

议程项目 3(b)
总体工作方案

CE/118/3(b) rev.2
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世旅组织正走向绿色。执行委员会所有文件均可在世旅组织网站获得：
www.unwto.org 或使用此处快速响应码。



执行摘要

本文件概述了自执行委员会上届会议（2022年11月23日-25日，摩洛哥，马拉喀什）以来的最新成就。

文件还介绍了2024-2025年下一个两年期及以后的工作方案的编制过程。

附件 I 概述了技术合作项目；附件 II 是旅游与可持续性委员会的报告；附件 III 介绍了衡量旅游业可持续性（MST）倡议的进展情况；附件 IV 介绍了秘书长关于世旅组织研究委员会的公报；附件 V 介绍了卫生与旅行和旅游工作组的职权范围；附件 VI 包含世旅组织2023年的活动日历。

请执行委员会审议并决定以下事项：

- 支持联合国统计委员会对衡量旅游业可持续性倡议的统计框架的认可；和
- 批准卫生与旅行和旅游工作组的职权范围。

决定草案¹

议程项目 3(b) 总体工作方案 (CE/118/3(b) rev.2 号文件)

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□ □ □ 秘书长关于工作方案的报告及其各附件，

1. □ □ □ 已实施的活动和取得的进展；

□ □ □ 关于衡量旅游业可持续性的统计框架（SF-MST）的附件 III，

2. □ □ 世旅组织统计委员会成员，以及在其主持下开展工作的衡量旅游业可持续性专家组，感谢他们以开拓性的眼光和专业精神，领导国际社会制定衡量旅游业可持续性的统计框架的努力，这一发展对于支持旅游业向更好地服务于人类、地球和繁荣的部门过渡至关重要；

3. □ □ 世旅组织大会批准即将定稿的衡量旅游业可持续性的统计框架草案，以便将其提交给联合国统计委员会，作为下一个旅游统计标准予以认可；

4. □ □ 世旅组织所有成员积极支持建立国际共识的进程，以争取联合国统计委员会认可衡量旅游业可持续性的统计框架，并呼吁主管旅游的各部委与各自的国家统计局联系，在 2024 年 2 月 27 日至 3 月 1 日在纽约举行的联合国统计委员会第五十五届会议之前协调各国的共同立场。

□ □ 其决定要求“秘书处紧急考虑在世旅组织和世卫组织建立的伙伴联盟的精神下设立一个关于卫生、旅行和旅游的全球工作组，认识到需要从新冠疫情危机中吸取教训，在旅行和旅游中建立更强的韧性，并确保在面对未来威胁时做好准备；”

5. □ □ 附件 V 中提出的卫生与旅行和旅游工作组的职权范围。

□ □ □ 2024-2025 年工作方案的编制过程，即在成员国和非成员国之间进行的调查基础上编制的，该调查对行业和本组织的长期愿景提供了深入了解，

6. □ □ 秘书长向执行委员会第 119 届会议提交 2024-2025 年工作方案和预算草案供批准，包括行业的长期愿景和本组织所需改革的初步纲要。

¹ 这是决定草案。关于执委会通过的最后决定，请参考届会结束时发布的决定文件。

I. 简介

1. 在西班牙马德里举行的第 113 届会议上，执行委员会建议大会任命祖拉布·波洛利卡什维利先生为本组织秘书长，任期为 2022 年 1 月 1 日至 2025 年 12 月 31 日（CE/DEC/4（CXIII））。在这第二个任期的框架内，大会批准了本组织 2022-2023 两年期的工作方案。
2. 在**第 II 部分**，本文件概述了自 2022 年 11 月 23 日-25 日在摩洛哥马拉喀什举行的执行委员会上届会议上提交的上一份报告以来，主要工作路线的执行情况和主要成就。
3. 在**第 III 部分**，本报告介绍了 2024-2025 年下一个两年期工作方案草案的编制过程。为此，秘书处在与方案和预算委员会合作下，编制了一份调查问卷，以收集世旅组织成员对未来几年的不同看法和优先事项，以及更长远的战略视角。该调查于 2022 年 12 月启动，一直持续到 3 月初。超过 80% 的正式成员和准成员答复了调查表。此外，还在附属成员中进行了额外的调查，从而确保广泛覆盖全体成员的需求，并在非成员国中进行调查，从而形成共同的长期愿景和战略计划。
4. 计划在 2023 年 6 月和 7 月举行的地区委员会会议框架内进行的讨论，将完成这一进程，并将为世旅组织秘书处提供更多内容，用于编制应对行业目前和未来挑战的工作方案草案。该草案将提交给执行委员会第 119 届会议核准，并提交给大会第 25 届会议最后批准，这都计划于 2023 年 10 月在乌兹别克斯坦举行。

II. 工作方案的执行情况 — 关于最近活动的报告

5. 本部分简要介绍了 [CE/117/3\(b\)rev.1 号报告](#) 中提出的自 2022 年 10 月左右以来的主要工作路线和成就，这一时期的特点是在气候变化影响日益严重的框架下，出现了三方面的危机：粮食、能源和金融，这提醒我们，我们的许多消费和生产模式需要进行重要而紧迫的变革。
6. CE/118/7(a)和 CE/118/7(b)号文件进一步详细介绍了附属成员的活动和治理。
7. 附件 I 概述了技术合作项目；附件 II 是旅游与可持续性委员会的报告；附件 III 介绍了衡量旅游业可持续性（MST）倡议的进展情况；附件 IV 介绍了秘书长关于世旅组织研究委员会的公报；附件 V 介绍了卫生与旅行和旅游工作组的职权范围；附件 VI 包含世旅组织 2023 年的活动日历。

A. 战略目标

强有力的协调。有效的政策指导和新的伙伴关系

8. 面对一场前所未有的危机，在不确定性加剧的背景下，多边主义比以往任何时候都更加重要。世旅组织需要继续领导协调国际努力，支持该部门的恢复和转型。
9. 秘书处高级管理层参与**联合国行政首长理事会**及其两个委员会 — 方案问题高级别委员会（HLCP）和管理问题高级别委员会（HLCM）— 使其有可能与其他多边组织和整个联合国系统在战略规划调整 and 良好做法的管理方面形成有影响力的合作。目前，联合国议程中与世旅组织相关的重要问题集中在 2030 年议程中期进程的准备工作上，在即将召开的联合国大会期间，将在纽约举行可持续发展目标峰会，随后将于明年举行 2024 年联合国未来峰会。世旅组织的知识部门分别参与了一系列[联合国秘书长政策简报](#)的实质性工作²，支持“[我们的共同议程](#)”。这将使旅游业在全球发展议程中得到定位，将我们行业对经济、社会和环境的重要性纳入主流，但最重要的是新的联合国治理模式。
10. 由世旅组织编写的“[为消除贫穷和保护环境促进包括生态旅游在内的可持续和有韧性的旅游业](#)”的[A/77/178 号联合国决议](#)，于 2022 年 12 月 14 日由联合国大会的 112 个国家通过，并以世旅组织秘书处根据国家旅游政策的全球分析和从其他联合国机构和国际组织收到的意见编写的报告（[A/77/219](#)）为基础。最值得注意的是，联合国第 77/178 号决议首次将具有韧性的旅游业放在首位，包括在其标题中，从而强调需要加强该部门的韧性，并支持旅游业更有力地融入社会和全球

² 世旅组织目前正与秘书长办公厅（EOSG）在以下工作流方面进行协作：实现 GDP 以外的指标、全球数字契约、国际金融架构、改革教育和联合国 2.0。

可持续性进程。该决议还呼吁在 2022 年联合国大会组织的会议的基础上，定期在联合国大会举行“旅游问题高级别对话”。

11. 在蒙特利尔举行的《生物多样性公约》第十五次缔约方会议期间，世旅组织与世界旅行和旅游理事会（WTTC）以及可持续酒店联盟（联盟）宣布了一项新的合作，这将使公共和私营部门在共同的[旅行和旅游业有益自然的愿景](#)中联合行动，在 2030 年之前阻止和扭转生物多样性的丧失。这个新联盟正在支持和激励政府、企业和民间社会实施[昆明-蒙特利尔全球生物多样性框架](#)（GBF），特别是目标 14、15 和 16。此外，世旅组织在生物多样性大会的高级别会议“生态文明 — 为地球上所有生命建立共享未来”上，发表了关于该联盟及其承诺的声明，强调了该部门作为变革推动者的作用及其能力，如果管理得当，可以阻止和扭转生物多样性的丧失，帮助再生并在 2030 年前实现一个有益自然的世界。
12. 世旅组织为《联合国气候变化框架公约》第 27 次缔约方会议举办了两次高级别活动，汇集了主要决策者和企业领导人，他们都是《格拉斯哥宣言》的签署方，分享了关于通过[脱碳](#)和[再生](#)加快向净零排放转变的务实见解。
13. 在卡塔尔多哈举行的第五次联合国最不发达国家问题会议（LDC5）：
 - (a) 联合国秘书长与联合国系统负责人举行的“联合国支持最不发达国家行动十年”高级别活动，为世旅组织提供了一个独特的机会，使其能够参与并与其他联合国机构的负责人分享旅游业对 46 个最不发达国家经济和社会的关键作用。需要重新思考联合国系统在循环经济、生物多样性、社区和数字化领域对最不发达国家的支持和合作，以便在可持续发展目标方面收复失地，并在脱离最不发达国家类别方面取得进展。
 - (b) 在由世旅组织、联合国最不发达国家高代办和微软公司共同举办的[私营部门论坛，可持续旅游业会议](#)上，将旅游业作为最不发达国家可持续发展的五个关键支柱之一。会议重点讨论了创新伙伴关系的潜力，以支持可持续恢复，形成更好的政策和财政激励措施，以促进私营部门的反弹，包括为基础设施和中小企业提供旅游融资。
 - (c) 在卡塔尔旅游局的支持下，世旅组织还举办了一场关于[“利用旅游业的创新和创业精神作为促进最不发达国家可持续发展的工具”](#)的特别会外活动。来自世旅组织可持续发展目标全球初创企业竞赛的初创企业介绍了他们帮助推动本国变革的解决方案，同时还就旅游业的创新和伙伴关系如何加速经济发展进行了小组讨论。
 - (d) 世旅组织与途易关爱基金会举行了新闻发布会，宣布启动旅游促进发展基金。途易关爱基金会将在 2030 年前投资至少 1000 万欧元，支持最不发达国家的项目，以提高社区改善生计的能力，保护和再生自然，并创造基于市场的解决方案，使旅游目的地受益。将通过世旅组织和途易关爱基金会定期发布提案征集通知，供非营利组织和社会企业向旅游促进发展基金提出申请。
14. 在联合国 2023 年水事会议上：
 - (a) 世旅组织为联合国水事成果文件[水事行动议程](#)提供了大量意见投入，强调了旅游业在保护水资源和促进加快实现可持续发展目标 6 “确保人人享有水和卫生设施”方面的作用。
 - (b) 与奥地利政府合作举办的世旅组织会外活动“旅游与水：挑战与机遇”，指出了旅游业对水的影响，包括消费和浪费以及污染带来的负面影响，同时强调了在推进行动计划以确保旅游业价值链各个层面的可持续水管理方面正在取得的进展。
 - (c) 在 2023 年联合国水事会议的全体会议上，世旅组织概述了世旅组织和合作伙伴正在开展的与水有关的倡议³，强调了气候变化、污染和缺水等挑战之间的相互联系。世旅组织还强调，通过衡量旅游业的可持续性倡议以及国际可持续旅游业观察站网络，监测和衡量旅游业与水有关的影响越来越重要。

