

# Report of the Secretary-General



**UNWTO**

World Tourism Organization

A scenic view of a tropical bay, likely in Southeast Asia, featuring turquoise water, steep limestone cliffs, and several small boats. The text "Asia and the Pacific plays a key role" is overlaid in white.

**Asia and the Pacific  
plays a key role**



# **Global hub of tourism innovation**

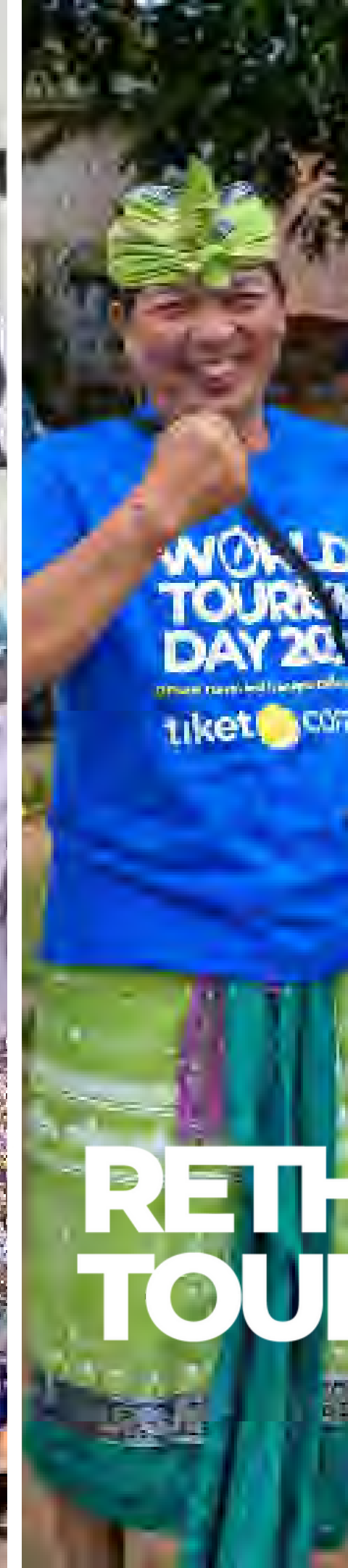
# Asia and the Pacific

## The highest hotel occupancy rates





**Opportunity to look  
beyond arrival numbers**



**WORLD  
TOURISM  
DAY 2022**

**RETHINKING  
TOURISM**



**Tourism must be  
ready to adapt**



# **UNWTO Members Vote to Suspend Russian Federation**

## **27 April 2023: Russian Membership Ends**



**Asia and the Pacific  
remains a dynamic  
economic region**

# Education, Jobs and Empowerment





**Artificial Intelligence  
is already changing  
the way we work**

# Strengthening Private Sector Partnerships



A woman with short dark hair and glasses, wearing a light-colored button-down shirt, stands in a library or study. She is pointing at a large whiteboard that has a video conference feed on it. In the foreground, a laptop also displays the same video conference feed, showing several participants. The background is filled with tall wooden bookshelves packed with books. The overall lighting is soft and focused on the presenter.

# 25

**capacity-building events a year  
focused on tourism education**



# Ted.Qual programme

300

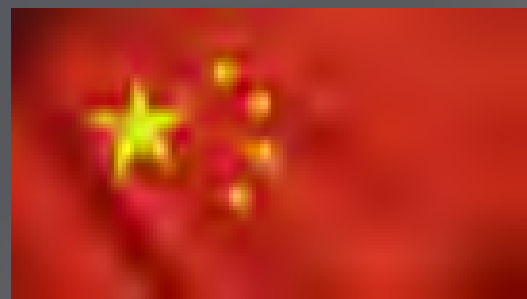
certified programmes

100

institutions

39

countries





STUDENTS  
LEAGUE |





**UNWTO**

World Tourism Organization

**HSLU**

Lucerne University  
of Applied Sciences  
and Arts



# Investments

A wide-angle photograph of the Seoul skyline at sunset. The Lotte World Tower stands prominently in the center background. A long bridge spans the Han River in the foreground, with a highway interchange visible on the right. The sky is a mix of blue and orange, with a few clouds. The text 'Investment in Sustainable Tourism' is overlaid in large white font.

