting of the CTS.
 - (a) Review of the integration of sustainable consumption and production into national tourism policies, in particular, sustainable food management and climate action, among other topics.
 - (b) In parallel, continue collaborating with other UN agencies, governments, and tourism stakeholders within the framework of the **One Planet Sustainable Tourism Programme** which is built on a participatory approach advance sustainable consumption and production (SCP) in order to address the major challenges of climate change, biodiversity loss and pollution. See Annex IV.
 - (c) Coordinating the High-Level Thematic Debate: The role of tourism in the inclusive, resilient and sustainable recovery hosted by the President of the United Nations General Assembly.
 - (d) Preparation for the UNGA report on the promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection, to be submitted to the 77th session of the UN General Assembly.
 - (e) Expand the **International Network of Sustainable Tourism Observatories** and consolidate the capacity of its destination members by sharing knowledge and expertise among its members as well as to the UNWTO Member States and Affiliate Members. Continue to develop technical guidance for measuring, monitoring and analysing sustainable tourism development at destination level as well as supporting local authorities in an effective and timely manner. Organizing technical virtual and in-person meetings such as the Sustainable Destinations Summit in Mallorca to advance the discussion and support members and interested stakeholders.
 - (f) Further to the launch of the **Glasgow Declaration at the UN Climate COP26 in Glasgow**, about the need to accelerate climate action in tourism and to secure strong actions and commitment, UNWTO is developing several tools and resources that will support signatories in the implementation of their commitments. For instance, guidance on climate action planning and a briefing paper on measurement of CO2 emissions. Among others, a Partnership Agreement has been signed with the Travel Foundation, for which activities will start in 2022.
 - (g) Continue addressing the integration of circularity in the tourism value chain through the coordination of the **Global Tourism Plastics Initiative**, which will continue releasing supporting materials, such as a methodology for measuring plastics in tourism

² Such as the [European Parliament resolution on establishing a strategy for sustainable tourism](#), [the Pacific Sustainable Tourism Policy Framework](#), etc.

operations and guidance on procurement, and providing a platform for exchange, as well as through the Global Roadmap on Food Waste Reduction in tourism.

- (h) **Green investments for green transitions.** Closely working with the International Finance Corporation (IFC), the Green Hotel Revitalization Programme to reduce footprints in emerging markets will continue, in addition to pilot projects in specific countries. At least 30 hotels from Egypt will be trained on green investments and green finance mechanisms in collaboration with IFC.
 - (i) **Recovery and resilience,** in the pipeline: Advancing Sustainable Tourism in LDCs in collaboration with TUI Care Foundation.
 - (j) **Biodiversity:** UNWTO continues addressing the sustainable management of biodiversity, critical not only to keep a healthy nature as one of the core attractions for visitors and tourists but also to reduce risks of disease, including zoonosis. The UN Biodiversity Conference - COP15 summit, scheduled to take place in late August-early September 2022 in Kunming, China, will adopt the Post 2020 Global Biodiversity Framework (GBF), a UN led- initiative for the conservation and sustainable use of biodiversity for the next decade and beyond, expected to have similar impact as the Paris Agreement. As part of the UN system, UNWTO has committed to assist Member States delivering on the post-2020 GBF and has contributed to the 2021 Report Supporting the Global Biodiversity Agenda , as well as to the Environment Management Group's Biodiversity Report and the UN Common Approach on Biodiversity and Nature-Based Solutions.
38. **Ethics:** During 2022, a follow-up study will be done to tackle the progress made on COVID-19 and the measures taken by the Signatories of the Private Sector Commitment to the Global Code of Ethics. In addition, it is expected that the number of said Signatories will increase as various entities and associations are interested in joining. Finally, all Member States of both UNWTO and the United Nations are invited to accede to the UNWTO [Framework Convention on Tourism Ethics](#) so it may enter into force following the deposit of 10 instruments of ratification. The Federal Republic of Nigeria and the Republic of Albania deposited instruments of ratification with the UNWTO Treaty Depositary on 19 April 2022 and 13 May 2022, becoming the first countries to ratify the Ethics Convention.
39. **Culture:** UNWTO will produce a set of recommendations, addressed to Member States, on incorporating the creative economy and creative industries into the cultural tourism offer. This set of guidelines will be the main outcome of a seminar to be held later 2022. In cooperation with the Council of Europe, a "Compendium of Good Practices in Creative Economy and Cultural Tourism along Cultural Routes" is being prepared. A compilation of cases studies on Indigenous Tourism in the Americas (in collaboration with the World Indigenous Tourism Alliance) will be also issued in 2022. Within the [Weaving the Recovery – Indigenous Women in Tourism](#) project, UNWTO and partners will create a training toolkit on empowering indigenous women and their communities, through cultural transmission, responsible tourism and fair trade, following the testing phase in a pilot country.
40. **Social Responsibility:** In the field of social responsibility, the issue of Accessible Tourism for All will be in the spotlight, in particular, with the application of the recently published standard ISO 21902:2021 on accessibility, under the International Standards Organisation (ISO) framework. UNWTO and partners will produce a user guide on this new standard to support Member States in its **implementation**.
41. In the area of **women's empowerment and gender equality**, the twin publications on gender mainstreaming guidelines for the public and private sectors, respectively, will provide guidance to the sector on integrating a gender perspective into policy, programming and strategies with a view to increasing tourism's contribution to SDG 5.
42. In addition, the implementation of the pilot project ["Centre Stage: Women's empowerment during the COVID-19 recovery"](#) will continue to strengthen, coordinate and focus work towards gender equality in tourism governmental institutions and businesses, as they recover from the pandemic. This project is being implemented with the support of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), on behalf of the Federal Ministry for Economic Cooperation and Development of Germany, and UN Women. UNWTO supports 4 National Tourism Administrations, tourism businesses, NGOs and tourism organizations

from Jordan, Costa Rica, the Dominican Republic and Mexico, as they implement a one-year action plan for women's empowerment.

C. BOOST INVESTMENTS, FINANCING AND ENTREPRENEURSHIP

43. UNWTO strongly believes that strategic public/private partnerships on investments have a critical role to play in the economic recovery from the effects of the COVID-19 pandemic. For this reason, UNWTO works on boosting Knowledge Creation on Tourism Investment to enhance coordination and cooperation and mobilize global investment mechanisms to respond to global crises.
 - (a) Promotion of investments for a sustainable recovery through reports on greenfield investments, accelerating the adoption of technologies and enabling frameworks for tourism investment, in association with the fDi Intelligence from The Financial Times. Fourth Edition.
 - (b) Tourism FDI Rankings Report (to be presented during an Award ceremony), in association with the fDi Intelligence from The Financial Times
 - (c) Accelerating the adoption of technologies in Small and Medium-sized Enterprise (SMEs) part of the Tourism Value Chain. First Edition as part of [UNWTO digital futures programme](#).
 - (d) Enabling Frameworks for Tourism Investment, Drivers and Challenges shaping Investments in Tourism Second Edition.
44. At national level, UNWTO is working on developing Investment Guidelines for specific countries, as follows: Tourism Investments guidelines for Dominican Republic, Mozambique, Tanzania and Colombia, Chile, Algeria and formulation of strategies to tourism investment promotion SMIT – Morocco.
45. In order to complete knowledge creation, the Organization is developing Tourism Investment Capacity building and trainings, in Dominican Republic, Tanzania (for all African countries), Mozambique, Morocco, etc.
46. Also in the pipeline, the identification of innovative financing framework and mechanisms, offering Member States both Development Aid and facilitating public investment:
 - (a) Initial Partners: Green Climate Fund (GCF), Comunidad Andina de Fomento (CAF), NOAH ReGen
 - (b) Provide investment opportunity, secure grants for de-risking investment in order to support adaptation and mitigation policy changes and help companies to adopting sustainable consumption and production model
 - (c) Collaborate with the International Finance Corporation (IFC) in rolling out the Hotel Green Revitalization Program (HGRP) , which is a global program designed to support retrofit greening of hotels as they build back from the pandemic with support from the financial sector. This program is available across all emerging market countries, more details on this global program can be found on this [blog](#)
 - (d) Preparation of an innovative financing model for GCF support
 - (e) Facilitate the creation of a dedicated Equity Fund led by NOAH ReGen - to enable the operationalization for the UN NetZero Tourism Fund, with an innovative financial model
 - (f) Facilitate the creation of a Smart Tourism Carbon Marketplace supported by a FinTech led by NOAH ReGen, jointly engineered by UNWTO.