³ 同一地球可持续旅游计划，最值得注意的是一系列倡议，包括《旅游业气候行动格拉斯哥宣言》、《全球旅游塑料倡议》和《旅游业减少粮食浪费全球路线图》。

15. 在世旅组织和联合国**粮食及农业组织**（FAO）于 2020 年签署的谅解备忘录的基础上，高级别会议重点讨论了加强合作的重要性，以扩大旅游业对农村发展的贡献（请参见产品开发中关于衡量山区旅游的工作）。
16. **《游客保护国际守则》及其他旅游和法律活动。** [游客保护国际守则](#)（ICPT）⁴ 是一套全面的原则和建议，涉及在紧急情况下（不限于大流行病）对游客的保护，以及游客作为消费者的权利，旨在恢复消费者对旅行的信心，并在 COVID-19 之后的环境中为国际游客提供足够的保障⁵。现在，世旅组织和联合国都鼓励成员国通过正式的加入通知⁶ **完全或部分**加入《游客保护国际守则》，并将其不具约束力的建议纳入其相关政策、立法和法规中，同时向秘书长报告其在本国的应用情况，以分享知识、经验和最佳做法⁷。加入《游客保护国际守则》仅意味着国家承诺在一年内提请主管当局考虑该守则，为各国留有绝对的灵活性，以便在认为适当的情况下，根据每个国家的体制框架，在国家层面促进实施其原则和建议的措施。迄今为止，已有 8 个成员国加入了《游客保护国际守则》（[名单](#)）。此外，秘书处正在探索与国际金融机构（IFI）建立潜在的伙伴关系，在个人专家和学术合作方网络的支持下，建立“旅游法观察站”，以监测和分析区域一级的旅游法和《游客保护国际守则》的状况。
17. 在一份联合声明中，**世旅组织和欧盟委员会**强调，旅游业和运输业需要“共同努力”，通过使这两个部门对工人更具吸引力，来解决旅游就业的差距。阅读该[声明](#)。
18. 2023 年初，联合国大会通过 [A/RES/77/269](#) 号决议，宣布 2 月 17 日为“**旅游业复原力全球日**”，考虑到旅游部门在紧急情况下的脆弱性，旨在强调需要促进有复原力的旅游业发展以应对冲击。该决议源于世旅组织编写的 A/77/219 号报告和 2022 年 12 月通过的关于“为消除贫困和保护环境促进可持续和有复原力的旅游，包括生态旅游”的 [A/RES/77/178](#) 号决议。

对成员的服务多样化、扩大成员组成、危机、恢复和韧性

19. 世旅组织秘书处正在扩大其服务组合，以更好地适应新形势，为未来做好准备。
20. **吸引非成员国**
 - (a) 世旅组织秘书处通过高级管理团队和各地区部，积极与非成员国保持联系，就加入和/或重新加入本组织的前景加强对话，并将其纳入工作方案的各个领域。在这方面，值得注意的是，秘书处让非成员国参与了关于 2024-2025 年工作方案和预算的成员国优先事项以及部门发展的长期愿景的战略调查。一些来自美洲（加拿大和美国）、亚洲和太平洋（新加坡）和欧洲（爱沙尼亚、芬兰、拉脱维亚和来自比利时的布鲁塞尔首都地区）的非成员为该调查提供了他们更广泛和大量的贡献。
 - (b) 秘书处就伯利兹成员资格的业务和法律问题进行了磋商。2022 年 7 月 25 日，收到了伯利兹旅游和侨民关系部长关于该国的入会申请。
 - (c) 世旅组织在统计等领域的知识创造和政策制定方面的领导力，正在非成员国中形成令人感兴趣的吸引力和参与度，特别是即将推出的衡量旅游业可持续性的统计框架（SF-MST），因为它将成为一个正式的联合国统计框架。澳大利亚、加拿大、芬兰、新西兰、挪威和美国是世旅组织衡量旅游业可持续性专家小组的积极成员。
21. **以质量为导向扩大附属成员资格：**经附属成员事务委员会（CMAM）和执行委员会批准，世旅组织已开始推出以质量为导向和地域平衡的方式扩大世旅组织附属成员的战略。已经开始与可能对附属成员感兴趣的实体进行联系，特别是在亚洲、中东和非洲。作为世旅组织推广其附属成员的努力的一部分，在大型旅游展期间与感兴趣的实体建立了知识共享活动和直接联系。这些活动包括：(a) 2023 年国际旅游交易会（FITUR）：附属成员委员会第 58 次会议、世旅组织附属成员角、

⁴ 《游客保护国际守则》是以世旅组织**所有正式语文**出版的全面出版物。

⁵ 经 2021 年 11 月 30 日至 12 月 3 日在西班牙马德里举行的大会第 24 届会议第 732（XXIV）号决议通过。

⁶ 加入通知书应由一个有权让国家参与的人签署。尽管这一要求可能因国家而异，但签字人不一定是负责旅游的部长或其同等人员。相反，它可以由一个有足够权力将《游客保护国际守则》提交给国家主管部门考虑的人（例如，政府代表）签署。

⁷ 有兴趣的成员国可以参考 [《加入游客保护国际守则的指南》](#)，其中概述了各国完全或部分加入《游客保护国际守则》、并随后将《游客保护国际守则》交给国家主管部门考虑的步骤。

2023 年旅游业正在形成的趋势；和 (b) 2023 年柏林国际旅游展览会：世旅组织关于将体育旅游与卫生联系起来的圆桌讨论。

22. **航空与旅游：**世旅组织寻求加强与私营部门，包括航空业的合作。为了进一步将航空公司融入本组织，并在航空公司和旅游目的地之间找到更好的协同作用，正在瞄准特定的航空公司作为附属成员加入世旅组织，同时也在筹备能够进一步将这两个领域联系起来的事件和活动。

组织的管理和现代化

23. 正如执行委员会上届会议所宣布的，成立了一个内部的**世旅组织研究委员会**，以建立一个广泛的知识生态系统。委员会的任务是加强世旅组织知识创造和传播的相关性和影响力，同时确保世旅组织的研究与世旅组织的愿景和使命、其工作方案以及最新的需求和机会保持一致，这些需求和机会将在政策文件、旅游见解和以其他新形式提出。委员会正在努力促进世旅组织研究的质量、相关性、适用性和附加值，以及其对旅游业可持续发展和管理的政策和战略的影响。秘书长关于研究委员会的公报副本作为附件 IV 附于本文件。

B. 方案的优先事项

投资于人：人力资本、教育和就业

24. 为了支持适当的发展，实现旅游部门的竞争力和可持续性，世旅组织成员国需要恰当的旅游人力资本基础，以满足当前和未来的市场需求。
25. 已经签署了扩大教育规模的历史性协议：
- (a) [世旅组织和沙特阿拉伯王国签署了通过电子学习发展人力资本的项目](#)，其主要产出是：5 种语言的 10 个在线课程、就业工厂和旅游劳动力市场观察站、世旅组织 Ted.Qual 质量认证以及创新和数字转型方案。
 - (b) [世旅组织和卢塞恩应用科学与艺术大学（HSLU）合作创建了一个新的、联合的国际可持续旅游理学士学位](#)。
26. 同样，各成员国正与**世旅组织合作创建国际学院**，以支持其为旅游业劳动力提供高质量的职业和管理教育的努力，这项工作正在与沙特阿拉伯王国、乌兹别克斯坦、阿塞拜疆、多米尼加共和国和尼日利亚共同推进。沙特阿拉伯王国的学院正在进一步发展中。本组织和旅游部将签署一项合作协议，在年内正式启动培训师和高管方案。
27. [世旅组织旅游在线学院](#)继续成长。它的课程组合现在有 20,700 多名学生在使用。在即将举行的地区委员会会议期间，将向成员国提供 2000 个奖学金。
28. 新内容如下：
- 香港理工大学：（1）旅游和酒店业的创新和技术管理。
 - 哥伦比亚外部大学：（1）旅游创新。
 - 旅游、酒店和美食学校（CETT）（西班牙）：（1）收入管理，和（2）基本烹饪技术。
29. 由**世旅组织学院**策划的教育方案：
- (a) **教育方面的伙伴关系：**与澳门旅游学院（IFT）合作的新一批 3 个研究生课程和 2 个博士课程，以及与阿纳华克（Anáhuac）大学（墨西哥）合作的一个 4 个科目的硕士模块，共有 70 名学生。
 - (b) **高管培训：**为坦桑尼亚（5 个课程和 7 个网络研讨会）和巴林（5 个课程）提供了方案，使 222 人受益。

