

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

CE/118/3(b) rev.2  
Madrid, 5 May 2023  
Original: English

The UNWTO is going green. All Executive Council documents are available on the UNWTO website at [www.unwto.org](http://www.unwto.org) or use the Quick Response code here.



### **Executive summary**

The present document gives an overview of the latest achievements since the previous session of the Executive Council (Marrakesh, Morocco, 23-25 November 2022).

It also presents the preparation process of the draft Programme of Work for the next biennium 2024-2025, and beyond.

Annex I gives a summary of technical cooperation projects; Annex II is the report of the Committee on Tourism and Sustainability; Annex III presents the progress of the Measuring the Sustainability of Tourism (MST) Initiative; Annex IV presents the Secretary-General's Bulletin on the UNWTO Research Committee, Annex V introduces the terms of reference of the Working Group on Health and Travel & Tourism, and Annex VI includes a calendar of UNWTO events for 2023.

The Executive Council is invited to consider and decide on the following matters:

- supporting the endorsement by the United Nations Statistical Commission of the Statistical Framework of the Measuring the Sustainability of Tourism initiative; and
- approving the terms of reference of the Working Group on Health and Travel & Tourism.

## DRAFT DECISION<sup>1</sup>

### Agenda item 3(b) General Programme of Work (document CE/118/3(b) rev.2)

*The Executive Council,*

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

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

*Having read* Annex III on the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST),

2. *Thanks* the members of the UNWTO Committee on Statistics, and the Expert Group on Measuring the Sustainability of Tourism working under its auspices, for their pioneering vision and professionalism in leading the international effort towards the Statistical Framework for Measuring the Sustainability of Tourism, a development that is vital for supporting tourism's transition towards a sector that better serves people, planet and prosperity;
3. *Recommends* the UNWTO General Assembly to approve the nearly finalized draft of the SF-MST with a view to presenting it to the United Nations Statistical Commission for its endorsement as the next statistical standard for tourism;
4. *Encourages* all UNWTO Members to actively support the international consensus-building process towards endorsement by the United Nations Statistical Commission of the SF-MST, and calls upon Ministries in charge of Tourism to reach out to the respective National Statistical Institutes to coordinate a common country stance in advance of the United Nations Statistical Commission's fifty-fifth session to be held in New York from 27 February to 1 March 2024.

*Recalling* its decision requesting "the Secretariat to urgently consider the establishment of a global working group on health, travel and tourism within the spirit of the coalition of partners created by UNWTO and WHO, recognizing the need to draw the lessons from the COVID crisis to generate greater resilience within travel and tourism and to ensure preparedness in the face of future threats;"

5. *Approves* the terms of reference of the Working Group on Health and Travel & Tourism, as presented in Annex V.

*Having taken cognizance* of the preparation process of the Programme of Work 2024-2025, based on the survey held among the Member and non-member States, which provides insights on sector's long-term vision, for both the sector and the Organization,

6. *Requests* the Secretary-General to submit to the 119th session of the Executive Council the draft Programme of Work and Budget 2024-2025 for endorsement, including an initial outline of the long-term vision for the sector and the required reforms for the Organization.

---

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

## I. Introduction

---

1. At its 113th session in Madrid, Spain, the Executive Council recommended to the General Assembly that Mr. Zurab Pololikashvili be appointed Secretary-General of the Organization for a term of office from 1 January 2022 to 31 December 2025 (CE/DEC/4(CXIII)). In the framework of this second mandate, the Organization's Programme of Work was approved by the General Assembly for the biennium 2022-2023.
2. In **Part II**, the present document gives an overview of the implementation of the main lines of work and of the major achievements since the last report presented at the Executive Council at its last session in Marrakesh, Morocco, on 23-25 November 2022.
3. In **Part III**, this report presents the preparation process of the draft Programme of Work for the next biennium 2024-2025. For this endeavour, the Secretariat, in collaboration with the Programme and Budget Committee, prepared a questionnaire to gather different views and priorities of UNWTO Members for the coming years, as well as with a longer strategic perspective. The survey was launched in December 2022 and was open until beginning of March. More than 80% of Full and Associate Members replied to it. In addition, additional surveys were conducted among Affiliate Members, thus ensuring a wide coverage of the whole Membership's needs, and among non-member States, leading to a shared long-term vision and Strategic Plan.
4. The discussions planned in the framework of the Regional Commission meetings to take place during the months of June and July 2023 will complete this process and will provide the UNWTO Secretariat with additional elements for preparing a draft Programme of Work responding to the sector's present and future challenges. The draft will be submitted to the 119th session of the Executive Council for endorsement and to the 25th session of the General Assembly for final approval, both scheduled to be held in October 2023 in Uzbekistan.

## II. Implementation of the Programme of Work – Report on recent activities

---

5. The present part gives a brief overview of the main lines of work and achievements since October 2022 or so, as presented in [report CE/117/3\(b\) rev.1](#), a period marked a three-dimensional crisis: on food, energy and finance, in a framework of growing effects of climate change, reminding us that many of our consumption and production patterns require important and urgent changes.
6. Activities by, and governance of, the Affiliate Members are further detailed in documents CE/118/7(a) and CE/118/7(b).
7. Annex I gives a summary of technical cooperation projects; Annex II is the report of the Committee on Tourism and Sustainability; Annex III presents the progress of the Measuring the Sustainability of Tourism (MST) Initiative; Annex IV presents the Secretary-General's Bulletin on the UNWTO Research Committee; Annex V introduces the terms of reference of the Working Group on Health and Travel & Tourism; and Annex VI includes a calendar of UNWTO events for 2023.

### A. Strategic objectives

---

#### **Strong coordination. Effective policy guidance and new partnerships**

8. In the face of an unprecedented crisis and against a backdrop of heightened uncertainty, multilateralism is more essential than ever. UNWTO needs to continue leading in the coordination of international efforts to support the sector's recovery and transformation.
9. The participation by the Secretariat's Senior Management in the **UN Chief Executives Board** and its two committees—the High-Level Committee on Programmes (HLCP) and the High-Level Committee on Management (HLCM)—makes it possible to forge impactful collaboration with other multilateral organizations and the UN system at large in the domains of both strategic planning alignment and management of good practices. Current important issues on the UN Agenda of relevance for UNWTO focus on the preparation to the mid-term journey of the 2030 Agenda with the SDGS Summit to be held in New York during the forthcoming UN General Assembly, leading next year to the UN Summit of the Future in 2024. The UNWTO knowledge departments are respectively engaged in contributing to the substantive work for a series of [UN](#)

[Secretary-General Policy briefs](#)<sup>2</sup> supporting [“Our Common Agenda”](#). This is bringing tourism positioning in the global development agenda, mainstreaming the importance of our sector for economies, societies and the environment, but most importantly for a new UN governance model.

10. **UN resolution A/77/178. “Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection”** prepared by UNWTO, was adopted by 112 countries of the UN General Assembly on 14 December 2022, and builds on the report prepared by the UNWTO Secretariat ([A/77/219](#)) based on a global analysis of national tourism policies and inputs received from other UN agencies and international organizations. Most notably, UN resolution 77/178 places resilient tourism at the forefront for the first time, including in its title, thus highlighting the need to strengthen the resilience of the sector, and supporting stronger integration of tourism in societies and global sustainability processes. The resolution also calls for holding regular “High Level Dialogues on Tourism” at the UN General Assembly, based on the meeting organized in 2022 at the UN General Assembly.
11. During the **CBD COP15 Biodiversity** Conference in Montreal, UNWTO with the World Travel & Tourism Council (WTTC) and the Sustainable Hospitality Alliance (the Alliance) announced a [new collaboration](#) which will bring together the public and private sectors in a shared [Nature Positive Vision for Travel and Tourism](#) to halt and reverse biodiversity loss by 2030. This new alliance is supporting and inspiring governments, businesses, and civil society to implement the [Kunming-Montreal Global Biodiversity Framework](#) (GBF), particularly Targets 14, 15 & 16. In addition, UNWTO delivered a statement at the High-Level Segment of the Biodiversity Conference “Ecological Civilization - Building a Shared Future for All Life on Earth”, about this Alliance and its commitment, reinforcing the role of the sector as agent of change and its ability, if well managed, to halt and reverse biodiversity loss, help regenerate and achieve a nature-positive world by 2030.
12. UNWTO contributed with two high-level events to the **UNFCCC COP 27** bringing together leading policy makers and corporate leaders, all signatories of the Glasgow Declaration, to share practical insights into accelerating the shift towards Net Zero through [decarbonization](#) and [regeneration](#).
13. **Fifth UN Conference on the Least Developed Countries (LDC5)** in Doha, Qatar:
  - (a) The High-level event of the UN Secretary-General with Principals of the UN system, “A Decade of UN Action to Support LDCs”, provided a unique opportunity for UNWTO to participate and share with other heads of UN agencies the key role of tourism for 46 Least Developed Countries (LDCs) economies and societies. The need to rethink the UN system support and collaboration in the sphere of the circular economy, biodiversity, communities and digitalization for LDCs to regain lost ground on the SDGs and progress towards graduation from the LDC category.
  - (b) Within the [Private Sector Forum, the session on Sustainable Tourism](#), co-organized by UNWTO, UN-OHRLS and Microsoft, centred tourism as one of the five key pillars of sustainable development for LDCs. The session focused on the potential for innovative partnerships to support sustainable recovery, shape better policies and fiscal incentives for the private sector to rebound, including tourism financing for infrastructure and SMEs.
  - (c) UNWTO also hosted a special [side event on “Harnessing Innovation and Entrepreneurship in Tourism as Tools for Sustainable Development in LDCs”](#), with the support of Qatar Tourism. Startups from the UNWTO SDGs Global Startups Competition pitched their solutions helping to drive change in their countries alongside a panel discussion on how Innovation and Partnerships in Tourism can accelerate economic development.
  - (d) UNWTO held a press conference with TUI Care Foundation, where the launch of the Tourism for Development Fund was announced. TUI Care Foundation will invest a minimum of 10 million euro by 2030 to support projects in LDCs aimed at increasing the capacity of communities to improve their livelihoods, conserve and regenerate nature, and create market-based solutions that benefit tourism destinations. Calls for proposals will be published via UNWTO and TUI Care Foundation on a regular basis for non-profit organizations and social enterprises to apply to the Tourism for Development Fund.

---

<sup>2</sup> UNWTO is currently collaborating with EOSG on the following workstreams: Achieve Metric Beyond GDP, Global Digital Compact, International Financial Architecture, Transforming Education and UN 2.0.

14. At the **United Nations 2023 Water Conference**:

- (a) UNWTO provided substantial inputs to the UN Water outcome document, the [Water Action agenda](#), underscoring the role of tourism in safeguarding water resources and contributing to the acceleration of Sustainable Development Goal 6, to "Ensure access to water and sanitation for all".
- (b) Organized in collaboration with the Government of Austria, the UNWTO side event "Tourism and Water: Challenges and Opportunities" noted the sector's impact on water, including negative impacts from consumption and wastage as well as pollution, while underscoring the progress being made in advancing action plans to ensure sustainable water management at all levels of the tourism value chain.
- (c) In the plenary session of the UN 2023 Water Conference, UNWTO provided an overview of the initiatives being undertaken by UNWTO and partners that relate to water<sup>3</sup>, emphasizing the interconnectedness across the challenges of climate change, pollution and water scarcity. UNWTO also emphasized the growing importance of monitoring and measuring tourism's water-related impacts through the Measuring the Sustainability of Tourism Initiative, as well as through the International Network of Sustainable Tourism Observatories.

15. Building on a Memorandum of Understanding signed in 2020 between UNWTO and the **Food and Agriculture Organization** of the United Nations (FAO), the high-level meeting focused on the importance of intensifying collaboration to scale up tourism's contribution to rural development (Please see work on Measuring Mountain Tourism under Product development.)16. **International Code for the Protection of Tourists and other Tourism and Law activities.** The [International Code for the Protection of Tourists](#) (ICPT)<sup>4</sup> is a comprehensive set of principles and recommendations on the protection of tourists in emergency situations, not limited to pandemics, and the rights of tourists as consumers, aimed at restoring consumer confidence in travel and providing sufficient guarantees to international tourists in the post COVID-19 environment.<sup>5</sup> Member States of both UNWTO and the United Nations are now encouraged to adhere to the ICPT [fully](#) or [partially](#) through a formal notification of adherence<sup>6</sup> and to integrate its non-binding recommendations into their relevant policies, legislation and regulations, as well as to report to the Secretary-General on its application within their country with a view to sharing knowledge, experiences and best practices.<sup>7</sup> Adherence to the ICPT only implies a commitment for the country to bring the Code, within one year, to the attention of the competent authorities for consideration, leaving absolute flexibility for countries to promote measures at national level for the implementation of its principles and recommendations, as deemed appropriate and in accordance with each country's institutional framework. To date, eight Member States have adhered to the ICPT ([list](#)). Additionally, the Secretariat is exploring potential partnerships with international financial institutions (IFIs) for the establishment of "Observatories on Tourism Law" with the support of a network of individual experts and academic collaborators, with a view to monitoring and analysing the status of Tourism Law and the ICPT at regional level.17. In a joint statement, **UNWTO and the European Commission** stressed that tourism and transport need to "work together" to address the gap in tourism employment by making both sectors more attractive for workers. Read the [statement](#).18. In early 2023, through resolution [A/RES/77/269](#), the General Assembly of the United Nations declared 17 February as "**Global Tourism Resilience Day**", aimed at emphasizing the need to foster resilient tourism development to deal with shocks, considering the vulnerability of the tourism

<sup>3</sup> One Planet Sustainable Tourism Programme, most notably the Glasgow Declaration on Climate Action in Tourism, the Global Tourism Plastics Initiative, and the Global Roadmap for Food Waste Reduction in Tourism.

