68th CEU
Commission for Europe
31 May – 2 June 2023, Sofia, Bulgaria
IMPLEMENTATION OF THE UNWTO PROGRAMME OF WORK IN EUROPE
...from the WHAT to the HOW

Prof. Alessandra Priante
Director, Regional Department for Europe
Europe is tourism!
International tourist arrivals by region

Americas
- 2021: -63%
- 2022: -29%
- Q1 2023: -14%

Europe
- 2021: -59%
- 2022: -20%
- Q1 2023: -10%

Africa
- 2021: -72%
- 2022: -33%
- Q1 2023: -12%

Middle East
- 2021: -66%
- 2022: -10%
- Q1 2023: +15%

Asia Pacific
- 2021: -93%
- 2022: -72%
- Q1 2023: -46%
Best performing destinations: arrivals (Q1 2023)

- Albania: 54%
- Bulgaria: 27%
- Serbia: 27%
- Andorra: 23%
- Bosnia and Herzegovina: 22%
- Türkiye: 14%
- Portugal: 14%
- San Marino: 12%
Best performing destinations: receipts (Q1 2023)

- Romania: 123%
- Serbia: 108%
- Türkiye: 104%
- Portugal: 40%
- France: 26%
- Bulgaria: 21%
- Latvia: 13%
- Greece: 8%
- Slovenia: 5%
International tourism receipts by region (2022)

- **Europe**: 87% of 2019 receipts recovered in 2022
- **Africa**: 75% of 2019 receipts recovered in 2022
- **Middle East**: 71% of 2019 receipts recovered in 2022
- **Americas**: 68% of 2019 receipts recovered in 2022
- **WORLD**: 64% of 2019 receipts recovered in 2022
- **Asia-Pacific**: 28% of 2019 receipts recovered in 2022

% of 2019 receipts recovered in 2022 | not recovered
Prospects for the destination in 2023

- **World**
  - 24% much worse
  - 60% worse
  - 10% equal
  - 5% better
  - 5% much better

- **Africa**
  - 20% much worse
  - 58% worse
  - 42% equal

- **Americas**
  - 19% much worse
  - 70% worse
  - 8% equal
  - 3% better

- **Asia-Pacific**
  - 42% much worse
  - 50% worse
  - 6% equal
  - 6% better

- **Europe**
  - 20% much worse
  - 58% worse
  - 16% equal
  - 6% better
  - 6% much better

- **Middle East**
  - 80% much worse
  - 10% worse
  - 6% equal
  - 5% better

International tourist arrivals – change over previous year (%)
Tourism is Europe!
This is Europe
...in UNWTO!
Europe in UNWTO

Diverse membership
Diverse mix of nations at the crossroads of religions and cultures, covering 4 official languages of the UNWTO.

Tourism development divide
Leading tourism destinations and emerging markets with diverse sets of needs and priorities.

Politically complex subregions
 Numerous subregional stakeholders and policy counterparts.
68th CEU – Commission for Europe 2022

67th meeting of the UNWTO Commission for Europe (Yerevan, Armenia)

6 June 2022

Changing the Way We Travel, One Planet Forum at Stockholm+50 (Stockholm, Sweden)

1–3 June 2022

Global Youth Tourism Summit (Sorrento, Italy)

27 June – 3 July 2022

Blue Ecosystems for Regenerative Tourism, Forum Ocean (Lisbon, Portugal)

28 June 2022

Tourism Ocean Action – Towards a Circular and Regenerative Blue Economy, UN Ocean Conference (Lisbon, Portugal)

29 June 2022

6th UNWTO Global Conference on Wine Tourism (Alba, Italy)

6–7 July 2022

2022 Global INSTO Meeting (Madrid, Spain)

20–21 Oct. 2022

Smart Destinations Conference (Valencia, Spain)

23–25 Nov. 2022

UNWTO Events in Europe 2022
Europe accounts for 47.5% of all membership contributions.
Europe mobilized **99.05%** of assessed membership contributions for 2022.

- Europe: 99%
- Africa: 52%
- Americas: 60%
- Asia and the Pacific: 87%
- Middle East: 89%
• **Ukraine and neighbouring countries** settled their 2022 contributions despite the severe impact of the war in Ukraine on their national economies.

