Advancing GA25 POW for the Members of the CEU
And Agenda for Europe

Zoritsa Urosevic, Executive Director
Strategic Objectives 2024-25

1. Become the most influential Tourism Organization
   - Deliver Value, Set Standards, Advocacy, Knowledge creation, Policy & diversification of services.

2. Expand the Organization & Membership
   - Increase resources, capacity and ownership, through strategic partnerships.

3. Transform the Organization for a better future
   - More agile and effective governance. Embrace UN values & Multilateralism for realizing the 2030 Agenda.

Embrace the “Theory of Change”
Tourism is the world’s 5th export earnings category in 2022

Top 10 export categories by earnings (USD trillions)

- **Fuels**: 2.4 in 2019, 3.9 in 2022
- **Chemicals**: 2.2 in 2019, 3.1 in 2022
- **International tourism**: 1.8 in 2019, 1.3 in 2022
- **Food**: 1.5 in 2019, 2.0 in 2022
- **Automotive products**: 1.5 in 2019, 1.6 in 2022
- **Textiles and clothing**: 0.8 in 2019, 1.1 in 2022
- **Mining products**: 0.7 in 2019, 1.1 in 2022
- **Integrated circuits and electronic components**: 0.7 in 2019, 0.8 in 2022
- **Computer and office equipment**: 0.7 in 2019, 0.7 in 2022
- **Transport equipment**: 0.7 in 2019, 0.7 in 2022

Tourism as trade in services:

- **3rd export category in 2019**

Source: World Tourism Organization (UNWTO) *Other than fuels Data as of June 2023*
What are the main factors weighing on the recovery of international tourism?

Source: UNWTO Panel of Experts Survey (January 2024)
Tourism transformation beyond GDP

WORLD GDP - MST
World Global Governance

UN Blueprint - SDGs
Global 2030 Agenda

SCIENCE - ESG
Carbon – Climate Economy

Economy Society Environment

Prosperity People Planet

Governance Social Environment

UN Tourism

Member States & Trade

UN Tourism – Tourism Impact for Good
UNWTO Working with all 193 UN Member States + entire UN System
Universal applicability, Mainstreaming tourism

193 countries

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

Public sector

Measuring the Sustainability of Tourism (MST)

Private sector

ESG Framework for Tourism Businesses
With Oxford University

Measure tourism total ESG impacts, including transforming in positive generation of carbon credits

UN Tourism – Tourism Impact for Good
Statistical Framework for Measuring the Sustainability of Tourism

Internationally agreed reference for measuring the economic, social and environmental aspects of tourism

Adopted by all 193 UN Member States + UN System + over 50 International Organizations

To empower policy makers and private sector to shape innovative policies and transform business models

Led by UN Tourism Committee on Statistics
Co-chaired by Austria and Spain

Endorsed at the 55th session of the UN Statistical Commission
With active support of entire European Statistical System: Finland presented the common European statement + 11 additional European countries voiced additional support: Austria, Croatia, Denmark, Greece, Malta, the Netherlands, Poland, Portugal, Slovenia, Spain, and Tajikistan. Active support from all other world regions. UN Tourism Committee on Statistics and the Expert Group on MST were congratulated for their pioneering work Recognized as beyond GDP example

Developed by Expert Group on MST
Chaired by Austria
Measuring the Sustainability of Tourism: 29 pilots worldwide

13 in Europe

- Austria
- Croatia
- Denmark
- Finland
- Germany
- Italy
- Kyrgyzstan
- Netherlands
- Spain
- Spain, Canary Islands
- Sweden
- Switzerland
- United Kingdom, Wales

16 in other regions
Measuring the Sustainability of Tourism

SF-MST: Co-creating Next steps

Implementation strategy
- Best practices
- Compilation Guide
- Capacity development

MST-based indicators
- Development of a list of indicators for international comparability

Worldwide Database
- Expansion of Tourism Statistics Database with MST-based indicators
UNWTO FLAGSHIP INITIATIVES

GA25 approved POW
Aligned with the Member States Survey for 2023-24, UN Tourism has developed a vision to expand its capacity to deliver, requiring to re-think strategic partnerships for building a resilient, inclusive and sustainable tourism economy for People and the Planet.