<sup>4</sup> The ICPT is available as a fully-fledged publication in [all official languages](#) of UNWTO.

<sup>5</sup> Adopted by resolution 732 (XXIV) of the General Assembly at its 24th session held in Madrid, Spain, from 30 November to 3 December 2021.

<sup>6</sup> The notification of adherence shall be signed by a person with the authority to engage the State. Although this requirement may vary from country to country, the signing authority does not have to be necessarily the Minister responsible for tourism or his/her equivalent. On the contrary, it can be signed by a person with sufficient powers to submit the ICPT to the attention of the competent authorities of the State for consideration (e.g., a governmental representative).

<sup>7</sup> Interested Member States may consult the [Guidelines for the Adherence to the ICPT](#) summarizing the steps by which States may adhere to the ICPT fully or partially through a formal notification of adherence and subsequently, submit the ICPT to the attention of the competent national authorities for consideration.



sector to emergencies. This resolution stems from the report A/77/219 prepared by UNWTO and from resolution [A/RES/77/178](#) adopted in December 2022, on “Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection”.

#### **Diversification of services to Members and expansion of membership, crisis, recovery and resilience**

19. The UNWTO Secretariat is expanding its portfolio of services to better adapt to the new situation and better prepare for the future.
20. **Attraction of non-member States**
  - (a) The UNWTO Secretariat, through the senior management team and the regional departments, has actively maintained contacts with non-member States to reinforce dialogue on the prospects of joining and/or re-joining the Organization and integrating them in various areas of the Programme of Work. In this regard, it is noteworthy that the Secretariat involved non-member States in the strategic Survey on Members' Priorities for the Programme of Work and Budget 2024-2025 and the sector's development long-term vision. Some non-members from the Americas (Canada and the United States), Asia and the Pacific (Singapore) and Europe (Estonia, Finland, Latvia and the Brussels-Capital Region from Belgium) provided their broader and substantial contribution to the survey.
  - (b) The Secretariat consulted on operational and legal issues on the membership of Belize. The country's application for membership was received by the Minister of Tourism and Diaspora Relations of Belize on 25 July 2022.
  - (c) UNWTO leadership in knowledge creation and policies development in domains such as Statistics is building an interesting traction and participation among non-member States, in particular, the forthcoming Statistical Framework for Measuring the Sustainability of Tourism (SF-MST), as it will become an official UN Statistical Framework. Australia, Canada, Finland, New Zealand, Norway and USA are active members of the UNWTO MST Experts Group.
21. **Quality-oriented expansion of the Affiliate Membership:** After endorsement by the Committee on Matters Related to Affiliate Membership (CMAM) and the Executive Council, UNWTO has started rolling out the Strategy for a quality-oriented and geographically balanced expansion of the UNWTO Affiliate Membership. Contact with entities potentially interested in affiliate membership has been started, especially in Asia, Middle East and Africa. As part of UNWTO's efforts to promote its Affiliate Membership, knowledge-sharing activities and direct contact have been established with interested entities during large tourism fairs. These include (a) FITUR 2023: 58th meeting of the Board of the Affiliate Members and UNWTO Affiliate Members Corner Trends taking shape in the travel industry in 2023 and (b) ITB Berlin 2023: UNWTO Roundtable Discussion on Connecting sports tourism to health.
22. **Aviation & Tourism:** UNWTO seeks to strengthen its cooperation with the private sector, including the aviation industry. In order to further integrate airlines into the Organization and find better synergies between airlines and tourism destinations, specific airlines are being targeted to join UNWTO as Affiliate Members, while also preparing events and activities that can bring further together both fields.

#### **Management and modernization of the organization**

23. As announced during the previous Executive Council session, the internal **UNWTO Research Committee** has been created to build a broad knowledge ecosystem. It is mandated with enhancing the relevance and impact of UNWTO knowledge creation and dissemination, while ensuring alignment of UNWTO research with the vision and mission of UNWTO, as well as its Programme of Work and latest needs and opportunities which will be addressed in Policy Papers, tourism insights and other new formats. The Committee is working to promote the quality, relevance, applicability and added value of UNWTO research and its impact on policies and

strategies for the sustainable development and management of the tourism sector. A copy of the Secretary-General's Bulletin on the Research Committee is attached hereto as Annex IV.

## B. Programmatic priorities

---

### Invest in people: human capital, education and jobs

24. In order to support 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
25. Historic agreements for scaling up education have been signed:
  - (a) [UNWTO & the Kingdom of Saudi Arabia have signed the project Human Capital Development by E-Learning](#) whose main outputs are: 10 Online Courses in 5 languages, Jobs Factory and Tourism Labour Market Observatory, UNWTO Ted.Qual Quality Certification and Innovation and Digital Transformation programmes.
  - (b) [UNWTO and the Lucerne University of Applied Sciences and Arts \(HSLU\) have partnered to create a new and joint Bachelor of Science degree](#) in International Sustainable Tourism.
26. In this same line, the creation of the **International Academies in collaboration with UNWTO** for supporting Member States' efforts to provide high-quality vocational and managerial education to their tourism workforce is advancing with the Kingdom of Saudi Arabia, Uzbekistan, Azerbaijan, Dominican Republic and Nigeria. The Academy in the Kingdom of Saudi Arabia is in further development. The Organization and the Ministry of Tourism will sign a cooperation agreement for train-the-trainers and executive programmes to be launched officially during the year.
27. The [UNWTO Tourism Online Academy](#) continues to grow. Its portfolio now includes courses being enjoyed by over 20,700 students. 2000 scholarships will be processed to Member States during the upcoming Regional Commissions.
28. New content is available as follows:
  - The Hong Kong Polytechnic University: (1) Innovation and technology management in tourism and hospitality.
  - Externado de Colombia University: (1) Tourism innovation.
  - School of Tourism, Hospitality and Gastronomy (CETT) (Spain): (1) Revenue management and (2) Basic cooking techniques.
29. Curated education programmes by **UNWTO Academy**:
  - (a) **Partnerships in education:** new cohort of 3 postgraduate courses with IFT Macau and 2 PhD programmes and a module of 4-subjects in a master with Anáhuac University (Mexico) for 70 students.
  - (b) **Executive training:** programmes for Tanzania (5 courses and 7 webinars) and Bahrain (5 courses) have been delivered, benefiting 222 persons.
30. **UNWTO Ted.Qual Certification** has been given or renewed to 12 programmes from China, Indonesia, Japan, and The Netherlands. For this, 14 audit processes were carried out. Currently, this certification covers 274 certified programmes from 101 institutions of 39 countries.
31. The UNWTO Academy has also presented a national report on education for the Dominican Republic covering 9 education centres in the country.
32. **Students' League:**
  - (a) The first national edition of the UNWTO Students' League in Switzerland announced its [winners](#).

- (b) The UNWTO Students' League Bosnia Herzegovina is being launched in cooperation with UNDP. Results are expected in June. More on the [Students' League](#).

### **Foster sustainable and green transition: social aspects, culture and environment**

33. Tourism offers significant opportunities as a tool for development and supports community and economic development. If well managed, it can act as an agent of change and a force for good, with a critical multiplier role, helping to accelerate sustainable consumption and production patterns in the tourism sector, by enhancing the climate ambition of tourism stakeholders, promoting circular business solutions, and investing in regenerative tourism solutions for a nature-positive, net-zero and pollution-free sector. Many lines of action have been progressed and developed by UNWTO to address such pressing needs over the past years.
34. **ONE PLANET:** UNWTO has renewed its role as lead of the One Planet Sustainable Tourism Programme for the period 2023-2024 to continue positioning circularity and sustainable consumption and production as key strategies to address the challenges of climate change, biodiversity loss and pollution. By leading the implementation of the Programme, UNWTO has supported translating the complexity of SCP into actionable areas for tourism stakeholders, bringing added value to more than 700 members, and generating dialogue between environment and tourism stakeholders.
35. **Sustainable Consumption and Production:** The Global Strategy for Sustainable Consumption and Production 2023-2030 was developed by the One Planet network following a participatory process and released in December 2022. The strategy identifies tourism as one of the high impact sectors for the achievement of sustainable consumption and production.
36. **Climate action:**
- (a) Following the launch of the [Glasgow Declaration on Climate Action in Tourism](#) in November 2021 at UN Climate COP26 about the need to accelerate climate action in tourism, over 750 stakeholders (businesses, destinations, associations, etc.) from across 90 countries have subscribed to the Declaration. Signatories continue to be supported through [technical sessions](#), which involved more than 400 stakeholders in 2022, and via a [repository](#) which comprises 38 tools and resources. The Glasgow Declaration had a strong presence at UN Climate COP27 where two high-level events were organized bringing together front running policy makers and corporate leaders to share practical insights into accelerating the shift towards Net Zero through [decarbonization](#) and [regeneration](#).
- (b) In December 2022, the [Baseline Report on Climate Action in Tourism](#) was released presenting the results of the Global Survey on Climate Action in Tourism which collected inputs from more than 1000 stakeholders. The report was released together with the Adventure Travel Trade Association (ATTA), an Affiliate Member, and in collaboration with UN Climate Change (UNFCCC).
- (c) In March 2023, the [Overview of Methodologies and Tools to Measure Greenhouse Gas Emissions](#), developed with support from the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection of Germany (BMUV), was released in collaboration with UNFCCC. The development of a Policy Guidance to support climate action from National Tourism Authorities is in the pipeline. More on [climate action](#).
37. **Circular Economy:** The integration of circular economy principles and practices in the tourism value chain is being addressed through the entry points of plastics and food waste.
- (a) The [Global Tourism Plastics Initiative \(GTPI\)](#) has 147 signatories (accommodation providers, supporting organizations, suppliers, tour operators, online platforms and destinations) from across 57 countries and is supporting the readiness of tourism stakeholders vis-à-vis the upcoming International Treaty on Plastic Pollution.
- (b) The [Global Roadmap for Food Waste Reduction in the Tourism Sector](#) was developed with support from the Multi-Partner Trust Fund for SDG12 and released for public consultation in December 2022, during the UNWTO 7th World Forum on Gastronomy Tourism, following the implementation of an online [training series on sustainable food management](#) which involved over 300 stakeholders and the release of an online repository including 15 tools



and resources. The final version of the Roadmap integrating the inputs from the consultation process is expected for release in Q2, 2023. In addition, an online [repository on circular economy in tourism](#) including 28 tools and resources has been enabled.

38. **Biodiversity:** Biodiversity is vital for tourism and a healthy environment is critical for the competitiveness of the tourism sector as the conservation efforts of many destinations depend largely on tourism revenues. Because tourism connects people with nature, if sustainable, it has the unique ability to spur environmental responsibility and conservation. Along the years, the Secretariat has been actively working on biodiversity issues at different levels in order to minimize the impacts that unsustainable tourism practices can have on biodiversity and to maximize, to the greatest possible extent, a mutually beneficial relationship between tourism and biodiversity conservation. UNWTO has worked on the preparation of a **Review of the Integration of Biodiversity in National Tourism Policies**, which shares study findings assessing the level of integration of biodiversity values in 80 national tourism policies to understand where, how and why biodiversity issues are referenced and, where references are made, if they address and prioritize the conservation and sustainable use of biodiversity. Summary findings of the study expected to be launched in 2023, reveal most policies (95%) define nature as a primary tourism offer. This reinforces the message that tourism brings value and plays a stronger role in protecting biodiversity and can effectively support the implementation of the Kunming-Montreal Global Biodiversity Framework (GBF).
39. [Measuring the Sustainability of Tourism](#) (MST): UNWTO is leading the way to a new United Nations measurement standard focused on tourism's sustainability. The Statistical Framework for MST will support the production of data that is more comparable, integrated and credible to guide decisions and policy, including the Sustainable Development Goals and beyond. Under the auspices of the [UNWTO's Committee on Statistics](#), the [Expert Group on MST](#) met at UNWTO Headquarters in December 2022. Gathering over 100 experts worldwide, the group agreed on an ambitious roadmap for the finalization of the MST Statistical Framework and its presentation to the UN Statistical Commission in March 2024
40. The UN Statistical Commission, the highest decision-making body in global statistics, has supported MST over the years. At its last session (Feb-Mar 2023), upon considering the report [Measuring the Sustainability of Tourism: Progress and way forward](#), "encouraged the finalization of the document [Statistical Framework for MST] and welcomed its future submission to the Commission". Achieving UN endorsement of this Framework so important to the tourism sector will require close cooperation between Ministries in charge of tourism and National Statistical Institutes (see Annex III).
41. To date, 25 countries and sub-national destinations have implemented an MST pilot. The publication "[Measuring the Sustainability of Tourism: Learnings from Pilots](#)", launched on the occasion of the [Symposium on MST country experiences](#), draws on 12 pilots from around the world.
42. [ESG Framework for Tourism Businesses](#): Environmental, social, and governance (ESG) considerations are becoming important issues facing corporations across the world today. While a number of ESG reporting and disclosure initiatives already exist, they have been developed relatively independently. As a result, at present ESG reporting is not done in a standardized manner across organizations, meaning the comparability and scalability of ESG reporting is limited. Under the umbrella of MST, UNWTO is joining efforts with the University of Oxford SDG Impact Lab to develop a harmonized ESG framework that can be used as a reference by tourism businesses.
43. **INSTO:** Yucatán is an Affiliate Member and UNWTO has welcomed [Yucatán's Tourism Observatory](#) into its growing International Network of Sustainable Tourism Observatories (INSTO), bringing the number of members to 36. A new series of technical webinars was also launched for destinations and member States focusing on the [eleven key issue areas](#) INSTO Members need to monitor. During the reported period, a total of [four technical INSTO INSIGHTS](#) webinars were held on measuring 1) [local satisfaction](#), 2) [tourism seasonality](#), 3) [water management](#) and 4) [economic benefits](#).
44. **Accessibility:**

- (a) 60 Member States took the opportunity offered by UNWTO and partners to receive a complimentary copy of the standard [UNE-ISO 21902 on Accessible Tourism](#), whose development was led by UNWTO, Fundación ONCE and the Spanish Association for Standardization (UNE). [Related event](#) in FITUR.
- (b) Based on this standard, [new user-guides](#) were issued, one addressing [public administration and tourism destinations](#) (also in [Spanish](#)), followed by another focussing on [accommodation, food & beverage and MICE](#) companies (also in [Spanish](#)). More on [accessibility](#).