# Investment in Sustainable Tourism

16th Asia/Pacific Executive Training Programme

A blurred background image showing three business professionals (two women and one man) in a meeting. They are wearing dark blazers over light-colored shirts. The woman on the left is holding a tablet. The man in the center is standing with his hands clasped. The woman on the right is also standing with her hands clasped. The text is overlaid in the center of the image.

# **UNWTO: Now Part of World Investment for Development Alliance**

# Annual Investment Meeting Partnership





**UNWTO**

World Tourism Organization



An aerial night view of the Riyadh skyline, featuring illuminated skyscrapers and city lights. The King Abdul Aziz International Airport is visible on the right, with its distinctive tower and terminal building. The text is overlaid on the image.

# **WORLD TOURISM DAY 2023**

**TOURISM & GREEN  
INVESTMENTS**

# **Join us in Riyadh**

A person with dark hair, wearing a white t-shirt and dark shorts, stands with their back to the camera on a vast, cracked, and parched earth. The ground is covered in a dense network of deep, dark fissures. In the background, a range of low mountains stretches across the horizon under a sky with soft, warm light from a setting or rising sun. The overall mood is one of desolation and environmental impact.

# Sustainability and Climate Action



# Floods



# Rising temperatures



# Weather events



# UNWTO: Guiding Tourism's Climate Action Efforts

# **2023 and 2024**

## **UNWTO to Keep Leading One Planet Sustainable Tourism Programme**



**One planet**  
travel with care



**Global Tourism**  
Plastics Initiative

**Global Roadmap  
for Food Waste  
Reduction**

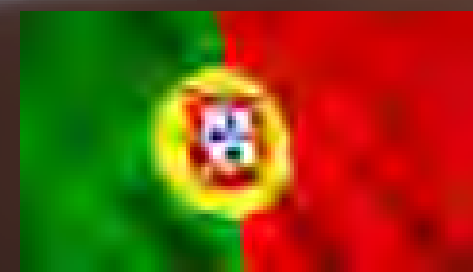
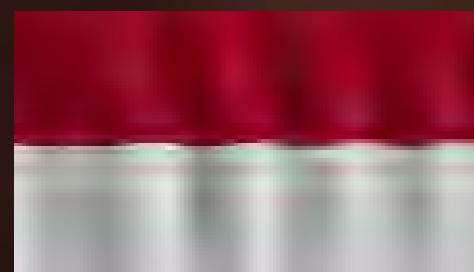
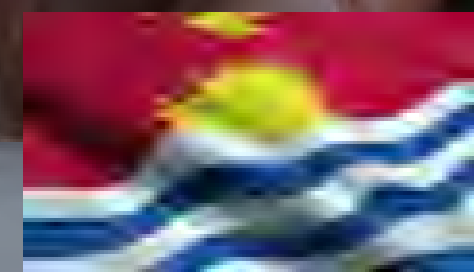


# Glasgow Declaration

## Climate Action in Tourism

800 Signatories

11 at National Level





**UNWTO**

World Tourism Organization



**COP27**

**SHARM EL-SHEIKH  
EGYPT 2022**



# COP28

## UAE



**UNWTO**

World Tourism Organization



**UNFCCC**

An aerial photograph of an industrial facility, likely a power plant or refinery. On the left, several large, circular cooling towers are visible, each emitting a thick plume of white steam or smoke that rises into the air. The towers have a distinctive ribbed structure. In the center and right, there are various industrial buildings, pipes, and structures, some of which are also emitting steam. The overall scene is one of intense industrial activity and significant greenhouse gas emissions.

