





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!





2021: -59%

2022: -20%

Q1 2023: -10%

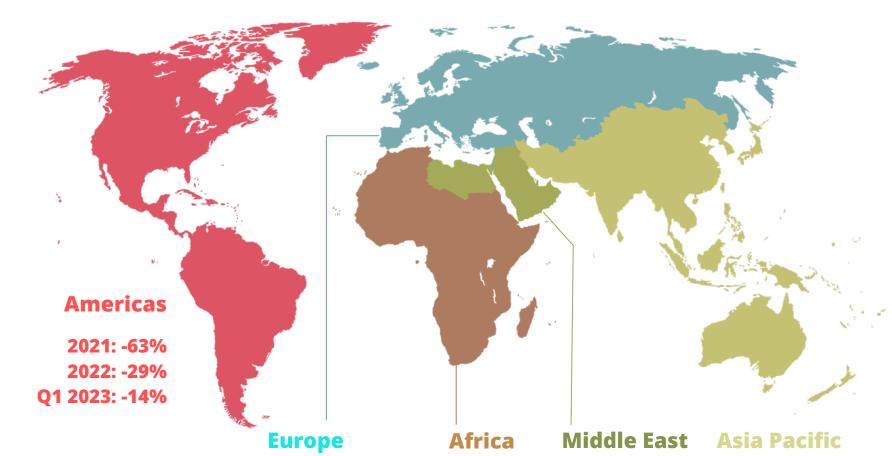


International tourist arrivals by region

-93%

-72%

-46%



-72%

-33%

-12%

-66%

-10%

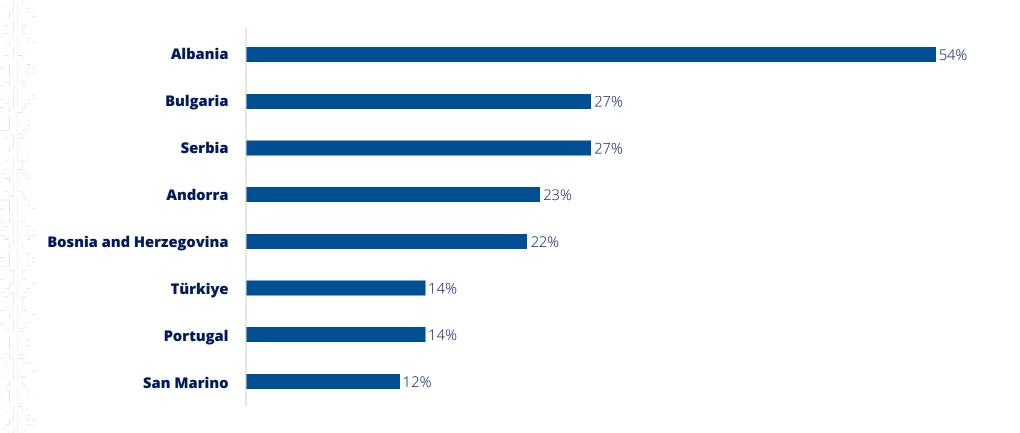
+15%







Best performing destinations: arrivals (Q1 2023)



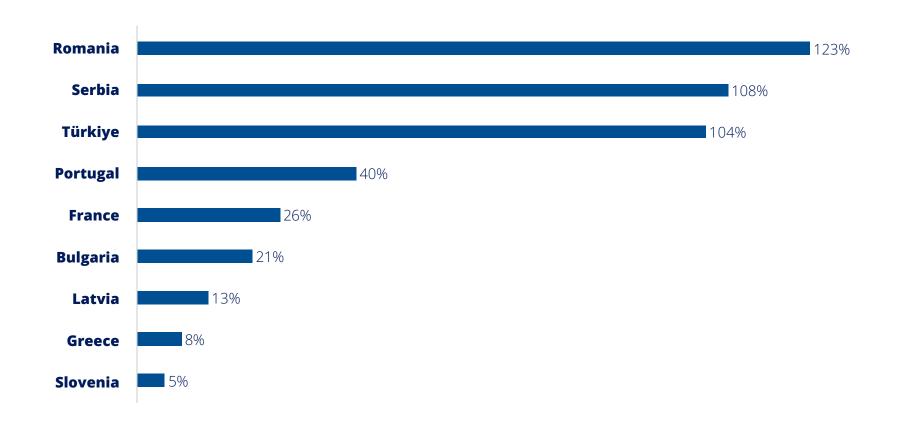
International tourist arrivals (% change over 2019)







