



Survey Findings on Members' Priorities for the UNWTO Programme of Work (PoW) 2024-2025 and the Long-term Vision

Rationale of the Survey

- Define short and long-term approaches in terms of the sector's development vision and the required reforms for the Organization
- Identify member and non-member States' primary needs, challenges, and viewpoints for the UNWTO to address tailored services
- Consolidate feedback from the public sector and the industry stakeholders to reflect as a unified voice in the PoW

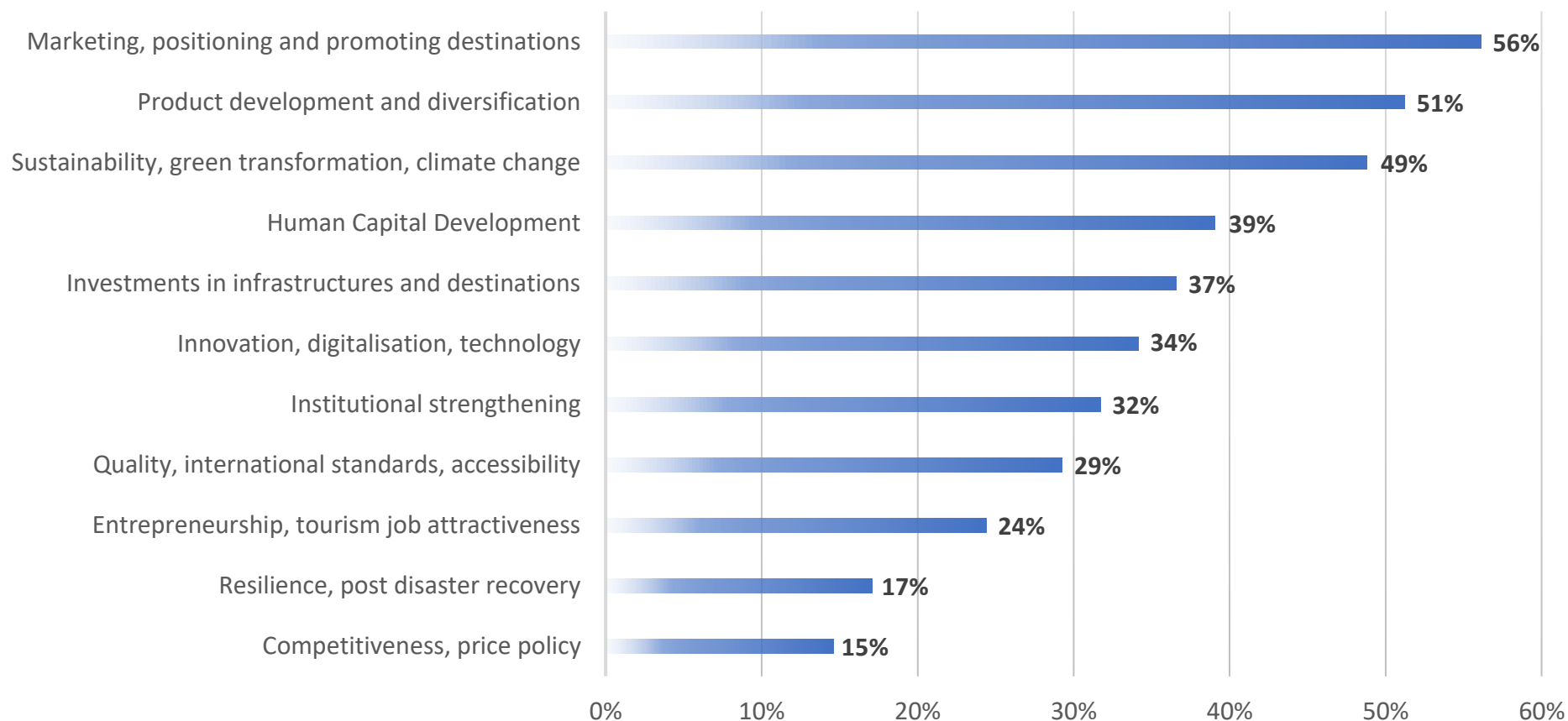
Characteristics of the Survey

- Planning and implementation phases and the rigor and transparent process
- Robust and reliable qualitative data derived and inductive method employed
- Closed and open-ended questions
- Diversity of focus: global, regional, sub-regional and national

