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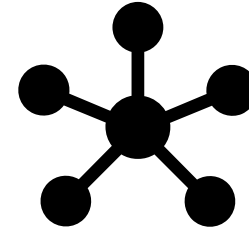
STATE & PERSPECTIVES OF GLOBAL TOURISM

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Director, Regional Department for Europe,
UNWTO

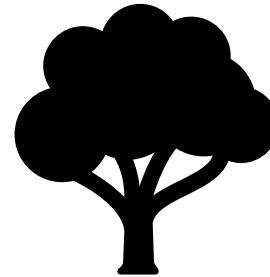
UNWTO:
PROMOTING
RESPONSIBLE,
SUSTAINABLE AND
UNIVERSALLY
ACCESSIBLE
TOURISM



specialized agency of the United
Nations



159 member states, 4 associate
members, 2 observers, and over
500 affiliate members



tourism as a driver of economic
growth, inclusive development and
environmental sustainability



offering leadership and support to
the tourism sector in advancing
knowledge and tourism policies
worldwide

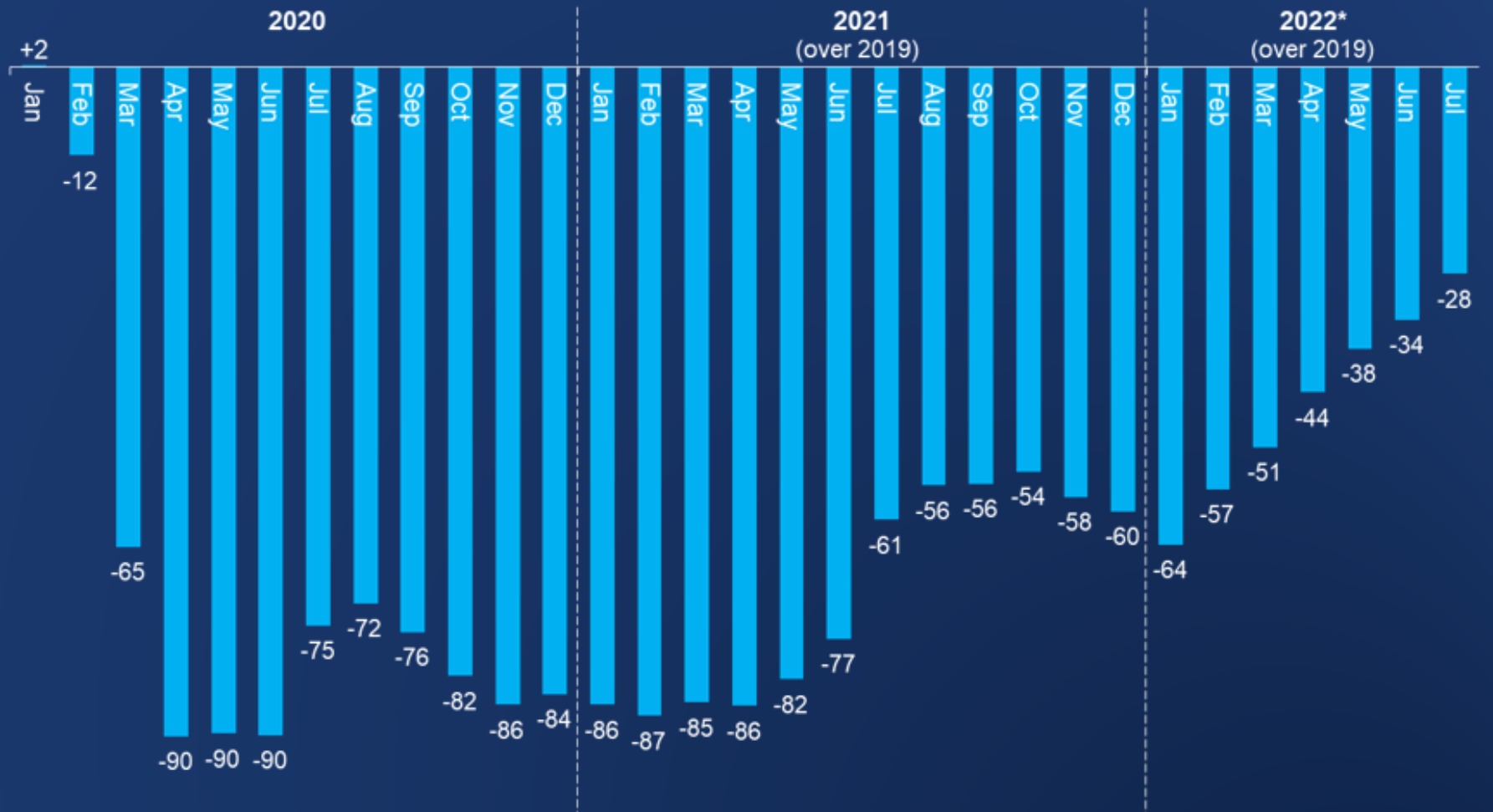
POST-PANDEMIC TOURISM TRENDS

International tourist arrivals

(% change vs. 2019)

Source: UNWTO (Sept. 2022)