Such vision requires to scale up capacity to deliver and foster Innovation, including re-thinking how maximize engagement with the multilateral system (UN, IOs, IFIs), Member States, Science and Research, Academia, Private sector and CSOs.
Create a Regenerative Economy for Tourism

- profits
- competitiveness
- sustainability
- brand value
- jobs
- costs
- resources use
- carbon footprint
- impact on climate
- inequalities

Zero Emissions

ENABLE TOURISM NETZERO TRANSITION

UNLOCK CLIMATE ECONOMY

DECARBONIZE - REGENERATE - COLLABORATE

MEASURE - FINANCE

Source: UN Tourism Z. Urosevic
ESG-T AI tool

Measures ALL ESG impact indicators
Artificial Intelligence ESG Tourism Tool

Certified* CARBON CREDITS Generated

Environmental, Social, Governance Framework and Indicators (26) for Tourism Businesses - industries

Private sector Value Chain
All transports, hospitality, activities, including supplies of goods and services
Environmental, social and governance indicators
→ UN Tourism Standard (MST)

Pilots in companies: Guide on sources, methods, managing and using the data
Pilots in Destinations: int. Model incl Society, Nature and Heritage
Capacity Building and Training

Company data: SMEs + corporate
Destination data: Natural resources data: energy, water, waste, biodiversity
Social Data: jobs, social pact, heritage
Governance Data: policies, regulations, equality

* UN Tourism Work aligned with EU regulations, working with UNFCCC towards certified Carbon Credits – Certified Emissions Reductions (CERs) – CERs, SDMs
Extending MST to the Private Sector: ESG Framework for Tourism Businesses

**ALLIANCE**
UN Tourism and University of Oxford/SDG Impact Lab, from January 2023

**PROJECT**
Develop a harmonised ESG Framework for Tourism Businesses to enhance comparability, scalability, and credibility of ESG reporting in tourism

**APPROACH**
Mixed-methods research, international consensus-building, and legitimization by Advisory Board

**ROADMAP**
Extend the research to more tourism industries and geographies (May-September 2024) and finalize the first draft of the ESG Framework and indicators (January 2025)
NEW METRICS FOR TOURISM & DEVELOPMENT AID

Objectives: to demonstrate how tourism can contribute towards the achievement of the 17 SDGs

SCALE UP DEVELOPMENT AID for IMPACT

Beneficiaries and targets: policymakers and project managers

TO BE USED BY UNWTO ON ITS OWN PROJECTS IN 2024-2025
UN Tourism engages with Strategic partners - align with Global Initiatives
UN Tourism provides partners a unique sphere of influence on the global level

Strategic partners supports initiatives to accelerate tourism transformation engaging with UN, IOs, IFIs, CSOs, Member States, other global players with UNWTO

UN Tourism collaboration with UN System and other CSO and IOs (WRI, IISD, WEF, OECD…) for a Science Based Tourism Economy *

Build a UN Tourism Alliance

* non-exhaustive list of UN and other entities
WORLD TOURISM REPORT

Create the first Index to measure Countries Tourism Performance and Policies on the three dimensions of Sustainability

01 Global Tourism Index
02 Thematic focus
03 Trends & foresight
DESTINATION +
Next generation of DMOs

Define a new model of destination management and governance, adapted to the new realities and needs of tourism for resilience, inclusiveness and sustainability at local level.

NETWORKING
Exposure, exchange & learning.

TRAINING
Technical support Advisory Services

GOVERNANCE FRAMEWORK
Governance, competitiveness, resilience and sustainability at local level.
Piloting implementation of One Planet action frameworks at country level

1000 + Collaborative Partners
Members to engage as co-lead in all activities of the programme

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

PRODUCTION AND CONSUMPTION
SCP policies and regulations
Glasgow Declaration
+850 signatories from 90 countries
14 signatories at National Level

CLIMATE ACTION

CIRCULARITY PLASTIC AND FOOD
Global Tourism Plastics Initiative,
+200 signatories from 64 countries
Global Roadmap for Food Waste Reduction
One Planet Sustainable Tourism Programme
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.