30. 来自中国、印度尼西亚、日本和荷兰的 12 个项目获得或更新了**世旅组织 Ted.Qual 认证**。为此，进行了 14 次审计流程。目前，该认证涵盖了 39 个国家的 101 个机构的 274 个认证项目。
31. 世旅组织学院还为多米尼加共和国提交了一份关于教育的国家报告，涉及该国的 9 个教育中心。
32. **学生联赛：**
- (a) 瑞士第一届世旅组织学生联赛宣布了其**获奖者**。
- (b) 正在与开发计划署合作，启动波斯尼亚-黑塞哥维那的世旅组织学生联赛。预计在 6 月会有结果。更多关于**学生联赛**的信息。

促进可持续和绿色转型：社会方面、文化和环境

33. 旅游业作为发展的工具提供了重要的机会，支持社区和经济发展。如果管理得当，它可以成为变革的推动者和有益的力量，发挥关键的乘数作用，帮助加快旅游部门的可持续消费和生产模式，提高旅游利益相关者的气候目标，促进循环商业解决方案，并投资于再生旅游解决方案，建立一个有益自然、净零和无污染的部门。过去几年中，世旅组织为解决这些迫切的需求，已经取得了许多行动进展和发展。
34. **同一地球：**世旅组织继续发挥其在 2023-2024 年期间作为“同一地球”可持续旅游计划的领导角色，继续将循环性和可持续消费与生产定位为应对气候变化、生物多样性丧失和污染挑战的关键战略。通过领导该计划的实施，世旅组织支持将可持续消费与生产的复杂性转化为旅游利益相关者的可操作领域，为 700 多个成员带来附加值，并促成环境和旅游利益相关者之间的对话。
35. **可持续消费和生产：**2023-2030 年可持续消费和生产全球战略是由“同一地球”网络通过参与进程方式制定的，并于 2022 年 12 月发布。该战略将旅游业确定为实现可持续消费和生产的高影响部门之一。
36. **气候行动：**
- (a) 继 2021 年 11 月在联合国气候公约缔约方大会第二十六届会议上发布关于需要加快旅游业气候行动的《**格拉斯哥旅游业气候行动宣言**》后，来自 90 个国家的 750 多个利益攸关方（企业、旅游景点、协会等）签署了该宣言。签署方将继续通过**技术会议**得到支持，在 2022 年有超过 400 个利益相关者参与，并辅以一个包括 38 个工具和资源的**资料库**。格拉斯哥宣言在联合国气候公约第 27 次缔约方会议上有很强影响力，会议组织了两次高级别活动，汇集了前沿政策制定者和企业领导人，分享通过**去碳化和再生**加速向净零排放转变的务实见解。
- (b) 2022 年 12 月，发布了《**旅游业气候行动基线报告**》，介绍了从 1000 多个利益相关者收集的关于旅游业气候行动的全球调查结果。该报告是在与联合国气候变化公约（UNFCCC）合作下，与附属成员探险旅游行业协会（ATTA）一起发布的。
- (c) 2023 年 3 月，在与《联合国气候变化框架公约》合作下，发布了在与德国联邦环境、自然保护、核安全和消费者保护部（BMUV）的支持下制定的《**衡量温室气体排放的方法和工具概览**》。支持国家旅游当局气候行动的政策指南正在制定中。更多关于**气候行动**的信息。
37. **循环经济：**循环经济原则和实践在旅游价值链中的整合，正在通过塑料和粮食浪费问题的切入点予以处理。
- (a) **全球旅游塑料倡议（GTPI）**有来自 57 个国家的 147 个签署方（住宿供应商、支持机构、供应商、旅游经营者、在线平台和景点），并支持旅游利益相关者为即将到来的《国际塑料污染条约》做好准备。
- (b) **旅游业减少粮食浪费全球路线图**是在可持续发展目标 12 多伙伴信托基金的支持下制定的，并在 2022 年 12 月世旅组织第七届世界美食旅游论坛期间发布，供公众咨询，在此之前，实施了一个在线提供的**关于可持续粮食管理培训系列**，有 300 多个利益相关者参与，并发布

了一个包括 15 个工具和资源的在线资料库。路线图的最终版本整合了磋商过程中的意见，预计将在 2023 年第二季度发布。此外，一个包括 28 种工具和资源的[旅游业循环经济在线资料库](#)已经启用。

38. **生物多样性**：生物多样性对旅游业至关重要，健康的环境对旅游部门的竞争力至关重要，因为许多目的地的保护工作主要依赖于旅游收入。由于旅游业将人与自然联系在一起，如果是可持续的，它就有独特的能力来推动环境责任和保护。多年来，秘书处一直在不同层面积极处理生物多样性问题，以最大限度地减少不可持续的旅游行为对生物多样性的影响，并尽可能地扩大旅游业与生物多样性保护之间的互利关系。世旅组织致力于编写《[国家旅游政策中的生物多样性整合审查](#)》，分享研究结果，评估生物多样性价值在 80 个国家旅游政策中的整合程度，以了解生物多样性问题在何处、如何以及为何被提及，以及如果被提及，是否涉及并优先考虑了生物多样性的保护和可持续利用。预计将于 2023 年启动的研究摘要结果显示，大多数政策（95%）将自然定义为主要的旅游产品。这加强了一个信息，即旅游业带来了价值，并在保护生物多样性方面发挥了更大的作用，可以有效支持昆明-蒙特利尔全球生物多样性框架（GBF）的实施。
39. **衡量旅游业的可持续性(MST)**：世旅组织正在引领一个新的联合国衡量标准，重点关注旅游业的可持续性。衡量旅游业可持续性的统计框架将支持编制更具可比性、综合性和可信性的数据，以指导决策和政策，包括可持续发展目标及其他。[在世旅组织统计委员会](#)的主持下，[衡量旅游业可持续性专家组](#)于 2022 年 12 月在世旅组织总部召开了会议。专家组聚集了全球 100 多名专家，商定了一个雄心勃勃的路线图，以最终确定衡量旅游业可持续性统计框架，并在 2024 年 3 月将其提交给联合国统计委员会。
40. 联合国统计委员会是全球统计的最高决策机构，多年来一直支持衡量旅游业可持续性。在其上届会议上（2023 年 2 月至 3 月），在审议“[衡量旅游业的可持续性：进展和前进方向](#)”的报告时，“鼓励最后完成[衡量旅游业可持续性统计框架]文件，并欢迎将来向委员会提交该文件”。要实现联合国对这个对旅游业如此重要的框架的认可，需要负责旅游的各部委和国家统计局之间的密切合作（见附件 III）。
41. 到目前为止，已有 25 个国家和次国家目的地实施了衡量旅游业可持续性试点。在[衡量旅游业可持续性国家经验的专题讨论会](#)上推出的出版物《[衡量旅游业可持续性：从试点中学习](#)》，借鉴了世界各地的 12 个试点。
42. **旅游企业的环境、社会和治理框架**：环境、社会和治理（ESG）方面的考虑，正成为当今世界企业面临的重要问题。虽然已经存在关于报告和披露环境、社会和治理的若干倡议，但它们是相对独立拟定的。因此，目前各组织的环境、社会和治理报告不是以标准化的方式进行的，这意味着环境、社会和治理报告的可比性和可扩展性是有限的。在衡量旅游业可持续性的框架下，世旅组织正在与牛津大学可持续发展目标影响实验室共同努力，开发一个统一的环境、社会和治理框架，供旅游企业参考。
43. **INSTO**：尤卡坦（Yucatán）是一个附属成员，世旅组织欢迎[尤卡坦旅游观察站](#)加入其日益壮大的可持续旅游观察站国际网络（[INSTO](#)），使成员数量达到 36 个。还为目的地和成员国推出了一系列新的技术网络研讨会，重点关注 INSTO 成员需要监测的 [11 个关键问题领域](#)。在报告期内，共举行了[四次技术性的 INSTO 洞察力](#)网络研讨会，内容涉及衡量：1) [当地满意度](#)；2) [旅游季节性](#)；3) [水管理](#)；4) [经济效益](#)。
44. **无障碍环境**：
- (a) 60 个成员国利用世旅组织和合作伙伴提供的机会，获得了一份关于[无障碍旅游的 UNE-ISO 21902](#)标准的免费拷贝，该标准的制定由世旅组织、ONCE 基金会和西班牙标准化协会（UNE）牵头。国际旅游交易会（FITUR）的[相关活动](#)。
 - (b) 在此标准的基础上，发布了[新的用户指南](#)，其中一份针对[公共管理部门和旅游目的地](#)（也有[西班牙文](#)），随后是另一份针对[住宿、餐饮和会展公司](#)（也有[西班牙文](#)）。更多关于[无障碍环境](#)的内容。

45. 道德操守：

- (a) 世界旅游道德操守委员会（WCTE）探讨了未来四年（2022-2025 年期间）其工作组的主要议题：（1）体面工作、包容性增长和社区赋权，（2）技术和数字平台，（3）气候变化和环境可持续性，以及（4）社会可持续性和文化间对话。更多关于[世界旅游道德操守委员会](#)的信息。世界旅游道德操守委员会的下一次会议将于 2023 年 5 月 21 日-22 日举行。
- (b) 9 家来自日本的新公司签署了《私营部门对全球道德守则的承诺》。签署方总数达到 460 个。更多信息[查看此处](#)。
- (c) 关于《[旅游道德框架公约](#)》及其《[任择议定书](#)》，有四个国家（阿尔巴尼亚、黎巴嫩⁸、尼日利亚和塞舌尔）加入了该公约，其中两个国家（阿尔巴尼亚和塞舌尔）还加入了《任择议定书》⁹。该公约尚未生效¹⁰。再次请世旅组织和联合国的成员国表示同意接受《公约》及其《任择议定书》的约束。