* Provisional data



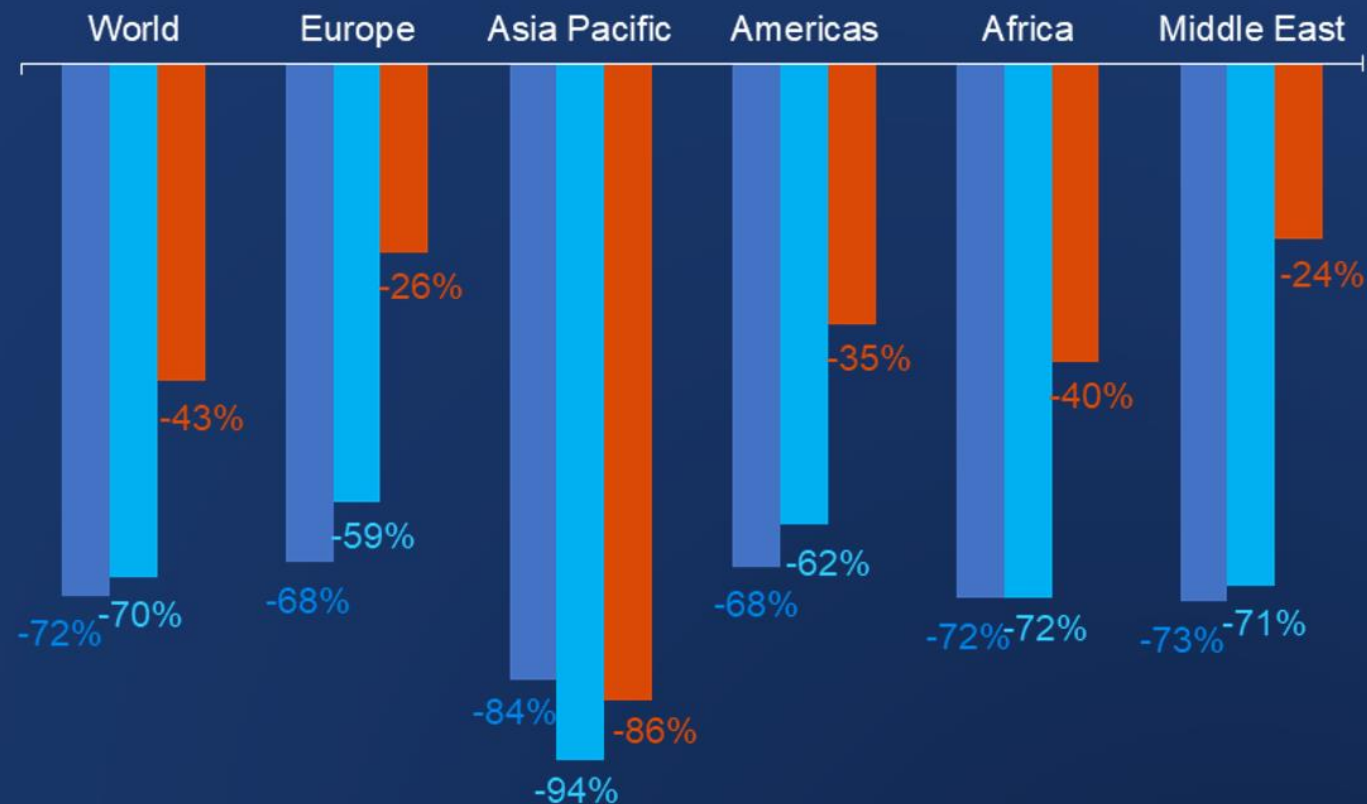
International tourist arrivals: World

(% change vs. 2019)



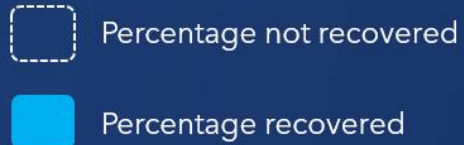
Source: UNWTO (Sept. 2022)

* Provisional data



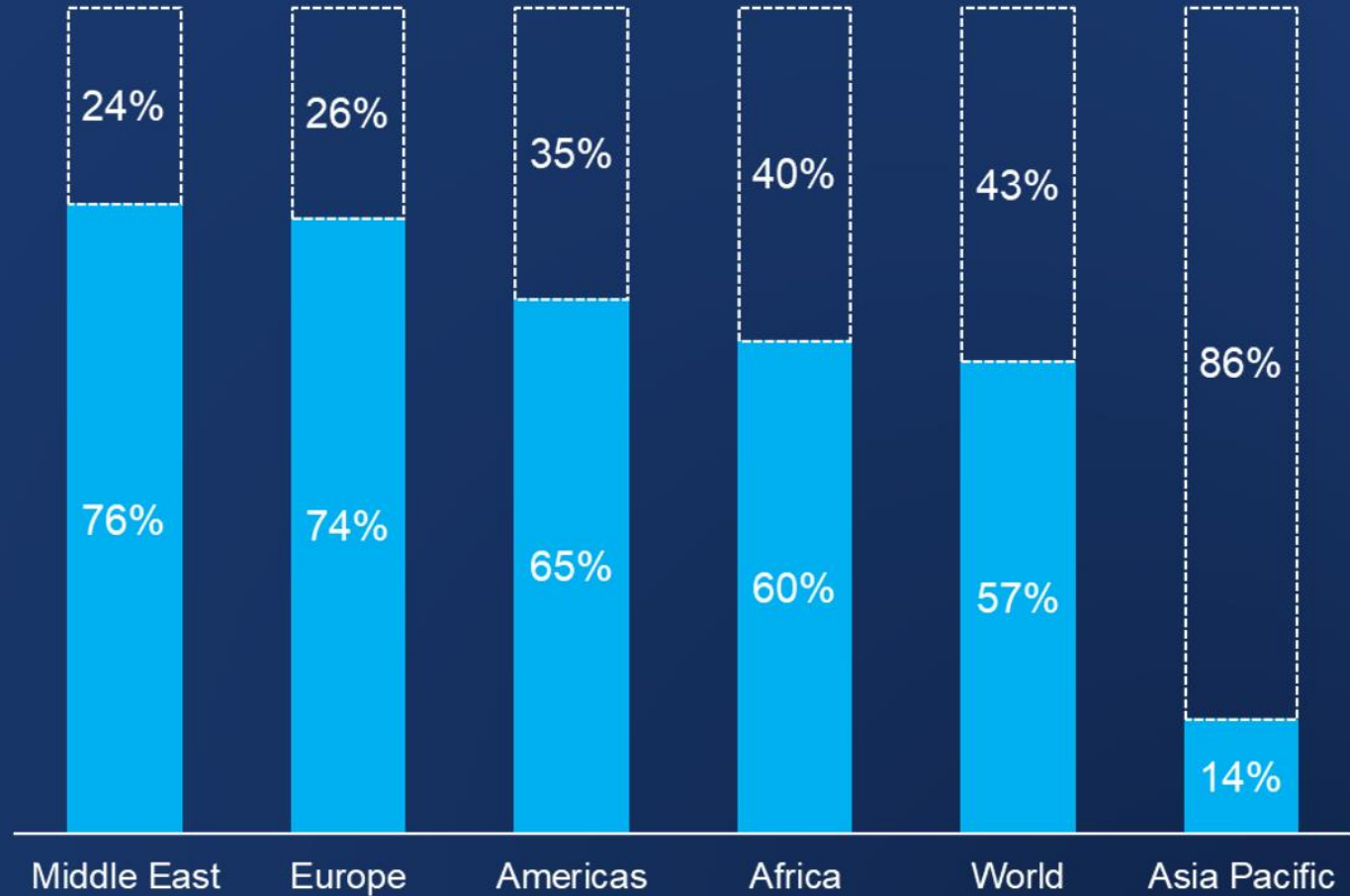
International tourist arrivals:

Percentage of 2019 levels recovered in January-July 2022 (%)*



Source: UNWTO (September 2022)

* Percentage of January-July 2019 arrivals reached in January-July 2022.



International tourist arrivals: **World**

(millions)

- 2019
- 2020
- 2021
- Jan-July 2022*

Source: UNWTO (September 2022)

* Provisional data



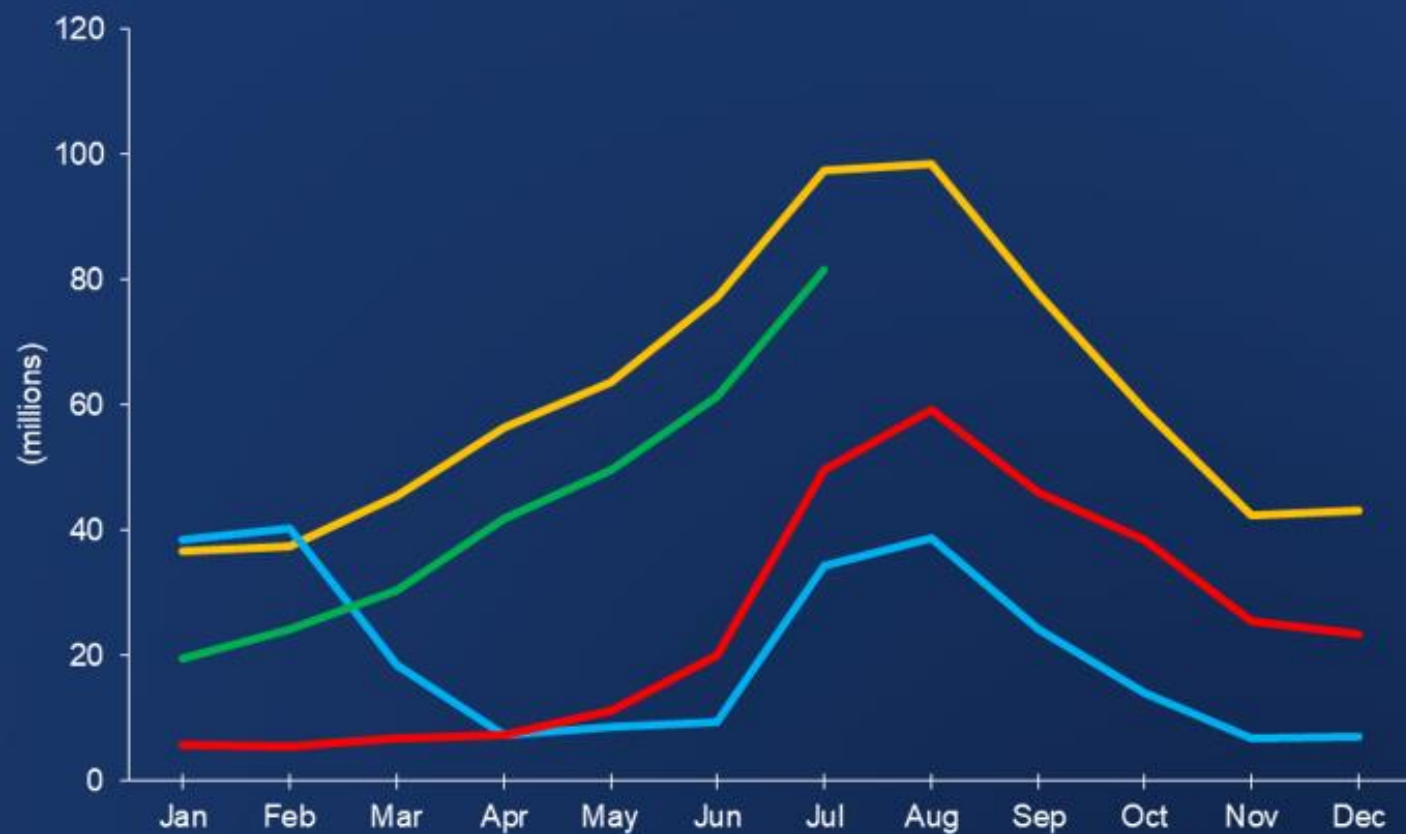
International tourist arrivals: Europe

(millions)