#### 45. **Ethics:**

- (a) The World Committee on Tourism Ethics (WCTE) explored the main topics of its working groups for the next four years (period of 2022-2025): (1) Decent Work, Inclusive Growth & Community Empowerment, (2) Technology & Digital Platforms, (3) Climate Change & Environmental Sustainability, and (4) Social Sustainability & Intercultural Dialogues. More on the [WCTE](#). Next meeting of the WCTE will take place on 21-22 May 2023.
- (b) 9 new companies from Japan signed the Private Sector Commitment to the Global Code of Ethics. The total number of signatories is 460. More information [here](#).
- (c) With regard to the [Framework Convention on Tourism Ethics and its Optional Protocol](#), four States (Albania, Lebanon<sup>8</sup>, Nigeria and Seychelles) have acceded to the Convention, two of which (Albania and Seychelles) have also acceded to the Optional Protocol<sup>9</sup>. The Convention has not yet entered into force<sup>10</sup>. Member States of both UNWTO and the United Nations are once again invited to express their consent to be bound by the Convention and its Optional Protocol.

#### 46. **Indigenous tourism:** The [Compendium of Good Practices in Indigenous Tourism – Regional Focus on the Americas](#) has been produced jointly with the World Indigenous Tourism Alliance (WINTA), with a special focus on the Americas. The report, also available in [Spanish](#), is primarily meant to showcase good practices. However, it also includes a conceptual introduction to different aspects of planning, management and promotion of a responsible and sustainable indigenous tourism development.

#### 47. **Gender equality and women's empowerment:** The [main outcomes of the Centre Stage Project](#) were presented during the WTM. The project has seen the development of several new outputs:

- (a) a webinar on "[violence against women in the tourism sector](#)";
- (b) a [snapshot](#) of the study of 70 publicly-available strategies and offers recommendations to policymakers for achieving 'gender-transformative' tourism policies; and
- (c) a [Gender Equality in Tourism Training course](#) (also available in [Arabic](#), [French](#), [Russian](#) and [Spanish](#)).
- (d) In addition, the related publication was issued: [Regional Report on Women in Tourism in Asia and the Pacific](#).
- (e) More information on the [Centre Stage Project](#).

#### 48. **Culture:** UNWTO and the Affiliate Member the Regional Government of Madrid jointly held an Expert Meeting on Cultural Tourism bringing together affiliated destinations to UNWTO as well as representatives from institutions such as UNESCO or the European Institute of Cultural Routes of the Council of Europe to discuss trends on cultural tourism and share best practices in the field. A publication is being prepared containing the summary and outcomes of the meeting.

<sup>8</sup> The instrument of accession to the Convention deposited by Lebanon contains a reservation to its Article 11.

<sup>9</sup> Further information is available at the [website](#).

<sup>10</sup> In accordance with its Article 20(1), the Convention shall enter into force on the thirtieth day following the date of deposit of the tenth instrument of ratification, acceptance, approval or accession.

## Boost investments, financing and entrepreneurship

49. UNWTO strongly believes that strategic public-private partnerships on investments have a critical role to play in the economic recovery and in fostering the green transition.
50. In this regard and based on the **UNWTO Tourism Doing Business** service launched in 2022, UNWTO and the [Development Bank of Latin America \(CAF\)](#) have partnered to promote and retain investment in tourism through the creation of 5 new guidelines for Barbados, Ecuador, El Salvador, Panama and Uruguay. As a new feature, these documents will include a special chapter on sustainable finance. Also within the framework of FITUR, the [edition for Paraguay](#) was launched.
51. Furthermore, UNWTO has joined the [World Investment for Development Alliance \(WIDA\)](#) and strengthened collaboration with the [Annual Investment Meeting \(AIM\)](#) from the United Arab Emirates including engagement in 2023's edition in May.
52. Also, the Organization participated in the India National Workshop in preparation for the upcoming [1st Global Tourism Investors' Summit](#) in the country.

## Enhance competitiveness and resilience - market intelligence, statistics, and product development

53. Data and market intelligence are at the core of grounded political decisions. UNWTO leads in monitoring impacts and trends in tourism, thanks to its [UNWTO World Tourism Barometer](#) and the Tourism [Data Dashboards](#), providing updated information on international tourism and industry indicators including the most complete data on current travel restrictions in cooperation with IATA. UNWTO and ETC continued their collaboration on a joint Datalab initiative to share knowledge and best practices among European NTOs/NTAs on data and market intelligence to enhance tourism competitiveness. Several webinars and activities have been held on a regular basis covering topics such as the use of big data including mobile positioning data and credit card spending to monitor tourism flows and expenditure, innovative digital marketing tools, and latest developments in dashboards.
54. **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). The [UNWTO regional workshop on measuring tourism "Better data for better tourism in Asia and the Pacific"](#) (15-17 March 2023) emphasized the need for reliable data to make tourism work for people, planet and prosperity. The workshop, attended by 200 participants from nine Member States, was co-organized with the Ministry of Culture, Tourism and Civil Aviation of Nepal and the Nepal Tourism Board, with the support of the Ministry of Culture, Sports and Tourism of the Republic of Korea.
55. **Global Tourism Statistics:** New data is available in the most comprehensive [Tourism Statistics Database](#) which comprises over [145 tourism statistics](#) on inbound, outbound and domestic tourism, tourism industries, employment and macroeconomic indicators. Apart from the online [Tourism Statistics Database](#), data is displayed in the two e-books Compendium of Tourism Statistics and Yearbook of Tourism Statistics (2023 Editions), the [UNWTO eLibrary](#) and it also feeds [UN Data](#).
56. UNWTO is custodian for two indicators in the UN Global SDG Indicator Framework and compiles data from all countries in world on Tourism direct GDP (SDG indicator 8.9.1) and on countries' implementation of tools to measure sustainable tourism (SDG indicator 12.b.1). New data is available on the UNWTO website [Economic Contribution and SDGs](#) and the [UN Global SDG Indicators Database](#), the [UN Open SDG Data Hub](#).
57. **Coordination of tourism in global statistical system:** UNWTO is contributing to the revision of key statistical standards and classifications (Industrial Classification of All Economic Activities, Central Product Classification, System of National Accounts and Balance of Payments Manual) to better position tourism.
58. **Tourism in the G20:** UNWTO has been invited to be the knowledge partner to the G20 Indian Presidency. UNWTO is working with the Tourism Working Group to deliver the Goa Roadmap for Tourism as a Vehicle for Achieving the SDGs. The [first meeting of the G20 Tourism Working](#)

[Group](#) focused on the sector's role in advancing the 2030 Agenda. On the occasion, UNWTO presented its [Tourism for Rural Development Programme](#). More on [G20](#).

59. **Tourism for Rural Development:** The villages recognized under the second edition of the [Best Tourism Villages](#) by UNWTO were announced at the end of 2022 and the candidacies for the 2023 edition opened on 23 March until 23 June. The Ceremony for the 2022 Edition as well as the First Annual Meeting of the Best Tourism Villages Network took place in AIUla, Saudi Arabia, on 12-13 March 2023.
60. In the area of research, the Tourism for Rural Development Programme the UNWTO Regional Office in the Middle East (ROME) launched a survey among Members to understand better their needs on this topic, the resulting report - Tourism and Rural Development: A Policy Perspective will be released in on the occasion of the Executive Council. On the same occasion, UNWTO will publish the report 'Tourism and Rural Development: Understanding challenges on the ground - Lessons learned from the Best Tourism Villages Initiative by UNWTO'.
61. To advance Member States skills in this area, the UNWTO ROME will conduct the First Executive Training on Tourism for Rural Development: a Practical Approach to Strategy and Product Development on 8-10 May for Member States in the Middle East.
62. **Towards a strengthened coordination on tourism and health:** The impact of the COVID-19 presented significant challenges in global tourism and countries, businesses and the sector should lay the foundations for restoring consumer trust in travel and for sustainable and resilient recovery.
63. Recognizing that health and tourism are deeply interconnected in the globalized world and the need to elaborate the evidence for policy measures and facilitate country the Secretariat was requested by the Executive Council to consider the establishment of a **global Working Group on Health and Travel & Tourism** with the aim to draw the lessons from the COVID crisis to generate greater resilience within travel and tourism and to ensure preparedness in the face of future threats ([CE/DEC/3\(CXVII\)](#)).
64. In fulfilment of this request, the Secretariat will create the Working Group on Health and Travel & Tourism (see terms of reference in Annex V). This Working Group will aim at elaborating the learnings from the COVID-19 pandemic to improve preparedness for future emergencies and providing with guidelines and recommendations on better coordination between tourism and health.
65. **Product development:**
  - (a) On research, UNWTO is preparing a Report on **Nomadic Visas – Trends and Policies** as well as a Report on **Understanding and Quantifying Mountain Tourism**, in collaboration with the FAO Mountain Partnership, to be launched on the occasion of the closing ceremony of the International Year of Sustainable Mountain Development 2022 (26 April 2023).
  - (b) **Gastronomy Tourism:** The [7th UNWTO World Forum on Gastronomy Tourism](#) in Nara, Japan, focused on talent development, women empowerment, destination development and sustainability (more on [gastronomy and wine tourism](#)). The next edition of the Forum will take place in San Sebastian, Spain on 5-6 October of this year.
  - (c) **Wine Tourism:** The UNWTO Global Conference on **Wine Tourism** is planned to be held in La Rioja, Spain, on 22-24 November. Ahead of the Conference, a [Think Tank on Talent in Wine Tourism](#) was organized in March in La Rioja, in collaboration with UNWTO.  
  
At the end of 2022, UNWTO and OIV also convened the 3rd meeting of the Working Group on Wine Tourism Measurement to agree on the way forward and define the next steps towards the development of a Scoping Paper that will include specific recommendations on this topic.
  - (d) **Urban Tourism:** a compilation of case studies on the recovery of urban tourism and its contribution to advance the 2030 Agenda will be released in the last quarter of 2023. In this area, UNWTO is also working on a report to map city tourism measurement, with the World Tourism Cities Federation.

- (e) **Sports Tourism:** UNWTO held its [2nd World Sports Tourism Congress](#) in Zadar, Croatia, focused on the sustainability of sports tourism, as well as marketing, commercialization and hosting related matters of sports events. A publication summarizing the outcomes of the Congress and further analysing key topics is being prepared and expected to be launched in the second half of 2023.
  - (f) **Audiovisual Tourism:** At FITUR SCREEN, UNWTO took part in a roundtable<sup>11</sup> organized by the Affiliate Member Spain Film Commission, and had the opportunity to share the UNWTO's vision on the impact of series and movies for tourism and cultural affinity in terms of inspiring and promoting strong connections with different places, people and cultures.
  - (g) **Thermal Tourism:** UNWTO will support its Affiliate Member European Historic Thermal Towns Association (EHTTA) in the organization of the 2nd International Congress on Thermal Tourism to be held on 9 November 2023 in Nancy, France. A publication on thermal tourism is expected to start preparations in Q2 2023.
  - (h) **Astrotourism:** UNWTO seeks to create a guide for the creation of products and experiences related to the observation of stars and night skies, potentially bringing together natural, cultural, historical, ethnographic, and gastronomic heritage. Astrotourism is an opportunity for rural development, as it is usually carried out in areas and territories in rural areas, giving them a chance to diversify their tourism offer.
66. **Visa Facilitation:** Research for a new edition of a Global Tourism Visa Openness Report was launched at the beginning of 2023. After the publishing of [eleven reports on COVID-19 related travel restrictions](#): A Global Review for Tourism, this research is analysing the status of visa openness around the world after most of the COVID-19 related restrictions have been lifted. The UNWTO has worked on [travel facilitation](#) in the past and released several publications, considering visa facilitation central to stimulate economic growth and job creation through tourism.

### Scale up innovation and digital transformation

67. 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-sized enterprises (SMEs), as well as to support start-ups in seeking for the most disruptive projects that are changing the way people travel and boosting tourism's impact for all.
68. [UNWTO Digital Futures for SMEs Programme](#) has reached 970 registrations from 135 countries with its diagnostic tool, which is now available in English, French and Arabic.
69. UNWTO Startup Competitions and Innovation Challenges continue to identify ready-to-implement solutions from all global regions. [Awake Tourism Challenge](#): 15 winners out of 2,000 participants from 120 countries were released. The majority of applications came from Africa, Europe and the Americas, and mainly from the Tourism Tech for Good and Local Community Involvement categories. Meanwhile, the [Island Destinations call](#) had 2 winners from over 100 applications and 49 countries. Furthermore, the [National Tourism Competition for Morocco](#), which gathered more than 100 applications, and the [Community-based Tourism programme in Panama](#) are in the evaluation phase. Furthermore, the first [UNWTO Women in Tech Startup Competition for the Middle East](#) has been launched to source female-led startups in 4 main categories.
70. Since the last Executive Council, 3 Tourism Tech Adventures forums have been carried out: [Israel](#), [Spain \(Gran Canaria\)](#), and Qatar, the latter, highlighting top startups from Nepal and Uganda from our SDGs Startup Competition.
71. UNWTO has been also proud to announce at LDC5 its support for the '[Tourism for Development Fund](#)' for Least Developed Countries supporting projects in LDCs with at least €10 million until 2030, in collaboration with the TUI Care Foundation.

