High-impact projects for Europe

Innovation, Education, Investments and Technical Cooperation

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Innovation, Education and Investments
Innovation

Startup Competition
Event Tourism

* Awards ceremony at the General Assembly Global Investment Forum (17 Oct)

Categories
- Mega Events
- MICE

Facts
- 164+ participants
- 69 countries
- 25% of participants are from Europe
Recently launched

Startup Competition
Gastronomy Tourism
Deadline: 6 June 2024

Key opportunities to grow:

- Joining the UNWTO Innovation Network
- Participation in Culinary Action! by Basque Culinary Center
- Advanced Plan of the GOe Digital Community

Categories

New technologies  |  Local Impact  |  Sustainability
Innovation Challenges and Tourism Tech Adventures fora

**Island destinations**  
Gran Canaria, Spain

**Gastronomy tourism**  
San Sebastián, Spain

**New technologies**  
Tel Aviv, Israel

110+ participants  
60 countries

180+ participants  
92 countries

Featuring 5 finalists  
of the Awake Tourism Challenge  
120 attendees
Europe has provided 43% of the 300 Top Startups identified by UNWTO

Mainly from:

- Spain 🇪🇸
- France 🇫🇷
- Portugal 🇵🇹
- Argentina 🇦🇷
- Germany 🇩🇪

Case Studies

Noytrall transforms how hotels manage utilities and revolutionize the sustainable tourism experience of guests.

Total amount of funding

**EUR 100,000 +**
Platform to launch, operate and scale digital mobility services, designed hand in hand with rent-a-cars, dealers and fleet managers.

Total amount of funding
EUR 1 million

Invested in 2022
Digital transformation

New path included

New partners for the digital path on Talent and Human Resources

hosco. (Spain)  ECOLAB | Lobster Ink (Switzerland)

Webinar focused on Europe in May

SMEs applied from 35 countries of the region
1. Online Education

- 23,600+ Students
- 5,158 or 22% are from the Europe region

Top 5 Countries:
- Spain
- Italy
- Portugal
- Greece
- Germany

60% are from the Europe region

Academic Partners:
- Spain
- Türkiye
- Switzerland
- Greece
Tourism education toolkit for secondary schools

Objective:
Support Member States in the incorporation of tourism as a subject in secondary education, this being one of the main steps to advance in the professionalization of the sector.

To be launched at the General Assembly

Leading methodologies:
Bachelor of Science in International Sustainable Tourism

Developed by UNWTO

Endorsed and funded by Schweizerische Eidgenossenschaft

First-of-its-class education programme:
- UNWTO's vision and expertise
- Swiss Diploma
- Innovative methodology

A 3-year journey

Classes in Madrid

Classes online

Internship anywhere

Classes in Switzerland

1st cohort 2024
Academies in collaboration with UNWTO

Objective:
To help Member States strength their tourism workforce by quality and affordable programmes thought by UNWTO suggested experts or by inviting top academic institutions.

Types:
- Vocational
- Managerial
- Hybrid

Education tracks
Administration and Operations for
- Hotels
- Tourism
- Hotels & Tourism
Pipeline of Academies:

Global
Kingdom of Saudi Arabia*

Regional
Uzbekistan

*Already launched
Investments

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Knowledge creation

- 2 editions with a global scope:
  - 2nd edition - UNWTO Tourism Investment Frameworks
  - Financial Times and UNWTO Report on Foreign Direct Tourism Investment 2023

- 14 Investment guidelines by country: UNWTO Tourism Doing Business
To be launch at the General Assembly

Tourism Doing Business
Investing in Uzbekistan

Upcoming for Europe

- Armenia 🇦🇲   
- Georgia 🇬🇪
## UNWTO Investment Network

<table>
<thead>
<tr>
<th>Type of contact</th>
<th>2021</th>
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<tr>
<td>Corporate Venture</td>
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<tr>
<td>Assets Management</td>
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<td>Diversified Financial Services</td>
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<td>Impact Fund</td>
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<tr>
<td>Infrastructure Development</td>
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<tr>
<td>Multilateral Cooperation</td>
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<td>Private Equity</td>
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<td>Investment Promotion Agencies</td>
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<td>Angels</td>
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<td>Travel Accommodation</td>
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<td>Venture Capital</td>
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<td><strong>TOTAL</strong></td>
<td><strong>447</strong></td>
<td><strong>508</strong></td>
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2 Technical Cooperation
Technical Cooperation

Mission

High quality, diverse field projects and commitment to Member States

Vision

- Nurturing Sustainable Livelihoods
- Catalyzing Employment Opportunities
- Mobilizing Local Communities
- Advancing Public-Private Partnerships
Structure and key areas

1. Responsive Engagement
2. Strategic Proposal Development
3. Collaborative Partnerships
4. On-the-Ground Implementation

Policy Development and Master Planning
Capacity-building and Institutional Strengthening
Tourism Recovery and Crisis Communication
Tourism statistics and Quality Standards
Marketing, Branding and Promotion
Product Development and Diversification
Silk Road Tourism Development
Projects since the start of 2022

42 projects in 31 countries

13 implemented in the Europe region with impact in 9 countries

- Croatia (1)
- Georgia (1)
- Greece (3)
- Kazakhstan (2)
- Montenegro (1)
- Republic of Moldova (1)
- Tajikistan (1)
- Türkiye (1)
- Uzbekistan (2)

Donors
Empowering Young Women Through Sustainable Tourism

Republic of Moldova

Donor Estonia

- A Success Story in Social Impact
- Funded by a Non-Member State
- Focused on Women's Empowerment
The way forward

**New Strategic Outlook:**
Realigning our Focus for the Future

**Enhanced Visibility:**
Maximizing Our Presence on Regional and Global Stages

**Forging Stronger Partnerships:**
Broadening Our Network for Collaborative Success

Our goals and strategies resonate with the vision and agenda of the Regional Department for Europe.
High-impact projects for Europe

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