D. ENHANCE COMPETITIVENESS AND RESILIENCE - MARKET INTELLIGENCE, STATISTICS, AND PRODUCT DEVELOPMENT

47. “If you can’ measure it, you can’t manage it”. In times of crises, this saying becomes of double importance. The Organization has a long tradition of compilation and analysis of data. Yet, data technologies and essence are evolving quickly, presenting new challenges, but allowing for new perspectives and increased comparability, within the global framework of the 2030 Agenda.
48. In relation with **Global Tourism Statistics**, UNWTO is responsible for the most comprehensive [international database](#) on inbound, outbound and domestic tourism, tourism industries, employment and macroeconomic indicators. Data is available through: [the Country Fact Sheets](#), [the Tourism Statistics web](#), the [Compendium of Tourism Statistics](#) and [Yearbook of Tourism Statistics](#) publications, the Tourism Data Dashboards, the UNWTO World [Barometer](#) and [eLibrary](#) as well as the [UN Data](#) portal.
49. UNWTO is custodian for two indicators in the UN Global SDG Indicator Framework and compiles data from all countries in world on Tourism GDP (SDG 8.9.1)—where UNWTO cooperates with OECD—and countries’ implementation of tools to measure sustainable tourism (SDG 12.b.1). Data is available on the [UNWTO website](#), the [UN Global SDG Indicators Database](#), the [UN Open SDG Data Hub](#) and in the [UN Secretary-General’s Progress Report](#) and [UN SDG report](#).
50. In the report [The Economic Contribution of Tourism and the Impact of Covid-19](#): the UNWTO Secretariat has estimated the global and regional direct contribution of tourism to gross domestic product (GDP) before and after the pandemic. The report quantifies the economic impact of the pandemic in terms of tourism direct gross domestic product (TDGDP) as well as export revenues from tourism.
51. UNWTO will step up its work in **Market Intelligence** as a critical component to monitor crises impact and stimulate recovery. Its programme is based on two pillars: 1) provide updated and relevant information to Member States and the sector at large; and 2) support Member States in the development of Market Intelligence Systems. In this regard, key outputs for 2022 include:
 - (a) Scale up coverage and use of big data in UNWTO monitoring tools (UNWTO World Tourism Barometer and Dashboards).
 - (b) Scale up the UNWTO/IATA Destination Tracker to become a one-stop-shop global reference on travel requirements.
 - (c) Review and update Tourism Direct GDP global and regional estimates and development of estimates on tourism employment.
 - (d) Training and technical assistance to Members, including the UNWTO/ETC Data Lab initiative to be launched in May/June 2022, training activities, and technical assistance (ongoing support to Jordan and Colombia).
 - (e) Research on Changing Traveller Trends in the face of COVID-19.
52. With the increased relevance of the area of **Destination Management**, UNWTO will work to create international standards in Destination Management Governance in collaboration with the International Standardization Organization (ISO) and continue to support Members. Outputs include:
 - (a) Review, update and boost the UNWTO.QUEST Programme.
 - (b) Launch the UNWTO League of Cities for Sustainable Tourism (on the occasion of the UNWTO Mayors’ Forum for Sustainable Urban Tourism, Madrid, Spain, 20-21 October 2022).
 - (c) Smart Destinations Conference 2022 (Valencia, Spain, 23-25 November 2022).

- (d) UNWTO/ISO cooperation on Tourism Destination Management Organizations (DMOs) for the development of guidelines/norms.
 - (e) Training and capacity building on destination management and the role of DMOs
 - (f) MOOC on Sustainable Tourism, Destination Management and DMOs with UNWTO Tourism Online Academy and Lucerne University.
53. **Product Development & Diversification:** Support Member States in innovating in product development with a special programme to advance tourism as a tool for rural development.
- (a) **Tourism and Rural Development:** With the vision of making tourism a positive force for transformation, rural development and community wellbeing, UNWTO launched and is working on the implementation of the following activities:
 - (i) The 'Best Tourism Villages by UNWTO' initiative which 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, including their gastronomy. The 2022 edition has been opened and Member States are invited to present their candidacies by 28 June 2022. At the same time, the Best Tourism Villages Network, which gathers both the Best Tourism Villages 2021 and the ones in the Upgrade Programme, is working on activities geared to the exchange of good practices and training with partners on themes related to product development and marketing among others. UNWTO is also working with the 20 villages in the Upgrade Programme in tailor-made mentoring for their activities.
 - (ii) Training and skills development for Member States including Online Courses and Executive Training activities on Tourism and Rural Development and Design Thinking for Product Development.
 - (iii) Creation of Guidelines and Best Practices Set on Tourism and Rural Development including the future creation of a dedicated online Platform.
 - (iv) Series of events including the conferences to be held on the occasion of the Regional Commissions for Europe and Asia as well as the First UNWTO Global Conference on Tourism and Rural Development.
 - (b) **Wine and Gastronomy Tourism:** Wine and Gastronomy Tourism are increasingly important motivations and drivers of tourism development creating unique connections with the territory, innovation and job creation. In this regard UNWTO activities for 2022 include
 - (i) Events: the 6th UNWTO Wine Tourism Conference (Alba, Italy, 20-21 September 2022) and the 7th UNWTO/BCC World Forum on Gastronomy Tourism (Nara, Japan, 12-15 December 2022)
 - (ii) Executive Training for Member States of Gastronomy Tourism
 - (iii) UNWTO/BCC Gastronomy Tourism Start Up Competition
 - (iv) Measuring Wine Tourism Project in collaboration with the International Organisation of Vine and Wine (OIV) and Members State to define and propose common measurements for Wine Tourism.
 - (v) African Gastronomy Initiative, including a communication campaign on African Gastronomy.
 - (c) **Mountain Tourism:** Following the strengthened relationship between UNWTO and the FAO Mountain Partnership, a report on the measurement and impact of Mountain Tourism is being prepared to release at the end of the year. In the context of the International Year of Sustainable Mountains, UNWTO and FAO will also release a Policy Paper on Mountain Tourism.

54. **Product Development & Diversification based on collaboration with Affiliate Members.** Building on the pilot projects launched in recent years by AMD with the engagement of Affiliate Members, UNWTO is further developing these topics, by involving more specialized Affiliate Members and carrying out new initiatives, focused mainly on:
- (a) **Tourism and the Audio-visual Industry:** the audio-visual sector plays a vital role in supporting the promotion of tourism. UNWTO continued to develop this priority line of research and action mainly through increased engagement in projects and initiatives carried out by specialized Affiliate Members, to build up on the work done already such as the *"Global Report on Cultural Affinity and Screen Tourism - The Case of Internet Entertainment Services"*.
 - (b) **Sports Tourism** is another line of action developed in recent years through partnerships with Affiliate Members with experience in this area, to explore the relationship between sports, tourism and sustainable and inclusive development, the current and future trends in the sector, as well as successful governance and private sector strategies.
 - (c) **Scientific Tourism:** UNWTO is also developing, in partnership with specialized Affiliate Members, a framework of research and an agenda of joint activities in the field of scientific tourism, specifically on **astro-tourism**, developing content for tourism administrations to create tourism products around the observation of night skies, in line with sustainable practices and product diversification strategies.

E. SCALE UP INNOVATION AND DIGITAL TRANSFORMATION

55. Due to the COVID-19 pandemic travellers altered the way in which they want to experience the tourism product. The tourism sector had to reinvent itself which created the opportunity to digitalize the sector through emerging technologies and deep tech. On the other hand, looking ahead, domestic and rural tourism are the way forward but they need innovative approaches in order to remain sustainable. Harnessing innovation and digital advances provide tourism with opportunities to improve inclusiveness, local community empowerment and efficient resource management, amongst other objectives within the wider sustainable development agenda. Initiatives are on the way to encourage the digitalization process of tourism Small and Medium Enterprises (SMEs), as well as to support startups in seeking for the most disruptive projects that are changing the way people travel:
- (a) Partnering with the largest technology companies such as Amadeus, Mastercard, Cisco, Telefónica, Meta, amongst others, the UNWTO **Digital Futures for SMEs Programme** aims to provide digital training on connectivity, business growth, e-commerce, big data and analytics, payments and security to 1 million beneficiaries. At a first stage, it is planned to reach 20,000 SMEs from 22 countries. <https://www.unwto.org/digitalfutures>
 - (b) A **Tourism Tech Adventures** forum was held on 25 March in the United Arab Emirates on the Future of Tourism: "Connecting Minds, Creating the Future" in the side-lines of EXPO 2020, and many others are in the pipeline: Panama, Dominican Republic, Mexico, Qatar, Canary Islands, etc.
 - (c) **Several UNWTO Startup Competitions and Innovation Challenges** are taking place this year, globally, such as the [Awake Tourism Challenge](#), including 6 verticals (Local community involvement; Green and blue economies; Ecological and Sustainable Capital Creation; Tourism Tech for Good; Tourism Education; Women Empowerment), and the 3rd UNWTO Gastronomy Tourism Startup Competition, but also some national challenges and competitions, covering areas such as; digitalization of routes and tour operators (Panama), digitalization, education and rural development (Mexico), Education (Dominican Republic-Save The Children), island destinations (Canary Islands, Spain), Innovation (Barbados, Morocco, KSA), among others, as well as global

challenges with the private sector such as Sports and Wellness (UEFA) . Please see calendar of events in Annex I.