<sup>11</sup> Roundtable "The influence of movies and series on the travel culture"



72. Also, the Organization has been appointed as [Vice-Chair of the International Telecommunication Union \(ITU\) Focus Group on Metaverse](#) which analyses the implication of such technology worldwide.
73. In 2023, UNWTO celebrates five years of its [Department of Innovation, Education, and Investments](#), on which occasion it is expected to deliver a special amount of publications on the innovation ecosystem, the professional and vocational roadmaps in tourism and sustainable finance.

#### **UNWTO on the ground**

74. Following the successful implementation of COVID-19 tourism recovery projects that proved key in supporting the sector throughout the worst of the pandemic, UNWTO has continued to offer its technical expertise on a global scale. Aligned with Member State needs and priorities, and with the entire tourism value chain in mind, technical cooperation projects have focused on developing and promoting tourism as an engine for socioeconomic growth, sustainable development and poverty alleviation. Guided by the 2030 Agenda, UNWTO is further expanding its technical cooperation project portfolio in collaboration with a wide range of development partners, including: African Development Bank (AfDB), Asian Development Bank (ADB), Enhanced Integrated Framework (EIF), European Bank for Reconstruction and Development (EBRD), Inter-American Development Bank (IDB), Japanese International Cooperation Agency (JICA), United Nations Development Programme (UNDP) and World Bank. In addition, UNWTO has been collaborating with Member States to formulate and implement technical cooperation projects aimed at addressing specific country requirements with contributions from development partners and/or the respective beneficiary countries.
75. UNWTO is providing technical assistance on a wide range of thematic areas, including Policy Development and Master Planning, Marketing, Branding and Promotion, Statistics and Quality Standards, Human Resources Development and Institutional Strengthening, Crisis Communications, and Tourism Product Development and Enhancing Local Economic Impact. It includes interventions at the local level to the transnational policy level and is widely inclusive in terms of tourism beneficiaries targeted. To date, UNWTO has a portfolio of approximately 40 projects under implementation or in final stages of conceptualization benefitting around 30 Member States.
76. The complete list of technical cooperation projects is presented in Annex I.

### **III. Preparation of the Programme of work 2024-25 – Process and Strategic Priorities**

---

77. Anticipating the future, the Secretariat has embarked on a journey to reposition and redefine the Organization's vision, mission, and structure to be better prepared to support its Members, the private sector, and society. The Member States survey conducted by the Secretariat for preparing our PoW 2024-25 goes beyond its time frame, as it foresees a projected future for tourism and the Organization, giving a clear path from 136 Members, plus 7 non-members (Belgium – Brussels Region, Canada, Estonia, Finland, Latvia, Singapore and United States of America). Findings will support this collective effort leading to a shared vision and Strategic Plan. The Secretariat welcomes the creation of the EC task Force for Redesigning Tourism which will support, contribute and guide this collective approach. An initial outline of the Survey 2024-25 will be presented to the UNWTO Executive Council at its 118th session, which will be the backbone of the UNWTO Strategy towards 2025 and beyond.
78. Recalling that UNWTO is the leading international organization for tourism, its fundamental aim is the promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity, and universal respect for, and observance of, human rights. The new UNWTO repositioning Strategic Plan and its Programme of Work should fully integrate emerging challenges and polycrisis, the specificities of our sector's ecosystem, and a rapidly changing business model. The Financing for Development landscape will need to be re-invented and tourism needs to be part of it.
79. Inclusiveness, Sustainability and Resilience shall be fully integrated to carefully mitigate global challenges and provide a roadmap for the Secretariat and the sector at large, built around a

people-centred agenda. The support of SMEs will be key to adapting to a difficult economic environment and new business model including digitalization, green growth and the need for investment, which affects their competitiveness and sustainability. Investing in tourism is investing in people.

80. We need to build a competitive sector that offers an attractive education path, provides decent livelihoods and generate jobs, and transition towards inclusive, low-carbon and resilient growth in line with all dimensions of sustainable development, by placing people, planet, prosperity and peace at its core.
81. We will be looking at new ways to unlock tourism ecosystem potential as well as the expansion and capacity to deliver of the Organization, by forging effective new effective strategic partnerships models. .
82. UNWTO is the leading international organization for tourism, its fundamental aim is the promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity, and universal respect for, and observance of, human rights. Tourism is a key sector for building more resilient and peaceful societies.
83. We will need to rethink what our new role looks like at the global level, how we operate and how we deliver. Multilateralism is at stake. We need to reposition the World Tourism Organization, to affirm our influential role, to deliver value, inspire change and unlock tourism potential for a better world. The disruption caused by the pandemic and the war requires solid and agile leadership and new governance, both at the strategic and the organizational level, as well as at the country level if we want to build resilience for the sector.
84. The Organization needs to follow a new path to strengthen and expand its capacity, resources and outreach. We must embrace the United Nations Reform, the Universal 2030 Agenda and “Our Common Agenda” framework, looking ahead to the next 25 years through a vision of global cooperation and reinvigorating inclusive, networked, and effective multilateralism.
85. The contrast between the size of the Organization – the smallest UN agency of the UN system - available resources and the ambitious delivery requires that we adopt a common practice of other UN system entities, by inviting Member States to support those flagship work streams with Voluntary Contributions.

### **Development process**

86. To deliver on the above, we envisage a highly participatory process. Apart from the UNWTO Secretariat officials, the Executive Council members and its committees, we shall involve UNWTO Full, Associate, and Affiliate Members, the private sector, other appropriate international and regional organizations, international finance institutions, academia, experts. We anticipate clear support of the forthcoming EC Task Force on Redesigning Tourism.
87. In December 2022, a survey on Members’ priorities was launched by the UNWTO Secretariat in order to prepare the Organization’s General Programme of Work and Budget for 2024-2025. A questionnaire, drafted in collaboration with the Programme and Budget Committee, was made available online for Full and Associate Members.
88. The purpose of this survey is to identify the Members’ priorities and viewpoints, which are among the main inputs for the preparation of the Organization’s next General Programme of Work and Budget for 2024-2025. 132 Member States and four Associate Members replied to the survey, representing 82% of this combined membership, which is highly representative and shows the interest of UNWTO Membership in the life and future of the Organization.
89. Discussions are planned in the framework of the Regional Commission meetings to take place during the months of June and July 2023. They will complete this process and provide the UNWTO Secretariat with additional elements for preparing a draft Programme of Work and Budget responding to the sector’s present and future challenges. The draft will be submitted to the 119th session of the Executive Council for endorsement and to the 25th session of the General Assembly for final approval, both scheduled to be held in October 2023 in Uzbekistan.

\* \* \*

## Annex I: UNWTO on the ground

## AFRICA

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Needs Assessment mission to prepare a comprehensive project proposal focused on: <ul style="list-style-type: none"> <li>- Formulating a Tourism Policy and Master Plan;</li> <li>- Strengthening tourism statistics;</li> <li>- Preparing a value chain analysis of the tourism</li> </ul>	2020-2021 <b>Angola</b>	Ministry of Tourism	Ministry of Tourism	Agreement signed by both parties. Project activities completed at the end of 2021. Arrangements being made to carry out a follow-up project to prepare a tourism law for the country.
Project I -Tour Guiding Project II – Tourism Statistics Project III – Hotel classification and licensing	2021-2023 <b>Benin</b>	Ministry of Tourism and Culture	World Bank	<p>Agreement signed by UNWTO, the Ministry of Tourism and culture, and the National Tourism Promotion Agency (President office).</p> <ul style="list-style-type: none"> <li>• Tour Guide Training: 54 tour guides were trained, and a flexible capacity building mechanism was developed for governance and continued training of the tour guiding system through the train the trainer's programme. Specialized guide training provided for niche products based on the various tourism products of Benin.</li> <li>• Tourism Statistics: UNWTO has undertaken an assessment of the tourism statistics system and has started supporting the Government with data collection and tourism surveys to prepare an experimental TSA for Benin.</li> <li>• Hotel Classification: UNWTO has formulated new regulatory texts governing the granting of licenses and accreditations for tourism trades and activities and reviewed the current hotel classification system and formulated new classification procedures and classification criteria. UNWTO has developed a computerized system for the automation of formalities and the granting of approvals through a one-stop shop. New activities will be added in line with the implementation plan presented to complete the reforms.</li> </ul>

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Formulation of a Sustainable Tourism Master Plan for Kasane/Kazungula	2019-2021 <b>Botswana</b>	Ministry of Environment, Natural Resources, Conservation and Tourism	Ministry of Environment, Natural Resources, Conservation and Tourism	Project activities were completed in December 2021.  Arrangements are being finalized to carry out a follow-up project to prepare Development Guidelines and Customized Investment Models for Kasane-Kazungula priority tourism sites identified within the Master Plan.
Formulation of a National Tourism Strategy for Botswana	2020-2022 <b>Botswana</b>	Ministry of Environment, Natural Resources, Conservation and Tourism	Ministry of Environment, Natural Resources, Conservation and Tourism	Draft Master Plan was submitted to the Reference Group in Botswana and a presentation was delivered at the end of August 2022. All comments provided by the Ministry were addressed and resubmitted for final approval in September 2022. The Ministry and UNWTO are exploring possibilities to provide technical assistance for follow-up activities.
harmonization of a hotel classification system for the Member States of the CEMAC	2023 <b>Central African Economic and Monetary Community (CEMAC)</b>	Member States of the CEMAC (Cameroon, Central African Republic, Chad, Equatorial Guinea, Gabon and Republic of the Congo)	CEMAC	The harmonization of a hotel classification system for the Member States of the CEMAC in order to boost trade and facilitate the convergence of economic policies within the sub-region – implementation to start in 2023 once the funds are transferred by CEMAC.
Development of Tourism Statistics and Tourism Satellite Account	2019-2022 <b>Malawi</b>	Ministry of Industry, Trade, and Tourism	African Development Bank funded project Ministry of Industry, Trade, and Tourism	Project activities were completed in September 2022 with the presentation of the experimental TSA of Malawi.
Establishment of a New System of Tourism Hotel Classification	2013-2024 <b>Morocco</b>	Ministry of Tourism, Handicrafts and Social and Solidarity Economy	UNDP	New hotel classification criteria were developed. Government inspectors trained in the application of the new system. 900 Mystery Guest visits have been conducted. Once the decrees on Hotel Classification are officially approved by the Government and the law is adopted, UNWTO will conduct official Mystery guest visits in 1600 establishments.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
<p>Facilitating Tourism Recovery in Aftermath of Covid-19: Morocco.</p> <p>(Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)</p>	<p>2020-2023</p> <p><b>Morocco</b></p>	<p>Ministry of Tourism, Handicrafts and Social and Solidarity Economy</p>	<p>EBRD and UNWTO</p>	<p>Most project activities have been completed such as:</p> <ul style="list-style-type: none"> <li>• Developing a Tourism Recovery Program including a review of the measures taken to stimulate tourism recovery and proposals of long-term sustainable measures.;</li> <li>• Preparing a marketing and product development strategy for domestic and near-shore markets;</li> <li>• Reviewing the SOPs prepared by MoT for COVID-related safety, hygiene and security and trainings put in place for the adoption of the SOPs, and develop trainings for the SMEs on key areas envisaged under the Recovery Program to support its implementation.</li> </ul> <p>One activity is still ongoing:</p> <ul style="list-style-type: none"> <li>• Improving and strengthening the existing Dashboard of the MoT to better reflect qualitative data and to have a public dashboard. In March 2023, UNWTO carried out a successful field mission to Morocco and held technical meetings with the Ministry and key stakeholders. UNWTO is currently making an assessment and will provide recommendations about the Dashboard.</li> </ul>
<p>Establishment of a New System of Tourism Hotel Classification</p>	<p>2017-ongoing</p> <p><b>Republic of Congo</b></p>	<p>Ministry of Cultural industries, Tourism, Arts and Leisure</p>	<p>UNDP</p>	<p>First phase: revision of hotel classification criteria – completed.</p> <p>Second phase: formulation of a Tourism Law and Governance scheme – completed.</p> <p>Third phase: training of inspectors and classification of hotels – completed.</p> <p>Next phase to be implemented: Accompanying the Ministry on the implementation of the official classification visits.</p>



Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Development of Tourism Statistics System and TSA	2018-2022 <b>Seychelles</b>	Ministry of Foreign Affairs and Tourism	Ministry of Foreign Affairs and Tourism	Year I activities: completed. Year II activities were completed in June 2021 with experts providing technical assistance remotely. Year III Agreement signed, and activities commenced in mid-September 2021. Project activities completed with the final presentation of the TSA on 12 September 2022 The final report was submitted to the Ministry in September 2022.
Tanzania Tourism Recovery through Digital Transformation and Local Economy Development	2022- 2023 <b>Tanzania</b>	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 carried out in the fourth quarter 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 and presented. The Strategy is expected to be completed and presented to key tourism stakeholders mid-2023.
Facilitating Tourism Recovery in Aftermath of Covid-19: Tunisia.  (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2022 <b>Tunisia</b>	Ministry of Tourism	EBRD and UNWTO	Project activities have mainly been completed: <ul style="list-style-type: none"><li>• Developed a Tourism Recovery Roadmap including a review of the measures taken to stimulate tourism recovery and proposals of sustainable measures;</li><li>• Prepared a Digital Strategy on Promotion and Communications for domestic and near-shore markets, including digital aspects;</li><li>• 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.</li></ul>

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				<ul style="list-style-type: none"> <li>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.</li> </ul> <p>Final reports have been completed and submitted to EBRD for approval.</p>
Development of a Tourism Resource Centre in Livingstone	2016-2022 <b>Zambia</b>	Ministry of Tourism	Korean Tourism Organization/ST-EP Foundation	<p>Agreement signed. Project activities nearing completion. Progress report on development of the recourse centre received and final instalment transferred to complete the project.</p> <p>Final Project Report has been requested for the closing of the project.</p>
Sustainable Tourism Development and Wildlife Conservation in Hwange National Park	2018-2022 <b>Zimbabwe</b>	Ministry of Tourism	Chimelong	<p>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.</p> <p>Final Project Report has been requested for the closing of the project.</p>

#### AMERICAS

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Development of an updated Sustainable Tourism Master Plan for Paraguay 2023-2030	September 2022 – June 2023 <b>Paraguay</b>	Secretaría Nacional de Turismo de	SENATUR	Technical cooperation project focused on reviewing and updating tourism strategies and actions to increase validity of tourism vision until 2030, especially in light of structural changes produced by the COVID-19

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
		Paraguay (SENATUR)		pandemic. The final plan has been submitted in March 2023, and will be officially presented during a launch event in April 2023.

