



UNWTO Commission for Africa

Sixty-fifth Meeting
Arusha, United Republic of Tanzania
5 October 2022

CAF/65/3
Madrid, September 2022
Original: English

Item 3 of the Provisional Agenda

In this document, the Secretary-General presents to the Regional Commission for Africa UNWTO's vision and priorities including an overview of the situation of international tourism and the actions undertaken by the Organization during 2021-2022, with a major focus on its key initiatives and activities.

REPORT OF THE SECRETARY-GENERAL



UNWTO's Vision, Priorities and Programme of Work for 2022-2023

I. Strategic Objectives and Priorities

Objective1: Strong Coordination, Effective Policy Guidance, and New Partnerships

- Advocacy and coordination
- New models, standards and recommendations
- Partnerships

Objective 2: Diversification of Services to Members and Expansion of Membership

- New online services to Members
- Increase resource mobilization for technical assistance projects and influence public investment facilitation
- Develop new models and harmonize regulatory frameworks
- Develop national tourism intelligence systems
- Attract new members

Objective 3: Management and Modernization of the Organization

- Prepare a UNWTO Strategic Plan
- Measuring performance and external outcomes
- Strengthening compliance, ethics and internal oversight functions
- Achieving a zero-paper organization
- Improving internal coordination
- Implement a Content Management System (CMS)

Priority 1: Make tourism smarter: innovation and digital transformation

Priority 2: Green investments and entrepreneurship

Priority 3: Education and jobs

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

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



II. Overview of International Trends and Outlook

- International tourism saw a strong rebound in the first five months of 2022, with arrivals reaching almost half (46%) the levels of the same period of 2019. International tourist arrivals (overnight visitors) more than tripled (+221%) in January-May 2022 over 2021 but remained 54% below 2019 levels. Nearly 250 million international trips were recorded worldwide through May 2022. This compares with 77 million in the same months of 2021.
- By regions, Europe and the Americas continued to lead the recovery. Europe welcomed more than four times as many international arrivals as in the first five months of 2021 (+350%). In the Americas (+112%) arrivals more than doubled. Despite the strong rebound, arrivals remained 36% and 40% below 2019 levels in Europe and the Americas respectively.
- The Middle East (+157%) and Africa (+156%) also saw strong growth in January-May 2022 over 2021 but remained 54% and 50% below 2019 levels respectively. Asia and the Pacific saw arrivals almost double (+94%), though numbers were still 90% below 2019, as some borders remained closed to nonessential travel.
- By subregions, the Caribbean (-18%) and Central America (-27%) showed the fastest recovery towards 2019 levels, along with Southern Mediterranean Europe, Western and Northern Europe.
- International tourism expenditure from France climbed to -15% in January-May 2022 compared to 2019, while spending from Germany stood at -23%, Italy at -27% and the United States at -31%. Spending from India, Saudi Arabia and Qatar exceeded pre-pandemic levels.
- Export revenues from international tourism reached an estimated US\$ 728 billion in 2021 globally, a 6% increase in real terms from 2020 but still 60% below 2019 levels. In the two years of the pandemic, an estimated US\$ 2 trillion were lost in export revenues from tourism due to the plunge in international travel. On the positive side, the decline in receipts (-61%) was smaller than the drop in arrivals (-71%) due to a strong increase in spending per international trip - from an average US\$ 1,000 in 2019 to US\$ 1,400 in 2021.
- Europe and the Middle East recorded the best results, with earnings climbing to about 50% and 60% of pre-pandemic levels in those regions respectively. In Asia and the Pacific, income from international tourism was still 80% below 2019 levels with international tourism receipts down from US\$ 441 billion pre-pandemic to US\$ 94 billion in 2021.
- Worldwide, international tourism is expected to continue its recovery in 2022, especially due to a strong Northern Hemisphere summer season, as more destinations ease or lift travel restrictions and pent-up demand is unleashed. As of 19 August 2022, 74 destinations had no COVID-19 related restrictions in place according to the [UNWTO-IATA Destination Tracker – Easy Travel](#) (of which 43 in Europe, but only 6 in Asia and the Pacific).
- In July, international air capacity worldwide reached 71% of 2019 levels; in Africa air capacity on international routes stood at 86%, higher than the world level (see for updated information the [UNWTO Recovery Tracker](#)). According to the International Civil Aviation Organization (ICAO), the overall reduction in international air capacity in 2022 will be limited to 20% to 25% of seats offered by airlines as compared to 2019.
- Considering the most recent results, booking trends and the latest UNWTO Confidence Index, UNWTO has revised its scenarios for 2022 upwards. The new scenarios point to a recovery of 55% to 70% of pre-pandemic arrivals in 2022 depending on a number of circumstances including the impact from rising inflation and higher interest rates, and a probable return to 2019 levels by 2023.
- Scenarios by region show Europe (65% to 80% of 2019 levels) and Americas (63% to 76%) recording the best tourism results in 2022. In Africa and the Middle East arrivals could reach about