F. UNWTO on the ground

56. 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 and to reinforcing tourism in the post COVID-19 framework, 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.
57. The European Bank for Reconstruction and Development (EBRD) partnered with UNWTO to implement this technical assistance package in 10 countries including Croatia, Egypt, Georgia, Greece, Jordan, Montenegro, Morocco, Tunisia, Turkey and Uzbekistan.
58. 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.
59. 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).
60. 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.
61. In collaboration with the Japanese International Cooperation Agency (JICA), UNWTO implemented a COVID-19 Tourism Recovery project in the Dominican Republic, and is implementing a COVID-19 Tourism Recovery project in the Maldives.
62. UNWTO is cooperating with the Enhanced Integrated Framework (EIF) to implement a project on Women Empowerment and Tourism Recovery in Timor-Leste.
63. A COVID-19 Tourism Recovery component was also included in 18 projects that had been developed/launched prior to the pandemic.
64. 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.
65. While most focus has been on COVID-19 recovery projects, it is worthwhile to mention that donors continue to partner with UNWTO on regular tourism development projects such as World Bank in Benin funding a project focusing on tourism legislation, hotel classification, statistics, and training for tour guides, while, the Asian Development Bank is funding a project in Tajikistan including the formulation of a sustainable tourism master plan, statistical strengthening and tourism satellite account, and, design and implementation of visitor surveys.
66. 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.

The complete list of technical cooperation projects is presented in Annex III

Annex I: Calendar of UNWTO events

Date	Name Event	Venue	Comments
January			
16-22	ASEAN Tourism Forum	Preah Sihanouk Province, Cambodia	
19-23	FITUR	IFEMA	
20	55 th Meeting of the Board of the Affiliate Members	IFEMA	
21	AM Corner: "Strategies by Tourism Boards"	IFEMA	
27	Technical Sessions on Glasgow Declaration on Climate Action in Tourism	Online	
February			
9	High-level workshop on Sustainable Tourism in the Blue Economy at the One Ocean Summit	Brest, France	
16	Sciences Po International Organizations Virtual Career Fair	online	
24	Technical INSTO Webinar on Employment	Online	
March			
3	Briefing on the Affiliate Members' Legal Framework	Online	
7-10	Seminario/Taller sobre el Sistema de Calidad Unwto.Tedqual para Programas Formativos, Educativos y de Investigación en Turismo para sus Instituciones de Formación y Educación	Online	
16	Webinar on Gender Mainstreaming Guidelines - Public and Private Sectors	Online	Launch of the mentioned guidelines.
21	UNWTO Briefing for the Affiliate Members: Global	Online	

	Youth Tourism Summit – GYTS		
23-25	11 th World Congress on “Snow and Mountain Tourism Mountain likers: a new approach to the future”	Canillo, Andorra	
24	One Planet Consultation Meeting on the Global Strategy for Sustainable Consumption Production and SDG12	Online	
24	Technical INSTO Webinar on Solid Waste	Online	
28-29	UNWTO 48th Regional Commission for the Middle East	Cairo, Egypt	
TBC	UNWTO Tourism Tech Adventures innovation forum	Egypt	within the Regional Commission for The Middle East
29	UNWTO Workshop on Measuring the Sustainability of Tourism for Asia and the Pacific	Manila, the Philippines/Online	STTC/RDAP
30	28 th World Committee on Tourism Ethics Meeting	Online	
31	1 st Meeting of the BTV Network	online	TMIC
April			
7-9	Sustainable Tourism Destination's Summit - Leading the Transformation	Mallorca, Spain	
20 April	UNWTO Workshop on Tourism Statistics and Mobile positioning data- PART 1	Online	
21	Webinar on how to use the AMConnected Platform	Online	
25 April - 8 May	UNWTO activities at the UN Biodiversity Conference (CBD COP 15) (tbc)	Kunming, China	The UN Biodiversity Conference will convene governments from around the world to agree to a new set of goals for nature over the next decade through the post-2020 Global Biodiversity Framework providing for a strong action and mainstreaming of biodiversity across all sectors,

			including tourism, as the role tourism can play in the conservation and sustainable use of biodiversity is vital.
26	Introductory workshop on tourism employment data disaggregated by sex: measurement challenges and solutions (in English)	Online	STTC / ECSR in the framework of the Centre Stage project
27-28	First Extraordinary Session of the General Assembly	Madrid, Spain	https://www.unwto.org/event/first-extraordinary-session-of-the-general-assembly
28	Technical INSTO Webinar on Economic Benefits	Online	
28	Introductory workshop on tourism employment data disaggregated by sex: measurement challenges and solutions (in Spanish)	Online	STTC / ECSR in the framework of the Centre Stage project
May			
TBC	UNWTO Tourism Tech Adventures innovation forum Panama	Panama	Forum on Digitalization of Routes and Tour operators
1-5 (TBC)	UNWTO Tourism Tech Adventures innovation forum	Dominican Republic	Within the UNWTO Forum on Communications
4 (TBC)	UNGA High Level Thematic Debate on "Putting sustainable and resilient tourism at the heart of an inclusive recovery"	New York, USA	
4	Technical Session Consultation on the Global Roadmap on Food Waste Reduction in Tourism	Online	
9-11	Women Empowerment in-person Training Workshops	Amman & Petra, Jordan	Centre Stage Project Workshop
10-11	1 st G20 Tourism Working Group Meeting	Online	
19-20	67th UNWTO Commission for	Punta del Este, Uruguay	

	the Americas meeting and Seminar on the Intl. Code for the Protection of Tourists		
23-24	Final Workshop of the Regional Capacity Building Programme for French speaking African countries	Online	STTC / RDAF Supported by Algeria
24	56 th AM Board	Online	
24 (TBC)	Technical Session on Glasgow Declaration	Online	
24-26	13 th IFTM- UNWTO Training Programme	Macao, China (online)	
26	Technical INSTO Webinar on Energy Management	Online	
26	1 st Meeting Committee on matters related to Affiliate Membership	Online	
TBC	1 st Best Practices Session of the Best Tourism Villages Network – Promotion and conservation of cultural resources	Online	TMIC
TBC	1 st Masterclass of the Best Tourism Villages Network – The use of social media in rural destinations promotion	Online	TMIC
TBC	Launch of the UNWTO-ETC DataLab Initiative	Online	TMIC RDEU
June			
1	Workshop on “Changing the Way We Travel” within the framework of One Planet Forum, an associated event to Stockholm+50	Stockholm, Sweden	
1-2	Global Tourism Economy Forum 2022	Macao, China (Online)	
1-3	67th UNWTO Commission for Europe Side Event on Tourism and Rural	Yerevan, Armenia	RDEU TMIC

	Development: how local experiences build the image and value of a destination		
2	UNWTO Workshop on Tourism Statistics and Mobile positioning data- PART 2	Online	
7-8	UNWTO 116th Session of the Executive Council	Riyadh, Saudi Arabia	
8	Global Communications Forum	Riyadh, Saudi Arabia	
14-16	34th Joint Meeting of the UNWTO Commission for East Asia and the Pacific & the Commission for South Asia, Asia-Pacific & Ministerial Roundtable on Tourism Resilience through Innovation and Digitalization in Asia and the Pacific & UNWTO Global Summit on Community-based Tourism	Maldives	
Week commencing 20 (TBC)	Women's Empowerment in-person Training Workshops	Dominican Republic	Centre Stage Project Workshop
23-26	International Tourism Industry Conference	Seoul, Republic of Korea	
27 June-1 July (TBC)	Side-event at the UN Ocean Conference	Lisbon, Portugal	
27 June-3 July	1st Global Youth Tourism Summit	Sorrento, Italy	https://www.unwto.org/europe/global-youth-tourism-summit
TBC	2 nd Best Practices Session of the Best Tourism Villages Network – Value chain integration	Online	TMIC
TBC	2 nd Masterclass of the Best Tourism Villages Network – Global Tourism Plastics Initiative	Online	TMIC

July			
TBC	Technical Session on the Glasgow Declaration on Climate Action in Tourism	Online	
05	2 nd OneUN, Diverse Talents Outreach Webinar Series	Online	
5-6 July or 11-15 July (date TBC)	Side-event in framework of High-level Political Forum on Sustainable Development (HLPF) 2022	Online	Led by IRP & JICA, w/SDT support.
TBC	3 rd Best Practices Session of the Best Tourism Villages Network – Social sustainability	Online	TMIC
TBC	3 rd Masterclass of the Best Tourism Villages Network – Building online presence and reputation	Online	TMIC
TBC	12 th (online) CTC Meeting		TMIC
August			
TBC	4 th Masterclass of the Best Tourism Villages Network – Digital solutions to drive participation for tourism	Online	TMIC
September			
TBC	Women's Empowerment in-person Training Workshops	Costa Rica	Centre Stage Project Workshop
20-21	6 th UNWTO Global Conference on Wine Tourism	Alba, Italy	TMIC RDEU
22 (TBC)	5 th Tourism EXPO Japan Ministerial Round Table in collaboration with UNWTO	Tokyo, Japan	
23	Second G20 Tourism Working Group Meeting	Bali, Indonesia	TMIC
26	G20 Tourism Ministers Meeting	Bali, Indonesia	
27	World Tourism Day Celebration	Bali, Indonesia	