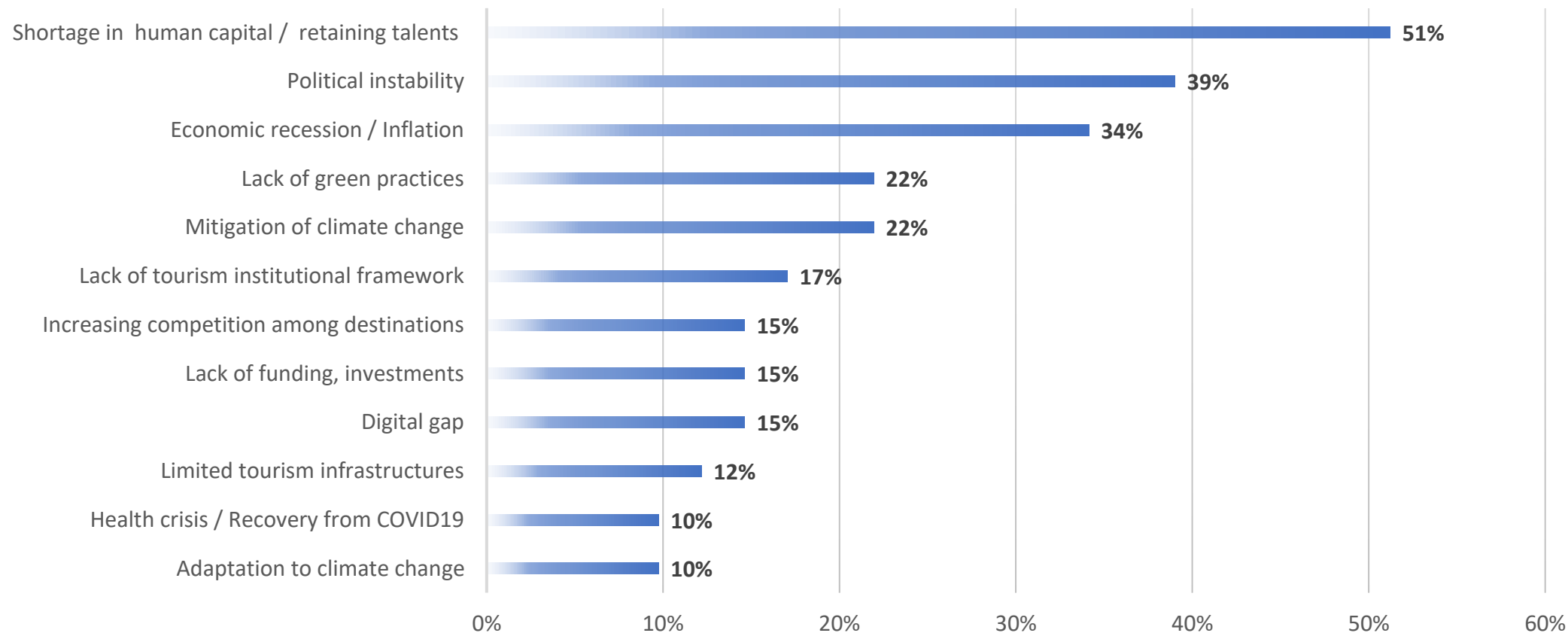
Level of Performance

- 132 Member States and 4 Associate Members
- 82% of coverage of the entire membership (Full and Associate)
- **Contributions received from 41 European States i.e. 100%**
- Contributions received from 7 non-member States (worldwide)

Members Priorities for 2024-2025 (Europe)