50% to 70% of pre-pandemic levels, while in Asia and the Pacific they would remain at 30% of 2019 levels in the best-case scenario, due to stricter policies and restrictions.

- Indeed, for the first time since the start of the pandemic the UNWTO Confidence Index exceeded the levels of 2019, with bullish expectations for the period May-August 2022, above those of May-August 2019.
- According to experts, the economic environment has become the main factor weighing on the recovery of international tourism. Rising inflation and the spike in oil prices can translate into higher transport and accommodation costs, while putting consumer purchasing power and savings under pressure. Travel restrictions remain an important obstacle to the effective recovery of international tourism, while the Russian offensive in Ukraine is adding uncertainty to an already challenging economic and geopolitical environment.
- The Russian offensive on Ukraine which started on 24 February 2022 seems to have had a limited direct impact on overall results so far, although it is disrupting travel in Eastern Europe. Yet, the conflict is having major economic effects by exacerbating already high oil prices, adding to overall inflation, and disrupting international supply chains, which results in higher transport and accommodation costs for the tourism sector. UNWTO will continue to monitor the impacts through its regular [Assessment Reports](#).
- Russia and Ukraine represent a combined 3% share of global spending on international tourism as of 2020, meaning US\$ 14 billion in tourism receipts could be lost as a consequence of a prolonged conflict.
- The importance of both markets is significant for neighbouring countries, but also for sun and sea destinations in Europe and beyond, including islands. The Russian market gained significant weight during the crisis in long-haul destinations especially in Asia and the Pacific.
- A verbal update on this item will be provided during the meeting.

III. 2022 UNWTO's Key Initiatives and Activities

Advocacy & Outreach

- **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 was held on 4 May 2022, at the UN Headquarters in New York, in the UN General Assembly Hall. The thematic debate was convened pursuant to General Assembly resolution 72/313 of 17 September 2018, entitled “Revitalisation of the work of the General Assembly”. It was the first time ever that a tourism event was conducted at the UNGA.
- **Global Tourism Crisis Committee (GTCC)**. In view of the pandemic as well as the ongoing political tensions in Europe, the UNWTO has been reinforcing a strong voice of the global travel and tourism community as an effective response to the pandemic and the Russia-Ukraine conflict. The current mandate of the GTCC will be revised in order to strengthen its role and build more agile governance with the multiple crises the world is facing. UNWTO leads in monitoring impacts, fostering tourism governance for building resilience, building consumer confidence and the impact on tourism and travel of the current situation in Ukraine, while coordinating with WHO, ICAO and other international organizations, Member States and the leading private sector stakeholders of the world for defining ways forward, mitigating impacts and further unified measures.
- **Informal Conference of Tourism Ministers of the European Union**. Organized under the French Presidency in Dijon, France, on 18 March 2022. The UNWTO Secretary-General addressed Ministers of Tourism and other high-level delegates of all 27 EU countries on the recovery of the

tourism sector in Europe, the climate emergency and war in Europe. The UNWTO's presence at this important gathering served as its strengthened positioning within the context of the European Institutions. The Secretary-General held bilateral meetings with some non-member States discussing membership and encouraging them to join or re-join the Organization. The meeting aimed at continuing the discussion of the proposal produced by the European Commission to prepare a European Agenda for Tourism 2030/2050. <https://www.unwto.org/news/work-together-and-make-tourism-pillar-of-peace>