27	AM Corner-lberseries Platino Industria	Madrid, Spain	
TBA	4 th Best Practices Session of the Best Tourism Villages Network – Tourism development	Online	TMIC
TBA	5 th Masterclass of the Best Tourism Villages Network – Gender and accessibility	Online	TMIC
October			
TBC	3 rd meeting of the Working Group of Experts on Measuring the Sustainability of Tourism	Madrid or Berlin (tbc)	
TBC	3 rd meeting of the MST Editorial Board	Madrid or Berlin (tbc)	
TBC	MST pilot workshop	Madrid or Berlin (tbc)	
TBC	16th UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China	RDAP TMIC
5-7	65th UNWTO Commission for Africa	Arusha, Tanzania	
TBC	3rd edition. UNWTO Global Tourism Investment Forum	Tanzania	
20 - 21	3rd UNWTO Mayors Forum for Sustainable Urban Tourism	Madrid, Spain	TMIC RDEU
(TBC)	Regional seminar on MST for the Middle East	tbc	
21-22	2022 Global INSTO Meeting	hybrid	
TBC	5 th Best Practices Session of the Best Tourism Villages Network – Environmental sustainability	Online	TMIC
TBC	6 th Masterclass of the Best Tourism Villages Network – Sustainable gastronomy tourism development	Online	TMIC
TBC	16 UNWTO Asia/Pacific Executive	Republic of Korea	

	Training Programme on Tourism Policy and Strategy		
November			
TBC	UNWTO Attraction and Promotion of Tourism Investments Capacity Building	Mozambique	
14-16	UNWTO Global Conference on linking tourism, culture and creative industries	Lagos, Nigeria	RDAF TMIC
7-18	COP27 – Glasgow declaration	Sharm El-Sheikh, Egypt	
TBC	16 th CTS Meeting	Sharm El-Sheikh, Egypt	
TBC	Committee on Statistics – 20 th meeting	UNWTO Headquarters	
23-25	Smart Destinations Conference	Valencia, Spain	TMIC RDEU
28-30 (TBC)	World Tourism Conference	Malaysia	
TBC	7 th Masterclass of the Best Tourism Villages Network – Integration of local producers into the tourism value chain	Online	TMIC
December			
TBC	Plastic Webinar	Online	
12-15	7 th UNWTO World Forum on Gastronomy Tourism Launching of the UNWTO Pacific Tourism Stories project (TBC)	Nara, Japan	
TBC (13-15)	UNWTO Tourism Tech Adventures innovation forum	Nara, Japan	Within the 7 th UNWTO World Forum on Gastronomy Tourism
TBC	14 th IFTM-UNWTO Training Programme	Macao, China and online	
TBC	1 st UNWTO Global Conference on Tourism and Rural Development 1 st Presential Meeting of the	TBA	TMIC 1 st Week of December

	UNWTO Best Tourism Villages Network Announcement of the 2022 Best Tourism Villages by UNWTO		
TBC	8 th Masterclass of the Best Tourism Villages Network – Quality standards & intellectual property	Online	TMIC






Events with no approximate dates:





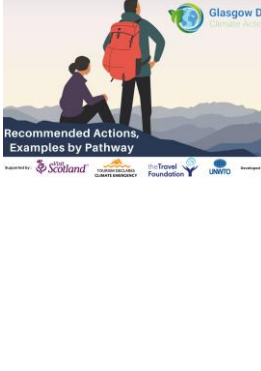
- Global Tourism Education Summit (Greece)
- (Q3) UNWTO and IFC Green Hotel Revitalization Programme (webinars)
- (Q3) UNWTO Tourism Tech Adventures innovation forum - Colombia
- (Summer 2022 TBD) Awards ceremony on Tourism FDI Rankings and Report Presentation. In association with the fDi Intelligence from The Financial Times.
- Intelligence from The Financial Times (webinars)
- (Q4) UNWTO Regional Workshop on Measuring Tourism: TSA and MST in South Asia (Nepal, tbc)

Annex II: List of UNWTO publications

The following publications have been recently released:

	<p><u>UNWTO World Tourism Barometer and Statistical Annex, March 2022</u></p> <p>Released: March 2022</p> <p>Tourism enjoys strong start in 2022 while facing new uncertainties. International tourism continued its recovery in January 2022, with much better performance compared to the weak start of 2021. World arrivals more than doubled (+130%) compared to January 2021, an increase of 18 million. This is the same increase as in the whole of 2021 compared to 2020. (...)</p>
	<p><u>游客保护国际守则 –International Code for the Protection of Tourists (Chinese version)</u></p> <p>Released: March 2022</p> <p>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. During the crisis, the closure of borders with little notice left hundreds of thousands of tourists (...)</p>
	<p><u>COVID-19 and the Future of Tourism in Asia and the Pacific</u></p> <p>Released: March 2022</p> <p>Tourism in Asia and the Pacific has transformed dramatically over the last 2 decades due to the impacts of globalization, digitalization, rising disposable incomes, and shifting consumer preferences. The coronavirus disease (COVID-19) pandemic stands out as a pivotal moment in the trajectory of tourism development. (...)</p>
	<p><u>Gender Mainstreaming Guidelines for the Public Sector in Tourism</u></p> <p>Released: March 2022</p> <p>The Gender Mainstreaming Guidelines for the Public Sector in Tourism contain tools to support national, regional, local and other tourism institutions apply an approach to tourism planning, programming and implementation that integrates gender equality and women's economic empowerment.</p>

	<p><u>Gender-inclusive Strategy for Tourism Businesses</u></p> <p>Released: March 2022</p> <p>The business case for advancing gender equality are well documented. In tourism, the benefits are further amplified due to the high proportion of women working in the sector. The Gender Inclusive Strategy for Tourism Businesses contains tools to support private sector tourism enterprises of all types and sizes achieve effective and consistent strategies and programmes for gender equality across their operations</p>
	<p><u>The Wine Routes of the World</u></p> <p>Released: February 2021</p> <p>The Wine Routes of the World takes the reader through the wine routes of top ten wine producer destinations - Argentina, Chile, France, Georgia, Germany, Italy, Portugal, South Africa, Spain and United States of America (...)</p>
	<p><u>International Code for the Protection of Tourists</u></p> <p>Released: February 2022</p> <p>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. (...)</p>
	<p><u>Big Data for Better Tourism Policy, Management, and Sustainable Recovery from COVID-19</u></p> <p>Released: December 2021</p> <p>Big data is already being used to measure, monitor, and manage tourism development, but its potential remains to be fully exploited. This report discusses the trends, opportunities, and challenges in using big data and digitalization in the tourism sector. It highlights how big data is being leveraged for COVID-19 recovery and examines its relationship with statistical frameworks to better measure the economic, social, and environmental impact of tourism. (...)</p>
	<p><u>Mountain tourism – Towards a more sustainable path</u></p> <p>Released: December 2021</p> <p>With their soaring peaks, remote locations and majestic beauty, mountains have long been a powerful attraction for visitors from all walks of life, who are drawn by the often colourful traditions of local communities, the opportunities for sporting activities, and the spiritual solace to be found in highland landscapes. (...)</p>

	<p><u>Livre Blanc : Sécurité et sûreté dans le secteur du tourisme</u> <u>Volume 1: Des liens étroits entre tourisme, sécurité, sûreté et développement</u></p> <p>Released: December 2021</p> <p>Ce volume 1 se veut une introduction théorique aux liens étroits qui unissent le tourisme, le développement, la sûreté et la sécurité. Il s'attache ainsi dans sa première partie à étudier les relations entre ces concepts tout en les incluant dans une perspective plus générale (...)</p>
	<p><u>Livre Blanc : Sécurité et sûreté dans le secteur du tourisme</u> <u>Volume 2 : Recueil de fiches techniques – risques de fiches techniques – initiatives</u></p> <p>Released: December 2021</p> <p>Ce volume 2 est un recueil de fiches techniques, divisé en deux parties, les fiches techniques – risques et initiatives. Il se veut aussi facile d'accès et pratique que possible afin de permettre au lecteur de rapidement se familiariser avec un risque ou une initiative et lui permettre soit de combattre efficacement le risque en question (...)</p>
	<p><u>Livre Blanc : Sécurité et sûreté dans le secteur du tourisme</u> <u>Volume 3 : Études de cas et témoignages</u></p> <p>Released: December 2021</p> <p>Ce volume 3 est le dernier du Livre blanc sur la sûreté et la sécurité comme éléments clés dans le développement du secteur du tourisme. Il couvre des exemples d'initiatives et de réussites tirées des expériences de nombreux professionnels qui ont souhaité contribuer à partager leurs bonnes pratiques, leurs idées et leur savoir-faire. (...)</p>
	<p><u>Global Tourism Plastics Initiative – Progress Report 2021</u></p> <p>Released: December 2021</p> <p>The Global Tourism Plastics Initiative (GTPI) set in motion its first pilot reporting for large companies (accommodation and supplier) that joined the Initiative in 2020 and for which annual reporting is mandatory as part of their commitments to the GTPI. Six accommodation providers (Accor, Club Med, Hong-Kong and Shanghai Hotels, Iberostar, Melco, Six Senses) and one supplier (deSter, member of gategroup) participated in the reporting exercise.</p>
	<p><u>Glasgow Declaration - Recommended Actions, Examples by Pathway</u></p> <p>Released: November 2021</p> <p>This document outlines a series of initial recommended example actions to help signatories of the Glasgow Declaration on Climate understand what to include in their plans.</p> <p>The recommended actions are intended to provide a starting point for signatories to design an ambitious and effective climate action plan that is tailored to the unique circumstances of their organisation. While the actions can help indicate the overall scope of possible activities, they are not exhaustive.</p>