Source: UNWTO (September 2022)

* Provisional data

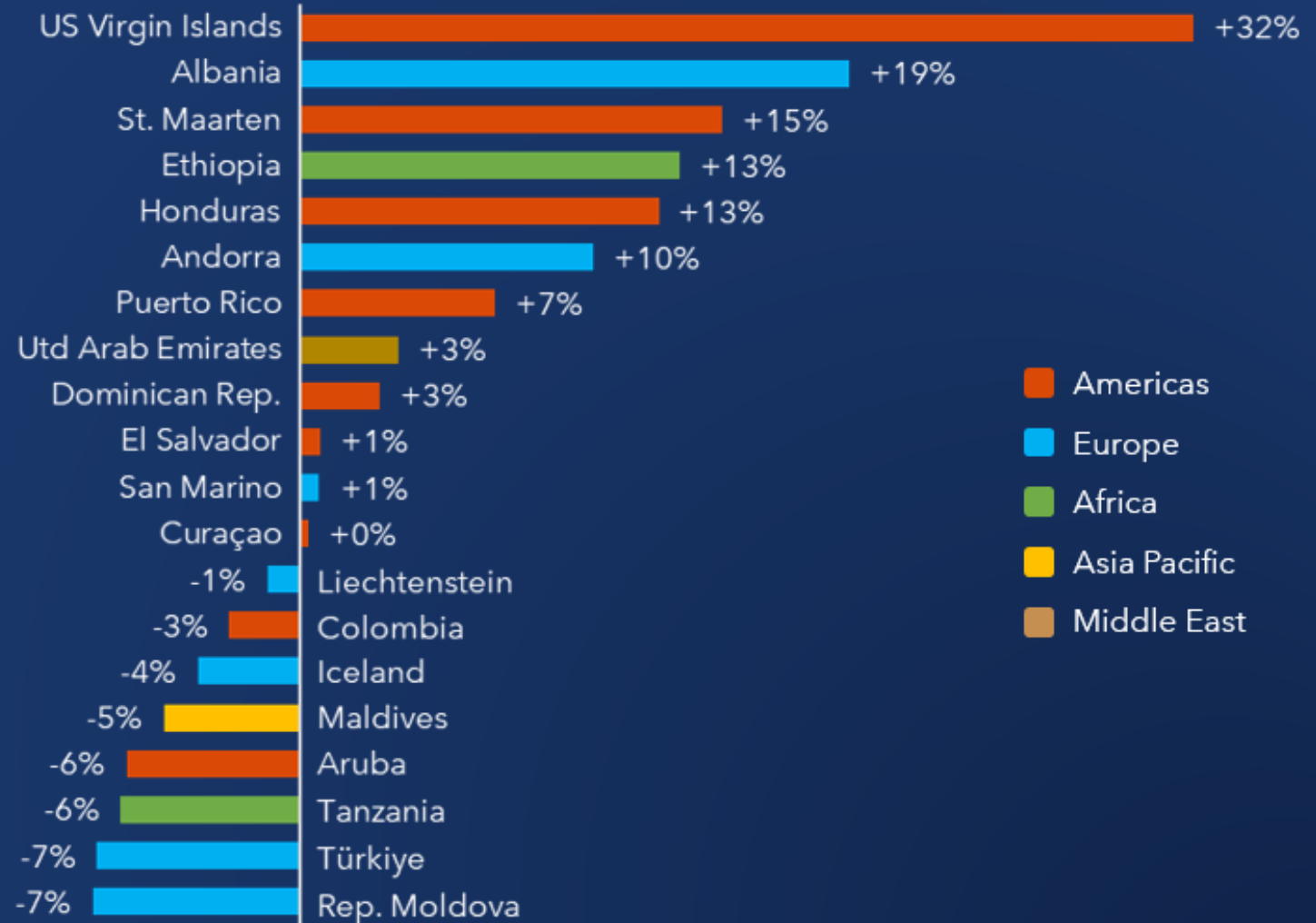


Best performing destinations in January-July 2022*

International tourist arrivals
(% change vs. 2019)

Source: UNWTO (Sept. 2022)