- **G20 Tourism.** UNWTO is working with the Indonesian Presidency of the G20 as a Knowledge Partner in the development of the outcome document to be adopted at the forthcoming G20 Tourism Ministerial Meeting on 26 September 2022, in Bali. The document – the G20 Bali Guidelines for Strengthening Communities and MSME as Tourism Transformation Agents: a People-Centered Recovery – will build upon the work developed by UNWTO on support and recovery from the pandemic, the acceleration towards transitioning to a more sustainable tourism model, 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.
- **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. 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. The secretariat has conducted several webinars to further sensitise members in the region and explain in details the benefit of adhering to the ICPT.
- **ILO Technical meeting on COVID-19 and sustainable recovery in the tourism sector.** Participation at the [Technical meeting on COVID-19 and sustainable recovery in the tourism sector](#) on 25-29 April 2022 in Geneva, Switzerland. The meeting discussed current and emerging issues in the context of COVID-19. Particular focus was on policies, strategies and good practices that work towards a safe and sustainable recovery and advance decent and sustainable work. The aim is to adopt conclusions, including recommendations for future action by the ILO and its Members.
- **Tourism in the World Economic Situation and Prospects (WESP) of the UN:** The important role that tourism will play in the recovery of national economies and global trade has been highlighted in the [2022 edition of the WESP](#) report by the United Nations. Drawing on data from the World Tourism Organization (UNWTO), WESP underlines the sector's importance for the world economy and particularly for developing economies, including Small Island Developing States (SIDS).
- **Tourism and SIDS:** UNWTO has addressed and supported the SIDS Global Business Network Forum held in Palau, on 12 April 2022 where one of the three thematic sessions was dedicated to tourism. Held bi-annually since 2016, the Forum took place on the margins of the Our Ocean Conference being hosted by Palau. The Network (SIDS-GBN) is an initiative by the UN Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (OHRLLS) and aims to harnesses the innovation of the private sector to achieve sustainable development in SIDS.
- **Tourism and international mobility:** UNWTO joined the Organisation for Economic Co-operation and Development (OECD) and Spain in the High-Level Meeting on Safe International Travel held in Ibiza on 7-8 July. The meeting focused on the lessons learned from the impact of the pandemic on international mobility and tourism, to build resilience to face future crises. Participants recognized that the recovery of cross-border travel requires easing and lifting COVID-related travel

restrictions as far as possible, while ensuring public health considerations. Chaired by Spain, the meeting gathered health and the tourism sector representatives of over 30 countries, the World Health Organization (WHO), the International Civil Aviation Organization (ICAO) and other UN agencies such as the International Organization for Migration (IMO) and the International Maritime Organization (IMO). The High-Level Meeting on Safe International Travel was held in support of the G20 Indonesian Presidency of 2022. Backed by key stakeholders such as OECD, WHO, ICAO and UNWTO, participants encouraged the Indonesian chair to incorporate the main points into the relevant initiatives of the G20 process, namely the G20 Health Working Group's priority on Harmonizing global health standards focused on the Harmonization of COVID-19 and other Vaccine-Preventable Diseases (VPD) Certificate Recognition at the Point of Entry. On the occasion, UNWTO and OECD released [an impact assessment of the pandemic on tourism](#) showcasing how the sector was among the most affected.

- **Tourism and Health:** UNWTO participated in the eight high-level meeting of the WHO/Europe Small Countries Initiative (SCI), held in Bečići, Montenegro on 2-3 June 2022, where UNWTO set out the case for promoting health and sustainable tourism in small countries, including the 11 European countries with fewer than two million people. The Minister of Health of Seychelles also attended the meeting as invited participant and stressed the importance between health and tourism. UNWTO will work with the WHO Regional Office for Europe (WHO/Europe) to strengthen ties between tourism and public health in the framework of a coalition of partners on health and tourism, jointly coordinated by the WHO Regional Office for Europe and the UNWTO to elaborate the evidence for policy measures and facilitate country dialogue.

Market Intelligence

UNWTO continues to step up its work in this area as a critical component to monitor the impact of the crisis and stimulate the 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:

- Upscale the Secretariat's capacity to monitor the impact of ongoing crises on tourism such as the ongoing recovery of the COVID-19 pandemic and the offensive of the Russian Federation on Ukraine.
- Scale up coverage and use of big data in UNWTO monitoring tools ([UNWTO World Tourism Barometer](#) and [Dashboards](#)).
- Scale up the [UNWTO/IATA Destination Tracker](#) to become a global one-stop-shop reference on travel requirements.
- Review and update Tourism Direct GDP global and regional estimates and development of estimates on tourism employment.
- Training and technical assistance to Members (UNWTO/ETC Data Lab, training, and technical assistance).
- Research on Changing Traveller Trends in the face of COVID-19.