- **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)

- **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

- **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
Glasgow Declaration 868 signatories as of 31 December 2023 - Global

478 signatories representing 55% of the total are from Europe (33 countries):
Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic (Czechia), Denmark, Finland, France, Georgia, Germany, Greece, Iceland, Ireland, Israel, Italy, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, Republic of Moldova, Slovenia, Spain, Sweden, Switzerland, The former Yugoslav Republic of Macedonia, Türkiye, Ukraine, United Kingdom of Great Britain and Northern Ireland.

6 signatories at national level (NTA & NTO) in Europe:
Visit Finland, Direction du Tourisme et des congrès de Monaco, Innovation Norway, Netherlands Board of Tourism & Conventions, Slovenian Tourist Board, Turismo de Portugal.
UN Tourism Climate Focal Points from Europe:

- Albania
- Armenia
- Croatia
- Cyprus
- Flanders
- France
- Germany
- Greece
- Lithuania
- Monaco
- Montenegro
- Netherlands
- Portugal
- Romania
- Slovenia
- Spain
- Switzerland
- Ukraine
Upcoming UN Climate Change Conference - COP29: Baku, Azerbaijan, from 11 to 22 November 2024
INSTO - measure, monitor and build evidence-based metrics at DESTINATION LEVEL for policy shift!

International Network of Sustainable Tourism Observatories (INSTO)

44 observatories

2021-2024
+ 50% of Observatories

Americas (14)
- Argentina (1)
- Brazil (2)
- Canada (2)
- Guatemala (2)
- Mexico (4)
- 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 (8)
- Japan (1)
- Philippines (1)
- Indonesia (5)
World Committee on Tourism Ethics

Current members
Chair ad interim: Daniela Otero (Spanish and Argentinian)

Other European members:
José Ignacio Besga Zuazola, President of the Basque Country Ethics Cluster (full member)
Martina Bienenfeld, Chief Executive Officer of the Zagreb Tourist Board (full member)
Susan Longley, General Secretary of the International Union of Food, Agriculture, Restaurant, Catering, Tobacco and Allied Workers Associations (IUF) (full member)
Gunnur Diker, Owner and General Manager of Eurasia Tourism Ltd. (alternate member)
Marina Novelli, Professor of Marketing and Tourism at the University of Nottingham Business School (alternate member)

Private Sector Commitment to the Global Code of Ethics

New commitments to the Global Code of Ethics
Signing event during UN Tourism General Assembly: 1 company from France

Signing event during FITUR 2024: 2 companies from Spain + 1 company from Switzerland

Total: 469 active signatories worldwide

Framework Convention on Tourism Ethics
4 countries have adhered to the Convention: Albania, Lebanon, Nigeria and Seychelles
Global Code of Ethics provide a Roadmap to maximize tourism positive impacts - equality and inclusiveness - and reduce negative impacts, creating decent livelihoods for all!

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

- **469 commitments**
  - 69 countries
  - 2 regional entities
  - 2 global entities
Gender equality and women’s empowerment
• Centre Stage programme now open to all UN Tourism member states on request
• UN Tourism and Moldova joint project for female leadership in tourism

Youth
• 1st National UNWTO Students League Editions in Switzerland and Bosnia and Herzegovina
• 2022-2023 UNWTO Students League Grand Final
Market Intelligence

- **UN Tourism Barometer** – 2 Issues (December 23 + Jan 24) = First estimates of arrivals, receipts and GDP 2023
- **UN Tourism Data Dashboards** monthly updates on 13 industry wide indicators (bookings, capacity, demand, arrivals, receipts)
- **UN Tourism / ETC Data Lab**: community of practice with series of webinars in 2024 on data and intelligence

**Forthcoming:**
- UN Tourism & Google Report on Understanding Post-pandemic Travellers (June 2024)
- World Forum on Gastronomy Tourism (San Sebastian, Spain-October 2023)
- Global Conference on Wine Tourism (La Rioja, Spain – November 2023)
- 12th World Congress on Snow, Mountain and Wellness Tourism (Andorra, March 2024)