AFRICA

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
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 completed at the end of 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 activities are on going
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. Master Plan completed, submitted and approved by Government in December 2021.
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. Activities launched in February 2022 – situation analysis completed. Draft Master Plan scheduled to be submitted in June 2022.
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 was approved by the Ministry in 2021.
Enhancing Economic Diversification Project:	2019-2022 Lesotho	Ministry of Tourism, Environment and Culture	African Development Bank (AfDB)	<u>Re-establishment of the Lesotho Council of Tourism:</u> commenced in January 2021 and was completed in April 2022. A series of achievements have been made including: development of an operational framework;

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Re-establishment of the Lesotho Council of Tourism				development of a sustainable Financing Mechanism; development of a strategic plan; development of a constitution that will be used in the governance and registration of the organization – culminating to the Final LCT Strategy, organigramme, funding strategy, and 3-year action plan. The final Strategic Plan and Funding Strategy for LCT was submitted to Government for review and was approved.
Developing the tourism sector in Liberia with a focus on surfing and destinations	2020 – 2022 Liberia	Tourism stakeholders in Liberia, in particular in the coastal destination of Robertsport	Enhanced Integrated Framework/ International Trade Centre	2 components: <u>Sustainable Tourism Governance and Management areas:</u> commenced December 2020, and completed mid-2021 <u>Marketing and branding:</u> commenced September 2020, and Marketing and Branding Strategy completed mid-2021 and official launched in January 2022 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. Due to COVID-19, activities were suspended and were resumed in December 2021. It is expected to prepare a TSA for Malawi by September 2022.
Establishment of a New System of Tourism Hotel Classification	2013 – 2022 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 April 2022. –
Facilitating Tourism Recovery in Aftermath of Covid-19: Morocco. (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2020- 2022 Morocco	Ministry of Tourism, Air Transport, Handicrafts, and Social Economy	EBRD and UNWTO	Most project activities have been completed such as: 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

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				<p>the adoption of the SOPs, and develop trainings for the SMEs on key areas envisaged under the Recovery Program to support its implementation.</p> <p>One activity is still ongoing:: 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.</p>
Establishment of a New System of Tourism Hotel Classification	2017 –ongoing Republic of Congo	Ministry of Tourism and Environment	UNDP	<p>First phase: revision of hotel classification criteria – completed.</p> <p>Second phase – formulation of a Tourism Law and Governance scheme: completed.</p> <p>Next phases: training of inspectors and classification of hotels to be implemented from May 2022.</p>
Development of Tourism Statistics System and TSA	2018-2022 Seychelles	Ministry of Tourism, Aviation, Port and Marine	Ministry of Tourism, Aviation, Port and Marine	<p>Year I activities: completed.</p> <p>Year II activities were completed in June 2021 with experts providing technical assistance remotely.</p> <p>Year III Agreement signed and activities commenced in mid-September 2021 and will be scheduled by September 2022.</p>
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	<p>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.</p> <p>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.</p>

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Tanzania Tourism Recovery through Digital Transformation and Local Economy Development	2022 – 2023 Tanzania	Tanzania Association of Tour Operators	UNDP	This project includes two components that are jointly implemented with UNDP Tanzania: - Component 1. UNWTO Training Programme in Tanzania: Tourism International Digital Marketing and Communication - training activities are foreseen to be launched in the second semester of 2022. - Component 2. Preparation of an Integrated Tourism and Local Economic Development Strategy - field research and consultations took place in the first semester of 2022 and the situation analysis of the Strategy was drafted. The Strategy is expected to be completed and presented to key tourism stakeholders in the second semester of 2022.
Facilitating Tourism Recovery in Aftermath of Covid-19: Tunisia. (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2022 Tunisia	Ministry of Tourism	EBRD and UNWTO	Project activities have mainly been completed: Developed a Tourism Recovery Roadmap including a review of the measures taken to stimulate tourism recovery and proposals of sustainable measures; Prepared 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. Delivered 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. Final reports are currently being translated and finalized for formal submission to EBRD.
Development of a Tourism Resource Centre in Livingstone	2016- 2022 Zambia	Ministry of Tourism	Korean Tourism Organization/ST-EP Foundation (dissolved since 2018)	Agreement signed. Project activities nearing completion . Progress report on development of the recourse centre received and final installment transferred to complete the project.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Socio-Economic Impact Assessment of the COVID-19 in the tourism sector	2021-2022 Zambia	Ministry of Tourism	UNDP	Agreement signed in May 2021 and project activities launched in June. The project developed a Guidelines Document for the Zambian stakeholders that collect and compile the tourism intelligence information and a Recovery Strategy, which defines the vision and strategy of how Zambia will recover from COVID-19 in the short and medium term . Activities concluded in April 2022.
Sustainable Tourism Development and Wildlife Conservation in Hwange National Park	2018- 2022 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. A Wildlife Viewing Platform, community campsite and two ranger units are being constructed.
Tourism Statistics and TSA	2021 - 2022 Zimbabwe	Ministry of Tourism	World Bank	Agreement signed. Activities commenced in May 2021 and were carried out remotely based on thorough consultations for data collection, and great collaboration among IFC, UNWTO, the Ministry of Environment, Climate, Tourism and Hospitality Industry, the Zimbabwe National Statistics Agency (ZIMSTAT) and a Technical Working Group. Activities concluded in December 2021 and culminated in a validation workshop among all stakeholders for the completion of the TSA Report. The TSA Report was officially launched on 31 March 2022.

AMERICAS

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
COVID-19 Tourism Recovery Technical Assistance for The Dominican Republic	2021-2022 Dominican Republic	Ministry of Tourism	IC Net Limited	Project successfully implemented and concluded within stipulated timeframe in February 2022. Together with a consortium of two companies, Atrevia and Inmark, UNWTO implemented following five activities: 1. Tourism Diversification Strategy 2. International Marketing Strategy 3. Tourism Market Intelligence Review and Analysis: destination management and big data 4. Support Programme for Tourism MSMEs

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				5. Building Resilience of Tourism Enterprises to adapt to the COVID-19 Reality, including Safety and Hygiene.
Update of the Sustainable Tourism Master Plan of Paraguay	November 2021 - February 2022 Paraguay	Secretaría Nacional de Turismo de Paraguay (SENATUR)	UNWTO	Project successfully implemented within stipulated timeframe. Update of the Sustainable Plan taking into consideration COVID-19 impact on tourism projections, goals and overall activities to be implemented until 2025.

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

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.
Data Collection Survey on Recovery of Tourism affected by COVID-19	2021 - 2022 Maldives	Ministry of Tourism	JICA	Inception report submitted and inception meeting held. Contracted a firm for project implementation. First field mission completed. Second field mission will be in May 2022
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 2020 because the Government requested TOR to be adapted to address COVID-19 tourism-related issues. Activities pending to be launched upon receipt of funds.
Development of an experimental Tourism Statistics and Tourism Satellite Account	2019-2022 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. Activities are being relaunched at the end of April 2022.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
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
Women Empowerment and Tourism Recovery - Timor-Leste	2022 – 2023 Timor-Leste	Ministry of Tourism, Commerce and Industry	EIF	Agreement signed in March 2022. The project will first carry out a Tourism Gender and Training Needs Analysis, which will form the basis to undertake awareness raising activities on women empowerment and tourism and to deliver training to at least 150 women entrepreneurs and employees in the country to support their business and career development in the tourism sector.

