UNWTO AGENDA FOR EUROPE

FOR PEOPLE, PLANET, PROSPERITY & PEACE

Zoritsa Urosevic, UNWTO Executive Director
→ Top Priorities – Member States Survey POW 23-24

- Marketing, positioning and promoting destinations: 54%
- Product development and diversification: 49%
- Sustainability, green transformation, climate change: 47%
- Investments in infrastructures and destinations: 41%
- Human Capital Development: 38%
- Institutional strengthening: 32%
- Innovation, digitalisation, technology: 26%
- Quality, international standards, accessibility: 25%
- Entrepreneurship, tourism job attractiveness: 20%
- Resilience, post disaster recovery: 19%
- Tourism for local development: 15%
1. **Enhance Competitiveness and Resilience**: intelligence and robust data, rethink destination positioning, & product development

2. **Foster Sustainability, & Inclusiveness**: circularity, climate action, and biodiversity. Reduce inequalities and promote culture.

3. **Invest in People & and new Social Pact**: reinforce education and training, strengthen human capital for decent work.

4. **Boost investment & Scale up Innovation**: access to finance, accelerate the uptake of new business models.

5. **Build Better and Resilient Institutions**: tourism policy, governance and resilience.
ECONOMIC DIVERSIFICATION
Rural Destinations - Working with communities on the ground

Scale up in CEU countries, with UN partners, IFIs and EU

High Impact for depopulation, gender, youth, indigenous communities; agriculture and local culture, biodiversity and environmental sustainability, value chain integration and product development.

UNWTO Tourism and Rural Development Programme

- Best Tourism Villages
- Tourism Villages Upgrade Programme
- Best Tourism Villages Network
- Rural Tourism Observatory
- Support to Member States and communities
- Small Grants Programme
- Pilot projects
Nearly **600** applications received

Best Tourism Villages

**129** Villages worldwide
In 46 countries, 5 regions
# Best Tourism Villages Global Network

186 members worldwide

<table>
<thead>
<tr>
<th>129</th>
<th>BTV</th>
</tr>
</thead>
<tbody>
<tr>
<td>57</td>
<td>Upgrade programme</td>
</tr>
<tr>
<td>55</td>
<td>Countries</td>
</tr>
<tr>
<td>5</td>
<td>Regions</td>
</tr>
</tbody>
</table>

[2021, 2022 and 2023 editions]
SMALL GRANTS PROGRAMME

Working with communities on the ground.

Funding and mentoring for gender, youth, indigenous communities, agriculture and local culture, environmental sustainability, value chain integration and product development.

WHAT
Dedicated funding and mentoring mechanism.

BENEFICIARIES
Civil Society Organizations
Community-Based Organizations
NGOs
CASE STUDIES PLATFORM

TIMELINE
Presentation at the 25th GA
Launch of call February 2024
Market Intelligence

UNWTO World Tourism Barometer - 4 issues a year + Confidence Index
UNWTO Data Dashboards: monthly updated arrivals, receipts, expenditure & industry indicators (air capacity and demand + occupancy rates + hotel and air travel bookings + online searches+)
UNWTO/ETC Data Lab - a community of practice on market intelligence
National Market Intelligence Systems
Consumer Insights with Google

Product Development

UNWTO Gastronomy and Wine Tourism Fora
Training on Gastronomy Tourism for Destinations
Best Practices Report
Report on Medical Tourism
Projects on the ground

Urban Tourism

Mayors Forum
Case Studies Report
League of Cities for Sustainable Tourism
Meeting on Urban Tourism Challenges (UN Habitat Spain)
Measuring Urban Tourism Report
Policy & Resilience
UNWTO/WHO Europe Coalition of Partner
UNWTO WG on Tourism and Health
Destination Management Governance Framework
UNWTO Tourism Polices Report and Dashboard (NTA/NTO Benchmark)
Domestic Tourism Report
Update short term rentals research and creation of an online dashboard
Report on Tourism Taxation
Report on Nomad Visas (November 2023)
Expand G20 Tourism and SDGs Dashboard
G20 Brazil
1000 + Partners

Members to engage as co-lead

Piloting implementation of One Planet action frameworks at country level

- Action frameworks to accelerate implementation
- Capacity building, methodologies and tools
- Reporting and knowledge sharing

**PRODUCTION AND CONSUMPTION**
- SCP policies and regulations

**CLIMATE ACTION**
- Glasgow Declaration
- +800 signatories
  - 11 Countries

**CIRCULARITY PLASTIC AND FOOD**
- Global Tourism Plastic Initiative,
  - +200 signatories
- Global Roadmap for Food Waste Reduction
One Planet Sustainable Tourism Programme

Opportunities for CEU Members and Co-Leads to shape, benefit from and implementation of the Global Strategy

Climate neutral
- Accelerate the decarbonization of tourism operations and value chain
- Adaptation and disaster risk reduction through tourism
- Monitoring emissions and reporting
- Enhanced access to finance and capacity building.

Nature positive
- Conservation of marine and terrestrial ecosystems through tourism
- Capture the value of conservation through tourism
- Promote nature-based solutions
- Position tourism as a driver in the green and blue economy

Pollution free
- Address plastic pollution and marine litter
- Promote zero waste to landfill
- Support better waste management
- Enhance sustainable food management and better management of scarce resources (e.g. water)

Socially inclusive
- Cater for the needs of Small and Medium Enterprises
- Ensure participation of host communities
- Enhance accessibility
- Mainstream gender
- Promote decent work and career development

Policy
Governance
Circularity
Finance
Procurement
Education
Human rights
Digitalization
Measure, monitor and build evidence at DESTINATION LEVEL for policy shift!