Best performing destinations: receipts (Q1 2023)



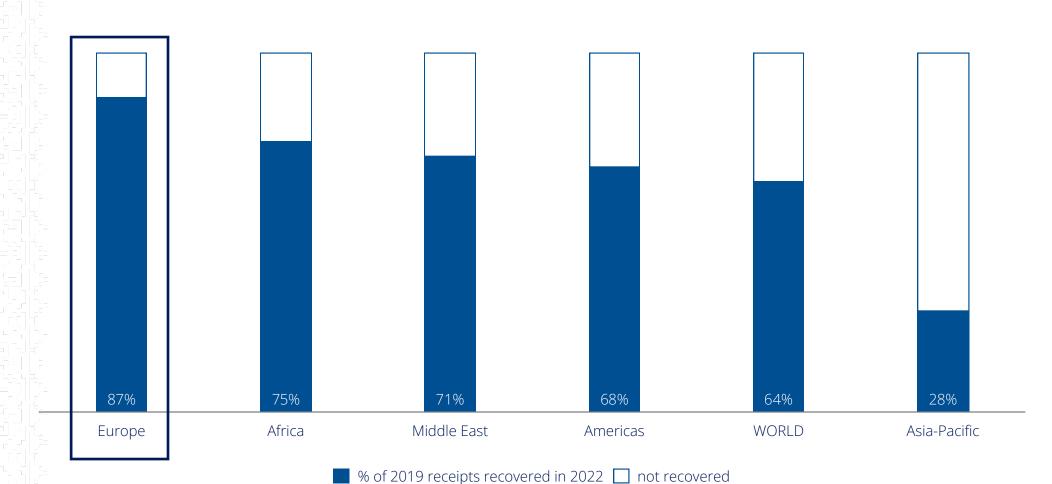
International tourism receipts (% change over 2019)







International tourism receipts by region (2022)