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)	2021-2022 Croatia	Ministry of Tourism of Croatia	European Bank for Reconstruction and Development	Agreement signed in May 2021. Project activities were launched in September 2021 and are scheduled to be completed by April 2022. 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)	2021-2022 Georgia	Georgia National Tourism Administration	European Bank for Reconstruction and Development	Agreement signed in June 2021. Project activities started in September 2021 and concluded in March 2022. 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.
Facilitating Tourism Recovery in Aftermath of Covid-19: Greece (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2021 - 2022 Greece	Ministry of Tourism of Greece	European Bank for Reconstruction and Development	Agreement signed in May 2021. Project activities started in September 2021 and expected to conclude in April 2022, and the translations of the deliverables by June 2022. All draft reports have been submitted. 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

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Providing Tourism Recovery Technical Assistance on Marketing and Promotion to Skiathos Island, Greece.	2021-2022 Skiathos Island, Greece	Municipality of Skiathos	Municipality of Skiathos	Agreement signed and the activities have commenced. Expected to finish by this summer
Common Health and Safety Protocols and Standards along the Almaty-Bishkek Economic Corridor (ABEC)	2021-2022 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. Report submitted in December 2021. Onsite training courses for the public and private sector of both countries organized in April 2022. Expected conclusion of project in May 2022.
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. Submission of ACS Report and successful organization of training webinars. Project finalized in November 2021.
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

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).	2021 - 2022 Montenegro	Ministry of Economic Development	European Bank for Reconstruction and Development	Agreement signed in May 2021. Project activities commenced in September 2021 and are scheduled to be completed in April 2022. 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)
Sustainable Tourism Development Project	2020 – 2022/23 Tajikistan	Committee of Tourism Development under the Government of the Republic of Tajikistan	Asian Development Bank (ADB)	Joint project between UNWTO, ADB and CTD focused on the implementation of 3 tourism activities: International and Domestic Tourist Profile Studies: Ongoing data collection and analysis. Reporting during second half of 2022. Preparing Tajikistan for its first experimental TSA: TSA Report submitted in February 2022. Sustainable Tourism Plan: Submission of Sustainable Tourism Master Plan in March 2022. Third Domestic Workshop in April 2022. Regional workshop to take place in second half of 2022. Extension until March 2023 currently underway to ensure successful completion of activities.
Facilitating Tourism Recovery in Aftermath of Covid-19 – Turkey (Within the UNWTO/EBRD collaboration to support COVID-	2021-2022 Turkey	Ministry of Culture and Tourism	European Bank for Reconstruction and Development	Agreement signed in June 2021 and renewed until June 2022 Activities include:

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
19 Tourism Recovery in 10 countries)				<p>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.</p> <p>Digital Needs-assessment in support of a National Cultural Tourism Mobile/Web Portal</p> <p>Following the finalization of the recommendations report, a series of 3-training and capacity building workshops will be organized aimed at raising capacities and ensuring correct implementation of proposed activities.</p> <p>Project to be developed with the assistance of UNDP (Turkey Office).</p> <p>Ministry of Tourism has requested changes to the ToR that are currently being studied. These changes may affect the nature of the assignment. Ongoing.</p>
<p>Facilitating Tourism Recovery in Aftermath of Covid-19 – Uzbekistan</p> <p>(Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)</p>	<p>2021-2022 Uzbekistan</p>	<p>Ministry of Tourism</p>	<p>European Bank for Reconstruction and Development</p>	<p>Agreement signed in June and renewed until June 2022.</p> <p>Activities include:</p> <p>Situation analysis focused on measuring the impacts of COVID-19 currently ongoing and planned to conclude within timeframe.</p> <p>Review of the tourism recovery plans adopted, recommend improvements and assist with developing or strengthening the Domestic Tourism Marketing Strategy currently ongoing and planned to conclude within timeframe</p> <p>Review the Effectiveness of Operational Protocols on Safety, Hygiene and Security finalized.</p> <p>Specialised Training Course aimed at Building Resilience of Tourism Enterprises to Adapt to the COVID-19 Reality, including Safety and Hygiene finalized.</p> <p>Tourism Support Masterclasses for Tourism MSMEs finalized.</p> <p>Developing Tourism Human Resource Development Action Plan currently ongoing and planned to conclude within timeframe.</p>

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 – 2022 Egypt	Ministry of Tourism and Antiquities	UNWTO/EBRD	Agreement signed and project activities commenced in January 2021. Four Activities (Tourism Impact Analysis, HR Strategy and UNWTO Academy Trainings, SOPs, and Institutional Restructuring) have been completed. Translations from English to Arabic are being completed.
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 have commenced and are still ongoing, both at the final stage.
Annual Tourism Experience Awards Program	2018-2022 Qatar	Qatar National Council of Tourism (QNCT)	Qatar National Council of Tourism (QNCT)	Project activities commenced in 2018 – however, the 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 project activities resumed in October 2021.
Evaluation of Tourism Statistics System	2020 - 2022 Saudi Arabia	Ministry of Tourism	Ministry of Tourism	A project formulation mission on the Evaluation of the National Tourism Statistical System and Calculation Methodology of Inbound Tourism and Tourism Expenditure was successfully completed in February 2020 A follow up project was launched in January 2021 and is being implemented in two phases. Phase I was completed successfully in September 2021 and focused 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. Activities of Phase II will be launched in May 2022 and will focus on ensuring that the recommendations devised in

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				Phase I are applied correctly and within the framework of the UNWTO recommendations of tourism statistics; delivering a three/four-day capacity building workshop online with officials in charge of operating the model and collecting, processing, and analyzing data.
Tourism Statistics and TSA	2021-2023 UAE	Ministry of Economy	Ministry of Economy	Project activities were launched in November 2021 with a detailed analysis of the situation of tourism statistics in the UAE. A detailed Road Map for the compilation of a TSA for the UAE was presented in February 2022 and activities for the implementation of the Road Map are ongoing.

Annex IV. One Planet sustainable Tourism Programme

The [One Planet Sustainable Tourism Programme](#) aims to accelerate sustainable consumption and production (SCP) in tourism policies and practices to address the challenges of pollution, biodiversity loss and climate change. It supports the transition towards a circular economy as a pathway for the sustainable development of tourism. It is one of the six programmes of [the One Planet network](#) and was launched in 2015. Its implementation is led by UNWTO in collaboration with UNEP. For the period 2015-2018 the governments of France, Morocco and the Republic of Korea were its co-leads. In the current period 2019-2022, the governments of France and Spain are supporting its implementation as co-leads.

2022 is a key transition year for the One Planet network as the Second Committee of the UN General Assembly approved the extension of its initial mandate (2012 – 2022) until 2030 to continue supporting the implementation of SDG12 on SCP and related SDGs, such as SDG13, SDG14 and SDG15 on climate action and the protection of marine and terrestrial resources respectively.

Tourism has been identified as a key sector for the new Global Strategy on SCP that is being developed by the One Planet Secretariat in UNEP with support from the different One Planet programmes and which aims to enable the One Planet network to support the transition to a more sustainable, low carbon, inclusive and circular economy, to more rapidly achieve the scale of the economic transformation required. Against this background, UNWTO supported the organization of a [Consultative Meeting on 24th March 2022](#) to advance on the post 2022 Global Strategy for SCP in Tourism.

The ongoing strategy of the [One Planet Sustainable Tourism Programme](#) 2020 – 2022 builds on the [One Plan for One Planet](#) which details the common approach for the six programmes in the network. The strategy is articulated around three main areas of intervention:

- [Accelerating climate action in tourism](#)
- [Building a circular economy of plastics in tourism](#)
- [Integrating SCP in tourism food value chains](#)

Accelerating climate action in tourism:

The [Glasgow Declaration on Climate Action in Tourism](#) was officially launched at COP26 in November 2021 with the objective to raise the climate ambition of tourism stakeholders. The launch took place in the Blue Zone during a side-event organized by the One Planet Sustainable Tourism Programme which featured a panel discussion with contributions from the President of the Federated States of Micronesia, the Minister of Tourism of Panama, the Minister of Trade and Industry of Norway, the European Commission, the World Travel and Tourism Council, the Sustainable Hospitality Alliance, Intrepid Group, Tourism Declares and UNFCCC and UNWTO. The event was well attended and covered by over 400 news articles with a combined reach of 560 million. It was followed by a signing ceremony. At the launch, the Declaration counted 300 launch partners and [signatories continued to grow up to 538 as of 13 April 2022](#). Signatories include tourism destinations such as Visit Scotland, Turismo de Portugal or Kiribati Tourism Authority; businesses such as Booking Holdings, Expedia Group, Skyscanner and The Travel Corporation and supporting organizations such as The Long Run or the European Tourism Association, among others. Among the signatories, there are many tour operators (26% of signatories) and accommodation businesses and NGOs are also numerous (10% and 9% of signatories respectively). Destination Management Organizations and Destination Management Companies represent 4% and 7% of the total signatories.

Organizations are requested to make the following commitments to become signatories: to support the global commitment to halve emissions by 2030 and achieve net zero by 2050 at the latest; to deliver climate action plans (or update existing plans) within 12 months from becoming signatories and implement them; to align their plans with five pathways, namely: measure, decarbonize, regenerate, collaborate and finance; to report publicly on progress made implementing those commitments; and to work on a collaborative spirit. Additional [information on how to join](#) is available online.