* Based on destinations with
available data for the first 5 to 7
months of 2022

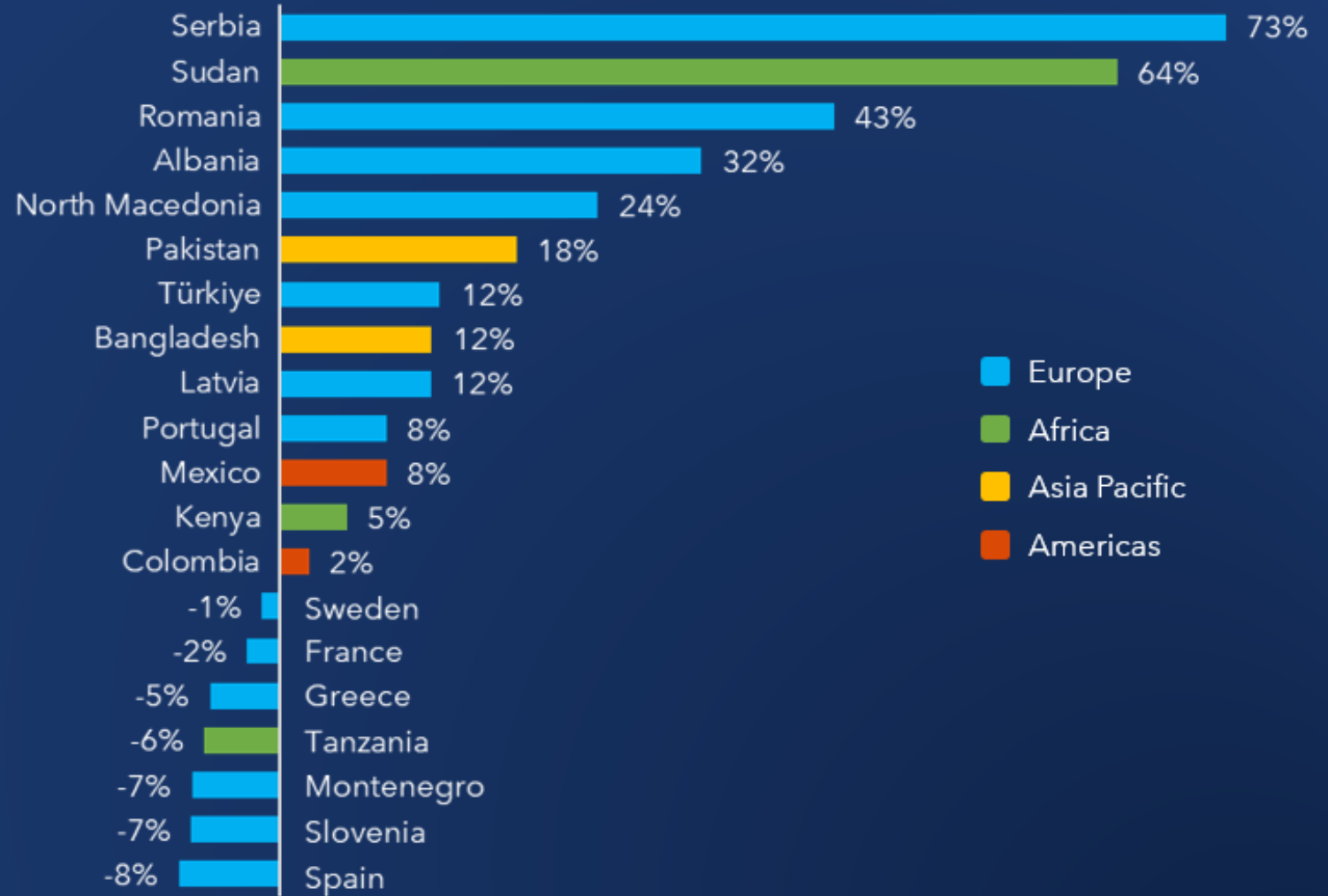


Best performing destinations in terms of earnings: January-July 2022*

International tourism receipts
(real % change vs. 2019)

Source: UNWTO (Sept. 2022)

* Based on destinations with available data for the first 5 to 7 months of 2022



World: International tourist arrivals, 2020, 2021 and Scenarios for 2022 (monthly % change over 2019)



DOUBLE CHALLENGE FOR TOURISM IN EUROPE

WIDESPREAD WORKFORCE SHORTAGE

- little to no sign of improvement unless investments are made in human capacity building:
 - better paid but also more fulfilling jobs
 - respecting the work-life balance
 - more opportunities to gain certifications for tourism professionals which are recognized across borders
 - and offering continuous learning opportunities or upskilling for example in the digital realm

REINVENTING THE WAY POLICY-MAKERS AND TOURISM STAKEHOLDERS DO TOURISM

- adapt to the demand, e.g. with environment conscious travel packages, particularly for youth
- improve the supply with:
 - attractive service-oriented jobs
 - addressing the issue of seasonality



UNWTO INITIATIVES TO #RESTARTTOURISM

COORDINATION & COLLABORATION

- Global Tourism Crisis Committee

POLICY GUIDANCE

- Global Guidelines to Restart Tourism, based on Priorities for Tourism Recovery
- Inclusive Recovery Guides
- International Code for the Protection of Tourists

RESEARCH AND DATA

- World Tourism Barometer and Dashboard
- Conceptual Guidance on Tourism Statistics in the COVID-19 Context

TECHNICAL ASSISTANCE

- Technical Assistance Package

UNWTO'S LEGAL INSTRUMENTS

INTERNATIONAL CODE FOR THE PROTECTION OF TOURISTS

set of minimum international standards for the protection of tourists in emergency situations and consumer rights of tourists

addressed to governments, public and private stakeholders and tourists themselves

aims at:

1. restoring consumers' confidence and making the travel environment more attractive by creating a feeling of safety for tourists/travellers
2. improving the contractual relationships between providers and recipients of the various tourism services