International Network of Sustainable Tourism Observatories (INSTO)

42 observatories

+50% 

2021 to 2023

Americas (12)
- Argentina (1)
- Brazil (2)
- Canada (2)
- Guatemala (1)
- Mexico (3)
- Colombia (2)
- USA (1)

Europe (14)
- Croatia (1)
- Greece (1)
- Italy (1)
- Portugal (4)
- Spain (6)
- Ireland (1)

Asia and the Pacific (16)
- Australia (1)
- China (6)
- Japan (1)
- Philippines (1)
- Indonesia (5)
Adhesions to the Framework Convention on Tourism Ethics

4 countries
Albania (May 2022)
Lebanon (July 2022)
Nigeria (April 2022)
Seychelles (August 2022)

Commitments of the private sector to the Global Code of Ethics for Tourism

460 commitments
69 countries
2 regional entities
2 global entities
Ethics
World Committee on Tourism Ethics Main topics - 3 meetings, great variety of topics related to POW
Global Code of Ethics: 460 private sector signatories
Framework Convention on Tourism Ethics and its Optional Protocol: (Albania, Lebanon, Nigeria and Seychelles)

Accessibility 3 sets of guidelines to implement ISO 21902:2021 on Accessible Tourism for
Member States, key industry (accommodation, catering and MICE) and cultural tourism stakeholders.
Forthcoming Global Conference in San Marino 15-17 November 2024

Gender equality and women’s empowerment
Report on the “Survey on the Gendered Impact of the COVID-19 Pandemic on Tourism Employment”
Centre Stage Project: new services to individual Member States upon request
Youth
1st National UNWTO Students League Editions in Switzerland and Bosnia and Herzegovina

Indigenous tourism
Compendium of Good Practices in Indigenous Tourism - Regional Focus on the Americas, with WINTA

Culture:
ECSR lead for Affiliate Member report “Outcomes from the UNWTO Affiliate Members World Expert Meeting on Cultural Tourism”
FLAGSHIP INITIATIVES - PARTNERSHIP OPPORTUNITIES
UN NORMATIVE ROLE:

Working with all 193 UN Member States + UN System for Universal applicability, Mainstreaming tourism

I. Standards
- Global consensus building for comparable, credible and authoritative tourism data

II. Capacity
- Support countries
- Good practices
- “How to” compilation manuals

III. Data
- Country official reporting
- Database
- New data products

---

Measuring the Sustainability of Tourism (SF-MST)

ESG Framework for Tourism Businesses
- with Oxford University

Partners
- Public Sector: 193 countries
- Private Sector: Austria, Spain, ALL CEU

At UN Stats Commission
BEYOND TOURISM: SUSTAINABILITY and RESILIENCE

UN RESOLUTION A/77/178. “PROMOTION OF SUSTAINABLE AND RESILIENT TOURISM, INCLUDING ECOTOURISM, FOR POVERTY ERADICATION AND ENVIRONMENTAL PROTECTION”

• Builds on the report prepared by the UNWTO Secretariat (A/77/219)
• Places resilient tourism at the forefront for the first time
• Adopted with the active support of Croatia and Spain in the negotiation process of the resolution.

NATURE POSITIVE TOURISM PARTNERSHIP (NPTP) - 2022

• UNWTO in partnership with the Travel and Tourism Council (WTTC) and the Sustainable Hospitality Alliance (SHA) at the Biodiversity Conference (COP15).
• Public + private sectors on a shared nature-positive vision = halt and reverse biodiversity loss by 2030
• UNWTO Member States informed and invited to contribute best practices on nature-positive tourism. Submissions have received from 17 Member States, including six from Europe. Publication to be launched at the 25th UNWTO GA.

2023 UNGA REPORT A/78/210, SUSTAINABLE TOURISM AND SUSTAINABLE DEVELOPMENT IN CENTRAL AMERICA

• UNWTO highlights the importance of having the resolution resulting from this report to include “resilience” in alignment with resolution A/77/178, under an integral perspective that incorporates, in a unified manner, the need to fully advance sustainable tourism.
Tourism4SDGS Platform LEARN - SHARE - ACT new features!

G2O TOURISM & SDGs DASHBOARD

TOOLKIT FOR TOURISM INDICATORS - TIPs
UNTourismKnow

A co-creation space to enhance the relevance, alignment and impact of UNWTO knowledge for an inclusive, sustainable and resilient tourism sector.
UNTourismKnow

Community of Practice

KnowLibrary
UNWTO Knowledge - research series: publications, policies, tech papers....

KnowSHARE
UNWTO substantive content Events, UNWTO and experts speeches, papers, presentations

KnowEXPAND
With ALL UNWTO networks, call for papers, partners - research engage stakeholders

KnowSCALEUP
Best Practices – Offer Member States, Dest, PS, partners to share and promote

KnowLAB
UNWTO INTERNAL Innovation LAB for Knowledge creation

...Scale up outreach through AI Translation Machine, could develop the first phase pilot with CEU Members!