The drafting of the Glasgow Declaration started in March 2021 following a participatory approach, which was supported by UNEP and that involved consultations with stakeholders including UNWTO Committee

on Tourism and Sustainability. In September 2021, two information sessions were delivered to explain how the voluntary commitment of the Glasgow Declaration was structured and to guide those willing to engage to make their commitments. In January 2022, the first [Technical Sessions](#) were held presenting the priorities for 2022, namely: planning, measuring, reporting and advocacy; and to provide [signatories](#) the opportunity to share feedback and exchange with the Coordination Team on achievements and barriers to overcome.

A [repository of tools and resources](#) has been developed aiming at supporting the Signatories of the Glasgow Declaration on Climate Action in Tourism implementing their commitments. [The Glasgow Declaration Newsletter](#) was published in December 2021 and the second edition was released in April 2022.

The implementation of the Glasgow Declaration is led by UNWTO in collaboration with the Travel Foundation and Tourism Declares, within the framework of the One Planet Sustainable Tourism Programme.

Building a circular economy of plastics in tourism:

The [Global Tourism Plastics Initiative \(GTPI\)](#) is led by UNEP and UNWTO, in collaboration with the Ellen MacArthur Foundation. The Initiative works across the tourism value chain with relevant stakeholders including suppliers and waste management platforms, accommodation (large multinational companies and SMEs), tour operators, cruise lines, and online booking platforms. It is implemented within the framework of the One Planet Sustainable Tourism Programme and aligned with the New Plastics Economy Global Commitment, providing its tourism sector interface. In 2021, the GTPI was officially endorsed by the UNWTO Executive Council, which called upon UNWTO Member States to join the Initiative.

The Initiative operates following three complementary approaches: Fostering that tourism companies, suppliers, as well as relevant national and local authorities are committing to a set of ambitious and actionable targets around the elimination of unnecessary and problematic plastics, introduction of reuse models and collaboration on value chain level to increase recycling rates and recycled content; Ensuring that organizations and companies are annually disclosing their progress of implementation; and, Supporting the implementation of the targets and commitments through the provision of guidance and technical recommendations. [Information on how to join is available online.](#)

In 2021, the number of signatories increased by 250%, from 46 to 115, showing increased visibility and attractiveness of the initiative. The current members have a combined estimated annual revenue of over USD43 billion, with the majority of signatories representing accommodation providers (35%) and tour operators (18%). At the end of the year, GTPI released its first [pilot reporting](#) for large companies (accommodation and supplier) that joined the Initiative in 2020 and for which annual reporting is mandatory as part of their commitments to the GTPI. Six accommodation providers ([Accor](#), [Club Med](#), [Hong-Kong and Shanghai Hotels](#), [Iberostar](#), [Melco](#), [Six Senses](#)) and one supplier ([deSter](#), member of gategroup) participated in the reporting exercise.

To facilitate the access to resources and tools and provide to GTPI signatories inspiring best practices, the [newsletter of the GTPI](#) was launched in summer 2021 and has released 4 editions so far featuring interviews from GTPI signatories, among other articles and resources. To further support the effective implementation of the commitments, GTPI curated a [repository of resources and tools](#).

Throughout 2021, STP continued promoting the [Recommendations for the tourism sector to continue taking action on plastic pollution during COVID-19 recovery](#) through a series of [webinars and trainings](#). UNWTO led 2 webinars from the series “ELIMINATE. INNOVATE. CIRCULATE.”. Booking.com also used the Recommendations to develop a [series of infographics](#) that were distributed among its partners to support them put the Recommendations into practice. In 2022, a methodology to measure plastics in operations and guidance on procurement will be released.

In February 2022, within the framework of One Ocean Summit that took place in Brest, France, the One Planet Sustainable Tourism Programme partnered with the French government for the organization of a [high-level workshop on the role of the tourism sector in protection of oceans](#). Governmental representatives from Seychelles, Colombia, Kenya and Palau demonstrated concrete policy responses to prevent marine litter, while GTPI business signatories (TUI, Accor, PONANT, ClubMed and Iberostar) presented solutions that they have been implementing within the framework of GTPI since the beginning of the crisis.

It is expected to organize an official side-event with a strong focus on GTPI during the UN Oceans Conference in Lisbon, Portugal (between 27 June – 3 July 2022).

Integrating SCP in tourism food value chains:

The One Planet Sustainable Tourism Programme is developing a Global Roadmap on Food Waste Reduction in Tourism following a participatory approach that involves consultations with an Advisory Group and a variety of stakeholders. For instance, Accor, Booking.com, GSTC, Sustainable Hospitality Alliance, WWF, UNEP and FAO, are participating in those exchanges among other entities. To support the development of the Global Roadmap, a mapping of resources was carried out which resulted in the creation of [a repository of tools and resources](#). The development of the Global Roadmap is taking place within the framework of the project “Promoting sustainable food consumption and production patterns through integrated tools, advocacy and multi-stakeholder action” which is funded by MPTF for SDG12 and for which UNWTO is leading the tourism component.

Annex V. Measuring the Sustainability of Tourism (MST) Initiative

Rationale

1. Tourism is “a social, cultural and economic phenomenon that relies on and has an impact on the economy, the natural and built environment, the local population at the places visited, and on visitors themselves. Owing to this range of impacts and the wide spectrum of stakeholders involved, there is a need for a holistic approach to tourism development, management and monitoring. This approach is supported by the World Tourism Organization (UNWTO) in order to formulate and implement national and local tourism policies”.
2. This internationally agreed definition is contained in the [International Recommendations for Tourism Statistics](#) and [Tourism Satellite Account: Recommended Methodological Framework](#), both led by UNWTO and adopted by the United Nations in 2008 and still valid today. The concepts, definitions, classifications and indicators described in these **internationally agreed frameworks** allow countries to measure in a comparable way key aspects of tourism in terms of physical and monetary flows, the characteristics of visitors and of supplying industries and their employment, and key economic indicators like Tourism direct Gross Domestic Product. These statistics are often the backbone of tourism management and policy at international, national and subnational levels.
3. Increasingly, stakeholders within and beyond tourism are requiring additional data to inform on tourism’s sustainability. Tourism can provide valuable income to sustain livelihoods and to protect natural, cultural and heritage sites, but it can also lead to degradation. A polluted beach or a congested city centre don’t make for very competitive tourism destinations, and it’s clearly in the interest of the tourism sector itself to maintain and sustain the basis for its prosperity.
4. Stakeholders require more and better data on the sustainability of the sector itself, and on how tourism may support or deter efforts towards sustainable development more broadly. Three of the Sustainable Development Goals explicitly mention sustainable tourism (Goal 8, 12 and 14) and UNWTO has found that tourism can contribute to the attainment of all 17 Goals. The **UN General Assembly** has called for the monitoring of the SDGs to be “statistically based”, urging international organizations to provide the methodologies used to harmonize country data for international comparability” of indicators in their areas of specialty³.
5. While the need for statistics on tourism’s sustainability is not new, the Covid-19 pandemic has made this need more evident than ever as the sector seeks to build back better.
6. An international consensus is needed to enable the production of tourism sustainability data that is comparable across countries and to other economic sectors. Not having an internationally agreed framework limits the potential of tourism to:
 - (a) Communicate progress and benchmark performance,
 - (b) Form part of the broader sustainable development conversation, and
 - (c) Drive local action that is coherent with international/national policy objectives.
7. At the same time, there is an opportunity for **tourism to re-define its measures of success**. The number of international arrivals or foreign exchange earnings can no longer be the (sole) measuring stick. Additional indicators are needed that are feasible, relevant and reliable—covering **economic, social** and **environmental** aspects of tourism. And such data needs to be standard—based on an internationally agreed framework—to communicate progress effectively, benchmark, identify best practices and streamline tourism in sustainable development policy and funding mechanisms.
8. UNWTO is working on closing this gap by leading an international effort towards the development of a Statistical Framework for **Measuring the Sustainability of Tourism (MST)**. MST expands the scope of tourism statistics to include social and environmental aspects of tourism as well a reconsideration of economic aspects of tourism through a sustainability lens. It aims to provide countries with a commonly agreed framework for measuring in a harmonized way the key aspects

³ See United Nations General Assembly Resolution 71/313 (10 July 2017): [A/RES/71/313: Work of the Statistical Commission pertaining to the 2030 Agenda for Sustainable Development \(un.org\)](#)

of tourism's sustainability, outlining a common structure for deriving relevant indicators to ensure international comparability.