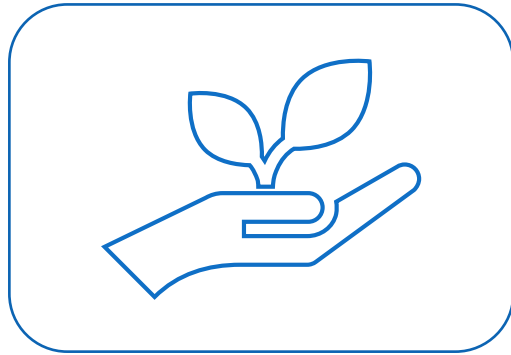
FRAMEWORK CONVENTION ON TOURISM ETHICS

built around the nine core principles of the Global Code of Ethics for Tourism

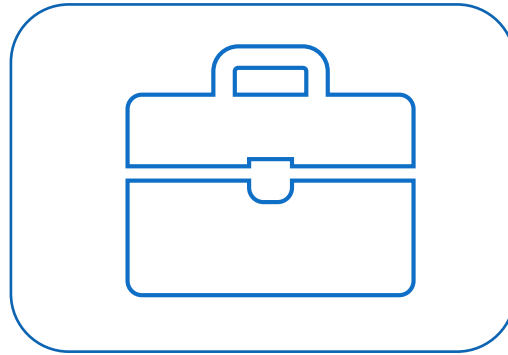
subject to ratification, acceptance, approval or accession by all Member States of UNWTO and all Member States of the United Nations

Member States undertake an obligation towards responsible and sustainable development – preserving the destinations' cultural and natural tourism resources, protecting the local communities and ensuring a responsible, sustainable and universally accessible sector