Destination Management

With the increased relevance of this area, UNWTO works to identify key performance areas at destination level and develop a framework of globally applicable criteria to strengthen DMOs role and prepare DMOs to new challenges and regenerate tourism sustainably and responsibly in their destinations and continue to support Members. Outputs for 2022 include:

- Review, update and boost the UNWTO.QUEST Programme.
- Discussion with ISO on possible cooperation on Tourism Destination Management Organizations (DMOs) for the development of guidelines/standards.
- Training and capacity building on destination management and the role of DMOs
- [MOOC on Sustainable Tourism, Destination Management and DMOs](#) with UNWTO Tourism Online Academy and Lucerne University.

Product Development & Diversification

Support Member States in innovating in product development with a special programme to advance tourism as a tool for rural development.

- [UNWTO Best Tourism Villages Initiative](#) (2022 edition, Upgrade Programme and Rural Tourism Network).
- Executive Training on Tourism for Rural Development
- Guidelines and Good Practices on Tourism for Rural Development.
- Measuring Mountain Tourism Report with the Food and Agriculture Organization (FAO).
- 7th UNWTO/BCC World Forum on Gastronomy Tourism (Nara, Japan, 12-15 December 2022).
- African Gastronomy Initiative.
- Measuring Wine Tourism Project with the International Organisation of Vine and Wine (OIV).
- 6th UNWTO Wine Tourism Conference (Alba, Italy, 20-21 September 2022).
- 1st UNWTO Global Conference on Rural Development and Tourism (place and dates TBA)
- UNWTO Global Summit on Community-based Tourism (15-16 June 2022, Maldives on the occasion of the Regional Commission for Asia and the Pacific).
- Tourism and Rural Development: how local experiences build the image and value of a destination (3 June 2022, Armenia, on the occasion of the 67th Meeting of the UNWTO Commission for Europe)
- Workshop on Gastronomy Tourism within the UNWTO Global Conference on Linking Tourism, Culture and Creative Industries (14-16 November 2022, Lagos, Nigeria)

Innovation

Supporting the digitalization process of tourism Small and Medium Enterprises (SMEs): Partnering with the largest technology companies such as Amadeus, Mastercard, Cisco, Telefónica, 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.

Furthermore, there will be continuous support to startups. For this reason, the [Tourism Tech Adventures](#) innovation forums will continue to be carried out worldwide, proving a platform for tourism stakeholders and startups to meet for addressing the most compelling challenges with innovative solutions.

In addition, the first UNWTO Tourism Innovation and Digital Economy report will be released, setting a guide for decision-making.

Education

With the objective of creating more added-value jobs in tourism through education, the **UNWTO Knowledge 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 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. Furthermore, the first **Observatory on Quality of Tourism Education and Jobs** will be set up to monitor the advancement of the strategy.

Moreover, the strengthening process of the [UNWTO Tourism Online Academy](#) will continue, aiming to reach over 60 courses and 5 new academic partners. Likewise, the Scholarships Programme will keep supporting education in all regions.

Investments

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.

Promotion of investments for a sustainable recovery through reports on greenfield investments, accelerating the adoption of technologies and enabling frameworks for tourism investment. Likewise, a set of **UNWTO Investment Guidelines** on specific destinations will be released throughout the year, including Tanzania and Mozambique.

Youth and Talent Development

- **Global Youth Tourism Summit (GYTS).** The UNWTO has developed the GYTS, a platform and 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 took place in Sorrento, Italy, from 27 June to 3 July 2022 jointly organized with the Government of the Italian Republic.
- **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 each country's national tourism plan, in 2022, UNWTO is launching National UNWTO Students' Leagues in the different Member States, which will culminate in a Global UNWTO Students' League Final.