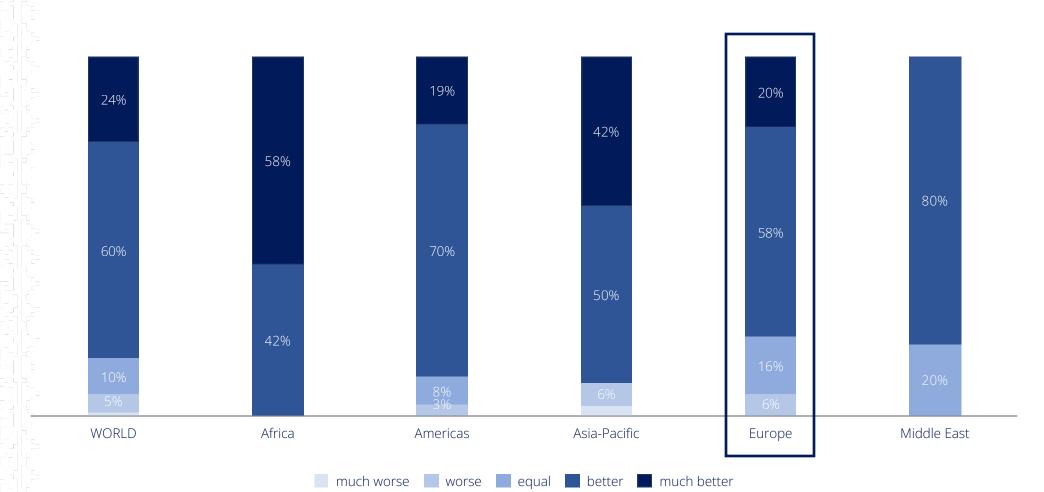








Prospects for the destination in 2023

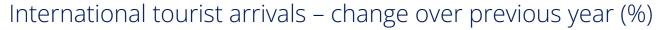


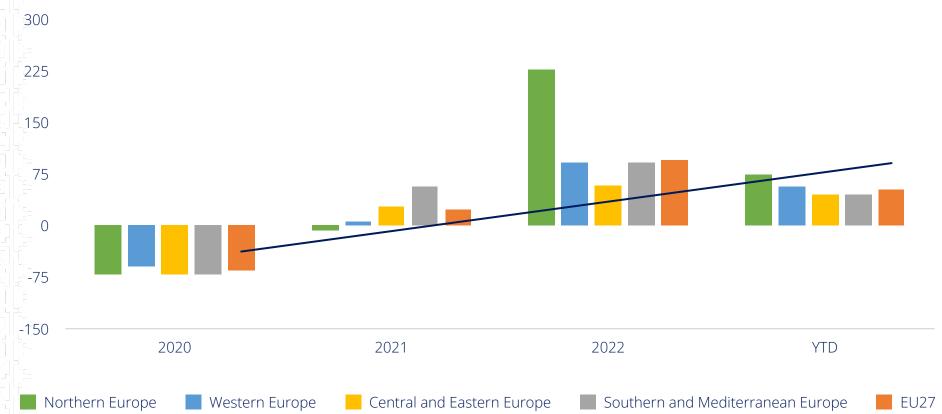






Subregional tourism trends





Tourism is Europe!

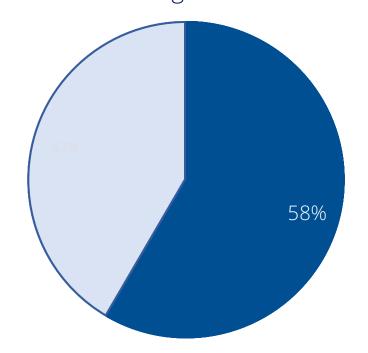






This is Europe ...in UNWTO!

As fold the house s









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.







UNWTO Events in Europe 2022









UNWTO Events in Europe 2023

29th World Committee on Tourism Ethics Meeting (Madrid, **Spain**)

Global Tourism Innovation Forum (Tel Aviv, **Israel**) Think Tank on Talent in Wine Tourism (Haro, **Spain**)

International Forum on Environment and Sustainable Tourism (Tirana, **Albania**)

68th meeting of the UNWTO Commission for Europe (Sofia, **Bulgaria**)

14-16 Dec. 2022

15-16 Mar. 2023

30-31 Mar. 2023

26-27 Apr. 2023

1-2 Dec. 2022

14-17 Feb. 2023

23-24 Mar. 2023

3-5 Apr. 2023

31 May – 2 June 2023

3rd meeting of the Working Group of Experts on MST and workshop on MST Pilots (Madrid, **Spain**)

Tech Adventures Canarias 2023 (Las Palmas de Gran Canaria, **Spain**)

UNWTO Tourism

2nd Sustainable Destinations Summit (Palma de Mallorca, **Spain**) 2nd World Sports Tourism Congress (Zadar, **Croatia**)

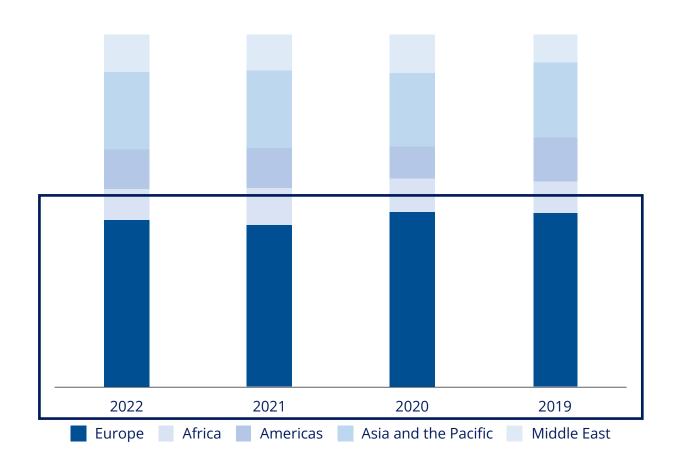






Membership contributions

Europeaccounts for **47.5%** of all
membership
contributions.