# Climate Action in the Tourism Sector

**An overview of methodologies and tools to measure greenhouse gas emissions**



# INSTO

World Tourism Organization  
International Network  
of Sustainable Tourism  
Observatories

# 38

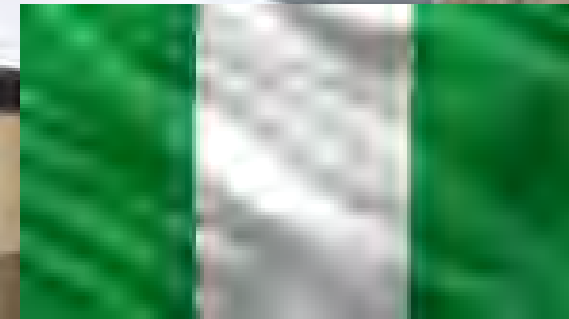
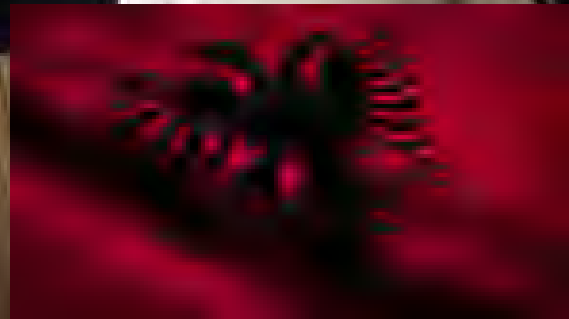
# Members



A group of diverse people are gathered around a table in a meeting. A man in the center, wearing a green shirt, is pointing with a pen towards a woman on the right. The woman has her hair in a bun and is wearing a black and white patterned top. Other people are visible in the background, some looking at laptops and others at documents. The scene is brightly lit, suggesting an indoor office or meeting space.

# Building a more equal and ethical sector

# Framework Convention on Tourism Ethics



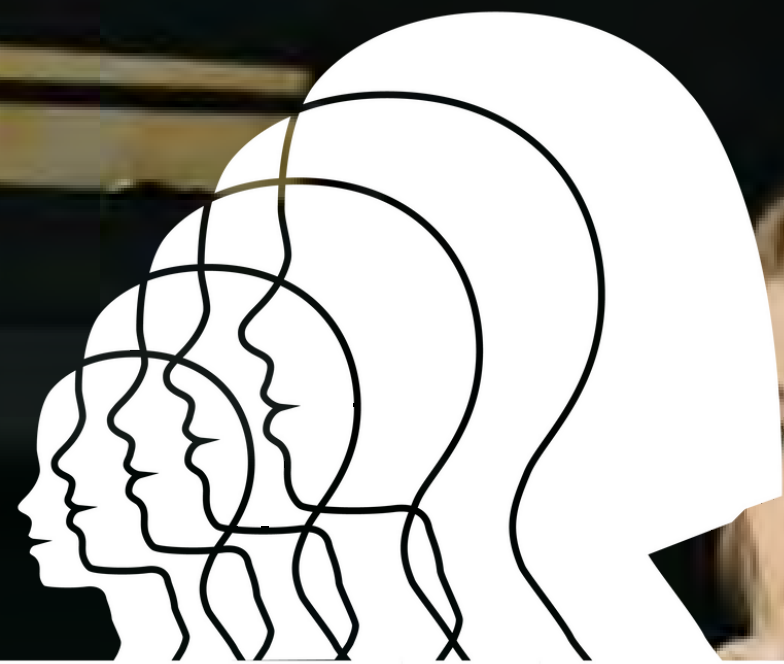
# **Private Sector Commitment to the Global Code of Ethics**