#### ASIA AND THE PACIFIC

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
<b>Phase I:</b> International Tourism Marketing Strategy for Yunnan Province  <b>Phase II:</b> Source market strategy for the French Market	2018-2020 <b>Yunnan Province, China</b>	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
<b>Phase I:</b> International Tourism Marketing Strategy for Hainan Province  <b>Phase II:</b> Source market strategies for the Australian, German and Indonesian Market	2018 – TBD due to COVID-19 <b>Hainan Province, China</b>	Hainan Provincial Tourism Commission	Provincial Government	All strategies submitted to Hainan and approved Final training seminar postponed due to COVID-19.
<b>Component I:</b> Tourism Master Plan for Heilongjiang Province  <b>Component II:</b> Master Plan for Snow and Ice Tourism	2019-2020 <b>Heilongjiang Province, China</b>	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.
<b>Phase I:</b> International Tourism Destination Plan for Jinan City, Shandong Province  <b>Phase II:</b> Marketing Strategy for Jinan City for the Expatriate Source market (Phase II)	2019 – TBD due to COVID-19 <b>Jinan City, Shandong Province, China</b>	Jinan City Tourism Commission	Provincial Government	Project activities launched in November 2019. UNWTO is working with Jinan authorities to resume the project activities in the second semester of 2023.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Data Collection Survey on Recovery of Tourism affected by COVID-19	2021 - 2022 <b>Maldives</b>	Ministry of Tourism	JICA	Agreement signed in 2021. Reports of component I, component II and component III were submitted to the Ministry and JICA. Four capacity building workshops were delivered 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, <b>Mongolia</b>	Ministry of Environment and Tourism	Ministry of Environment and Tourism	Agreement signed in 2019 and amended in 2020 upon request by the Government to update the TOR to address COVID-19 tourism-related issues.  In 2022, the Government requested to make further changes to the TOR with a focus on developing a TSA. The new TOR is now with Ministry of Mongolia for approval before continuing with the second amendment of the agreement.
Development of an experimental Tourism Statistics and Tourism Satellite Account	2019-2023 <b>Nepal</b>	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 where an online survey for tourism establishment was designed. The Agreement was extended till June 2023.  A project review mission was carried out in March 20023 to agree on a concise work plan for the remaining activities to be carried out for the compilation of the experimental TSA.
Strengthening the National Tourism Statistical System and Compilation of TSA tables	2020-2025 <b>Sri Lanka</b>	Tourism Development Authority	Sri Lanka Tourism Development Authority	Agreement signed. Project activities started in June 2021, and focussed on capacity building for the Steering Committee and technicians of the various institutions responsible for collecting, analysing and compiling primary data both on the demand and supply side of tourism, namely Sri Lanka Tourism Development Authority and Department of Census and Statistics, Bank of Sri Lanka and Immigration, in improving and strengthening the national tourism statistical system and compilation of the TSA tables with particular reference to Tables 1 to 7 and Table 10.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				A new agreement and work plan is underway for the implementation of Phase II of the project to carry out final activities for the compilation of the experimental TSA.
Women Empowerment and Tourism Recovery - Timor-Leste	2022-2023 <b>Timor-Leste</b>	Ministry of Tourism, Commerce and Industry	EIF	Agreement signed in March 2022. The project activities have been launched and focus on awareness raising and capacity building to support women to benefit better from the tourism recovery process. A Tourism Gender Analysis was carried out in the second semester of 2022 and a report on it has been widely disseminated in the sector to raise awareness on women empowerment in the tourism sector. Further, a tourism and gender training needs analysis was carried out in the second semester of 2022, which formed the basis to deliver a Training of Trainers Seminar in November 2022. Subsequently, a vocational training programme, including several short seminars for women working in the tourism sector on topics such as food safety and hygiene, guest house management, financial management, digital marketing and basic supervisory skills, was organized. The seminars were delivered between November 2022 and March 2023 with a total participation of 245 women.
Silk Road Tourism Development for the Gansu Province of China	Project in the pipeline (TBC)	Gansu Province of China	World Bank under the TASA Framework Agreement signed between UNWTO and the World Bank	Three main deliverables are planned as part of this project: a Tourism Human Capital Strategy; an International Tourism Marketing Strategy; and Capacity Building activities to promote local tourism development.



## EUROPE

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Providing Tourism Recovery Technical Assistance on Marketing and Promotion and Residents Study to Skiathos Island, Greece.	2021-2023 <b>Skiathos Island, Greece</b>	Municipality of Skiathos	Municipality of Skiathos	Agreement signed and the activities have commenced. Marketing Activity Completed in July 2022. Resident Study to be completed by June 2023.
Providing Tourism Recovery Technical Assistance on Marketing and Promotion and Residents Study to Thasos Island, Greece.	2023 - 2024 <b>Thasos Island, Greece</b>	Municipality of Thasos	Municipality of Thasos	The Municipality is currently working on its internal processes before providing the green light to initiate the signing of the agreement.
Empowering Young Women: Sustainable Livelihoods through Tourism	2020-2024 <b>Republic of Moldova</b>	Tourism Agency of Moldova	Estonia Development Corporation (Donor)	<p>Agreement signed in December 2018 and extended to December 2024. 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. In the first semester of 2022, focus group discussions were conducted with local tourism stakeholders and a work plan for Phase II was devised for the roll out of several training programmes.</p> <p>Preparatory discussions are taking place for conducting a scoping mission to identify the lead training institute responsible for the implementation of the train-the-trainers programme and local training programme for women and youth.</p>

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Sustainable Tourism Development Project	2020 – March 2024 <b>Tajikistan</b>	Committee of Tourism Development under the Government of the Republic of Tajikistan	Asian Development Bank (ADB)	<p>Joint project between UNWTO, ADB and CTD focused on the implementation of 3 tourism activities:</p> <p>International and Domestic Tourist Profile Studies: Finalization of activity within the first half of 2023.</p> <p>Preparing Tajikistan for its first experimental TSA: TSA Report submitted in February 2022.</p> <p>Sustainable Tourism Plan: Submission of Sustainable Tourism Master Plan in March 2022. Third Domestic Workshop in April 2022.</p> <p>Pending activities: Central Asian regional workshop to take place by March 2024.</p> <p>Project extended until March 2024.</p>
Facilitating Tourism Recovery in Aftermath of Covid-19 – Turkey  (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2021-2023 <b>Turkey</b>	Ministry of Culture and Tourism Provinces of Isparta, Mardin and Erzurum	European Bank for Reconstruction and Development (EBRD)	<p>Agreement signed in June 2021 and renewed until January 2023.</p> <p>Activities include: Digital Marketing Assessment Report for Pilot Provinces finalized in March 2023. 3 capacity building workshops in Mardin, Erzurum and Isparta organized in January 2023. Project to be developed with the assistance of UNDP (Turkey Office).</p>
Facilitating Tourism Recovery in Aftermath of Covid-19 – Uzbekistan  (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2021-2023 <b>Uzbekistan</b>	Ministry of Tourism	European Bank for Reconstruction and Development (EBRD)	<p>Completion of activities in January 2023.</p> <p>Activities include: Situation analysis focused on measuring the impacts of COVID-19– activity finalized. Tourism recovery plans finalized. Domestic Tourism Marketing Strategy finalized.</p>

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				<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 finalized.</p>
Tourism Diversification Strategy for the Khorezm and South Karakalpakstan regions of Uzbekistan	November 2022 – June 2023	Ministry of Tourism Khorezm and Karakalpakstan regions of Uzbekistan	European Bank for Reconstruction and Development (EBRD)	<p>The development of a Tourism Diversification Strategy will allow for improved tourism planning, marketing and implementation through training, while supporting the objectives outlined in the country's National Development Strategy.</p> <p>The assignment is divided into two phases:</p> <ul style="list-style-type: none"> <li>- Phase 1: Development of a Tourism Diversification Strategy (currently being finalized)</li> <li>- Phase 2: Development of Case Studies and tourism training (April – June 2023)</li> </ul>
Developing the tourism potential of the Almaty-Bishkek Economic Corridor (ABEC)	Project in the pipeline (TBC)	Department of Tourism under the Ministry of Economy and Finance of the Kyrgyz Republic, and Tourism Industry Committee of Kazakhstan	Asian Development Bank (ADB)	<p>Follow-up project aimed at further developing the tourism potential of the Almaty-Bishkek Corridor. Focus on two main activities:</p> <ul style="list-style-type: none"> <li>- Activity 1: Assistance in implementing the new joint ACS developed by UNWTO in Kazakhstan and the Kyrgyz Republic.</li> <li>- Activity 2: Assistance in implementing common health and safety protocols developed by UNWTO, with a specific focus on training and the recommendations / actions contained in the final training report.</li> </ul>
Development of a Visa Facilitation Study for the CAREC region	Project in the pipeline (TBC)	Central Asia and Member States of ADB's Regional Economic Cooperation Program	Asian Development Bank (ADB)	Activities to focus on Visa Facilitation Study for the CAREC region, including a Central Asian Case Study, plus the organization of capacity building workshops throughout the Central Asian region.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Silk Road Tourism Development along the Western Balkan Region	Project in the pipeline (TBC)	Ministries of Tourism of the Western Balkan region	International Development Group	Together with the Aristotle University of Thessaloniki and its Silk Road European Interdisciplinary Tourism Centre, UNWTO will work towards the creation of an academic cooperation framework between Western Balkan universities and/or research partners. Research obtained will be compiled into one Western Balkan Silk Road Report aimed at providing an understanding of Silk Road heritage of tourism interest within each participating country and guide any future Silk Road tourism development activity within the cluster.

### 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 – 2023 <b>Jordan</b>	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 Market Intelligence Systems and Dashboard activity, as well as the Future of Tourism Roadmap, have been completed. UNWTO to translate final reports.
The Revision of the Hotel Classification Scheme	2023-Ongoing Oman	Ministry of Heritage and Tourism	Ministry of Heritage and Tourism	Agreement signed in November 2022  A formulation mission was conducted in February 2023 to undertake a review of the current status of quality services in tourism accommodation establishments, and to prepare a project document to update the hotel classification scheme.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Annual Tourism Experience Awards Program	2018-2023 <b>Qatar</b>	Qatar National Council of Tourism (QNCT)	Qatar Tourism (QT)	<p>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 COVID-19 in 2020.</p> <p>A new Agreement for the remaining activities was signed, and project activities resumed in May 2023, with the final ceremony in November 2023.</p>
Evaluation of Tourism Statistics System	2020-2023 <b>Saudi Arabia</b>	Ministry of Tourism	Ministry of Tourism	<p>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.</p> <p>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.</p> <p>Activities of Phase II were launched in September 2022 and focus on ensuring that the recommendations devised in Phase I are applied correctly and within the framework of the UNWTO recommendations of tourism statistics; delivering a capacity building workshops with officials in charge of operating the model and collecting, processing, and analysing data</p> <p>The Final Phase II of the project report was submitted to the Ministry of Tourism of KSA for approval in March 2023.</p>
Tourism Statistics and TSA	2021-2026 <b>UAE</b>	Ministry of Economy	Ministry of Economy	<p>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.</p>



Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				<p>Phase II of the project, focused on preparing the methodology for updating the tourism statistics system and building a TSA, was completed in February 2023.</p> <p>Preparations are underway to start Phase III focused on building the TSA based on surveys on inbound, outbound and domestic tourism.</p>

## Annex II: Report of the Committee on Tourism and Sustainability

---

### I. Background and composition

---

1. As part of its mandate to advise and guide the Secretariat, the Committee on Tourism and Sustainability (CTS), a subsidiary organ of the Executive Council, convened one session subsequent to its last report to the Council.
2. The CTS is governed by the Rules of Procedure of the Technical Committees on Competitiveness and Sustainability approved by the Executive Council in CE/DEC/9(XCVI).