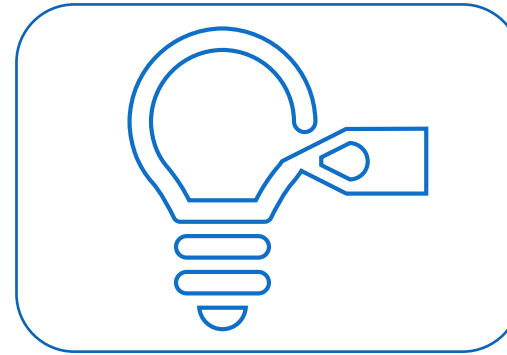
CORE PILLARS OF RECOVERY



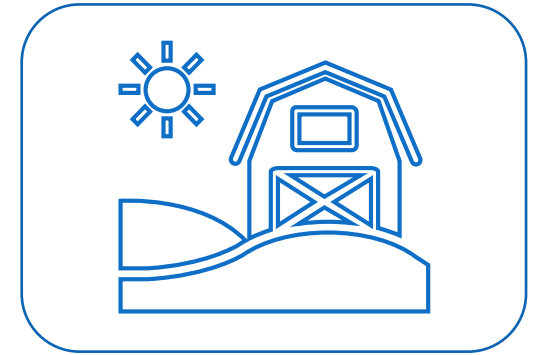
SUSTAINABILITY



JOB & SKILLS



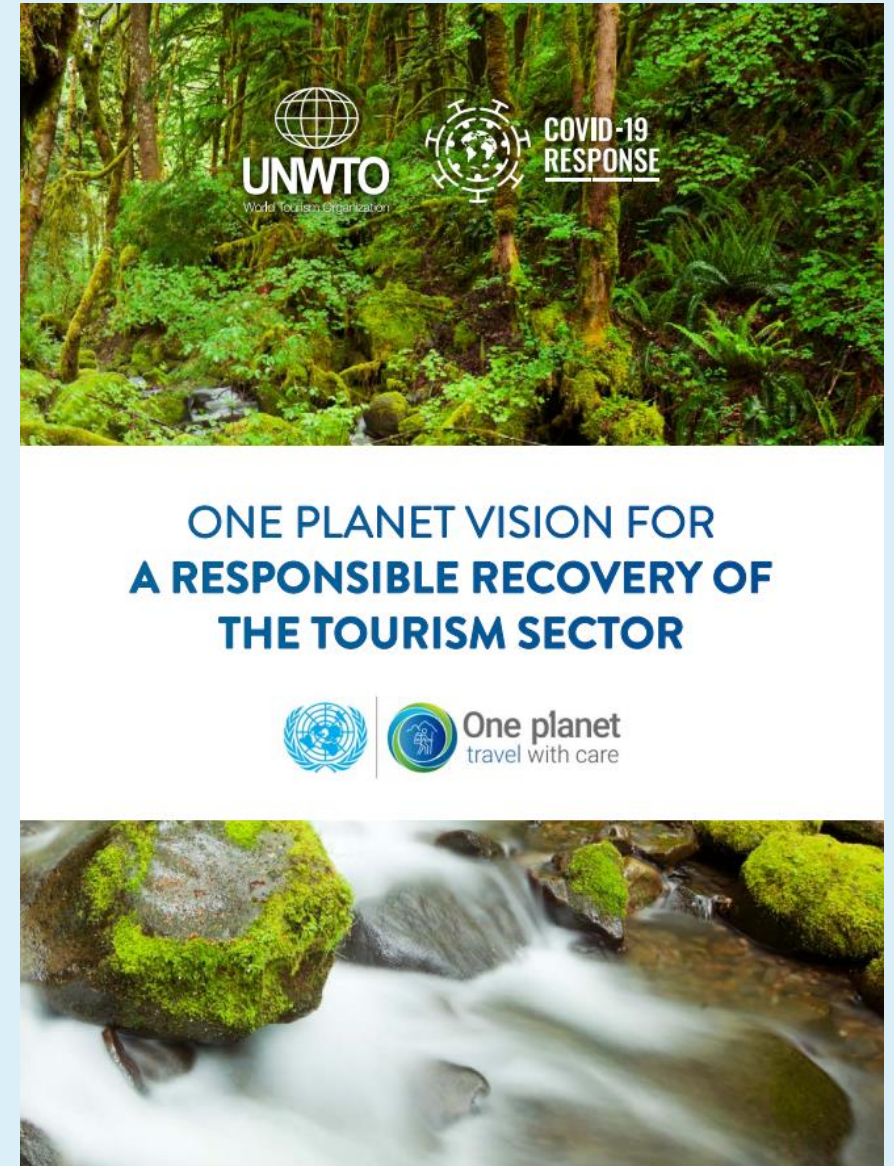
INVESTMENTS &
INNOVATION



TOURISM FOR RURAL
DEVELOPMENT

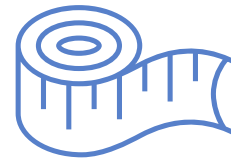
ONE PLANET VISION FOR A RESPONSIBLE RECOVERY OF THE TOURISM SECTOR

- On 4 May 2021, the G20 Tourism Ministers welcomed the Recommendations for the Transition to a Green Travel and Tourism Economy, which UNWTO submitted upon the request of the Italian Presidency.
- The Recommendations, which build on the widely consulted One Planet Vision for a Responsible Recovery of the Tourism Sector, represent a common vision for a better tourism for people, planet and prosperity.



GLASGOW DECLARATION ON CLIMATE ACTION IN TOURISM

- an urgent global call for commitment to a decade of climate action in tourism
- cut global tourism emissions by at least a half over the next decade and reach Net Zero emissions as soon as possible before 2050
- each signatory will commit to deliver a concrete climate action plan, or updated plan, within 12 months of signing
- currently, there are 650+ signatories across all sectors



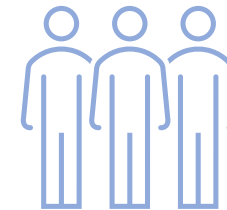
MEASURE



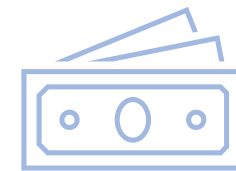
DECARBONISE



REGENERATE



COLLABORATE



FINANCE

GLOBAL TOURISM PLASTICS INITIATIVE

SIGNATORIES MAKE A SERIES OF
ACTIONABLE COMMITMENTS,
TO BE ACHIEVED BY 2025:

Eliminate problematic or
unnecessary plastic packaging and
items

Take action to move from single-
use to reuse models or
reusable alternatives

Engage the value chain to move
towards 100% of
plastic packaging to be reusable,
recyclable, or compostable

Take action to increase the
amount of recycled content
across all plastic packaging and
items used

Collaborate and invest to increase
the recycling and
composting rates for plastics

Report publicly and annually on
progress made towards
these targets



BEST TOURISM VILLAGES

by UNWTO

Make tourism a driver of
rural development and
wellbeing

Be part of the largest
International Network on
Rural Tourism

Advance the role of tourism
in valuing and safeguarding
rural villages

Contribute to the three
pillars of sustainability -
economic, social and
environmental

MEASURING THE SUSTAINABILITY OF TOURISM

Austria, France, Italy, the Netherlands, Germany, Portugal Spain and Sweden members of the working group of experts (from Europe)



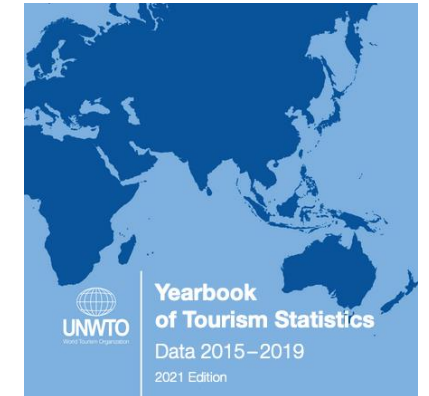
Standards

Leading international UN standards for better measuring in tourism and enhanced compatibility