# **460**

## **Signatories**



# Gender Equality in Tourism Training Course



# CENTRE STAGE

WOMEN'S EMPOWERMENT  
COVID19 TOURISM RECOVERY



# Working To Build A More Ethical, Inclusive and Sustainable Sector



# Building Competition and Resilience

**Global Leader in Trusted  
Tourism Data**



**Better Data for Better  
Tourism in Asia and the  
Pacific**



**Forum on Tourism  
Trends and Outlook**



**Tourism data  
training**



**Asia-Pacific Executive Training  
Programme on Tourism Policy  
and Strategy**

# UNWTO as Knowledge Partner

**8** DECENT WORK AND  
ECONOMIC GROWTH



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION





भारत 2023 INDIA



# Embracing New Products and New Ideas

A woman with dark hair and glasses, wearing a white ribbed top, stands in a modern office. She is holding a pen and looking thoughtfully at a glass wall covered with numerous sticky notes. The background is a blurred office environment with large windows and indoor plants.



# Innovation and Digital Transformation

# Our Focus



SDGs  
**GLOBAL  
STARTUP  
COMPETITION**

Powered by:  
  
**UNWTO**

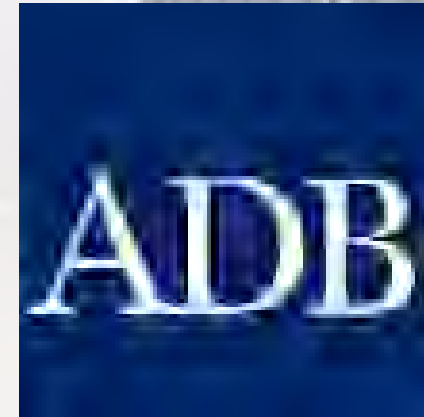
4TH  
**UNWTO**  
GASTRONOMY TOURISM  
STARTUP COMPETITION

 **UNWTO**  **basque  
culinary  
center**

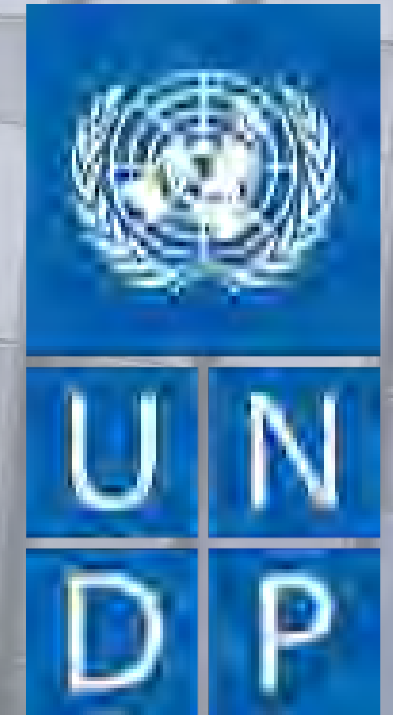
Tourism Tech  
**ADVENTURES** | **DUBAI**  
Powered by:  **UNWTO**

Tourism Tech  
**ADVENTURES** | **EDUCATION**  
Powered by:  **UNWTO**  **Save the Children**





**European Bank**  
for Reconstruction and Development



**THE WORLD BANK**

A man with a beard, wearing a dark cardigan over a light shirt, stands at the front of a room, gesturing with his hands while presenting to an audience. The audience members are seen from behind, seated at tables. The background is dark, and the overall lighting is focused on the presenter.

**UNWTO Technical Assistance**  
**40 Projects**  
**30 Countries**  
**US\$11 million in value**



The background of the image is a composite of satellite or space photographs of Earth. The central focus is the Western Hemisphere, showing North and South America. To the right, the European continent is visible. The oceans are a deep blue, and the landmasses show various shades of green, brown, and white, representing vegetation, terrain, and ice. The text 'Tourism Resilience Programme' is superimposed in the center in a large, white, sans-serif font. The word 'Tourism' is on the first line, 'Resilience' is on the second line, and 'Programme' is on the third line. The text is slightly transparent, allowing the underlying image of the Earth to be seen through it.

