Implementation of the Programme of Work in Europe

Natalia Bayona, Executive Director
Political outreach and advocacy
Reinforcing UN Tourism’s collaboration with Europe

Over 160 initiatives and commitments since the Regional Commission in Sofia, Bulgaria
Cooperation with the international community
Continuous collaboration

**European Union**

- Participation in:
  - UN Brussels inter-agency Taskforce Team on youth
  - European Green Deal
  - Expert group “Together for EU Tourism”

- Upcoming joint study on Tourism and Rural Development

**UN-to-UN transfer agreement for developing a guidebook on tourism** in FAO’s Globally Important Agricultural Heritage Systems (GIAHS) sites
Contribution to the Youth2030 Progress Report for UN entities

Collaboration for the benefit of the 12 Member States in common

Joint Coalition of Partners on Health and Tourism aims to compile lessons learned from the COVID-19 pandemic.
Strengthening alliances
Innovation, Education, Investments and Technical Cooperation
Innovation

Startup Competition

Event Tourism

* 5 winners participated in the Global Investment Forum: pitch session + booth fair

164+ participants
69 countries

25% of participants were from Europe

Winners from the Region
## Innovation Challenge and Forum

**Hospitality**

**Gran Canaria**

<table>
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<tr>
<th>120+ participants</th>
<th>70 countries</th>
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<tbody>
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<td>40% of participants were from Europe</td>
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</table>

- **Winner from the Region**: Czechia
- **Finalists from the Region**: Czechia
Pitch session - Gastronomy Tourism
8th World Forum on Gastronomy Tourism - 2023

5 startups participating

Winner

Innovation networking
4 Years from Now within the Mobile World Congress, Barcelona - 2024
Europe has provided 42% of the 300 Top Startups identified by UN Tourism.

Mainly from:
- Spain
- France
- Portugal
- Israel
- Germany

Case Study

touch2see

An immersive and tactile experience allowing visually impaired people to follow sport games.

Funding round:
Pre-seed
Upcoming innovation initiatives

- Startup Competition on Artificial Intelligence
- Hospitality Challenge with the Hotelschool The Hague
- Global Tourism Innovation Report
- Report on Artificial Intelligence in Tourism with Saxion University of Applied Sciences (Netherlands)
- Technical report of the Tourism Task Force within the ITU Focus Group on Metaverse
Education

At the General Assembly
Global Education Forum

*10* top education institutions participated and a brand-new publication was released.

Now inviting Member States to develop a curated Implementation Plan with UN Tourism by selecting a methodology.
Opening of the

**Samarkand Academy** in collaboration with UN Tourism

- Hotels operations and innovation
- Hospitality management
- Sustainable destinations management

1000+ students
Bachelors of Science - Recruitment

Developed by UN Tourism

Endorsed and funded by HSLU

Shape the tourism ecosystem more sustainably
Bachelor in International Sustainable Tourism

1st cohort 2024

289 programmes certified from 108 institutions

Europe 9% of programmes
22% of institutions

Growing with the support of Government of Andorra
Scaling up online education

26,700+ students
♀️ 54%

49 courses

3 languages

Top 5 nationalities

- India
- Saudi Arabia
- Spain
- Chile
- Colombia

UN Tourism Online Academy
59% of academic partners and 80% of the courses are European
Upcoming education initiatives

- Implementation of the Education Toolkit with the Zagreb Tourism Board 🇭🇷
- Activation of the MOU with Israel on human capital development and innovation 🇮🇱
- 10 new courses in the Tourism Online Academy for vocational training
- New programmes by UN Tourism Academy supported by the Government of Andorra 🇦🇩
  - Train the trainers
  - New TedQual Certification
  - Vocational education portfolio
Investments

Knowledge creation
Reports and Guidelines


* Special release on Green Investments at the World Tourism Day 2023.
Tourism Doing Business
Investment Guidelines and Fora

Globally
- 10 guidelines presented
- 12 events

Europe
- Armenia - soft launch
- Uzbekistan - guideline
- Albania - guideline
Upcoming investments initiatives

- **Global reports:**
  - UN Tourism Global Investments Report
  - Guiding Principles for Sustainable Investment in Tourism by UNCTAD and UN Tourism

- **Investment guidelines** under preparation
  - Armenia
  - Georgia

- Translation of the Uzbekistan Investment Guidelines into Chinese
Technical Cooperation

Generating impact

Globally, 50 projects in 38 Member States

6 projects in 5 countries of Europe
- Greece: Skiathos and Thassos Islands
- Tajikistan
- Türkiye
- Uzbekistan
- Republic of Moldova
A unique project in Moldova

200 women entrepreneurs trained

Supported by

ESTONIA
**Upcoming technical cooperation initiatives**

- Development of a legal framework on short-term accommodation rental services offered by hosts through online platforms

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<tr>
<th>Working Group on Southeast Europe</th>
<th>Problematic</th>
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<td></td>
<td>• Alteration in residential areas</td>
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<td></td>
<td>• Property price inflation</td>
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<td>• Displacement of residents</td>
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**Case study**

Spain led the creation of the European Union regulation on data collection and sharing for short-term accommodation rental services.

*Spanish EU Presidency (2023)*
Implementation of the Programme of Work in Europe

Natalia Bayona, Executive Director