Product Development & Diversification - Gastronomy, Wine and Mountain Tourism

- **Forthcoming:**
  - 8th UN Tourism Global Conference on Wine Tourism, Yerevan, Armenia, 11-13 September 2024
  - Project on sustainable gastronomy tourism itineraries and value chains in the Pacific SIDS (jointly with FAO)
  - 9th UN Tourism World Forum on Gastronomy Tourism, Bahrain, November 2024
  - First UN Tourism Regional Forum on Gastronomy Tourism for Asia and the Pacific, Cebu, Philippines, 26-27 June 2024
  - First UN Tourism Regional Forum on Gastronomy Tourism for Africa, Victoria Falls, Zimbabwe, 26-28 July 2024
  - Report on good practices on Gastronomy Tourism
  - Skills Development Programme on the Guidelines for the development of Gastronomy Tourism
  - Scoping Paper on Measuring Wine Tourism (UN Tourism/OIV)
ECONOMIC DIVERSIFICATION

Working with communities on the ground

Opportunity to scale up the work in all CEU countries, with UN partners, IFIs, EU, others…

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

Survey MS Pow 24-25, the N1 UNWTO activity for Member States!
Best Tourism Villages 2023 Ceremony

Best Tourism Villages by UN Tourism
4th Edition. Applications until 8 May 2024
Best Tourism Villages by UN Tourism - The Network

186 members worldwide [2021, 2022 and 2023 editions]

50 BTVs in Europe
2023 recognitions highlighted

Ordino, Andorra (BTV - 2023)
Kaunertal, Austria (BTV - 2021)
Schladming, Austria (BTV - 2023)
St. Anton am Arlberg, Austria (BTV - 2023)
Wagrain, Austria (BTV - 2022)
Zell am See, Austria (BTV - 2022)
Slunj, Croatia (BTV - 2023)
Pano Lefkara, Cyprus (BTV - 2021)
Mestia, Georgia (BTV - 2022)
Soufli, Greece (BTV - 2021)
Tokaj, Hungary (BTV - 2022)
Kfar Kama, Israel (BTV - 2022)
Isola del Giglio, Italy (BTV - 2022)

Lerici, Italy (BTV - 2023)
San Ginesio, Italy (BTV - 2021)
Sauris Zahre, Italy (BTV - 2022)
Saty, Kazakhstan (BTV - 2023)
Castelo Novo, Portugal (BTV - 2022)
Castelo Rodrigo, Portugal (BTV - 2021)
Cumeada, Portugal (BTV - 2021)
Ericeira, Portugal (BTV - 2023)
Manteigas, Portugal (BTV - 2022)
Sortelha, Portugal (BTV - 2023)
Vila da Madalena, Portugal (BTV - 2023)
Valeni, Republic of Moldova (BTV - 2023)
Râșinari, Romania (BTV - 2022)

Mokra Gora, Serbia (BTV - 2021)
Bohinj, Slovenia (BTV - 2022)
Radovljica, Slovenia (BTV - 2021)
Solčava, Slovenia (BTV - 2021)
Alquezar, Spain (BTV - 2022)
Cantavieja, Spain (BTV - 2023)
Oualdahue, Spain (BTV - 2022)
Lekunberri, Spain (BTV - 2021)
Morella, Spain (BTV - 2021)
Onai, Spain (BTV - 2023)
Rupit, Spain (BTV - 2022)
Sigüenza, Spain (BTV - 2023)
Andermatt, Switzerland (BTV - 2022)
Gruyères, Switzerland (BTV - 2021)
Morco, Switzerland (BTV - 2023)
Murten, Switzerland (BTV - 2022)
Saas-Fee, Switzerland (BTV - 2021)
Saint-Ursanne, Switzerland (BTV - 2023)
Valposchiavo, Switzerland (BTV - 2021)
Birgi, Türkiye (BTV - 2022)
Mustafapasa, Türkiye (BTV - 2021)
Şirince, Türkiye (BTV - 2023)
Taraklı, Türkiye (BTV - 2021)
Sentob, Uzbekistan (BTV - 2023)

50 BTVs in Europe
2023 recognitions highlighted
Tourism for Rural Development

- Best Tourism Villages Ceremony 2023
- Call for 2024 Best Tourism Villages (8 May 2024)
- Launch of Best Tourism Villages Network Online Platform
- Report on Tourism and Rural Development: Understanding Challenges on the Ground – Lessons from the Best Tourism Villages
- Report with European Committee of the Regions on Rural Tourism in Europe

Forthcoming
- Self-Assessment Tool for Rural Destinations
- First UN Tourism Global Conference on Tourism and Rural Development and Best Tourism Villages Ceremony 2024
Tourism for Rural Development
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.
UN Tourism / UN Habitat Expert Group Meeting
“Advancing Sustainable Urban Tourism: Developing tools for promoting good practices in cities” Bilbao 21 - 22 March 2024