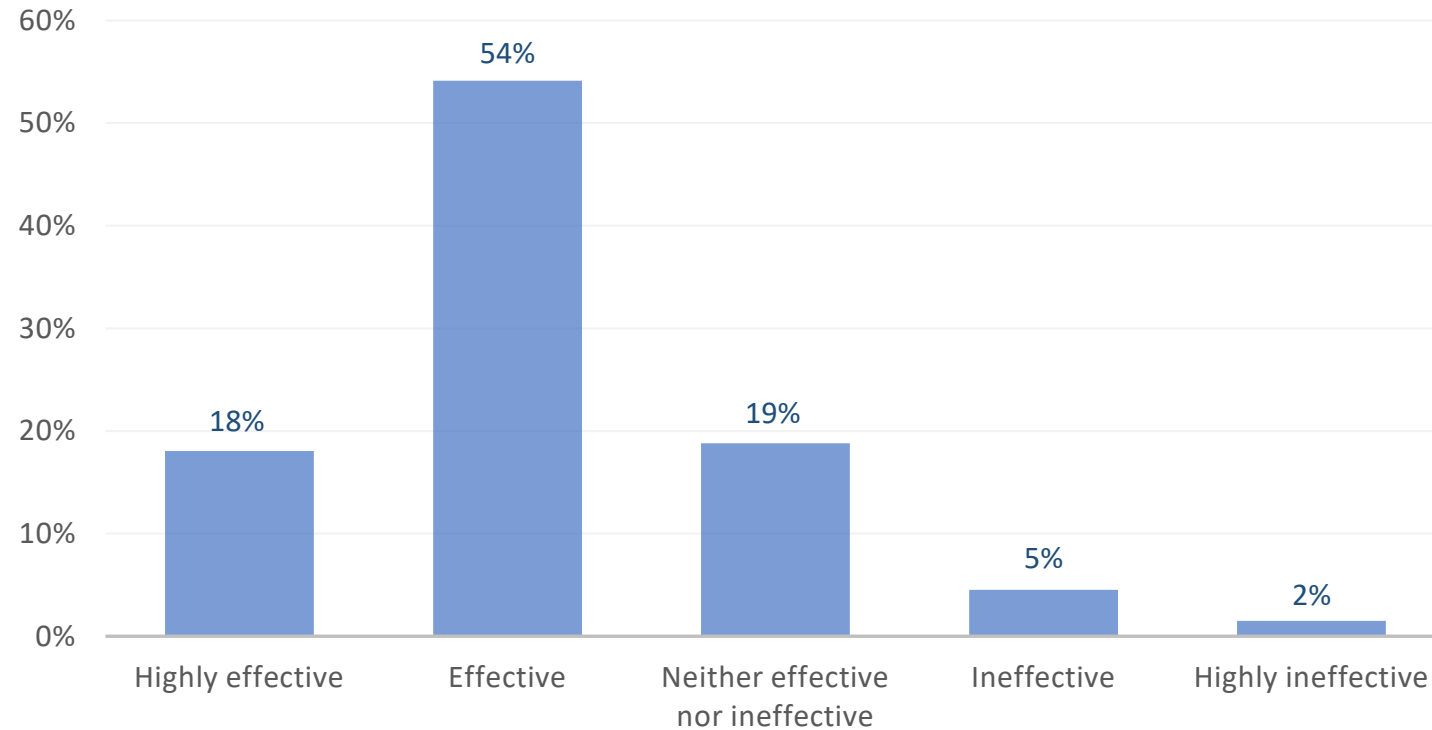
Short-term Challenges and Threats (Europe)