• Had a more unfavourable scenario materialized, the Organization could have experienced a serious shortfall in membership contributions from the entire region:
  • almost half of the UNWTO’s membership from the region
  • more than 10% of the total membership of the Organization (Full and Associate Members)
Beyond membership contributions (examples, 2022)

- Armenia: 39% membership contribution, 61% events
- Italy: 19% membership contribution, 78% events
- Azerbaijan: 43% membership contribution, 57% events
<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair/Co-chairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme and Budget Committee</td>
<td>chair (Switzerland)</td>
</tr>
<tr>
<td>Committee on matters related to Affiliate Membership</td>
<td>2 co-chairs (Austria, Spain)</td>
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<tr>
<td>Committee on Statistics</td>
<td></td>
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<tr>
<td>Committee on Tourism and Competitiveness</td>
<td>chair (Croatia)</td>
</tr>
<tr>
<td>Committee on Tourism and Sustainability</td>
<td>1 co-chair (Portugal)</td>
</tr>
<tr>
<td>Committee on Tourism Online Education</td>
<td></td>
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<tr>
<td>World Committee on Tourism Ethics</td>
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</table>
Regional Department for Europe: where the magic happens...
“We serve the UNWTO Member States in the Region to achieve the **highest standards of performance** in tourism policy and tourism governance by establishing **adequate contents** in the UNWTO Programme of Work.”
Prerequisites of tourism excellence

Measurement

Planning

Management
Intraorganizational collaboration

• Managerial
• Inter-regional
• Inter-departmental

Interorganizational collaboration

• Members
• International Organizations
• Public Sector

How we do it?
Official visits and missions

Advocacy

Knowledge Sharing

Partnerships

How we do it?
Core pillars of recovery & growth

- Sustainability
- Jobs & skills
- Investments & innovation
- Tourism for rural development
*another officer on loan in the Tourism Market Intelligence and Competitiveness Department*
Country distribution

Azer
- Azerbaijan
- Czechia
- Hungary
- Slovakia
- Türkiye
- Flanders
- Madeira

Davronbek
- Belarus
- Kazakhstan
- Kyrgyz Republic
- Tajikistan
- Turkmenistan
- Uzbekistan

Jacopo
- Armenia
- Cyprus
- Italy
- Malta
- Romania
- San Marino

Matilde
- Greece
- Monaco
- France
- Holy See

Nedim
- Albania
- Bosnia & Herzegovina
- Bulgaria
- Croatia
- Montenegro
- North Macedonia
- Serbia

Nina
- Andorra
- Austria
- Germany
- The Netherlands
- Slovenia
- Spain
- Switzerland

Nodar
- Georgia
- Israel
- Lithuania
- Republic of Moldova
- Poland
- Portugal
- Ukraine
Ongoing internship cooperations

- Masaryk University
- Debrecen University
- Klaipėda University
- InHolland University of Applied Sciences
- Lech Kaczynski National School of Public Administration
- University of South Bohemia
- Vilnius Kolegija / University of Applied Sciences
- Wegeningen University
- Vilnius University - Faculty of Economics and Business Administration
Focal Points:
the goldmine of RDEU

• **adding value** to the work of the organization
• reliable source of **information**
• element of **stability** during political change

• **4 informative webinars**
  (September and December 2022, February and April 2023)
Regional Department for Europe: innovating communication & knowledge sharing...
TO-DO:
1. Scan you QR code!
2. Check data and info!
3. Give feedback to RDEU@unwto.org!
4. Keep your QR code – it never changes!
BULGARIA

IDENTIFICATION

Bulgaria
Member State
Admission: 1976
100+ users
880+ sessions started
400+ hours of activity
Telegram

- **20** subscribers
- **10** countries
Europe: we stand by our Members!
Political outreach

- High-level bilateral meetings:
  - 27 Members with the Secretary-General
  - additional 3 Members with the regional director
  - two thirds of all Members in the region
- High-level visits in the region:
  - 8 Members by the Secretary-General
  - additional 6 Members by the regional director
  - over 30% of all Members in the region
Supporting Members’ events

40+ appearances by the regional director in person, virtually or with pre-recorded messages
Europe: championing UNWTO’s Programme of Work
Innovation

**Awake Tourism Challenge**

- Applications: 26% Europe, 53% other regions
- Finalists: 53% Europe, 53% other regions
- Winners: 60% Europe, 40% other regions
• educational institutions from **Spain, Switzerland, Türkiye**
• Agreement signed with an institution from **Greece** for additional courses
• Top users’ countries: **Spain, Italy, Portugal, UK, Greece**
Country guidelines

Thematic events

Investments
<table>
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<tr>
<th></th>
<th>Europe</th>
<th>Other Regions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Best Tourism Villages</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>Upgrade Programme</td>
<td>51%</td>
<td></td>
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Tourism for rural development

32 villages in 13 countries
Main challenges for rural development through tourism in Europe:

1. Infrastructure
2. Population and economy
3. Governance and financial mechanisms
Mountain tourism

- Working group
- Research
- In collaboration with FAO
Working Group on Health and Travel & Tourism

strengthen coordination

generate resilience

ensure preparedness for future threats
Austria, Cyprus, Czechia, France, Germany, Greece, Italy, Netherlands, Portugal, Spain, Switzerland
Belgium, Estonia, Finland, Ireland, Russian Federation, United Kingdom

Sustainability

Global Tourism Plastics Initiative

Europe: 63%
Other regions: 37%
from 23 members and 9 non-members

Glasgow Declaration
Climate Action in Tourism

Sustainability

signatories

44%
56%

Europe
other regions
Sustainability

- Croatia (1)
- Greece (1)
- Italy (1)
- Portugal (3)
- Spain (6)

Europe: 68%
Other regions: 32%
Austria, Germany, Greece, Italy, Netherlands, Spain, Sweden, United Kingdom

European Commission, European Environment Agency
Centre Stage: Women’s empowerment during the COVID-19 recovery

- **partners:** Federal Ministry for Economic Cooperation and Development of Germany, UN Women
- **beneficiaries:** Jordan, Costa Rica, the Dominican Republic, Mexico
- **strengthening, coordinating and focusing work on gender equality in tourism governmental institutions and businesses**

Empowering Young Women: Sustainable Livelihoods through Tourism

- **partner:** Estonian Development Cooperation
- **beneficiary:** Republic of Moldova
- **tourism gender value chain analysis and a rapid tourism training needs assessment**
• First global event in 2022
• 115 participants from 57 countries
• **29 European countries** (51%)
• 11 ministers and other level government representatives
• 40+ VIPs, partners and speakers

• **Sorrento Call to Action**: Youth for Sustainable Tourism
#StrongerTogether
European Union
European Tourism Day 2023

DIGITAL FUTURES PROGRAMME FOR TOURISM SMES IN EUROPE
• Best Tourism **Villages** by UNWTO – FAO’s Globally Important Agricultural Heritage Sites
• **Digital** Villages
• Advancing **Gastronomy Tourism** in Africa
• Knowledge development on **Mountain Tourism**
• Global Youth Tourism Summit
• First UNWTO report for the **Youth2030 Scorecard for UN Entities**
• ECOSOC Youth Forum
MoU extended for an additional period of two years

2nd International Black Sea Symposium: 30 years of Black Sea Economic Cooperation (November 2022, Athens, Greece)

BSEC Working Group on Tourism
The future looks bright: 
RDEU is lighting the bulb
What do we need?

- Consolidation of streamline of activities
- Balanced matrix of activities
- Stronger coordination
- Introduction of KPIs
UNWTO Events in Europe in 2023

- Tourism Ocean Action for a Net Zero Future (Copenhagen, Denmark)
  - 10 June 2023

- World Tourism Investment Summit (Yerevan, Armenia)
  - 19-20 Sep. 2023

- 8th UNWTO World Forum on Gastronomy Tourism (San Sebastián, Spain)
  - 16-20 Oct. 2023

- 2023 Annual INSTO Meeting (Madrid, Spain)
  - Oct. 2023

- 7th UNWTO Global Conference on Wine Tourism (Logroño, Spain)
  - 16-17 Nov. 2023

- UNWTO Students’ league – Bosnia and Herzegovina Final4 Event (Sarajevo, BIH)
  - 8 June 2023

- 4th meeting of the Working Group of Experts on MST (Marbella, Spain)
  - 6-8 Sep. 2023

- 25th session of the UNWTO General Assembly (Samarkand, Uzbekistan)
  - 5-8 Oct. 2023

- 2nd UNWTO Conference on Accessible Tourism in Europe (San Marino)
  - 22-24 Nov. 2023

- 1st Academic Conference on the International Code for the Protection of Tourists (Salamanca, Spain)
  - Dec. 2023
Education and training

• Big Data
• Destination Management
• Digital Marketing
• Sustainability
Mega events
• Digitalization and Disruptiveness for Sustainable Event Management
• Inclusiveness and Accessibility

MICE tourism
• Promotion and Marketing
• Technology for attendee engagement and infrastructure

UNWTO Start-up Competition for Mega Events and MICE tourism
Research

• Mountain tourism
• Coastal & maritime tourism
• Inland waterway tourism
• Cycling tourism
• EU27 tourism trends
• Diaspora tourism
• Youth engagement in destination planning
Subregional collaboration and thematic networks

Southeast Europe
Central Asia

Agriculture
Diaspora
Health
Mountain
Youth Empowerment

• Events
• Guidance and practical tools
• Research
• Training of trainers
Thank you for your attention!