46. **土著旅游：**与世界土著旅游联盟（WINTA）联合编制了《[土著旅游良好做法汇编 — 美洲地区焦点](#)》，特别侧重于美洲。该报告也有[西班牙文](#)版本，主要是为了展示良好做法。然而，它也包括对规划、管理和促进负责任的和可持续的土著旅游发展的不同方面的概念性介绍。

47. **性别平等和妇女赋权：**在世界旅游交易会（WTM）期间介绍了[中心舞台项目的主要成果](#)。该项目开发了若干新的产出：

- (a) 关于“[旅游部门中对妇女的暴力](#)”的网络研讨会；
- (b) 对 70 项可公开获得的战略进行的研究的[概要](#)，并为决策者提供了实现“性别变革”的旅游政策的建议；和
- (c) [旅游业中的性别平等培训课程](#)（也有[阿拉伯文](#)、[法文](#)、[俄文](#)和[西班牙文](#)）。
- (d) 此外，还发行了相关出版物：[亚太妇女参与旅游的地区报告](#)。
- (e) 关于[中心舞台项目](#)的更多信息。

48. **文化：**世旅组织和附属成员马德里地区政府联合举行了一次文化旅游专家会议，汇集了世旅组织的附属目的地以及教科文组织或欧洲理事会欧洲文化路线研究所等机构的代表，讨论文化旅游的趋势，并分享该领域的最佳做法。目前正在编写一份出版物，其中包括会议的摘要和成果。

促进投资、融资和创业

49. 世旅组织坚信，投资方面的战略性公私伙伴关系在经济复苏和促进绿色转型方面可发挥关键作用。

50. 在这方面，在 2022 年推出的[世旅组织旅游经商服务](#)的基础上，世旅组织和[拉丁美洲开发银行（CAF）](#)合作，通过为巴巴多斯、厄瓜多尔、萨尔瓦多、巴拿马和乌拉圭制定 5 个新的指导方针，促进和保留对旅游业的投资。作为一个新特点，这些文件将包括一个关于可持续融资的特别章节。在国际旅游交易会（FITUR）的框架内，还推出了[巴拉圭版本](#)。

51. 此外，世旅组织还加入了[世界投资促进发展联盟（WIDA）](#)，并加强了与阿拉伯联合酋长国[年度投资会议（AIM）](#)的合作，包括参与 5 月份的 2023 年会议。

52. 此外，本组织还参加了印度国家讲习班，为即将在该国举行的[第一届全球旅游投资者峰会](#)做准备。

⁸ 黎巴嫩交存的《公约》加入书载有对第 11 条的保留。

⁹ 更多信息可在[网站上](#)查询。

¹⁰ 根据《公约》第 20 条第(1)款，《公约》应在第十份批准书、接受书、核准书或加入书交存之日后的第三十天生效。

增强竞争力和韧性 — 市场情报、统计和产品开发

53. 数据和市场情报是有依据的政治决策的核心。世旅组织通过其[世界旅游晴雨表](#)和旅游[数据概览](#)，在监测旅游业的影响和趋势方面发挥了主导作用，提供了关于国际旅游业和行业指标的最新信息，包括与国际航协合作提供的关于当前旅行限制的最完整数据。世旅组织和欧洲旅行委员会（ETC）继续合作开展联合数据实验室（Datalab）倡议，在欧洲的各国国家旅游机构/国家旅游局之间分享数据和市场情报方面的知识和最佳做法，以提高旅游业的竞争力。定期举办了一些网络研讨会和活动，涉及的主题包括使用大数据，包括移动定位数据和信用卡支出情况来监测旅游流量和支出，创新的数字营销工具，以及概览表的最新发展。
54. **旅游统计的能力发展：**世旅组织通过区域培训和技术援助项目（每年全球有±20-25 个项目）对各国旅游统计系统的发展进行了投资。[世旅组织关于衡量旅游业的地区讲习班“更好的数据促进亚太更好的旅游业”](#)（2023 年 3 月 15-17 日）强调，需要可靠的数据，使旅游业为人类、地球和繁荣服务。来自 9 个成员国的 200 名与会者参加了这次讲习班，这是在大韩民国文化、体育和旅游部的支持下，与尼泊尔文化、旅游和民航部以及尼泊尔旅游局共同举办的。
55. **全球旅游统计：**在最全面的[旅游统计数据库](#)中可以获得新的数据，该数据库包括关于入境、出境和国内旅游、旅游产业、就业和宏观经济指标的超过 [145 个旅游统计数据](#)。除了在线[旅游统计数据库](#)，数据还显示在《旅游统计汇编》和《旅游统计年鉴》两本电子书（2023 年版）、[世旅组织电子图书馆](#)中，同时也为[联合国数据](#)提供资料。
56. 世旅组织是联合国全球可持续发展目标指标框架中两个指标的监管者，并汇编了世界各国关于旅游业直接国内生产总值（可持续发展目标指标 8.9.1）和各国实施衡量可持续旅游业的工具（可持续发展目标指标 12.b.1）的数据。新的数据可查阅世界旅游组织网站[经济贡献与可持续发展目标](#)和[联合国全球可持续发展目标指标数据库、联合国开放的可持续发展目标数据中心](#)。
57. **在全球统计系统中对旅游业进行协调：**世旅组织正在协助修订关键的统计标准和分类（所有经济活动的产业分类、产品中央分类、国民账户体系和收支手册），以便更好地定位旅游业。
58. **G20 中的旅游业：**世旅组织受邀成为 G20 印度主席国的知识合作伙伴。世旅组织正在与旅游工作组合作，以提供《果阿旅游路线图》，作为实现可持续发展目标的载体。[G20 旅游工作组的第一次会议](#)重点讨论了旅游部门在推进 2030 年议程中的作用。在这次会议上，世旅组织介绍了其[旅游促进农村发展计划](#)。更多关于 [G20](#) 的信息。
59. **旅游业促进农村发展：**世旅组织在 2022 年底公布了第二届[最佳旅游村](#)的表彰名单，2023 年的候选名单于 3 月 23 日开放，直至 6 月 23 日。2022 年的庆典以及最佳旅游村网络的第一次年会于 2023 年 3 月 12-13 日在沙特阿拉伯的埃尔奥拉（AlUla）举行。
60. 在研究领域，世旅组织中东地区办事处（ROME）的旅游促进农村发展项目在成员中发起了一项调查，以更好地了解他们对这一主题的需求，由此产生的报告 — 《旅游和农村发展：政策视角》将在执行委员会上发布。在同一场合，世旅组织将发布报告《旅游和农村发展：了解当地的挑战 — 从世旅组织的最佳旅游村倡议中吸取的教训》。
61. 为了提高成员国在这一领域的技能，世旅组织中东地区办事处将于 5 月 8 日-10 日为中东地区的成员国举办“旅游促进农村发展：战略和产品开发的实用方法”第一次高管培训。
62. **加强旅游和卫生的协调：**COVID-19 的影响给全球旅游业带来了巨大的挑战，各国、企业和部门应为恢复消费者对旅游的信任以及可持续和有弹性的恢复奠定基础。
63. 认识到在全球化的世界中，卫生与旅游是相互关联的，需要为政策措施提供证据，并为国家提供便利，执行委员会要求秘书处考虑建立一个[全球卫生与旅行及旅游工作组](#)，目的是吸取新冠疫情危机的教训，在旅行和旅游中建立更大的韧性，并确保在面对未来的威胁时做好准备（[CE/DEC/3 \(CXVII\)](#)）。
64. 为满足这一要求，秘书处将成立卫生与旅行和旅游工作组（见附件 V 的职权范围）。该工作组的目标是阐述从 COVID-19 大流行病中获得的经验，以改善对未来紧急情况的准备，并为更好地协调旅游与卫生提供指导方针和建议。

65. 产品开发:

- (a) 在研究方面，世旅组织正在编写一份报告《游牧签证 — 趋势与政策》，并与粮农组织山区伙伴关系合作，编写《理解和量化山区旅游》报告，将在 2022 年国际山区可持续发展年闭幕式（2023 年 4 月 26 日）上推出。
- (b) **美食旅游**：在日本奈良举行的[第七届世旅组织世界美食旅游论坛](#)，重点关注人才培养、妇女赋权、目的地发展和可持续性（更多关于[美食和葡萄酒旅游](#)）。下一届论坛将于今年 10 月 5-6 日在西班牙的圣塞巴斯蒂安举行。
- (c) **葡萄酒旅游**：世旅组织全球葡萄酒旅游大会计划于 11 月 22 日-24 日在西班牙拉里奥哈举行。在会议召开之前，与世旅组织合作，于 3 月在拉里奥哈组织了一个[关于葡萄酒旅游人才的智囊团](#)。
- 2022 年底，世旅组织和国际葡萄与葡萄酒组织还召开了葡萄酒旅游衡量工作组的第三次会议，以商定未来的发展方向，并确定下一步制定一份范围界定文件，其中将包括关于这一主题的具体建议。
- (d) **城市旅游**：关于城市旅游复苏及其对推进 2030 年议程的贡献的案例研究汇编，将于 2023 年最后一个季度发布。在这一领域，世旅组织还在与世界旅游城市联合会合作编写一份报告，绘制城市旅游测量图。
- (e) **体育旅游**：世旅组织在克罗地亚扎达尔举行了[第二届世界体育旅游大会](#)，重点关注体育旅游的可持续性，以及体育赛事的营销、商业化和主办等相关事宜。目前正在编写一份总结大会成果和进一步分析关键议题的出版物，预计将于 2023 年下半年推出。
- (f) **视听旅游**：在国际旅游交易会（FITUR）电影分会上，世旅组织参加了由附属成员西班牙电影委员会组织的圆桌会议¹¹，并有机会分享世旅组织关于连续剧和电影对旅游和文化亲和力的影响的愿景，即激发和促进与不同地方、人民和文化的紧密联系。
- (g) **温泉旅游**：世旅组织将支持其附属成员欧洲历史温泉城镇协会（EHTTA）于 2023 年 11 月 9 日在法国南锡举办第二届国际温泉旅游大会。关于温泉旅游的出版物预计将在 2023 年第二季度开始筹备。
- (h) **天文旅游**：世旅组织力图为创造与观察星星和夜空有关的产品和体验制定指南，有潜力将自然、文化、历史、民族学和美食遗产结合起来。天文旅游是农村发展的一个机会，因为它通常是在农村地区和土地上进行的，使它们有机会使其旅游产品多样化。