### II. Meeting of the CTS

---

#### Sixteenth meeting of the Committee on Tourism and Sustainability

3. The 16th Meeting of the Committee on Tourism and Sustainability (CTS) took place on November 10, 2022, in Sharm el-Sheikh, Egypt, within the framework of COP27 under the presidency of Egypt. The meeting was hosted by the Ministry of Tourism and Antiquities of Egypt, and attended by three state members: Egypt (host), Croatia (chair), and Angola (vice-chair). The meeting was aimed at discussing the advances made in the field of sustainable development of tourism and identifying future activities to promote sustainable tourism.
4. The meeting began with welcome remarks by Ms. Višnja Letica, Advisor to the Minister, Ministry of Tourism and Sport of Croatia, who serves as the chair of the CTS. She welcomed all participants and highlighted the importance of sustainable tourism in achieving global competitiveness. The Executive Director of UNWTO, Ms. Zoritsa Urosevic, gave a welcome address thanking the Egypt for having arranged this first historical meeting of the CTS to take place with a UNFCCC COP.
5. The UNWTO Secretariat provided an update on recent developments, advances and future activities related to the UNWTO's programme of work in the field of sustainable tourism, including relevant partnerships that help in the implementation of these priorities at national and destination levels, notably: the [International Network of Sustainable Tourism Observatories](#), the [Tourism Ocean Action](#), [Stockholm +50](#), [9th Environment for Europe Ministerial Conference](#), and on the [Climate Action](#). Dedicated presentations, one on the baseline report on climate action in tourism and the other on an overview of measurement tools and methodologies focused on recent research by the Secretariat. The committee also received updates on and discussed opportunities to engage and support the activities of the [One Planet Sustainable Tourism Programme](#), the [High-Level Thematic Debate on Tourism 2022 and beyond](#), the [Convention on Biological Diversity COP15](#), and the preparations for the [Sustainable Destinations Summit in Mallorca, Spain](#).
6. Intervention by the host of the CTS can be summarized as follows: a) Highlighting the importance of COP27 for Egypt as an opportunity to showcase unity against an existential threat that can only be overcome through concerted action and effective implementation and b) Introducing tourism initiatives in Egypt towards sustainable development with focus on climate action mega projects throughout the country.
7. The Secretariat provided updates on the submission of the UNGA report on sustainable tourism and the highlights of the negotiations, facilitated by Morocco with the very active support of Croatia, which resulted in UN resolution [A/RES/77/178 "Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection"](#), which places resilient tourism at the forefront for the first time, including in the title of the resolution.
8. The Chair of the CTS presented an overview of the main elements of Croatia's sustainable tourism strategy, highlighting the adoption by end of year of the new strategy of sustainable tourism development until 2030 in order to establish the country as a globally competitive destination for sustainable tourism.
9. Furthermore, initiatives and projects related to climate action were discussed. Participants shared leading initiatives related to destinations, including Angola's National Climate Change Strategy 2022-2035, Guanajuato's experiences as an INSTO observatory, the Canary Islands' acceleration

of transformation, the Sustainability Hospitality Alliance's climate and water action, Iberostar's leading circularity implementation, and the Blue Flag's global partnership for climate and environmental implementation and education in destinations

10. The meeting concluded with the announcement that the next in-person meeting of the Committee on Tourism and Sustainability will take place in Croatia in 2023 on the occasion of the Croatia Tourism Day, hosted by the Ministry of Tourism and Sports of Croatia, as Chair of the CTS of the second mandate.

## **Appendix to Annex II: Sixteenth meeting of the Committee on Tourism and Sustainability (CTS)**

### **Committee on Tourism and Sustainability (CTS)**

Sixteenth meeting

CTS/16/2022

Sharm El-Sheikh, 10 November 2022

### **Agenda**

1. **Adoption of the agenda**
2. **Welcome remarks**
  - a. by the Chair of the CTS, *Ms. Višnja Letica, Advisor to the Minister, Ministry of Tourism and Sport of Croatia*
  - b. by the Executive Director of UNWTO, *Ms. Zoritsa Urosevic*
3. **Keynote speech**  
*Ms. Ghada Shalaby, Deputy Minister of Tourism and Antiquities of Egypt*
4. **Update by the Secretariat on the recent developments and future activities**  
*Dr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO*
5. **Reflection on the sustainability priorities of the Programme of Work of UNWTO**
  - a. **Climate Action**
    - i. Baseline Report on Climate Action in Tourism  
*Ms. Virginia Fernandez-Trapa, Programme Officer, Sustainable Development of Tourism, UNWTO*
    - ii. An overview of measurement tools and methodologies  
*Mr. Jeremy Smith, Co-Founder, Tourism Declares*
  - b. **Institutional priorities (regional and global)**
    - i. United Nations: Report and Resolution on the Promotion of sustainable tourism, including ecotourism, for poverty eradication and environmental protection
    - ii. The One Planet Sustainable Tourism Programme
    - iii. High-Level Thematic Debate on Tourism 2022 and beyond
    - iv. Convection on Biological Diversity COP15: The role of tourism and biodiversity
    - v. Preparations for the Global Sustainable Destinations Summit in Mallorca, Spain
  - c. **Initiatives and projects**
    - i. Angola: Climate Action in Tourism in Angola  
*Mr. Hélder Marcelino, State Secretary for Tourism, Angola*
    - ii. Guanajuato: Experiences as an Observatory and Relevance of Partnerships at Destination Level  
*Ms. María Isabel Ortiz Mantilla, Secretary of Environment and Land Management of the State of Guanajuato, Mexico and Mr. Juan José Álvarez Brunel, Secretary of Tourism of the State of Guanajuato, Mexico*
    - iii. Canary Islands: Accelerating Transformation of a Destination  
*Mr. José Juan Lorenzo, Managing Director, Turismo de Canarias, Spain*
    - iv. The Sustainability Hospitality Alliance: Climate and Water Action and the Destinations Focus  
*Mr. Glenn Mandziuk, Chief Executive Officer, Sustainable Hospitality Alliance*
    - v. Iberostar: Leading Circularity implementation and the destination focus  
*Ms. Megan Morikawa, Global Director of Sustainability, Iberostar Group*
    - vi. The Blue Flag: A Global Partnership for climate and environmental implementation and education in destinations  
*Mr. Daniel Schaffer, Chief Executive Officer, Foundation for Environmental Education*
6. **Place and date of the next in-person meeting of the Committee on Tourism and Sustainability**
7. **Other issues**
8. **Closing remarks**

### Annex III: Measuring Sustainability in Tourism - Statistical Framework

The global effort on Measuring the Sustainability of Tourism (MST), led by UNWTO, responds to the urgent need for guidance to produce more credible and comparable data on the role of tourism for people, planet and prosperity. The data framework will empower policy makers and the private sector to shape innovative policies, transform business models and promote better tourism governance.

Tourism stakeholders are increasingly concerned with the sustainability of the sector, especially in the face of challenges like building back better after the pandemic, the climate emergency and geopolitical conflict. In tourism and beyond, people are also more aware of the ability of tourism to support – or deter – progress towards sustainable development more broadly, including the Sustainable Development Goals.

Tourism is a social, cultural and economic phenomenon. It relies on and has an impact on the economy, the natural and built environment, the local population at the places visited, and even 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 management and measurement.

Well managed, tourism can create better outcomes for people, planet and prosperity. Robust data is needed to understand whether tourism is on the right track, or requires redirecting.

However, the data largely available on tourism – and the scope of the existing international measurement standards that underpin this data – is largely focussed on the economic dimension. There is a need to expand the scope of tourism statistics into the social and environmental dimensions, while also rethinking the economic measurement of tourism through the lens of sustainability.

UNWTO's [Measuring the Sustainability of Tourism](#) (MST) aims to provide an internationally agreed statistical framework to measure the impacts and dependencies of tourism on the economy, society and the environment. As a living example of going beyond GDP, MST will support the production in countries of reliable, internationally comparable data on the performance of countries and subnational tourism destinations when it comes to the sustainability of tourism.

All in all, MST will lead to more robust data to ensure that tourism action on the ground really contributes to the betterment of people's lives now and into the future.

The MST Statistical Framework is being developed by UNWTO in partnership with leading countries, and with the support of the United Nations Statistics Division, the International Labour Organization and others. Work is being led by the [Expert Group on MST](#) under the auspices of the [UNWTO Committee on Statistics](#).

#### ***Expert Group on MST: participating countries and international organizations***

##### Countries

Argentina	Austria	Australia	Canada	Chile
Croatia	Denmark	Finland	France	Germany
Greece	Indonesia	Israel	Italy	Malaysia
Mexico	Mozambique	Netherlands	New Zealand	Philippines
Portugal	Samoa	Saudi Arabia	Seychelles	Slovenia
South Africa	Spain	Switzerland	Uganda	United States
Uruguay	Vietnam			

##### International Organizations

Caribbean Development Bank	European Commission
European Travel Commission (ETC)	International Labour Organization (ILO)
Organisation for Economic Co-Operation and Development (OECD)	Pacific Tourism Organization (SPTO)
Statistics Office of the European Union (EUROSTAT)	United Nations Conference on Trade and development (UNCTAD)
UN Economic and Social Commission for Asia and the Pacific (UNESCAP)	United Nations Statistics Division (UNSD)
World Trade Organization (WTO)	

MST includes five inter-related lines of work:

1. Development of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST).
2. Engagement and consensus-building across the tourism and statistical communities with the view to present SF-MST to the UN Statistical Commission for its endorsement as the third UN measurement standard for tourism (after the [Tourism Satellite Account](#) and the [International Recommendations for Tourism Statistics](#), both also led by UNWTO).
3. Identification of and support to countries piloting and implementing the SF-MST.
4. Development of a set of indicators for international comparability purposes, derived from SF-MST. This includes liaising with the UN Inter-agency and Expert Group on Sustainable Development Goals indicators (IAEG-SDG) for alignment with the SDG tourism indicators; and
5. Setting up of a global dataset and country data reporting processes.

### **Finalization of the Statistical Framework for Measuring the Sustainability of Tourism**

The [3<sup>rd</sup> meeting of the Expert Group on MST](#), held on 15-16 December 2022, gathered over 110 representatives from 26 countries from all regions of the world, international and regional organizations (including UNSD, ILO, OECD, Eurostat), sub-national authorities, academia and the private sector.

On that occasion, a new version (3.0) of the SF-MST was discussed thoroughly and a period of consultation among the Expert Group was launched. At the meeting, some key technical issues were identified for further development, and it was decided that small teams will work on these.

The Expert Group also agreed on a roadmap for the finalization of SF-MST with the intent to submit it to the UN Statistical Commission for its endorsement in 2024. The United Nations Statistical Commission is the highest decision-making body in global statistics, and a Functional Commission of the UN Economic and Social Council. United Nations countries are represented by the heads of their National Statistical Institutes.

#### ***Simplified Roadmap for the finalisation of SF-MST***

June - July 2023	4 <sup>th</sup> meeting of the Expert Group on MST
June - August	Global Consultation on SF-MST
October	New version of SF-MST + Report on MST to UNWTO General Assembly + Meeting of UNWTO Committee on Statistics
November/December	Submission to UN Statistical Commission Secretariat of the Report from UNWTO summarizing the process and progress on MST with the request for the UN Statistical Commission to endorse SF-MST
January 2024	Submission to UN Statistical Commission Secretariat of the Background Document containing the SF-MST
February / March	Presentation at UN Statistical Commission and discussion + side event on MST

Because the development of any statistical standard is as much a political endeavour as a technical development, Ministries in charge of tourism can play a crucial role in closing the data-policy gap by liaising with their respective National Statistical Institutes at the highest level to coordinate a common country stance in advance of the United Nations Statistical Commission's fifty-fifth session (27 February to 1 March 2024).

### **MST piloting around the world**

Several pioneering countries and sub-national destinations around the world are piloting the implementation of SF-MST. These pilots serve to test the framework, ensuring that it is policy-relevant and technically feasible, while feeding it with lessons and feedback from practical experiences and supporting consensus-building efforts.

To date, 52 countries and sub-national destinations from all regions of the world have implemented or have expressed interest in undertaking an MST pilot. Of these, 26 countries and sub-national destinations from all regions have piloted MST, as per the list below.

***MST Pilot Countries and sub-national destinations***

Austria	Canada	Costa Rica	Denmark	Egypt
Fiji	Germany	Indonesia	Italy	Kyrgyzstan
Mexico	Netherlands	New Zealand	Peru	Philippines
Samoa	Saudi Arabia	South Africa	Spain	Sri Lanka
Sweden	Thailand	Uganda	Vietnam	
Canary Islands (Spain)				
Wales (United Kingdom)				

A [Symposium on Country Experiences](#), held back-to-back with the 3<sup>rd</sup> meeting of the Expert Group on MST, showcased pioneering work by countries and subnational destinations. Pilots shared their practices and findings on measuring the social, environmental and economic sustainability of tourism, as well as governance, institutional and data availability issues.

On the occasion of the Symposium, UNWTO also launched the publication [Measuring the Sustainability of Tourism: Lessons from pilots](#) that showcases seven new pilots as well as new findings from five existing pilots, in the following destinations and countries from all regions of the world: Arab countries, Austria, Canary Islands, Costa Rica, Fiji, Indonesia, Italy, Mexico, New Zealand, South Africa, Sweden and Uganda. This publication complements the earlier publication [Experiences from Pilot Studies in Measuring the Sustainability of Tourism: A Synopsis for Policymakers](#).

**Development of indicators derived from SF-MST**

UNWTO is currently leading the development of an agreed set of indicators derived from the SF-MST for international comparability purposes with the view to initiate an international dataset and country reporting.

In parallel, UNWTO is part of the Task Team on Sustainable Tourism of the UN Inter Agency and Expert Group on SDG to develop a proposal for sustainable tourism indicators to support the monitoring of Target 8.9. As part of the Task Team's work, UNWTO has provided a list of established indicators with agreed methodology and reasonable coverage in countries to complement indicator 8.9.1 (Tourism direct GDP).