# **Tourism Resilience Programme**



A man with dark hair, wearing a dark blue or black button-down shirt, is shown in profile from the chest up. He is holding a smartphone in his right hand and looking at it intently. The background is a dimly lit room with large digital screens. One screen on the left shows a green and white abstract pattern. Another screen in the center shows a colorful bar chart and a globe. The overall lighting is low, with a cool blue and green color palette. The text "UNWTO Research Council" is overlaid in the center in a large, white, sans-serif font.

# UNWTO Research Council

# Voluntary contributions



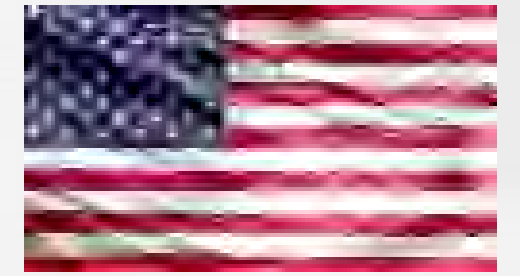
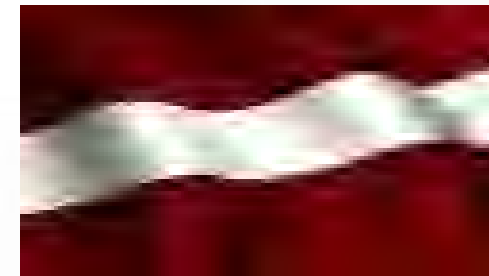
An aerial photograph of a long, multi-lane bridge spanning a wide river. The image is heavily tinted with a deep blue color. The bridge's structure, including its supports and railings, is clearly visible. The surrounding landscape appears rugged and rocky.

# **UNWTO Affiliate Members Network**

**The Bridge Between the Public and Private Sectors**

# Working with Non-Member States

Survey of Members' Priorities:



MST Experts Group:





# UNWTO: Growing in Size and Relevance

A silhouette of a person standing on a dark, rocky mountain peak with their arms outstretched horizontally. The person is positioned in the center of the frame, directly in front of a bright, glowing sun that is low on the horizon. The sky is a mix of orange, yellow, and light blue, with wispy clouds visible below the mountain. The overall scene conveys a sense of achievement, freedom, and a high vantage point.

# Placing Tourism High on Global Agenda

A night-time photograph of the United Nations Secretariat Building in New York City. The building is brightly lit, and its name "UNITED NATIONS" and "NATIONS UNIES" is visible on the facade. Numerous national flags are flying in front of the building. The scene is reflected in a pool of water in the foreground.

# **UNWTO in the UN: Stronger and Bolder**

# UN General Assembly Resolution

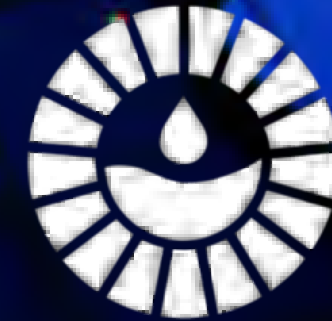
***“Promotion of sustainable tourism,  
including ecotourism, for poverty  
eradication and environment protection”***

**112 Countries Voted in Favor**

# Tourism's Voice at the Highest Level



**COP27**  
SHARM EL-SHEIKH  
EGYPT 2022



— **UN** —  
2023 WATER  
CONFERENCE





GLOBAL TOURISM  
ECONOMY FORUM  
世界旅遊經濟論壇  
FÓRUM DE ECONOMIA DE TURISMO GLOBAL



**2023:**

**Year for Investments, Jobs  
and Education**

A person in a blue shirt is drawing on a glass wall with yellow markers. The background shows a group of people in a meeting or workshop setting. The text is overlaid on the image.

**2024-25 Programme of Work**

**Inclusive  
Ambitious  
Innovative**

An aerial photograph of the Angkor Wat temple complex in Cambodia. The temple is a large, ancient stone structure with multiple tiers and a central spire, surrounded by lush green rice fields and dense tropical forest. The text "Thank you" is overlaid in the center of the image.

**Thank you**