Sustainability

- Review of the integration of sustainable consumption and production into national tourism policies, in particular, sustainable food management and climate action, among other topics.
- The Report on the “Promotion of Sustainable Tourism, including Ecotourism, for Poverty Eradication and Environment Protection” was prepared by UNWTO at the request of the Secretary-General of the UN, and submitted in July 2022 to the 77th session of the UN General Assembly.
- Expand the International Network of Sustainable Tourism Observatories (INSTO) and consolidate the capacity of its destination members in measuring in eleven key issue areas, such as water, wastewater and energy management by sharing knowledge and expertise among its members as well as UNWTO Member States and Affiliate Members.
- Continue to develop technical guidance for measuring, monitoring and analysing sustainable tourism development at destination level, including but not limited to the eleven key issue areas of INSTO, 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.
- Further to the launch of the Glasgow Declaration on Climate Action in Tourism at the UN Climate Change COP26, as a coherent sector-wide approach to accelerate climate action in tourism and to secure strong actions and commitment to support the implementation of the Paris Agreement, UNWTO is developing several resources that will support signatories in the implementation of climate action. For instance, guidance on the implementation of their commitments to the Glasgow Declaration and a briefing paper on measurement of CO₂ emissions are under development. The Declaration brings together industry, governments and multipliers and signatories increased twofold since the launch in November 2021. UNWTO is leading the implementation of the Glasgow Declaration, which was endorsed by its Executive Council in June 2022 in decision CE/116/DEC. The progress achieved implementing the Glasgow Declaration will be showcased at UNFCCC COP27 in Sharm El Sheikh, Egypt.
- UNWTO continues addressing the integration of circularity in the tourism value chain through the coordination of the Global Tourism Plastics Initiative, which provides a framework for tourism stakeholders to address plastic pollution, fostering readiness for the upcoming international plastics treaty and enhancing the role of tourism in the blue economy. The Initiative will be releasing additional supporting materials, such as a methodology for measuring plastics for accommodation businesses and guidance on procurement and continue providing a platform for exchange. The Global Roadmap on Food Waste Reduction is in its final stages of development and provides a consistent framework to accelerate food waste reduction in tourism highlighting best practice and

sharing practical guidance for the sector, with a particular focus on accommodation and cruise, to scale up action.

- 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, and advance sustainable consumption and production in order to address the major challenges of climate change, biodiversity loss and pollution. As a result of the work of the Sustainable Tourism Programme of the One Planet network, the tourism sector has been included as a high-priority sector in the Global Strategy for Sustainable Consumption and Production which is being led by UNEP as an ambitious vision for multilateral and multistakeholder cooperation to address the triple planetary crisis of climate change, biodiversity loss and pollution. The strategy is being developed following the UNGA in resolution A/RES/76/202 of December 2021 which extended the mandate of the 10-Year Framework of Programmes on Sustainable Consumption and Production to 2030.
- Continue 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 – CBD COP15 summit, scheduled to take place from 5-17 December 2022 in Montreal, Canada, is a crucial meeting as it 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. A research paper on the integration of biodiversity in national tourism policies is being prepared by UNWTO as a contribution to the meeting.

Development of statistical frameworks: Measuring the Sustainability of Tourism (MST)

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, the UNWTO [General Assembly](#) and [Executive Council](#), the [High Level Discussion on Measuring the Sustainability of Tourism](#) and others¹.

The UN Statistical Commission, the highest decision-making body in global statistics, has supported MST since its inception. At its fifty-third session (1-4 March 2022), upon considering the background document [Measuring the Sustainability of Tourism \(MST\): Current state of play](#) and with the explicit support of the African Group of countries voiced by Senegal, 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”.

To date, 55 countries have implemented, plan to implement or have expressed interest in undertaking an MST pilot. A second edition of the publication [Experiences from Pilot Studies In Measuring the Sustainability of Tourism](#) will showcase new pilots, including from Africa, as well as the work of existing pilot countries to expand and/or integrate MST within their regular programmes of work.

Global Tourism Statistics

UNWTO systematically gathers tourism statistics from countries and territories around the world into a vast database that constitutes the most comprehensive statistical information available on the tourism sector. This [Tourism Statistics Database](#) is comprised of over [145 tourism indicators](#) that include data on inbound, outbound and domestic tourism, tourism industries, employment and macroeconomic indicators. Data corresponds to official statistics from countries all over the world and is updated throughout the year. The database is packaged in different formats and published through various channels, including through the [UNWTO Statistics website](#), the two e-books [Compendium of tourism Statistics](#) and [Yearbook of Tourism](#)

¹ Such as the [European Parliament resolution on establishing a strategy for sustainable tourism](#), [the Pacific Sustainable Tourism Policy Framework](#), etc.

[Statistics](#), the UNWTO [eLibrary](#) and it also feeds [the UNWTO Tourism Data Dashboard](#), the UNWTO World Tourism [Barometer](#) and the [UN Data](#) portal.

In addition, UNWTO is custodian for two indicators in the UN Global SDG Indicator Framework and since 2019 compiles data on Tourism GDP (SDG 8.9.1)—where UNWTO cooperates with OECD—and on countries' implementation of tools to measure sustainable tourism (SDG 12.b.1). Data is available from 2008 onwards on the [UNWTO website Economic Contribution and SDG](#), the [UN Global SDG Indicators Database](#), the [UN Open SDG Data Hub](#) as well as in the [UN Secretary-General's report Progress Towards the SDGs](#) and the [UN SDG Extended report](#).