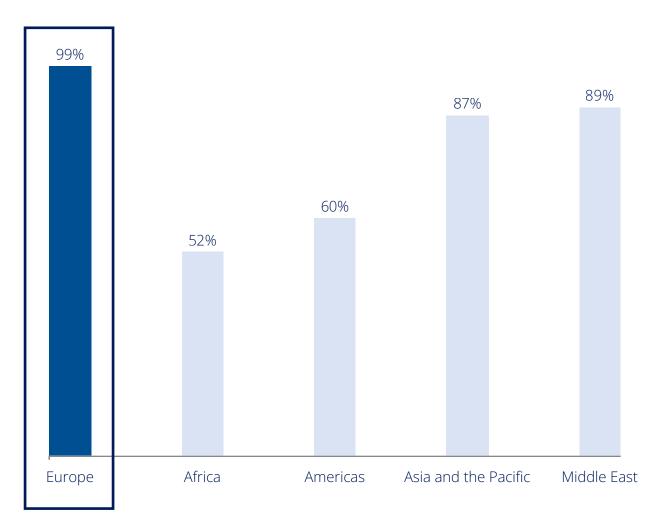






Membership contributions

Europe mobilized 99.05% of assessed membership contributions for 2022.









Membership contributions

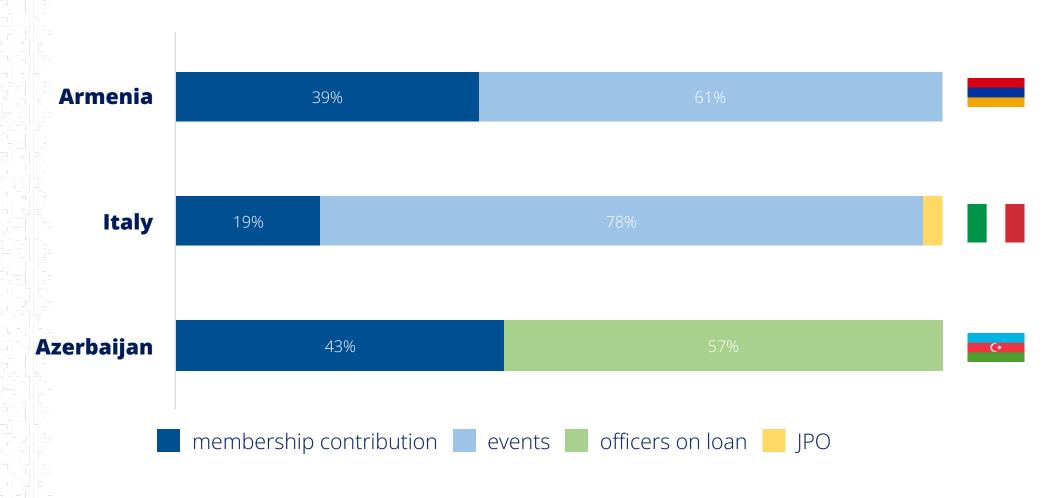
- **Ukraine and neighbouring countries** settled their 2022 contributions despite the severe impact of the war in Ukraine on their national economies.
- Had a more unfavourable scenario materialized, the Organization could have experienced a serious shortfall in membership contributions from the entire 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)









Statutory leadership

Programme and Budget Committee Committee on matters related to Affiliate Membership

Committee on Statistics

Committee on Tourism and Competitiveness Committee on Tourism and Sustainability Committee on Tourism Online Education World Committee on Tourism Ethics

chair (Switzerland) 2 co-chairs (Austria, Spain)

chair (Croatia) 1 co-chair (Portugal)

Regional Department for Europe:

where the magic happens...







Our vision

"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

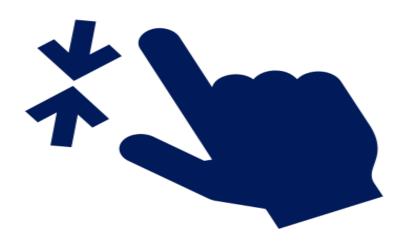
Management

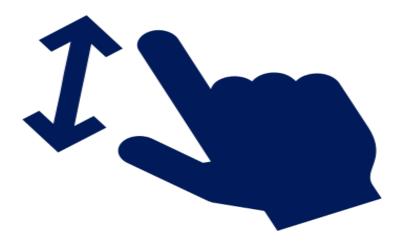






How we do it?





Intraorganizational collaboration

- Managerial
- Inter-regional
- Inter-departmental

Interorganizational collaboration

- Members
- International Organizations
- Public Sector







How we do it?