Institutional set up and process

9. The MST process follows the established United Nations process for developing international standards. Like all international efforts of this kind, MST is a long-term process rooted in consensus-building. The development of a statistical framework can take several years because of the complex nature of both (i) the innovative technical development and (ii) the consensus building effort. When the technical development and consensus are sufficiently mature, the framework is presented to the highest decision-making in global statistics: the United Nations Statistical Commission for its endorsement.
10. Once endorsed by the UN, the focus of the work shifts to large-scale worldwide implementation of the framework in countries and the setting up of global datasets in close coordination with countries for their data reporting. International frameworks also need to undergo periodic revision to accommodate for the ever-evolving economic and social reality as well as emerging measurement issues.
11. The widespread commitment to advance on MST was formalized in the [Manila Call for Action on Measuring Sustainable Tourism](#) adopted at the Sixth UNWTO International Conference on Tourism Statistics which convened over 1,000 Ministers, Chief Statisticians and representatives from international organizations (ILO, UN, OECD, Eurostat), private sector, academia, civil society and other stakeholders in Manila, the Philippines, in 2017.
12. A multidisciplinary and multi-stakeholder **Working Group of Experts** set up jointly by UNWTO and UN Statistics Division leads the development of the MST Statistical Framework. It works under auspices of the UNWTO Committee on Statistics and in close collaboration with the UN Committee on Experts on Environmental-Economic Accounting. The Group of Experts counts on the support of the MST **Editorial Board** and thematic sub-groups on key research areas.
13. MST relies to an important degree on **pro-bono contributions** from countries and international organizations, facilitated through the Working Group of Experts and rounds of consultation.

Partnerships and endorsements

14. MST was launched in response to calls from UNWTO Member States and the UNWTO Committee on Statistics. MST has been supported from the onset by the UN through its Department of Economic and Social Affairs (DESA) and the Statistical Division (UNSD)—a key partner in the development of the Statistical Framework together with the International Labour Organization (ILO) and leading countries.
15. The United Nations Statistical Commission—the highest decision-making body in global statistics—has recurrently voiced its support to MST and these decisions were adopted by the UN Economic and Social Council. This includes the decision to recognize MST as the tool to derive indicators for monitoring tourism in the SDGs, including measurement at subnational level.
16. At its 53rd session (February-March 2022), upon consideration of the background document [Measuring the Sustainability of Tourism \(MST\): Current state of play](#) prepared by UNWTO, the UN Statistical Commission “encouraged the finalization of the Statistical Framework for Measuring the Sustainability of Tourism for future submission to the Commission and noted the strong interest from countries in this work”.
17. MST is being recognized by an increasing number of policy frameworks and bodies including:
 - (a) [AIUIa Framework for Inclusive Community Development Through Tourism](#) endorsed by the G20 Leaders’ Declaration;
 - (b) the [Pacific Sustainable Tourism Policy Framework](#) which has an accompanying Statistics Strategy based on MST that is being implemented in several countries in the region;
 - (c) the [European Parliament resolution on establishing a strategy for sustainable tourism](#) the European Parliament resolution on establishing a strategy for sustainable tourism;

- (d) the “[High-Level Discussion on Measuring the Sustainability of Tourism](#)” held in the margins of 52nd Session of the UN Statistical Commission; and
 - (e) the UNWTO [General Assembly](#) and [Executive Council](#).
18. MST has received **financial support** for some of its activities from entities like ILO (conceptual development), UNESCAP (training) and donor countries. The European Commission and Eurostat have expressed interest in aligning their work on the EU Dashboard and next EU Regulation on Tourism Statistics with MST, and the OECD has indicated to aim for alignment with MST in its work on sustainable tourism indicators and Technical Support Instruments.

Implementation in countries

- 19. An important part of the development of the Statistical Framework for Measuring the Sustainability of Tourism is testing its (i) relevance and (ii) feasibility through pilots in countries. The practical lessons learned through the pilots help to enrich and refine the framework under development.
- 20. Fifty-five (55) countries have implemented, plan to implement or have expressed interest in undertaking an MST pilot. These country efforts obtain support from UNWTO through guidance and materials (e.g. questionnaires for country self-assessment, a “Designing Pilot Studies” template).
- 21. UNWTO has also started to test technical assistance on MST in selected countries. For example, a project in Sri Lanka looks at assessing the impact on tourism of an oil spill disaster using the MST framework as a basis for organizing information and framing the connections between the environment, local communities and the economy.
- 22. A first edition of [Experiences from Pilot Studies In Measuring The Sustainability of Tourism](#) showcases some of the earliest MST pilot work in countries. A second edition is planned for 2022 with new pilots and follow-up work in countries.

Annex VI: Internal control by the Office of Internal Oversight Services (OIOS)

What is the OIOS?

The Office of Internal Oversight Services (OIOS) is the internal oversight body of the United Nations (UN). The Office assists the UN Secretary-General in fulfilling his oversight responsibilities in respect of the resources and staff of the Organization through the provision of internal audit, investigation, inspection and evaluation services.

The OIOS vision is a strong and accountable United Nations, fortified by world-class internal oversight. Its mission is to deliver objective oversight results that make a difference.

The Office adopts a risk-based approach to the planning of its work, consulting with senior management (and other oversight bodies) to ensure that its activities focus on those areas of strategic importance or significant risk to the Organization and its mandates and goals.

OIOS and UNWTO agreement

In 2019, UNWTO signed an agreement with the OIOS for the main following services:

- Conducting internal audit work in accordance with the International Standards for the Professional Practice of Internal Auditing promulgated by the Institute of Internal Auditors.
- Developing, in consultation with UNWTO, an internal audit risk-based work plan for review by the UNWTO Secretary-General and approval by the Under Secretary-General for OIOS.
- Undertaking practicable, ad-hoc internal audit assurance or advisory engagements, as requested by UNWTO.
- Determining the resources required to implement the approved UNWTO internal audit work plans and reviewing such resource requirements with the UNWTO Secretary-General.
- Implementing the approved internal audit work plan and periodically informing the UNWTO Secretary-General of progress in carrying out the work plan and the impact of amendments thereto.
- Informing and discussing with the UNWTO Secretary-General and, as necessary, with the UNWTO Executive Council any inappropriate scope or resource limitations in the conduct of audits.
- Establishing a quality assurance and improvement programme that covers all aspects of internal audit activities.
- Coordinating activities with the Board of Auditors and Joint Inspection Unit for the purpose of providing as comprehensive an approach as possible and minimizing duplication of efforts.

First audit conducted

In 2021, as a result of the 2020 risk assessment, the OIOS conducted an audit of “project management”. The objective of the audit was to assess the adequacy and effectiveness of governance, risk management and control process in ensuring effective management of technical cooperation projects at UNWTO. The audit covered the period from January 2019 to June 2021 and included a review of risk areas relating to a) technical cooperation strategic planning and b) the project management cycle.

The audit showed that UNWTO needed to strengthen the guidance, data management, fundraising and monitoring and evaluation mechanisms for technical cooperation projects. OIOS made ten recommendations.

To address the issues identified in the audit, UNWTO needs to:

- Strengthen the use of the results-based management approach in technical cooperation projects.
- Finalize its fundraising strategy and roadmap; and establish a framework for preparing technical cooperation budgets and monitoring the progress made in achieving funding goals.
- Define the various categories of projects and establish a project management database for technical cooperation projects to facilitate monitoring, reporting and data analysis.

- Develop guidelines for mainstreaming gender, human rights and environmental principles in technical cooperation projects.
- Update the templates for cooperation agreements to include clauses against fraud and sexual exploitation and abuse; and develop a project document template outlining the mandatory elements to be addressed in project documents.
- Strengthen the quality assurance process for technical cooperation projects by establishing review requirements and checklists and setting benchmarks for the approval process.
- Establish oversight mechanisms to ensure compliance with the project reporting and monitoring requirements establish in its administrative instructions and agreements with donors; and develop an evaluation policy for its technical cooperation projects.
- Develop guidelines on recovery of direct costs for technical cooperation projects and ensure that the basis for computing the programme support costs is stated in the cooperation agreements.
- Establish guidelines and requirements to regulate exceptions to competitive selection and donors' pre-approval of consultants and ensure timely preparation of their performance evaluations; and
- Establish oversight mechanisms to ensure timely closure of completed projects.

UNWTO accepted the recommendations and has initiated action to implement them.

The way forward

- During 2022, OIOS is supporting UNWTO in implementing the recommendations of the first 2021 audit on project management.
- Externalizing audit services to a professional UN body is a cost-effective solution for UNWTO to improve its compliance with UN standards and reinforce its accountability framework.
- Based on the positive results of this first audit, UNWTO and OIOS are currently discussing the renewal of the 2019 agreement for upcoming audit services to be conducted in a near future.
- UNWTO has also explored the possibility of concluding a Framework Agreement with UN OIOS for conducting investigations when required. The conclusion of said agreement is pending finalization of an administrative issuance establishing a Policy "Addressing discrimination, harassment, including sexual harassment, and abuse of authority", to be annexed to said Agreement and constituting the basis for investigations related to such prohibited conducts. This is essential to guarantee the standard of proof and other procedural steps required by the ILO Administrative Tribunal in the handling of such cases, which differ from those being applied by the UN Administrative Tribunal. The drafting of such Policy is under the purview of Human Resources, the Ethics Officer and the Office of the Legal Counsel.