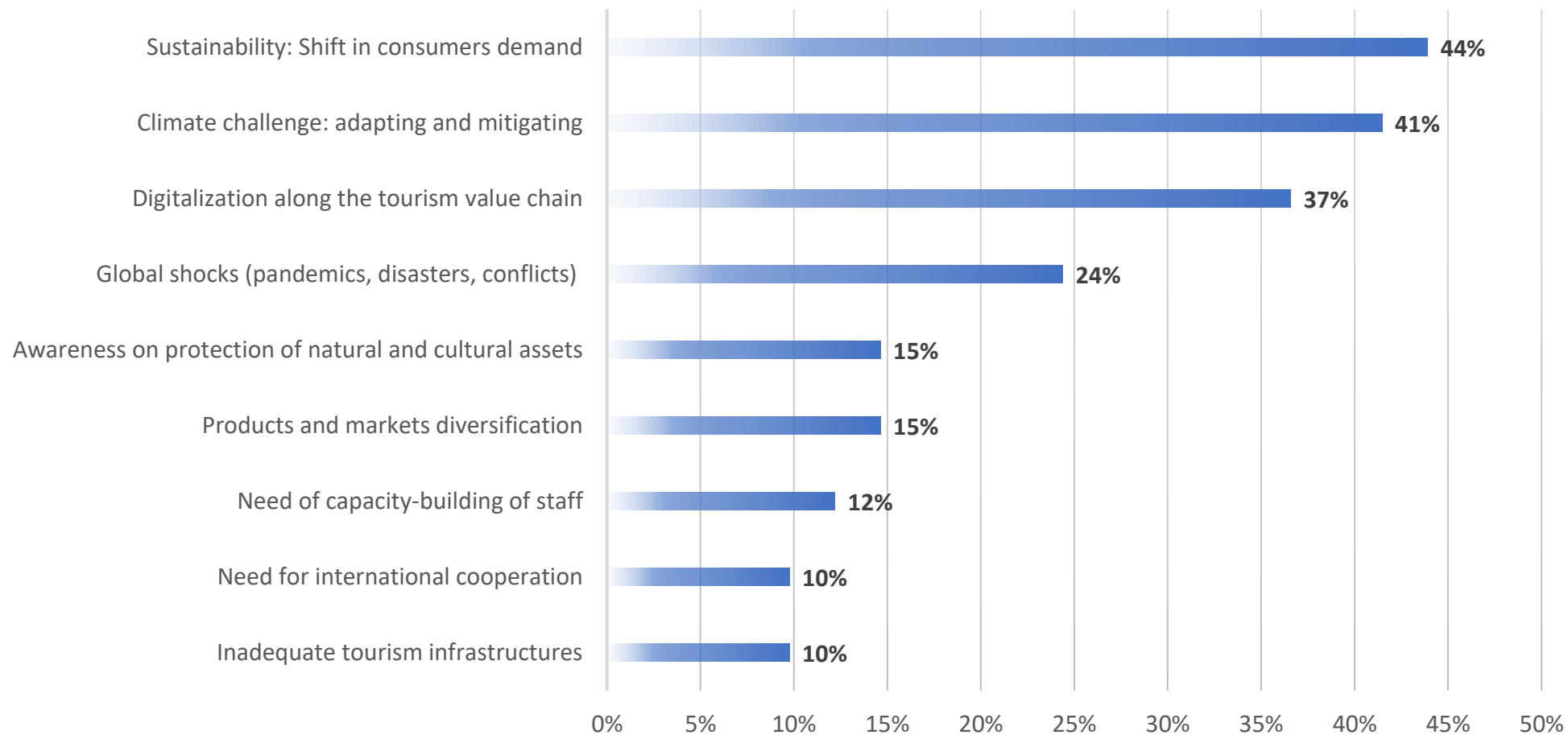
Opportunities for 2024-2025 (Europe)

Reform of tourism legal and policy framework or governance model	54%
Growing demand for specific destinations and products	41%
Innovation and digitalization	34%
Diversification of, or proximity with, source markets	34%
Diversification / differentiation of tourism offer	32%
Domestic tourism	15%
Regional cooperation	15%
Raising quality (standards, labels)	15%
Favourable investment, PPP and business environments	12%
Strong potential: unique or unexplored natural or cultural assets	12%

Measuring the UNWTO Effectiveness



The sector's long-term development patterns (Europe)



The value of UNWTO in terms of outputs: Long-term approach

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- **Creating and disseminating knowledge: policy guidance, standards, regulatory frameworks, data, market intelligence**
 - Mainstreaming tourism in the global, regional and national agenda: Advocating the value of tourism on a political level and in different fora
 - Supporting Members in their efforts on the ground to develop and promote the tourism sector: technical cooperation, training, etc.
 - Building partnerships in tourism: Engaging with the private sector, NGOs, academia and research institutions, civil society and the UN system
 - Mobilizing resources for development through tourism

Desirable Changes for the UNWTO's Internal and External Environments (Europe)

Sharing of experiences, lessons learnt and best practices among Members	17%
More involvement of Members' delegates in activities	17%
More training and capacity-building courses on demand, including online	15%
Specific technical assistance by experts	15%
Adapt PoW according to regions and levels of development	15%
Enhance cooperation among members (twin programs, networks, etc.)	12%
Direct financial or in-kind assistance	12%
Support public-private partnerships	12%
Better communication on and access to content of UNWTO activities and data	10%
More sustainability	10%

An Extensive Consultative Process

EC 118: is informed on outline PoW

**Regional Commissions:
discuss lines of action PoW**

EC 119: endorses draft PoW

GA 25: approves PoW



68th CEU

Commission for Europe

31 MAY – 2 JUNE 2023, SOFIA, BULGARIA



REPUBLIC OF BULGARIA
Ministry of Tourism