Advocacy



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Knowledge Sharing



Partnerships







Core pillars of recovery & growth



Sustainability



Jobs & skills



Investments & innovation



Tourism for rural development



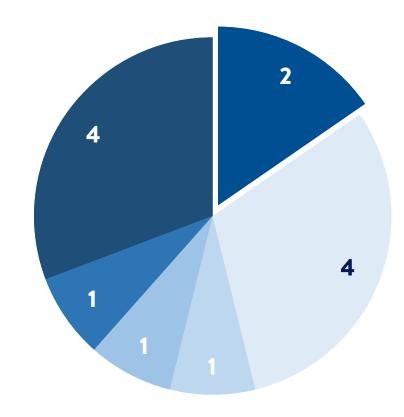




Team



- Service Contract Holders
- Officers on loan*
- Junior Professional Officers
- Experts
- Interns



*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



University of South Bohemia



Debrecen University



Klaipėda University

Vilniaus Kolegija / University of Applied Sciences

Vilnius University -Faculty of Economics and Business Administration



InHolland University of Applied Sciences

Wegeningen University



Lech Kaczynski National School of Public 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...







Tourism data and matching priorities



TO-DO:

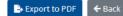
- 1. Scan you QR code!
- 2. Check data and info!
- 3. Give feedback to RDEU@unwto.org!
- **4. Keep** your QR code it never changes!





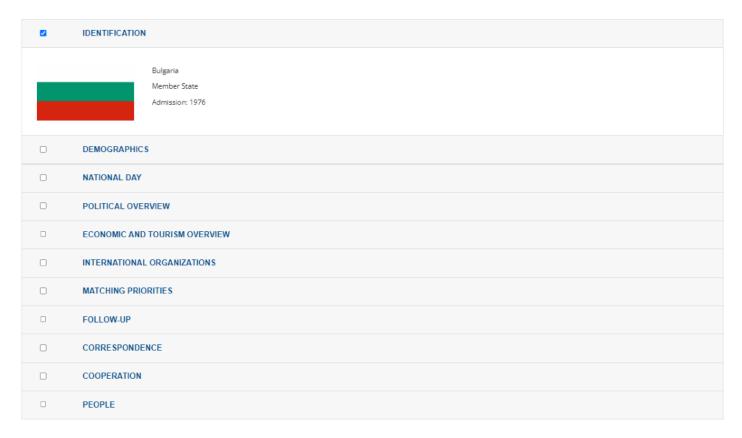


Knowledge Hub





BULGARIA









EuropeConnect

100+ users880+ sessions started400+ 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