Forthcoming
UN Tourism / UN Habitat Side Event: Policies and governance for more sustainable, inclusive, and resilient cities. Cairo, 4 - 8 November 2024

UN Tourism / WTCF
New Research Report
“Quantifying tourism in city destinations: Towards a better understanding of urban tourism”

Forthcoming
• Report on Good Practices in Urban Tourism
• Report and Dashboard on Short Term Rentals Regulation
• Feasibility study on a global database of urban tourism
• Mayor Forum on Sustainable Urban Tourism
Tourism Policies and Governance

Forthcoming

• World Tourism Report
• Report and Dashboard on Short Term Rentals Regulation
• Tourism Policy Report & Tourism Policy Dashboard
• Destination + : A Framework for Destination Management

• Tourism in the G20 Agenda - 2023 Indian Presidency
• Tourism in the G20 Agenda - 2024 Brazilian Presidency
• Working Group on Health and Tourism with WHO/Europe
• Working Group on Health and Travel and Tourism
G20 Tourism and SDGs Dashboard

- Tourism and sustainable development
- The Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)
- Technical Qualification and Training
- Strengthening Tourism Financing as an engine of socioeconomic development

44 Case studies from Europe
AFRICA
Algeria
Benin
Equatorial Guinea
Mauritius
Togo
United Republic of Tanzania
Zimbabwe

AMERICAS
Colombia
Cuba
Jamaica
Peru

ASIA & PACIFIC
Islamic Republic of Iran
Myanmar

EUROPE
Lithuania
Montenegro
Uzbekistan

MIDDLE EAST
Iraq
Jordan
Kuwait
Lebanon
Libya
United Arab Emirates
Yemen
Coalition on Health and Tourism
Jointly coordinated by WHO Europe and UN Tourism – 25 Member States from European Region

Health
Albania
Armenia
Cyprus
France
Kazakhstan
Luxembourg

Health and Travel & Tourism
Monaco
Moldova
San Marino
Serbia
Slovakia
Spain

Austria
Croatia
Czech Republic
Georgia
Israel
Italy
Türkiye

Travel & Tourism
Bulgaria
Greece
Malta
Poland
Romania
Slovenia
WG Health and Travel & Tourism - Coalition on Health and Tourism: Common Expected Outcome and Deliverables

Compilation of lessons learned and good practices from the COVID-19 pandemic for health and tourism (based on a survey to all UN Tourism Member States)

Policy guidelines and recommendations on health and sustainable tourism management

Equip Health Systems, Creation of Guidance Documents, Support Policy-making
A co-creation space to enhance the relevance, alignment and impact of UN Tourism science-based knowledge creation and dissemination for an inclusive, sustainable and resilient tourism sector.
UNTourismKnow
12 reports

- Tourism & Rural: Challenges on the Ground - Lessons from the Best Tourism Villages
- Outcomes from UNWTO Affiliate Members World Expert Meeting on Cultural Tourism
- Tourism Visa Openness Report 2023
- UNWTO Brief - Digital Nomad Visas
- International Tourism Highlights, 2023 Edition
- 17th UNWTO/PATA Forum on Tourism Trends and Outlook Report
- Tourism and SDGs - Achieving the SDGs Tourism - Toolkit of Indicators for Projects (TIPs)
- Glasgow Declaration Implementation Report 2023 - Advancing Climate Action
- Policy Guidance to Support Climate Action by National Tourism Administrations
- Procuring Food Sustainably - Tourism for Sustainable Food Systems Factsheet Series
- #Youth4Tourism - A Handbook to Champion Youth Participation in Tourism at the National Level
- Quantifying tourism in city destinations - Towards a better understanding of urban tourism
2024 UN Tourism
Global Students League

Tourism paving the way to peace
High school & Undergraduates
International Mentors and Experts

“Ministers meet Youth”
Debate at WTD 2024 in Georgia
2027

International Year of Sustainable and Resilient Tourism

Uzbekistan and Maldives sponsors of the UN resolution 26 April, 2024 approved by UNGA. Resolution supported by 83 countries.

UN Tourism is the implementing Agency!
THANK YOU