Capacity building

Supporting member states in developing and improving their tourism statistics



Data

Collecting data from all countries and providing it to data users

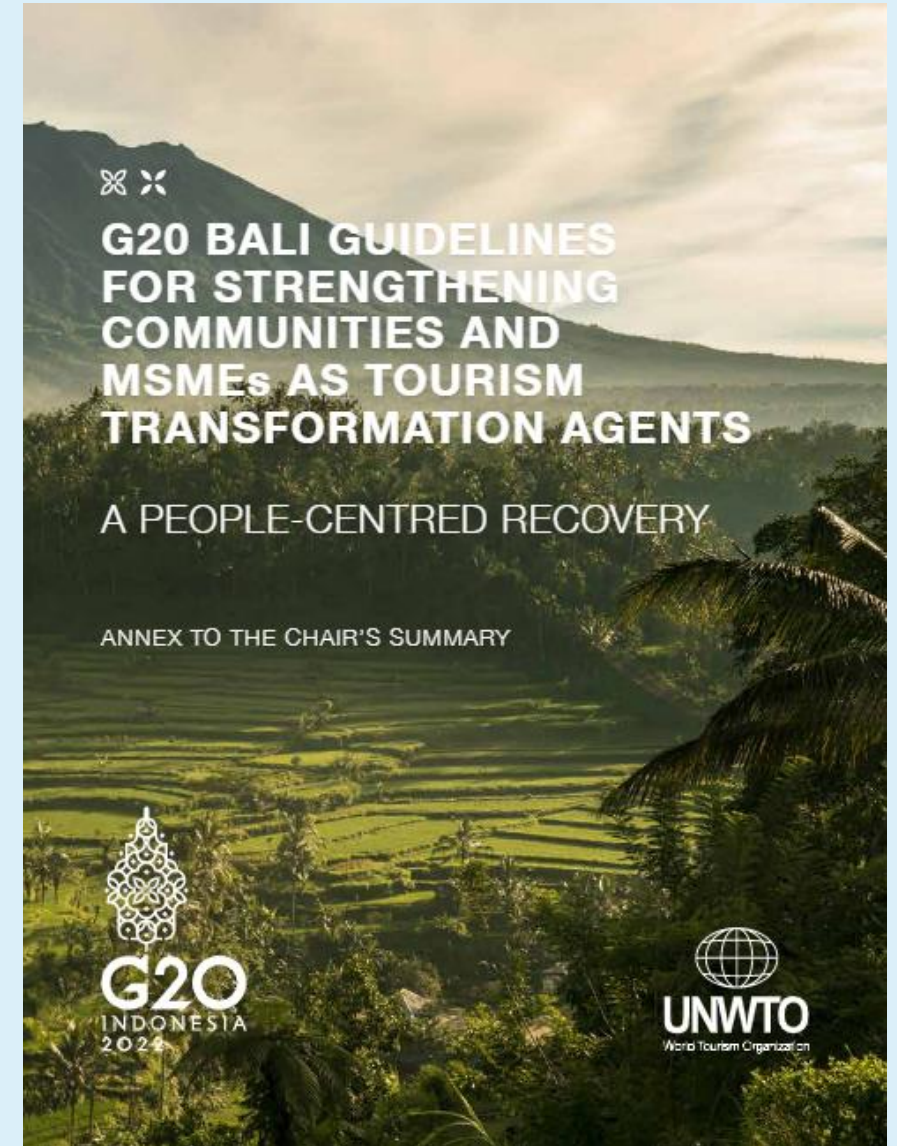


G20 BALI GUIDELINES FOR STRENGTHENING COMMUNITIES AND MSME AS TOURISM TRANSFORMATION AGENTS: A PEOPLE-CENTRED RECOVERY

guidance for key policies that can create resilient and sustainable MSMEs and communities spanning five key pillars:

- Human Capital
- Innovation, digitalization and the creative economy
- Women and youth empowerment
- Climate action, biodiversity conservation, and circularity, and
- Policy, governance and investment

over 40 cases studies from G20 members and guest countries
focused on the promotion of MSMEs and communities



DIGITAL FUTURES PROGRAMME FOR SMALL AND MEDIUM-SIZED ENTERPRISES

- provide digital training on connectivity, business growth, e-commerce, big data and analytics, payments, and security
 - 1 MILLION BENEFICIARIES
- in collaboration with global technology companies
 - free access, available online



YOUTH EMPOWERMENT

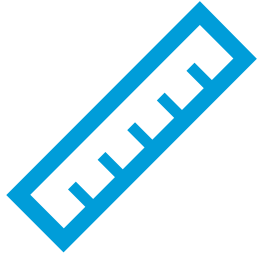
- Sorrento Call to Action, adopted by youth delegates at the first Global Youth Tourism Summit (GYTS)
- more access to learning opportunities and skills development for the youth to gain stable employment prospects

UNWTO TOURISM ONLINE ACADEMY

- in partnership with IE University, based in Madrid
- online learning platform providing self-paced and 100% online courses related to tourism sector (e.g. globalization, digital revolution, marketing, sustainability)
- over 18,000 students and over 20 courses, as well as a Scholarship Programme for Member States that has benefited more than 5,700 students since 2020, specially from Least Developed Countries (LDCs).
- <https://www.unwto-tourismacademy.ie.edu>

UNWTO JOBS FACTORY

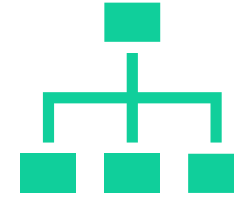
- in partnership with Hosco
- online platform improving talent acquisition and matching job seekers with employers in the tourism sector
- <https://www.unwto.org/jobs-factory>



MEASUREMENT

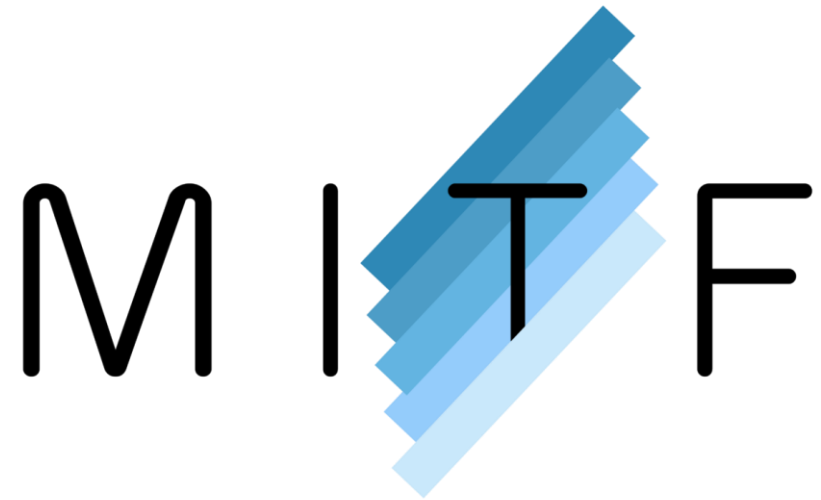


PROGRAMMING



MANAGEMENT

PREREQUISITES FOR TOURISM EXCELLENCE



THANK YOU!

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