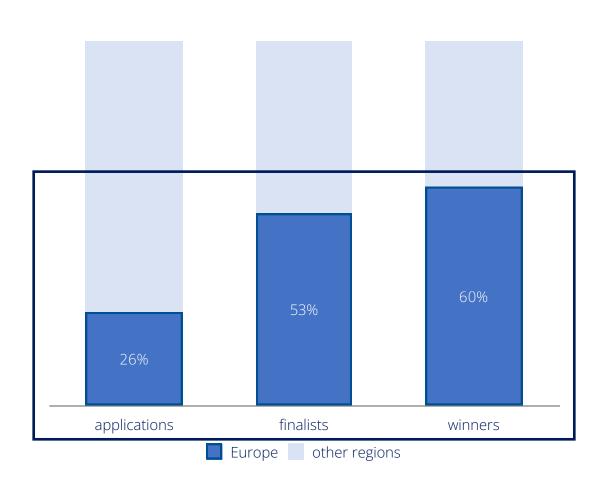






Innovation





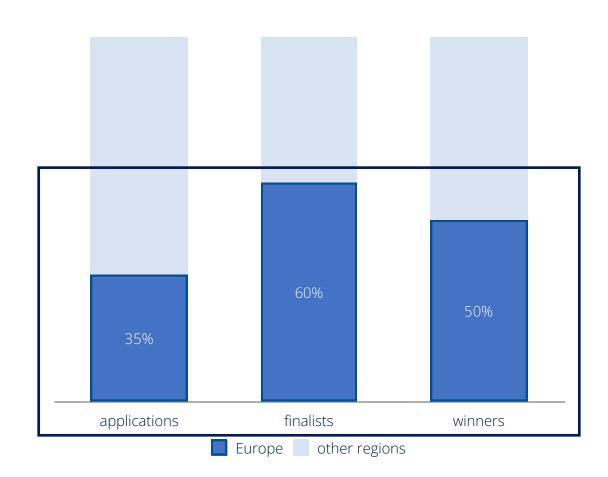






Innovation







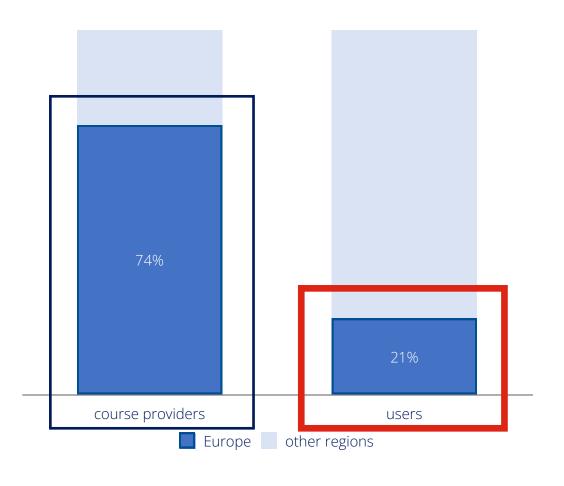




Education



- educational institutions from Spain,
 Switzerland, Türkiye
- Agreement signed with an institution from **Greece** for additional courses
- Top users' countries:
 Spain, Italy, Portugal,
 UK, Greece









Students' League









BOSNIA AND HERZEGOVINA











Investments

Country guidelines

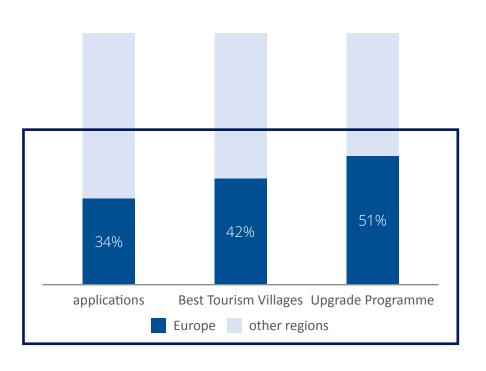
Thematic events







Tourism for rural development



















Tourism for rural development



A Policy Perspective

Main challenges for rural development through tourism in Europe:

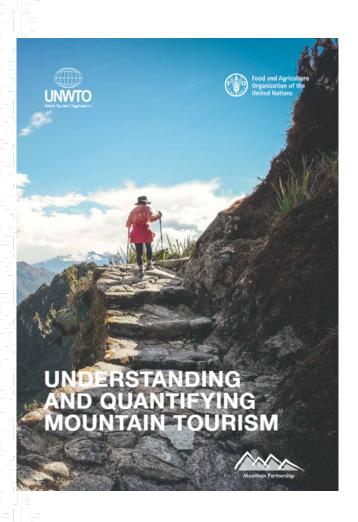
- 1. Infrastructure
- 2. Population and economy
- 3. Governance and financial mechanisms







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









Sustainability



Austria, Cyprus, Czechia, France, Germany, Greece, Italy, Netherlands, Portugal, Spain, Switzerland

Belgium, Estonia, Finland, Ireland, Russian Federation, United Kingdom





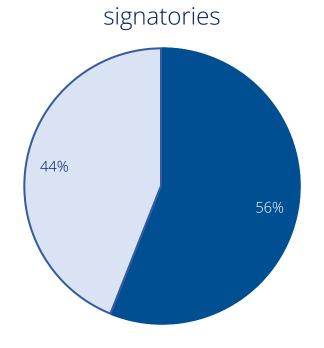




Sustainability



from **23 members** and **9 non-members**









Sustainability





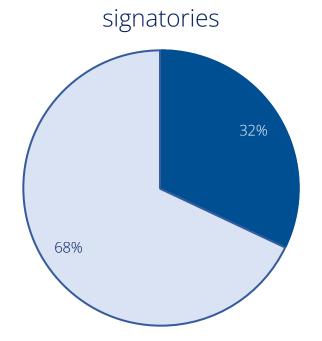
Croatia (1)

Greece (1)

Italy (1)

Portugal (3)

Spain (6)