66. **签证便利化**：新版《全球旅游签证开放度报告》的研究工作于 2023 年初启动。在发表了[11 份关于 COVID-19 相关旅行限制的报告](#)：《全球旅游业回顾》之后，该项研究着手分析大部分与 COVID-19 相关的限制措施取消后，世界各地的签证开放状况。世旅组织过去一直致力于[旅行便利化](#)，并发布了若干出版物，认为签证便利化是通过旅游业刺激经济增长和创造就业机会的核心。

扩大创新和数字转型

67. 利用创新和数字进步，为旅游业提供了改善包容性、增强当地社区能力和高效资源管理的机会，以及更广泛的可持续发展议程中的其他目标。目前正在采取各种举措，鼓励旅游中小企业（SME）的数字化进程，并支持初创企业寻找最具颠覆性的项目，改变人们的旅行方式，提高旅游业对所有人的影响。
68. [世旅组织中小企业数字未来项目](#)的诊断工具已有来自 135 个国家的 970 个注册者，该工具目前有英文、法文和阿拉伯文版本。
69. 世旅组织的初创企业竞赛和创新挑战赛，继续从全球所有地区查明随时可以实施的解决方案。[唤醒旅游挑战赛](#)：在来自 120 个国家的 2000 名参赛者中发布了 15 名获奖者。大部分申请来自非洲、

¹¹ 圆桌会议“电影和连续剧对旅游文化的影响”

欧洲和美洲，主要来自旅游科技公益类和地方社区参与类。同时，[岛屿目的地征集活动](#)从 100 多份申请和 49 个国家中产生了 2 名获奖者。此外，[摩洛哥的国家旅游竞赛](#)收集了 100 多份申请，而[巴拿马的社区旅游项目](#)正处于评估阶段。此外，首届[世界旅游组织中东地区妇女科技创业大赛](#)已经启动，在 4 个主要类别中寻找由女性领导的创业公司。

70. 自上届执行委员会以来，已经举办了 3 次旅游科技探险论坛：[以色列](#)、[西班牙（大加那利岛）](#)和卡塔尔，后者重点介绍了来自尼泊尔和乌干达的可持续发展目标创业大赛的名列榜首的创业公司。
71. 世旅组织还自豪地在第五届最不发达国家问题会议上宣布，与途易关爱基金会合作，支持最不发达国家的[“旅游促进发展基金”](#)，在 2030 年前为最不发达国家的项目提供至少 1000 万欧元。
72. 此外，本组织还被任命为[国际电信联盟（ITU）元宇宙焦点小组的副主席](#)，该小组负责分析此类技术在全球的影响。
73. 2023 年，世旅组织将庆祝其[创新、教育和投资部](#)成立五周年，届时预计将推出特定数量的关于创新生态系统、旅游专业和职业路线图以及可持续金融的出版物。

世旅组织的实地工作

74. 在成功实施 COVID-19 旅游恢复项目后，世旅组织继续在全球范围内提供其技术专长，这些项目被证明是在大流行病最严重时期支持该部门的关键。根据成员国的需求和优先事项，并考虑到整个旅游价值链，技术合作项目侧重于发展和促进旅游业作为社会经济增长、可持续发展和减贫的引擎。在 2030 年议程的指导下，世旅组织正在与广泛的发展伙伴合作，进一步扩大其技术合作项目组合，包括：非洲开发银行（AfDB）、亚洲开发银行（ADB）、强化综合框架（EIF）、欧洲复兴开发银行（EBRD）、美洲开发银行（IDB）、日本国际协力机构（JICA）、联合国开发计划署（UNDP）和世界银行。此外，世旅组织一直与成员国合作，制定和实施技术合作项目，旨在利用发展伙伴和/或各自受益国的捐助满足具体国家的要求。
75. 世旅组织正在就广泛的专题领域提供技术援助，包括政策制定和总体规划、营销、品牌和推广、统计和质量标准、人力资源开发和机构强化、危机公关以及旅游产品开发和增强地方经济影响。它包括从地方一级到跨国政策一级的干预措施，在目标旅游受益者方面具有广泛的包容性。迄今为止，世旅组织有大约 40 个项目正在实施或处于概念化的最后阶段，约有 30 个成员国受益。
76. 技术合作项目的完整清单见附件 I。

III. 编制 2024-25 年工作方案 – 进程和战略优先事项

77. 预见未来，秘书处已开始重新定位和重新界定本组织的愿景、使命和结构的进程，以便更好地做出准备支持其成员、私营部门和社会。秘书处为编制我们的 2024-25 年工作方案而进行的成员国调查，超越了其时间框架，因为它预测了旅游业和本组织的未来，基于 136 个成员和 7 个非成员（比利时-布鲁塞尔地区、加拿大、爱沙尼亚、芬兰、拉脱维亚、新加坡和美利坚合众国）的意见，提供了一条明确的道路。调查结果将支持这一集体努力，形成共同的愿景和战略计划。秘书处欢迎执委会成立重新设计旅游业工作队，其将支持、促进和指导这一集体方法。2024-25 年调查的初步纲要将提交给世旅组织执行委员会第 118 届会议，该纲要将成为世旅组织 2025 年及以后战略的主干。
78. 忆及世旅组织是旅游业的牵头国际组织，其根本目的是促进和发展旅游业，以推动经济发展、国际谅解、和平、繁荣以及对人权的普遍尊重和遵守。世旅组织新的重新定位的战略计划及其工作方案，应充分整合新出现的挑战和多重危机、我们行业生态系统的特点以及迅速变化的商业模式。发展筹资的格局需要重塑，旅游业需要成为其中的一部分。
79. 包容性、可持续性和韧性应充分整合，以谨慎地缓解全球挑战，并为秘书处和整个行业提供一个围绕以人为本的议程的路线图。对中小企业的支持，将是适应困难的经济环境和新的商业模式的关键，包括数字化、绿色增长和对投资的需求，这影响到它们的竞争力和可持续性。对旅游业的投资就是对人的投资。

80. 我们需要建立一个有竞争力的行业，提供有吸引力的教育途径，提供体面的生计和创造就业机会，并根据可持续发展的所有层面，把人、地球、繁荣与和平放在核心位置，向包容性、低碳和有韧性的增长过渡。
81. 我们将通过建立有效的新的战略伙伴关系模式，寻求新方法，释放旅游生态系统的潜力以及本组织的扩展和执行能力。
82. 世旅组织是旅游业的牵头国际组织，其根本目的是促进和发展旅游业，以推动经济发展、国际谅解、和平、繁荣以及对人权的普遍尊重和遵守。旅游业是建设更有韧性的和平社会的一个关键部门。
83. 我们将需要重新思考我们在全球范围内的新角色是什么，我们如何运作，我们如何交付成果。多边主义岌岌可危。我们需要对世界旅游组织重新定位，肯定我们的影响力，提供价值，激发变革，释放旅游业的潜力，建设一个更美好的世界。大流行病和战争造成的破坏，需要坚实而灵活的领导和新的治理，无论是在战略和组织层面，还是在国家层面，这样我们才能建立本行业的韧性。
84. 本组织需要走一条新的道路，加强和扩大其能力、资源和外联。我们必须拥护联合国改革、2030年世界议程和“我们的共同议程”框架，通过全球合作的愿景展望未来25年，重振具有包容性、互联互通和有效的多边主义。
85. 本组织的规模（联合国系统最小的机构）及现有资源与雄心勃勃的交付成果之间的反差，要求我们采用联合国系统其他实体的共同做法，邀请成员国通过自愿捐助支持这些旗舰工作流。

发展进程

86. 为实现上述目标，我们设想了一个高度参与的进程。除世旅组织秘书处官员、执行委员会成员及其各委员会外，我们将邀请世旅组织正式成员、准成员和附属成员、私营部门、其他适当的国际和区域组织、国际金融机构、学术界和专家参与。我们期待即将成立的执委会重新设计旅游业工作队的明确支持。
87. 2022年12月，世旅组织秘书处发起了一项关于成员优先事项的调查，以编制本组织2024-2025年的总体工作方案和预算。与方案和预算委员会合作起草的调查问卷，已在网上提供给正式成员和准成员。
88. 这项调查的目的是查明成员的优先事项和观点，这些是编制本组织2024-2025年下一个总体工作方案和预算的主要意见投入之一。132个成员国和4个准成员答复了调查表，占合并的成员总数的82%，具有很强的代表性，表明世旅组织成员对本组织的生活和未来的关心。
89. 计划在2023年6月和7月举行的地区委员会会议框架内进行讨论。这些讨论将完成这一进程，并为世旅组织秘书处提供更多内容，以编制工作方案和预算草案，应对本行业目前和未来的挑战。该草案将提交给执行委员会第119届会议核准，并提交给大会第25届会议最后批准，这都计划于2023年10月在乌兹别克斯坦举行。