Capacity development in tourism statistics

UNWTO invests in the development of countries' Systems of Tourism Statistics through regional capacity building programmes, ad-hoc training workshops and technical assistance projects (±20-25 projects worldwide per year). With UNWTO's expansion of the System of Tourism Statistics to include also Measuring the Sustainability of Tourism (MST), a new technical assistance product and a new training modality in the form of a workshop on MST are being implemented in selected countries.

With the [third and final workshop](#) (23-24 May 2022 online), UNWTO and Algeria finalized the Regional Capacity Building Programme on Tourism Statistics for Northern and Western African countries initiated in 2017 and comprising a series of three workshops. Over 40 participants—representing the main institutions involved with tourism statistics from 13 African countries—gained knowledge on the state of affairs of tourism measurement in the COVID-19 context, on the measurement of tourism employment and, with the special collaboration of the INSEE France, on the use of privately-held data (big data) for tourism statistics.

UNWTO have partnered with the [West African Economic and Monetary Union](#) (UEMOA) to deliver training for tourism stakeholders in the area of tourism statistics (13-17 June 2022), with the kind support of the government of the Republic of Benin. The five-day training session is part of an ongoing process to help in the establishment of Tourism Satellite Accounts in the UEMOA region to develop tourism statistics, aimed at strengthening the capacity of Member States in the framework of the implementation of the tourism satellite account. Tourism statistics are needed to formulate marketing strategies, strengthen inter-institutional links, assess management effectiveness, and measure tourism across the national economy.

In its effort to support member states build capacities in tourism statistics Seychelles has benefited from the technical support of UNWTO and recently launched (12th September 2022) the implementation of its Tourism Satellite Account (TSA), a project that has been funded by the Seychelles government. TSA was designed by UNWTO to support the development of quality core tourism statistics and indicators in each country and to strengthen the international comparability of tourism statistics.

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 UNWTO and UN Member States are invited to adhere to the UNWTO [Framework Convention on Tourism Ethics](#) so it may enter into force following 10 ratifications.

Culture

A compilation of cases studies on Indigenous Tourism in the Americas (in collaboration with the World Indigenous Tourism Alliance) will be 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.

A UNWTO Global Conference on Linking Tourism, Culture and the Creative Industries: Pathways to Recovery and Inclusive Development will be held in Lagos, Nigeria, on 14-16 November 2022. The conference is aimed at addressing the current challenges and tapping into emerging opportunities to speed up global economic recovery. In addition, the conference will build upon the [Kyoto Declaration on Tourism and Culture: Investing in Future Generations](#) of the 4th UNWTO/UNESCO World Conference in December 2019 and the [UNWTO Inclusive Recovery Guide-Socio cultural impacts of COVID-19, Issue II: Cultural Tourism](#)

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 and are providing to the Member States a sample of the mentioned standard.

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. The [Gender Mainstreaming Guidelines for the Public Sector in Tourism](#) is available in [English](#), [Spanish](#), [French](#) and [Arabic](#). The *Gender-inclusive Strategy for Tourism Businesses* is available in [English](#), [Spanish](#), [French](#) and [Arabic](#). The joint publications were presented to the 'Women in Tourism African Leadership Committee'.

In addition, the implementation of the pilot project ["Centre Stage: Women's empowerment during the COVID-19 recovery"](#) which is being implemented by the UNWTO Ethics, Culture and Social Responsibility Department, 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.

Under the 'Centre Stage' project, several online workshops have been held to which African Member States were invited including a workshop on ["How to conduct a Rapid Gender Assessment"](#) and an ["Introductory workshop on women's employment data in tourism"](#) which was jointly organized with the UNWTO Statistics department.

In line with the UNWTO Agenda for Africa - Tourism for Inclusive Growth which identifies Empowering Youth and Women through Tourism as one of its priority areas, the UNWTO Women in Tourism Leadership for Africa Committee (WITLAC) and its working group held virtual meetings in May and July 2022. The meeting was held as a follow up to the 2nd meeting of the Leadership Taskforce on Women Empowerment in Tourism in Africa held in November 2019 in Accra, in the margins of the 1st Regional Congress on Women Empowerment in the Tourism Sector-focus on Africa. The main objectives of the meetings were to rejuvenate the former leadership taskforce and to collectively reflect on pathways to socio-economic recovery through women empowerment in the tourism sector post COVID-19 so as to design possible actions and strategies to unleash the potential of women in the tourism sector in Africa.