## **Annex IV: Secretary-General's Bulletin: UNWTO Research Committee**

---

The Secretary-General, for the purpose of enhancing the value and impact of UNWTO research promulgates the following issuance.

### **Section 1 Introduction**

- 1.1 The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading intergovernmental organization in the field of tourism, UNWTO offers leadership and support to its members and the sector in advancing tourism knowledge and tourism policies worldwide.
- 1.2 Among its purposes is serving as a permanent source of knowledge for its members and the tourism community at large and strengthening its position as the authority in tourism research and knowledge as a means to advance the Organizations' aim defined in the Statutes of promoting and developing "tourism with a view to contributing to economic development, international understanding, peace, prosperity, and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction as to race, sex, language or religion".
- 1.3 Based on the priorities and mandate of UNWTO, the research and publications activities of the Organization create and disseminate knowledge and know-how through publications.
- 1.4 Through its publications, UNWTO aims to generate and disseminate coherent, high quality, relevant, strategic, up-to-date, as well as foreseeing research, that strategically contributes to advance UNWTO's mandate.

### **Section 2 Definitions**

- 2.1 Publication(s): for the purpose of the present bulletin, and without prejudice to the Publications Guidelines annexed to Detailed Financial Rules, publications refers to research and data published in print or electronic format and include reports, books, magazines, journals, brochures, photocopies, or similar, bearing the UNWTO logo, that are published with the aim of disseminating UNWTO knowledge creation to an external audience. Publications may be produced periodically, occasionally, or once only. They can be published and/or owned by UNWTO alone or jointly by UNWTO and a partner, free or for-sale and UNWTO is legally responsible for its content alone or jointly with a partner.
- 2.2 The above excludes all kind of presentations (e.g. used during events and congresses) and website content, as well as promotional materials such as leaflets, flyers, cards, banners or similar. It also excludes other forms of published material such as press-releases, audio-visual productions, sound recordings or other electronic materials, as well as materials prepared for internal purposes only such as conference documents, documents created in the framework of concrete projects and, in general, any information to which there is no public access the Public Information Disclosure policy (SGB/12/19).
- 2.3 Data: refers to all the data collected, published and owned by UNWTO.

### **Section 3 Purpose**

- 3.1 Considering the cross-cutting nature of tourism, as well as the need to streamline and enhance the relevance, alignment and impact of UNWTO knowledge creation and dissemination, the Secretary General decides to establish an internal Research Committee (RC).
- 3.2 This Secretary-General's Bulletin creates the Committee, defines its mandate, composition and working methods.

## Section 4

### Mandate and functions of the UNWTO Research Committee

- 4.1 The Committee is an internal coordination mechanism to advise and make recommendations to the Secretary-General on the direction and management of UNWTO's overall research and publishing activities with a view to:
- (a) Ensure the alignment of UNWTO research with the vision and mission of UNWTO, as well as the Organization's Programme of Work (PoW); and
  - (b) Promote the quality, relevance, applicability and added value of UNWTO research and its impact on policies and strategies for the sustainable development and management of the tourism sector.
- 4.2 The mandate of the Committee applies to all UNWTO research outputs, including publications and data, whether in print or electronic format.
- 4.3 In the performance of its mandate, the Committee will:
- (a) Receive and review Publications Proposals (as per the template in annex 1).
  - (b) Plan, design and approve all research activities in line with the main objectives of the UNWTO PoW.
  - (c) Discuss new proposals of research outside the PoW, including partnership opportunities.
  - (d) Identify new research items that can contribute to the agenda-setting and the normative function of the Organization.
  - (e) Propose possible co-editors, partners, and collaborators.
  - (f) Revise the composition of internal and external peer reviewers and Working Groups for cross-cutting publications and research work.
  - (g) Suggest additional outputs for the promotion and positioning of UNWTO research.
  - (h) Review agreements for the licensing of UNWTO data.
  - (i) Monitor the implementation of and propose amendments to the UNWTO Publications Policy.
- 4.4 The official UNWTO language in which a publication is prepared will be recommended by the Committee.
- 4.5 The translation of a publication into other languages rather than the original shall be recommended by the Committee.
- 4.6 Neutrality, objectiveness and conflicts of interest: As a United Nations agency, UNWTO is bound by the responsibility and compliance with UN's code of ethics, its principles, objectives and standards, as well as its credibility and integrity towards all kinds of topics and themes in general and tourism issues in particular. The Committee shall warrant reliable content, integrity and credibility by discussing and evaluating possible conflicts of interest in the preparation of UNWTO publications in collaboration with members and partners.

## Section 5

### Composition of the UNWTO Research Committee

- 5.1 The Committee shall consist of 19 members as follows:
- Chair: Executive Director (in charge of the Knowledge/Operational Departments)
- Secretary: Director, Tourism Market Intelligence and Competitiveness
- Rapporteur: Technical Coordinator, Publications
- Members: Chief, Member Relations  
Chief, Communications  
Internal Coordination Officer, Office of the Secretary-General
- Operational Departments
- Members: Director, Innovation, Education and Investments  
Director, Sustainable Development of Tourism  
Chief, Ethics, Culture & Social Responsibility  
Chief (acting), Statistics  
Coordinator, Institutional Relations and Partnerships

## Regional and other Departments

Members: Director, Affiliate Members  
 Legal Counsel, Office of the Legal Counsel  
 Deputy Director, Technical Cooperation and Silk Road  
 Director, Regional Department for Africa  
 Director, Regional Department for the Americas  
 Director, Regional Department for Europe  
 Director, Regional Department for Asia and the Pacific  
 Director, Regional Department for the Middle East

**Section 6****Working methods of the UNWTO Research Committee**

6.1 Meetings shall be conducted as follows:

- (a) Meetings are called by the Chair.
- (b) Participation in the meetings shall be defined according to the agenda and decided by the Chair.
- (c) The Chair may call on the any other Department(s) or individual(s) besides the members of the Committee to participate in the meeting according to the agenda.
- (d) The Committee reports to the Secretary-General.
- (e) Minutes shall be prepared by the Rapporteur and shared maximum a week after each meeting.

6.2 Workflow

**Section 7****Final provisions**

7.1 The present bulletin shall enter into force on the date of its issuance.

7.2 The present bulletin shall supersede section III of Circular NS/787 on the Research and Publications Committee.

## **Annex V: Terms of reference of the UNWTO Global Working Group on Health and Travel & Tourism**

---

### **I. Background**

1. The impact of the COVID-19 presents significant challenges in global tourism and countries, businesses and international organizations together need to jointly lay the foundations for restoring consumer trust in travel and for sustainable and resilient recovery.
2. Since the outset of the pandemic UNWTO has worked closely with the World Health Organization (WHO) at the highest coordination and technical levels on measures and messaging impacting on tourism. WHO has been also an active member of the UNWTO Global Tourism Crisis Committee.
3. Recognizing that health, travel and tourism are deeply interconnected in the globalized world and the need to elaborate the evidence for policy measures and facilitate country the Secretariat was requested by the Executive Council “to consider the establishment of a global Working Group on Health and Travel & Tourism with the aim to draw the lessons from the COVID crisis to generate greater resilience within travel and tourism and to ensure preparedness in the face of future threats” by [decision 3 \(CXVII\)](#), adopted at its 117th session held in Marrakesh (Morocco) on 23-25 November 2022.
4. The present terms of reference establish the mandate, functions, composition and modalities for the inception and operationalization of the UNWTO Global Working Group on Health and Travel & Tourism (hereinafter referred to as the “Working Group”).

### **II. Composition**

5. The Working Group will be composed of government representatives from UNWTO Members States with relevant expertise.
6. All Full Members of UNWTO may be members of the Working Group. Member States wishing to be represented at the Working Group will designate a focal point. Member States may also consider inviting as part of their delegation to the Working Group meetings experts from the public or private sector, depending on the topics and themes to be discussed at a specific session.
7. The Secretariat will constitute a consultative group of experts within the Working Group composed of specialized experts, designated in consultation with the Working Group, for the preparation of reports or contribute with technical expertise, whose composition may vary according to the specific topics agreed with the Working Group. The composition of this consultative group of experts will aim at ensuring gender balance and the widest geographical representation. Experts shall be independent from any government or organization and serve in their personal capacities and on a voluntary basis.
8. Relevant stakeholders including Affiliate Members, United Nations Agencies and International Organizations, both governmental and non-governmental, may be invited to participate in the discussions of the Working Group as Observers to provide relevant input and expertise on the specific topics of discussion. The Working Group will clarify the modalities of participation of Observers in its Rules of Procedure.

### **III. Working modalities**

9. The Working Group will work remotely in order to maximize its impact and efficiency. In addition, virtual or in-person meetings will be organized, as appropriate, by the Secretariat for decision-making.
10. The Working Group will hold at least one meeting per year.
11. The UNWTO Secretariat will not cover the cost of participation of Working Group's Members, observers, experts and invited participants at meetings, either virtual or in-person. Nothing in these Terms of reference shall be deemed to represent a financial implication or commitment on UNWTO. UNWTO shall not be responsible for any fees, costs or expenses related to or incur any

liabilities in connection with the participation of members, observers, experts and invited participants in the Working Group.

12. The Working Group will adopt its Rules of Procedure at its first meeting and will appoint a Chair and Vice-Chair among its Members for the period 2023-2024 ensuring a balanced geographical representation of Member States.
13. The Rules of Procedure of the Working Group will be adopted pursuant to rule 32 of the Rules of Procedure of the Executive Council, to which they are subordinate. Should circumstances arise, which are not provided in the rules of procedure of the Working Group, the rules of procedure of the Executive Council shall apply *mutatis mutandis*.
14. provisional agenda will be circulated among the Members prior to each meeting. At the end of each meeting, the Working Group will adopt its agreed conclusions and recommendations.
15. The working language will be English. Interpretation will not be provided, unless otherwise decided by the Secretariat. Meetings will be recorded.
16. The Tourism Market Intelligence and Competitiveness Department will be servicing the Working Group, in coordination with other departments of UNWTO, as necessary.

#### **IV. Mandate and functions:**

17. The Working Group shall adopt a holistic approach to health and travel and tourism. The Working Group mandate is to draw from the lessons from the COVID crisis and to strengthen coordination between tourism and health to generate greater resilience within travel and tourism and to ensure preparedness in the face of future threats.
18. The mandate of the Working Group shall be two years, with the possibility of extension. The extension of the Working Group's mandate is subject to UNWTO's review concerning priorities, outcomes and impact assessment.
19. The Working Group shall be a subsidiary body of the Executive Council and shall report periodically to it.
20. The competency of the Working Group refers to areas of work aiming at:
  - i. Strengthening the coordination between tourism and health through enhanced governance mechanisms;
  - ii. Elaborating lessons learned from the COVID-19 pandemic and identifying key priorities, challenges and opportunities;
  - iii. Contributing to lay the foundations for restoring consumer trust in travel and for sustainable and resilient recovery.
21. The Working Group shall have, inter alia, the following functions:
  - i. Develop policy guidelines and recommendations on better coordination between tourism and health;
  - ii. Provide policy makers and global tourism sector at large with recommendations that can enhance cross-border travel and evidence-based decision making; Act as a mechanism that can be activated at any time to prepare for possible future global health crisis;
  - iii. All activities and outputs of the Working Group, including guidelines, recommendations and establishment of governance mechanisms, will be submitted to the Executive Council for approval; and
  - iv. Carry out any other tasks as entrusted by the Council.
22. The Working Group will adopt its work plan for the period 2023-2024 in line with its mandate and functions established in the present terms of reference. The work plan of the Working Group will be revised periodically by its Members to ensure its relevance and will be reported as appropriate to the Executive Council.

## Annex VI: Calendar of UNWTO events 2023

Date	Name Event	Venue	Comments
<b>January</b>			
TBC	Final of the UNWTO Awake Tourism Challenge	Madrid	IEI Within the framework of Fitur
TBC	Workshop on tourism statistics for South Asia countries	Nepal (TBC)	STTC/RDAP
19	58 <sup>th</sup> AM Board	FITUR	AMD
20	AMCorner "Trends taking shape in the travel industry in 2023"	FITUR	AMD
18-22	Fitur	IFEMA	COMM
18	Guatemala's adherence to the ICTP – with the presence of the Ministers of Tourism of the Americas + ministerial photo	Guatemala Stand	RDAM /Guatemala
18	Meeting of Ministers of Tourism of the Americas	Casa de America	RDAM and CAF (Banco de Desarrollo de América Latina) (within the framework of FITUR)
18	Launch of the UNWTO Tourism Doing Business – Investment Guidelines for Paraguay	FITUR - IFEMA	IEI and RDME within the framework of FITUR)
18	Tourism for All: How can tourism companies and destinations champion their accessibility agenda?	FITUR, IFEMA Madrid, Spain	ECSR
19	UNWTO-CAF (Development Bank of Latin America) Investment Forum	FITUR, IFEMA	IEI/CAF (Development Bank of Latin America) within FITUR Next
26	2 <sup>nd</sup> INSTO INSIGHT Webinar on Measuring Tourism seasonality	Online	SDT
TBC	Training Course for Tourist Guides	Bahrain	IEI/ RDME
TBC	5th Masterclass of the Best Tourism Villages Network – Quality standards & intellectual property	Online	TMIC
<b>February</b>			
2-5	ASEAN Tourism Forum 2023 (ATF)	Yogyakarta, Indonesia	RDAP