Annex I: UNWTO on the ground

AFRICA

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Needs Assessment mission to prepare a comprehensive project proposal focused on: <ul style="list-style-type: none"> - Formulating a Tourism Policy and Master Plan; - Strengthening tourism statistics; - Preparing a value chain analysis of the tourism 	2020-2021 Angola	Ministry of Tourism	Ministry of Tourism	Agreement signed by both parties. Project activities completed at the end of 2021. Arrangements being made to carry out a follow-up project to prepare a tourism law for the country.
Project I -Tour Guiding Project II – Tourism Statistics Project III – Hotel classification and licensing	2021-2023 Benin	Ministry of Tourism and Culture	World Bank	Agreement signed by UNWTO, the Ministry of Tourism and culture, and the National Tourism Promotion Agency (President office). <ul style="list-style-type: none"> • Tour Guide Training: 54 tour guides were trained, and a flexible capacity building mechanism was developed for governance and continued training of the tour guiding system through the train the trainer's programme. Specialized guide training provided for niche products based on the various tourism products of Benin. • Tourism Statistics: UNWTO has undertaken an assessment of the tourism statistics system and has started supporting the Government with data collection and tourism surveys to prepare an experimental TSA for Benin. • Hotel Classification: UNWTO has formulated new regulatory texts governing the granting of licenses and accreditations for tourism trades and activities and reviewed the current hotel classification system and formulated new classification procedures and classification criteria. UNWTO has developed a computerized system for the automation of formalities and the granting of approvals through a one-stop shop. New activities will be added in line

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				with the implementation plan presented to complete the reforms.
Formulation of a Sustainable Tourism Master Plan for Kasane/Kazungula	2019-2021 Botswana	Ministry of Environment, Natural Resources, Conservation and Tourism	Ministry of Environment, Natural Resources, Conservation and Tourism	Project activities were completed in December 2021. Arrangements are being finalized to carry out a follow-up project to prepare Development Guidelines and Customized Investment Models for Kasane-Kazungula priority tourism sites identified within the Master Plan.
Formulation of a National Tourism Strategy for Botswana	2020-2022 Botswana	Ministry of Environment, Natural Resources, Conservation and Tourism	Ministry of Environment, Natural Resources, Conservation and Tourism	Draft Master Plan was submitted to the Reference Group in Botswana and a presentation was delivered at the end of August 2022. All comments provided by the Ministry were addressed and resubmitted for final approval in September 2022. The Ministry and UNWTO are exploring possibilities to provide technical assistance for follow-up activities.
harmonization of a hotel classification system for the Member States of the CEMAC	2023 Central African Economic and Monetary Community (CEMAC)	Member States of the CEMAC (Cameroon, Central African Republic, Chad, Equatorial Guinea, Gabon and Republic of the Congo)	CEMAC	The harmonization of a hotel classification system for the Member States of the CEMAC in order to boost trade and facilitate the convergence of economic policies within the sub-region – implementation to start in 2023 once the funds are transferred by CEMAC.
Development of Tourism Statistics and Tourism Satellite Account	2019-2022 Malawi	Ministry of Industry, Trade, and Tourism	African Development Bank funded project Ministry of Industry, Trade, and Tourism	Project activities were completed in September 2022 with the presentation of the experimental TSA of Malawi.
Establishment of a New System of Tourism Hotel Classification	2013-2024 Morocco	Ministry of Tourism, Handicrafts and Social and Solidarity Economy	UNDP	New hotel classification criteria were developed. Government inspectors trained in the application of the new system. 900 Mystery Guest visits have been conducted. Once the decrees on Hotel Classification are officially approved by the Government and the law is adopted, UNWTO will conduct official Mystery guest visits in 1600 establishments.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
<p>Facilitating Tourism Recovery in Aftermath of Covid-19: Morocco.</p> <p>(Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)</p>	<p>2020-2023</p> <p>Morocco</p>	<p>Ministry of Tourism, Handicrafts and Social and Solidarity Economy</p>	<p>EBRD and UNWTO</p>	<p>Most project activities have been completed such as:</p> <ul style="list-style-type: none"> • Developing a Tourism Recovery Program including a review of the measures taken to stimulate tourism recovery and proposals of long-term sustainable measures.; • Preparing a marketing and product development strategy for domestic and near-shore markets; • Reviewing the SOPs prepared by MoT for COVID-related safety, hygiene and security and trainings put in place for the adoption of the SOPs, and develop trainings for the SMEs on key areas envisaged under the Recovery Program to support its implementation. <p>One activity is still ongoing:</p> <ul style="list-style-type: none"> • Improving and strengthening the existing Dashboard of the MoT to better reflect qualitative data and to have a public dashboard. In March 2023, UNWTO carried out a successful field mission to Morocco and held technical meetings with the Ministry and key stakeholders. UNWTO is currently making an assessment and will provide recommendations about the Dashboard.
<p>Establishment of a New System of Tourism Hotel Classification</p>	<p>2017-ongoing</p> <p>Republic of Congo</p>	<p>Ministry of Cultural industries, Tourism, Arts and Leisure</p>	<p>UNDP</p>	<p>First phase: revision of hotel classification criteria – completed.</p> <p>Second phase: formulation of a Tourism Law and Governance scheme – completed.</p> <p>Third phase: training of inspectors and classification of hotels – completed.</p> <p>Next phase to be implemented: Accompanying the Ministry on the implementation of the official classification visits.</p>

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Development of Tourism Statistics System and TSA	2018-2022 Seychelles	Ministry of Foreign Affairs and Tourism	Ministry of Foreign Affairs and Tourism	Year I activities: completed. Year II activities were completed in June 2021 with experts providing technical assistance remotely. Year III Agreement signed, and activities commenced in mid-September 2021. Project activities completed with the final presentation of the TSA on 12 September 2022 The final report was submitted to the Ministry in September 2022.
Tanzania Tourism Recovery through Digital Transformation and Local Economy Development	2022- 2023 Tanzania	Tanzania Association of Tour Operators	UNDP	This project includes two components that are jointly implemented with UNDP Tanzania: Component 1. UNWTO Training Programme in Tanzania: Tourism International Digital Marketing and Communication - training activities carried out in the fourth quarter of 2022. Component 2. Preparation of an Integrated Tourism and Local Economic Development Strategy - field research and consultations took place in the first semester of 2022 and the situation analysis of the Strategy was drafted and presented. The Strategy is expected to be completed and presented to key tourism stakeholders mid-2023.
Facilitating Tourism Recovery in Aftermath of Covid-19: Tunisia. (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)	2022 Tunisia	Ministry of Tourism	EBRD and UNWTO	Project activities have mainly been completed: <ul style="list-style-type: none"> • Developed a Tourism Recovery Roadmap including a review of the measures taken to stimulate tourism recovery and proposals of sustainable measures; • Prepared a Digital Strategy on Promotion and Communications for domestic and near-shore markets, including digital aspects; • Promotion of Gender Equality through Tourism, looking into the Participation and involvement of Women in the tourism sector, explore their attitudes, and provide respective trainings.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				<ul style="list-style-type: none"> Delivered trainings to support the work of the National Agency for Tourism Training through a Train-the-Trainers programme as well as build the capacities of top and middle management of the MoT, National Tourism Agency, Tourism Board and market representatives on sustainable tourism development and digital marketing and promotion. <p>Final reports have been completed and submitted to EBRD for approval.</p>
Development of a Tourism Resource Centre in Livingstone	2016-2022 Zambia	Ministry of Tourism	Korean Tourism Organization/ST-EP Foundation	<p>Agreement signed. Project activities nearing completion. Progress report on development of the recourse centre received and final instalment transferred to complete the project.</p> <p>Final Project Report has been requested for the closing of the project.</p>
Sustainable Tourism Development and Wildlife Conservation in Hwange National Park	2018-2022 Zimbabwe	Ministry of Tourism	Chimelong	<p>Agreement signed. Project activities were suspended for some time due to COVID-19 lockdown measures and were resumed in the course of 2021. A Wildlife Viewing Platform, community campsite and two ranger units are being constructed.</p> <p>Final Project Report has been requested for the closing of the project.</p>

AMERICAS

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Development of an updated Sustainable Tourism Master Plan for Paraguay 2023-2030	September 2022 – June 2023 Paraguay	Secretaría Nacional de Turismo de	SENATUR	Technical cooperation project focused on reviewing and updating tourism strategies and actions to increase validity of tourism vision until 2030, especially in light of structural changes produced by the COVID-19

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
		Paraguay (SENATUR)		pandemic. The final plan has been submitted in March 2023, and will be officially presented during a launch event in April 2023.