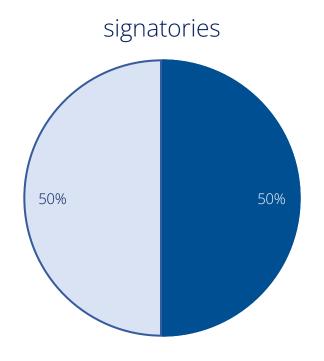


Statistics



Austria, Germany, Greece, Italy, Netherlands, Spain

Sweden, United Kingdom
European Commission,
European Environment Agency









Women Empowerment

Centre Stage: Women's empowerment during the COVID-19 recovery

- •<u>partners</u>: Federal Ministry for Economic Cooperation and Development of **Germany**, UN Women
- •<u>beneficiaries</u>: 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

- •<u>partner</u>: Estonian Development Cooperation
- •beneficiary: Republic of Moldova
- •tourism gender value chain analysis and a rapid tourism training needs assessment









Youth **Empowerment**







- 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 Committee of the Regions

European Union













European **Tourism Day 2023**





















Food and Agriculture Organization

- Best Tourism Villages by UNWTO – FAO's Globally Important Agricultural Heritage Sites
- Digital Villages
- Advancing Gastronomy
 Tourism in Africa
- Knowledge development onMountain Tourism









Office of the Secretary-General's Envoy on Youth

- Global Youth
 Tourism Summit
- First UNWTO report for the Youth2030
 Scorecard for UN
 Entities
- ECOSOC Youth Forum









Black Sea Economic Cooperation

- 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**)

World Tourism Investment Summit (Yerevan, **Armenia**) 8th UNWTO World Forum on Gastronomy Tourism (San Sebastián, **Spain**)

2023 Annual INSTO Meeting (Madrid, **Spain**) 7th UNWTO Global Conference on Wine Tourism (Logroño, **Spain**)

10 June 2023

19-20 Sep. 2023

16-20 Oct. 2023

16-17 Nov. 2023

Dec. 2023

8 June 2023

6-8 Sep. 2023

5-8 Oct. 2023

Oct. 2023

22-24 Nov. 2023

UNWTO Students' league – Bosnia and Herzegovina Final4 Event (Sarajevo, **BiH**) 4th meeting of the Working Group of Experts on MST (Marbella, **Spain**)

25th session of the UNWTO General Assembly (Samarkand, **Uzbekistan**) 2nd UNWTO Conference on Accessible Tourism in Europe (**San Marino**) 1st Academic Conference on the International Code for the Protection of Tourists (Salamanca, **Spain**)





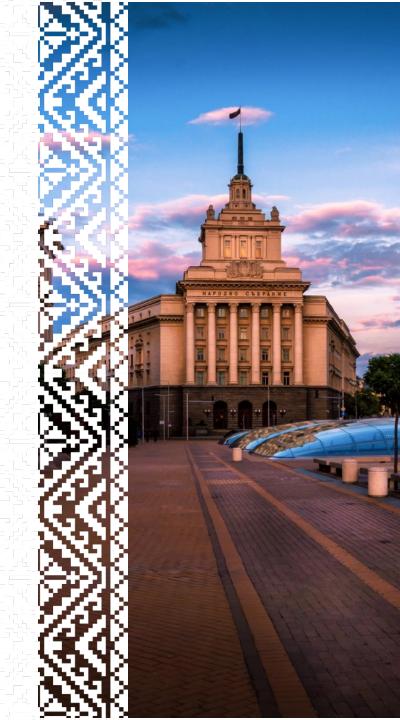


Education and training

- Big Data
- Destination Management
- Digital Marketing
- Sustainability













UNWTO Start-up Competition for Mega Events and MICE tourism





Mega events

- Digitalization and Disruptiveness for Sustainable Event Management
- Inclusiveness and Accessibility

MICE tourism

- Promotion and Marketing
- Technology for attendee engagement and infrastructure













Research

- Mountain tourism
- Coastal & maritime tourism
- Inland waterway tourism
- Cycling tourism
- EU27 tourism trends
- Diaspora tourism
- Youth engagement in destinationplanning























Subregional collaboration and thematic networks

Southeast Europe Central Asia















Youth Empowerment

- Events
- Guidance and practical tools
- Research
- Training of trainers









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Thank you for your attention!