7-9	UNWTO Tourism Tech Adventures innovation forum Qatar	Qatar	IEI
7-9	G20 1st Working Group Meeting	Rann of Kutch, India	TMIC
14-17	Global Tourism Innovation Forum (GTIF) Israel 2023 in collaboration with UNWTO and Regional Final (Europe) of the UNWTO Awake Tourism Challenge	Tel Aviv, Israel	IEI and RDEU Within the framework of IMTM Fair at EXPO Tel Aviv
15-17	XIII Ibero-American Conference of Ministers of Tourism	Punta Cana, Dominican Republic	SEGIB with the support of UNWTO
16	Technical INSTO Webinar on Solid Waste Management	Online	SDT
23	3 <sup>rd</sup> INSTO INSIGHTS Webinar on Measuring Water Management	Online	SDT
end February – beginning of March (TBC)	Measuring the Sustainability of Tourism side event in the framework of the 54 <sup>th</sup> UN Statistical Commission	New York	STTC
TBC	6th Masterclass of the Best Tourism Villages Network - Global Tourism Plastics Initiative	Online	TMIC
28	1 <sup>st</sup> Annual Network Meeting	AlUla, Saudi Arabia	TMIC
<b>March</b>			
1-2 March	Investopia Forum	Abu Dhabi, UAE	OFSG/RDME
TBC	UNWTO Tourism Tech Adventures innovation forum Panama	Panama	IEI
TBC	Training session for the UNWTO Digital Futures for SMEs Programme	Morocco	IEI
TBC	UNWTO Tourism Tech Adventures innovation forum Morocco	Morocco	IEI
7	LDC 5: Session on Sustainable Tourism	Doha, Qatar	ED Office, IEI and TUI Care Foundation within LDC5

8	LDC 5: UNWTO Side event on Harnessing Innovation and Entrepreneurship in Tourism as Tools for Sustainable Development in LCDs	Doha, Qatar	IEI within LDC5
9	UNWTO Roundtable Discussion "Connecting sports tourism to health"	ITB Berlin	AMD
7-8 (TBC)	FAO-UNWTO GIAHS On-line webinars "Tourism and rural development"	Online	TMIC RDEU
7- 9	ITB Berlin	Berlin	UNWTO participation: TBC
11	Launch of the UNWTO Women in Tech Startup Competition: Middle East	Riyadh, Saudi Arabia	IEI within Biban 23 Forum – Saudi Arabia
12-13	Best Tourism Villages by UNWTO Ceremony II Edition and First BTV Network Annual Meeting	AlUla, Saudi Arabia	TMIC RDME
15-17	UNWTO Regional Workshop on Measuring Tourism in Asia and the Pacific	Kathmandu, Nepal	RDAP, STTC
15-17	UNWTO Tourism Tech Adventures innovation forum – Canarias	Gran Canaria, Spain	IEI
16	4 <sup>th</sup> INSTO INSIGHTS Webinar on Measurement of Economic Benefits	Online	SDT
22	Workshop with UNWTO Startup Community and Ecosystem Stakeholders: Spain	Madrid, Spain	IEI
23	UNWTO Side Event at the UN 2023 Water Conference on Water and Tourism, Challenges and Opportunities	UN New York, USA	SDT

23-24	Think Tank on Talent in Wine Tourism	Haro (La Rioja), Spain	TMIC
28	UNWTO participation at the National Workshop (New Delhi, India) on 'Tourism in Mission Mode: Convergence and Public Private Partnership ahead of/in preparation of the 1st Global Tourism Investors' Summit, 17-19 May 2023, New Delhi, India	New Delhi, India	IEI / Organized by the Ministry of Tourism of India and Invest India
TBC	7th Masterclass of the Best Tourism Villages Network - Gender and accessibility	Online	TMIC
TBC	1 <sup>st</sup> Meeting joint Coalition on Health and Tourism WHO-Europe-UNWTO	Online	TMIC
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	ROME Riyadh, Saudi Arabia	TMIC
30-31	2 <sup>nd</sup> Edition of the Sustainable Destinations Summit (organized by Fundació de Turisme de Mallorca in collaboration with UNWTO)	Mallorca	SDT
<b>April</b>			
3-5	Global Tourism Forum	Albania	RDEU
3-5	G20 2 <sup>nd</sup> Working Group Meeting	Siliguri, India	TMIC
4-6	World Travel Market Latam	Sao Paulo	UNWTO participation: tbc
20	5 <sup>th</sup> INSTO INSIGHTS Webinar on measurement of Solid Waste Management	Online	SDT
26-27	2 <sup>nd</sup> World Sports Tourism Congress	Zadar, Republic of Croatia	AMD
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	TBC, Europe	TMIC
<b>May</b>			

April/May (TBC)	21 <sup>st</sup> Committee on Statistics	TBC	STTC
TBC	One Planet mini webinar series on greenhouse gas emissions in tourism (Glasgow Declaration)	TBC	SDT
1-4	Arabian Travel Market	Dubai	UNWTO participation: tbc
2-4 (TBC)	UNWTO Tourism Tech Adventures innovation forum Morocco	Morocco	IEI
3	UNWTO Side Event: "Harnessing Innovation and Entrepreneurship in Tourism as drivers of Sustainable Development"	Online	IEI within the 8 <sup>th</sup> STI Forum (STI Forum (Multi-stakeholder Forum on Science, Technology and Innovation for the Sustainable Development Goals))
4-7	World Tourism Industry Conference	Republic of Korea	RDAP
TBC	8th Masterclass of the Best Tourism Villages Network - Digital solutions to drive participation for tourism	Online	TMIC
8	UNWTO Tourism Boards CEO's Think Tank Dialogue in the Framework of Africa Travel Indaba	Durban – South Africa	RDAF
8-10	UNWTO participation at the INVEST - UAE - Annual Investment Meeting (AIM)	Abu Dhabi, United Arab Emirates	IEI
11	3rd Meeting CMAM	Virtual	AMD
11-12	International Tourism Conference	Montenegro	RDEU
16-18	118 <sup>th</sup> session of the Executive Council	Punta Cana, Dominican Republic	COSE
17-19	UNWTO participation at the 1st Global Tourism Investors' Summit	New Delhi, India	IEI, Ministry of Tourism of India and Invest India
18	6 <sup>th</sup> INSTO INSIGHTS Webinar on Energy Management at Destination	Online	SDT
19-20	UNWTO Tourism Tech Adventures innovation forum Panama	Panama City, Panama	IEI
22-23	30 <sup>th</sup> World Committee on	UNWTO HQ	ECSR

	Tourism Ethics Meeting		
22-24 (TBC)	G20 3 <sup>rd</sup> Working Group Meeting	India	TMIC
23-25	Launch of the Small Grants Programme	TBC	TMIC
TBC	Launch of the Self-assessment tool	TBC	TMIC
29-31 TBC	One Planet network side event during the 2 <sup>nd</sup> Session of the Intergovernmental Negotiating Committee (INC-2) to develop an international legally binding instrument on plastic pollution	Paris, France	SDT (UNEP led)
31 May-2 June	68 <sup>th</sup> meeting of the Commission for Europe	Sofia, Bulgaria	RDEU
May-June (TBC)	UNWTO Students' league Grand Global Final	TBC	YTD
May-June (TBC)	International Silk Road Conference	Baku, Azerbaijan	TCSR
<b>June</b>			
5 (TBC)	Technical session on Biodiversity and Tourism	Online	SDT
TBC	One Planet Technical Session on Policy Guidance for Climate Action by National Tourism Authorities	Online	SDT
TBC	One Planet mini webinar series on climate action planning (Glasgow Declaration)	Online	SDT
7-8-June	49 <sup>th</sup> Meeting of the Regional Commission for the Middle East+ Conference	Jordan	RDME
TBC	9 <sup>th</sup> Masterclass of the Best Tourism Villages Network - Integration of local producers into the tourism value chain	Online	TMIC
9-10	European Youth Event (EYE): panel with GYTSers	Brussels	RDEU
10	UNWTO Students' league-Bosnia and Herzegovina-Final4 Event	Sarajevo, Bosnia and Herzegovina	YTD

15-17	35th Joint Meeting of the UNWTO Commission for East Asia and the Pacific & the UNWTO Commission for South Asia (35th CAP-CSA), 55th Meeting of the UNWTO Commission for East Asia & the Pacific (55th CAP), 59th Meeting of the UNWTO Commission for South Asia (59th CSA) and UNWTO Global Conference on International Code for the Protection of Tourists	Phnom Penh, Cambodia	RDAP, LGCO
19-22	G20 4 <sup>th</sup> Working Group Meeting and G20 Tourism Ministers' Meeting	Goa, India	RDAP, TMIC
21-22	G20 Tourism Ministers' Meeting	Goa, India	RDAP, TMIC
22	7 <sup>th</sup> INSTO INSIGHTS Webinar on Wastewater Management at Destination Level	Online	SDT
26 -28	66 <sup>th</sup> Regional Commission for Africa (CAF) on "Rethinking Tourism for Africa: Promoting Investment and partnerships; Addressing global challenges"	Mauritius	RDAF
27-28	68 <sup>th</sup> Regional Commission for the Americas	Galápagos, Ecuador	RDAM
TBC	Seminar on the International Code for the Protection of Tourists within the framework of the 68 <sup>th</sup> Regional Commission for the Americas	Galápagos, Ecuador	LGCO and RDAM
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	TBC, Asia-Pacific	TMIC
TBC	Tourism Investment Forum	Indonesia	RDAP
<b>July</b>			
6	8 <sup>th</sup> INSTO INSIGHTS Webinar on	Online	SDT

	Accessibility at Destination Level		
26	Regional Commission for Africa (CAF)	Mauritius	RDAF
<b>August</b>			
TBC	International Conference on Responsible Tourism and Hospitality 2022	Bogor, Indonesia	RDAP
<b>September</b>			
TBC	Expert meeting on audio-visual	Madrid	AMD
TBC	One Planet mini webinar series on food waste reduction in tourism	Online	SDT
6-8 (TBC)	World Tourism Investment Summit	Yerevan, Armenia	RDEU
14	9th INSTO INSIGHTS Webinar on Measurement of Employment at Destination Level	Online	SDT
18 September	United Nations SDGs Summit	New York, USA	OFED, IRP
21-23	Global Tourism Economy Forum (GTEF)	Macao, China	RDAP
TBC	IFTM-UNWTO Training Programme on Gastronomy Tourism	Macao, China	RDAP
27 Sept	World Tourism Day	Riyadh, Saudi Arabia	IEI (Investments)
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	TBC, Africa	TMIC
TBC	Qatar Awards	Doha, Qatar	TECO, RDME
<b>October</b>			
5-6	8th UNWTO World Forum on Gastronomy Tourism	San Sebastian, Spain	TMIC RDEU
16-20	25 <sup>th</sup> session of the UNWTO General Assembly	Uzbekistan	COSE RDEU
TBC	13 <sup>th</sup> Meeting of the Committee on Tourism and Competitiveness (CTC)	Uzbekistan	TMIC Within the framework of the Twenty-fifth session of the GA of UNWTO
TBC	18 <sup>th</sup> Meeting of the CTS	Uzbekistan	SDT



			Within the framework of the Twenty-fifth session of the GA of UNWTO
TBC	High-Level Summit on “Sustainable Tourism and Inclusive Green Growth for a Sustainable and Resilient Future”	Uzbekistan	SDT Within the framework of the Twenty-fifth session of the GA of UNWTO
TBC	4th meeting CMAM	Uzbekistan	AMD
TBC	44th AM Plenary	Uzbekistan	AMD
TBC	17 <sup>th</sup> Meeting of the CTS	Croatia	SDT
TBC	2023 Annual INSTO Meeting	Madrid, Spain	SDT
TBC	17h UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China	RDAP
<b>November</b>			
TBC	World Travel Market	London	
TBC	Annual Meeting of the Best Tourism Villages Network  Best Tourism Villages 2023 Ceremony	TBA	TMIC
6	59 <sup>th</sup> AM Board Meeting	WTM London	AMD
12 - 14	Regional Media Training Workshop	Zimbabwe	RDAF
16-17	2nd (UNWTO) Conference on Accessible Tourism in Europe	San Marino	ECSR and RDEU.
22-24	7 <sup>th</sup> UNWTO Global Conference on Wine Tourism	Logroño (La Rioja), Spain	TMIC RDEU
TBC	17 <sup>th</sup> UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy	TBC, Viet Nam	RDAP
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	TBC, America	TMIC
TBC	10 <sup>th</sup> INSTO INSIGHTS Webinar on Climate Action	Online	SDT
30 – 1 December	Africa Tourism Education Forum	Algeria	RDAF
<b>December</b>			

1-12 TBC	Side-events on the Glasgow Declaration at UNFCCC COP28	UAE	SDT
TBC	Launch of the UNWTO Observatory on Rural Tourism and its online Knowledge Hub Platform		TMIC
TBC	UNWTO Asia-Pacific INSTO Workshop	Cebu, the Philippines	RDAP, SDT
TBC	BTV Annual Meeting & Awards Ceremony	TBC	TMIC
6	Malta National Tourism Conference	Malta	RDEU
11 -15	UNWTO 3 <sup>rd</sup> Global Investment Forum in Africa with a focus on aviation	Mozambique	RDAF
TBC	11th INSTO INSIGHTS Webinar on Governance	Online	SDT

**Events with no approximate date/ venue:**

- Regional Executive Training on Strategic Planning for Tourism and Rural Development (one per region)
- 1<sup>st</sup> Academic Conference on the International Code for the Protection of Tourists (Salamanca, Spain)
- Establishment of the UNWTO Legal Observatory in the Americas
- IEI (TBC September-November) UNWTO Tourism Tech Adventures innovation forum - Colombia on Community-based Tourism
- IEI (TBC) UNWTO Tourism Tech Adventures (Final and/or Regional Finals of the UNWTO Awake Tourism Challenge)
- IEI and RDAF (TBC) 3<sup>rd</sup> UNWTO Global Investment Forum in Africa