ASIA AND THE PACIFIC

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
<p>Phase I: International Tourism Marketing Strategy for Yunnan Province</p> <p>Phase II: Source market strategy for the French Market</p>	2018-2020 Yunnan Province, China	Yunnan Provincial Tourism Commission	Provincial Government	Both strategies have been approved. Final training seminar carried out in 2020. The follow-up activities put on hold in 2020 due to COVID
<p>Phase I: International Tourism Marketing Strategy for Hainan Province</p> <p>Phase II: Source market strategies for the Australian, German and Indonesian Market</p>	2018 – TBD due to COVID-19 Hainan Province, China	Hainan Provincial Tourism Commission	Provincial Government	All strategies submitted to Hainan and approved Final training seminar postponed due to COVID-19.
<p>Component I: Tourism Master Plan for Heilongjiang Province</p> <p>Component II: Master Plan for Snow and Ice Tourism</p>	2019-2020 Heilongjiang Province, China	Heilongjiang Provincial Tourism Commission	Provincial Government	Final review meeting and training seminar carried out in January 2020. Final plans submitted to Heilongjiang and approved. The final project activities put on hold in 2020 due to COVID-19.
<p>Phase I: International Tourism Destination Plan for Jinan City, Shandong Province</p> <p>Phase II: Marketing Strategy for Jinan City for the Expatriate Source market (Phase II)</p>	2019 – TBD due to COVID-19 Jinan City, Shandong Province, China	Jinan City Tourism Commission	Provincial Government	Project activities launched in November 2019. UNWTO is working with Jinan authorities to resume the project activities in the second semester of 2023.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Data Collection Survey on Recovery of Tourism affected by COVID-19	2021 - 2022 Maldives	Ministry of Tourism	JICA	Agreement signed in 2021. Reports of component I, component II and component III were submitted to the Ministry and JICA. Four capacity building workshops were delivered in May 2022.
Tourism Recovery Technical Assistance to Mongolia and Development of the System of Tourism Statistics and Tourism Satellite Account in Mongolia	2019 – 2022, Mongolia	Ministry of Environment and Tourism	Ministry of Environment and Tourism	<p>Agreement signed in 2019 and amended in 2020 upon request by the Government to update the TOR to address COVID-19 tourism-related issues.</p> <p>In 2022, the Government requested to make further changes to the TOR with a focus on developing a TSA. The new TOR is now with Ministry of Mongolia for approval before continuing with the second amendment of the agreement.</p>
Development of an experimental Tourism Statistics and Tourism Satellite Account	2019-2023 Nepal	Ministry of Culture, Tourism and Civil Aviation	UNDP	<p>A total of 2 capacity building missions were undertaken in 2019. Due to COVID-19, project activities for 2020 and 2021 were rescheduled and conducted remotely where an online survey for tourism establishment was designed. The Agreement was extended till June 2023.</p> <p>A project review mission was carried out in March 2023 to agree on a concise work plan for the remaining activities to be carried out for the compilation of the experimental TSA.</p>
Strengthening the National Tourism Statistical System and Compilation of TSA tables	2020-2025 Sri Lanka	Tourism Development Authority	Sri Lanka Tourism Development Authority	Agreement signed. Project activities started in June 2021, and focussed on capacity building for the Steering Committee and technicians of the various institutions responsible for collecting, analysing and compiling primary data both on the demand and supply side of tourism, namely Sri Lanka Tourism Development Authority and Department of Census and Statistics, Bank of Sri Lanka and Immigration, in improving and strengthening the national tourism statistical system and compilation of the TSA tables with particular reference to Tables 1 to 7 and Table 10.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				A new agreement and work plan is underway for the implementation of Phase II of the project to carry out final activities for the compilation of the experimental TSA.
Women Empowerment and Tourism Recovery - Timor-Leste	2022-2023 Timor-Leste	Ministry of Tourism, Commerce and Industry	EIF	Agreement signed in March 2022. The project activities have been launched and focus on awareness raising and capacity building to support women to benefit better from the tourism recovery process. A Tourism Gender Analysis was carried out in the second semester of 2022 and a report on it has been widely disseminated in the sector to raise awareness on women empowerment in the tourism sector. Further, a tourism and gender training needs analysis was carried out in the second semester of 2022, which formed the basis to deliver a Training of Trainers Seminar in November 2022. Subsequently, a vocational training programme, including several short seminars for women working in the tourism sector on topics such as food safety and hygiene, guest house management, financial management, digital marketing and basic supervisory skills, was organized. The seminars were delivered between November 2022 and March 2023 with a total participation of 245 women.
Silk Road Tourism Development for the Gansu Province of China	Project in the pipeline (TBC)	Gansu Province of China	World Bank under the TASA Framework Agreement signed between UNWTO and the World Bank	Three main deliverables are planned as part of this project: a Tourism Human Capital Strategy; an International Tourism Marketing Strategy; and Capacity Building activities to promote local tourism development.

EUROPE

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Providing Tourism Recovery Technical Assistance on Marketing and Promotion and Residents Study to Skiathos Island, Greece.	2021-2023 Skiathos Island, Greece	Municipality of Skiathos	Municipality of Skiathos	Agreement signed and the activities have commenced. Marketing Activity Completed in July 2022. Resident Study to be completed by June 2023.
Providing Tourism Recovery Technical Assistance on Marketing and Promotion and Residents Study to Thasos Island, Greece.	2023 - 2024 Thasos Island, Greece	Municipality of Thasos	Municipality of Thasos	The Municipality is currently working on its internal processes before providing the green light to initiate the signing of the agreement.
Empowering Young Women: Sustainable Livelihoods through Tourism	2020-2024 Republic of Moldova	Tourism Agency of Moldova	Estonia Development Corporation (Donor)	<p>Agreement signed in December 2018 and extended to December 2024. Activities commenced in May 2020, all remotely, and focussed on consultations with a range of stakeholders to conduct a rapid tourism gender value chain analysis and a rapid tourism training needs assessment. In the first semester of 2022, focus group discussions were conducted with local tourism stakeholders and a work plan for Phase II was devised for the roll out of several training programmes.</p> <p>Preparatory discussions are taking place for conducting a scoping mission to identify the lead training institute responsible for the implementation of the train-the-trainers programme and local training programme for women and youth.</p>

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Sustainable Tourism Development Project	2020 – March 2024 Tajikistan	Committee of Tourism Development under the Government of the Republic of Tajikistan	Asian Development Bank (ADB)	<p>Joint project between UNWTO, ADB and CTD focused on the implementation of 3 tourism activities:</p> <p>International and Domestic Tourist Profile Studies: Finalization of activity within the first half of 2023.</p> <p>Preparing Tajikistan for its first experimental TSA: TSA Report submitted in February 2022.</p> <p>Sustainable Tourism Plan: Submission of Sustainable Tourism Master Plan in March 2022. Third Domestic Workshop in April 2022.</p> <p>Pending activities: Central Asian regional workshop to take place by March 2024.</p> <p>Project extended until March 2024.</p>
<p>Facilitating Tourism Recovery in Aftermath of Covid-19 – Turkey</p> <p>(Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)</p>	2021-2023 Turkey	Ministry of Culture and Tourism Provinces of Isparta, Mardin and Erzurum	European Bank for Reconstruction and Development (EBRD)	<p>Agreement signed in June 2021 and renewed until January 2023.</p> <p>Activities include: Digital Marketing Assessment Report for Pilot Provinces finalized in March 2023. 3 capacity building workshops in Mardin, Erzurum and Isparta organized in January 2023. Project to be developed with the assistance of UNDP (Turkey Office).</p>
<p>Facilitating Tourism Recovery in Aftermath of Covid-19 – Uzbekistan</p> <p>(Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries)</p>	2021-2023 Uzbekistan	Ministry of Tourism	European Bank for Reconstruction and Development (EBRD)	<p>Completion of activities in January 2023.</p> <p>Activities include: Situation analysis focused on measuring the impacts of COVID-19– activity finalized. Tourism recovery plans finalized. Domestic Tourism Marketing Strategy finalized.</p>

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				<p>Review the Effectiveness of Operational Protocols on Safety, Hygiene and Security finalized.</p> <p>Specialised Training Course aimed at Building Resilience of Tourism Enterprises to Adapt to the COVID-19 Reality, including Safety and Hygiene finalized.</p> <p>Tourism Support Masterclasses for Tourism MSMEs finalized.</p> <p>Developing Tourism Human Resource Development Action Plan finalized.</p>
Tourism Diversification Strategy for the Khorezm and South Karakalpakstan regions of Uzbekistan	November 2022 – June 2023	Ministry of Tourism Khorezm and Karakalpakstan regions of Uzbekistan	European Bank for Reconstruction and Development (EBRD)	<p>The development of a Tourism Diversification Strategy will allow for improved tourism planning, marketing and implementation through training, while supporting the objectives outlined in the country's National Development Strategy.</p> <p>The assignment is divided into two phases:</p> <ul style="list-style-type: none"> - Phase 1: Development of a Tourism Diversification Strategy (currently being finalized) - Phase 2: Development of Case Studies and tourism training (April – June 2023)
Developing the tourism potential of the Almaty-Bishkek Economic Corridor (ABEC)	Project in the pipeline (TBC)	Department of Tourism under the Ministry of Economy and Finance of the Kyrgyz Republic, and Tourism Industry Committee of Kazakhstan	Asian Development Bank (ADB)	<p>Follow-up project aimed at further developing the tourism potential of the Almaty-Bishkek Corridor. Focus on two main activities:</p> <ul style="list-style-type: none"> - Activity 1: Assistance in implementing the new joint ACS developed by UNWTO in Kazakhstan and the Kyrgyz Republic. - Activity 2: Assistance in implementing common health and safety protocols developed by UNWTO, with a specific focus on training and the recommendations / actions contained in the final training report.
Development of a Visa Facilitation Study for the CAREC region	Project in the pipeline (TBC)	Central Asia and Member States of ADB's Regional Economic Cooperation Program	Asian Development Bank (ADB)	Activities to focus on Visa Facilitation Study for the CAREC region, including a Central Asian Case Study, plus the organization of capacity building workshops throughout the Central Asian region.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Silk Road Tourism Development along the Western Balkan Region	Project in the pipeline (TBC)	Ministries of Tourism of the Western Balkan region	International Development Group	Together with the Aristotle University of Thessaloniki and its Silk Road European Interdisciplinary Tourism Centre, UNWTO will work towards the creation of an academic cooperation framework between Western Balkan universities and/or research partners. Research obtained will be compiled into one Western Balkan Silk Road Report aimed at providing an understanding of Silk Road heritage of tourism interest within each participating country and guide any future Silk Road tourism development activity within the cluster.

MIDDLE EAST

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Facilitating Tourism Recovery in Aftermath of Covid-19 (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery in 10 countries).	2020 – 2023 Jordan	Ministry of Tourism and Antiquities	UNWTO/EBRD	Agreement signed and project activities commenced in July 2020 with training of inspectors on the newly launched safety and operational protocols. In March 2021, SOPs were further reviewed and strengthened, and the activity completed in July 2021. The Market Intelligence Systems and Dashboard activity, as well as the Future of Tourism Roadmap, have been completed. UNWTO to translate final reports.
The Revision of the Hotel Classification Scheme	2023-Ongoing Oman	Ministry of Heritage and Tourism	Ministry of Heritage and Tourism	Agreement signed in November 2022 A formulation mission was conducted in February 2023 to undertake a review of the current status of quality services in tourism accommodation establishments, and to prepare a project document to update the hotel classification scheme.

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
Annual Tourism Experience Awards Program	2018-2023 Qatar	Qatar National Council of Tourism (QNCT)	Qatar Tourism (QT)	<p>Project activities commenced in 2018 – however, the launch of the Awards programme was put on hold in 2019 due to administrative changes in NCT and COVID-19 in 2020.</p> <p>A new Agreement for the remaining activities was signed, and project activities resumed in May 2023, with the final ceremony in November 2023.</p>
Evaluation of Tourism Statistics System	2020-2023 Saudi Arabia	Ministry of Tourism	Ministry of Tourism	<p>A project formulation mission on the Evaluation of the National Tourism Statistical System and Calculation Methodology of Inbound Tourism and Tourism Expenditure was successfully completed in February 2020.</p> <p>A follow-up project was launched in January 2021 and is being implemented in two phases. Phase I was completed successfully in September 2021 and focused on reviewing and improving the methodologies of calculating inbound, outbound and domestic tourism and investigating the use of credit/debit cards, mobile phone data and artificial intelligence in tourism statistical processes.</p> <p>Activities of Phase II were launched in September 2022 and focus on ensuring that the recommendations devised in Phase I are applied correctly and within the framework of the UNWTO recommendations of tourism statistics; delivering a capacity building workshops with officials in charge of operating the model and collecting, processing, and analysing data</p> <p>The Final Phase II of the project report was submitted to the Ministry of Tourism of KSA for approval in March 2023.</p>
Tourism Statistics and TSA	2021-2026 UAE	Ministry of Economy	Ministry of Economy	<p>Project activities were launched in November 2021 with a detailed analysis of the situation of tourism statistics in the UAE. A detailed Road Map for the compilation of a TSA for the UAE was presented in February 2022 and activities for the implementation of the Road Map are ongoing.</p>

Name	Start and end date, place	Beneficiary	Donor Institution	Remarks
				<p>Phase II of the project, focused on preparing the methodology for updating the tourism statistics system and building a TSA, was completed in February 2023.</p> <p>Preparations are underway to start Phase III focused on building the TSA based on surveys on inbound, outbound and domestic tourism.</p>

Annex II: Report of the Committee on Tourism and Sustainability

I. Background and composition

1. As part of its mandate to advise and guide the Secretariat, the Committee on Tourism and Sustainability (CTS), a subsidiary organ of the Executive Council, convened one session subsequent to its last report to the Council.
2. The CTS is governed by the Rules of Procedure of the Technical Committees on Competitiveness and Sustainability approved by the Executive Council in CE/DEC/9(XCVI).

II. Meeting of the CTS

Sixteenth meeting of the Committee on Tourism and Sustainability

3. The 16th Meeting of the Committee on Tourism and Sustainability (CTS) took place on November 10, 2022, in Sharm el-Sheikh, Egypt, within the framework of COP27 under the presidency of Egypt. The meeting was hosted by the Ministry of Tourism and Antiquities of Egypt, and attended by three state members: Egypt (host), Croatia (chair), and Angola (vice-chair). The meeting was aimed at discussing the advances made in the field of sustainable development of tourism and identifying future activities to promote sustainable tourism.
4. The meeting began with welcome remarks by Ms. Višnja Letica, Advisor to the Minister, Ministry of Tourism and Sport of Croatia, who serves as the chair of the CTS. She welcomed all participants and highlighted the importance of sustainable tourism in achieving global competitiveness. The Executive Director of UNWTO, Ms. Zoritsa Urosevic, gave a welcome address thanking the Egypt for having arranged this first historical meeting of the CTS to take place with a UNFCCC COP.
5. The UNWTO Secretariat provided an update on recent developments, advances and future activities related to the UNWTO's programme of work in the field of sustainable tourism, including relevant partnerships that help in the implementation of these priorities at national and destination levels, notably: the [International Network of Sustainable Tourism Observatories](#), the [Tourism Ocean Action](#), [Stockholm +50](#), [9th Environment for Europe Ministerial Conference](#), and on the [Climate Action](#). Dedicated presentations, one on the baseline report on climate action in tourism and the other on an overview of measurement tools and methodologies focused on recent research by the Secretariat. The committee also received updates on and discussed opportunities to engage and support the activities of the [One Planet Sustainable Tourism Programme](#), the [High-Level Thematic Debate on Tourism 2022 and beyond](#), the [Convention on Biological Diversity COP15](#), and the preparations for the [Sustainable Destinations Summit in Mallorca, Spain](#).
6. Intervention by the host of the CTS can be summarized as follows: a) Highlighting the importance of COP27 for Egypt as an opportunity to showcase unity against an existential threat that can only be overcome through concerted action and effective implementation and b) Introducing tourism initiatives in Egypt towards sustainable development with focus on climate action mega projects throughout the country.
7. The Secretariat provided updates on the submission of the UNGA report on sustainable tourism and the highlights of the negotiations, facilitated by Morocco with the very active support of Croatia, which resulted in UN resolution [A/RES/77/178 "Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection"](#), which places resilient tourism at the forefront for the first time, including in the title of the resolution.
8. The Chair of the CTS presented an overview of the main elements of Croatia's sustainable tourism strategy, highlighting the adoption by end of year of the new strategy of sustainable tourism development until 2030 in order to establish the country as a globally competitive destination for sustainable tourism.
9. Furthermore, initiatives and projects related to climate action were discussed. Participants shared leading initiatives related to destinations, including Angola's National Climate Change Strategy 2022-2035, Guanajuato's experiences as an INSTO observatory, the Canary Islands' acceleration

of transformation, the Sustainability Hospitality Alliance's climate and water action, Iberostar's leading circularity implementation, and the Blue Flag's global partnership for climate and environmental implementation and education in destinations

10. The meeting concluded with the announcement that the next in-person meeting of the Committee on Tourism and Sustainability will take place in Croatia in 2023 on the occasion of the Croatia Tourism Day, hosted by the Ministry of Tourism and Sports of Croatia, as Chair of the CTS of the second mandate.

Appendix to Annex II: Sixteenth meeting of the Committee on Tourism and Sustainability (CTS)

Committee on Tourism and Sustainability (CTS)

Sixteenth meeting

CTS/16/2022

Sharm El-Sheikh, 10 November 2022

Agenda

1. **Adoption of the agenda**
2. **Welcome remarks**
 - a. by the Chair of the CTS, *Ms. Višnja Letica, Advisor to the Minister, Ministry of Tourism and Sport of Croatia*
 - b. by the Executive Director of UNWTO, *Ms. Zoritsa Urosevic*
3. **Keynote speech**
Ms. Ghada Shalaby, Deputy Minister of Tourism and Antiquities of Egypt
4. **Update by the Secretariat on the recent developments and future activities**
Dr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO
5. **Reflection on the sustainability priorities of the Programme of Work of UNWTO**
 - a. **Climate Action**
 - i. Baseline Report on Climate Action in Tourism
Ms. Virginia Fernandez-Trapa, Programme Officer, Sustainable Development of Tourism, UNWTO
 - ii. An overview of measurement tools and methodologies
Mr. Jeremy Smith, Co-Founder, Tourism Declares
 - b. **Institutional priorities (regional and global)**
 - i. United Nations: Report and Resolution on the Promotion of sustainable tourism, including ecotourism, for poverty eradication and environmental protection
 - ii. The One Planet Sustainable Tourism Programme
 - iii. High-Level Thematic Debate on Tourism 2022 and beyond
 - iv. Convection on Biological Diversity COP15: The role of tourism and biodiversity
 - v. Preparations for the Global Sustainable Destinations Summit in Mallorca, Spain
 - c. **Initiatives and projects**
 - i. Angola: Climate Action in Tourism in Angola
Mr. Hélder Marcelino, State Secretary for Tourism, Angola
 - ii. Guanajuato: Experiences as an Observatory and Relevance of Partnerships at Destination Level
Ms. María Isabel Ortiz Mantilla, Secretary of Environment and Land Management of the State of Guanajuato, Mexico and Mr. Juan José Álvarez Brunel, Secretary of Tourism of the State of Guanajuato, Mexico
 - iii. Canary Islands: Accelerating Transformation of a Destination
Mr. José Juan Lorenzo, Managing Director, Turismo de Canarias, Spain
 - iv. The Sustainability Hospitality Alliance: Climate and Water Action and the Destinations Focus
Mr. Glenn Mandziuk, Chief Executive Officer, Sustainable Hospitality Alliance
 - v. Iberostar: Leading Circularity implementation and the destination focus
Ms. Megan Morikawa, Global Director of Sustainability, Iberostar Group
 - vi. The Blue Flag: A Global Partnership for climate and environmental implementation and education in destinations
Mr. Daniel Schaffer, Chief Executive Officer, Foundation for Environmental Education
6. **Place and date of the next in-person meeting of the Committee on Tourism and Sustainability**
7. **Other issues**
8. **Closing remarks**

Annex III: Measuring Sustainability in Tourism - Statistical Framework

The global effort on Measuring the Sustainability of Tourism (MST), led by UNWTO, responds to the urgent need for guidance to produce more credible and comparable data on the role of tourism for people, planet and prosperity. The data framework will empower policy makers and the private sector to shape innovative policies, transform business models and promote better tourism governance.

Tourism stakeholders are increasingly concerned with the sustainability of the sector, especially in the face of challenges like building back better after the pandemic, the climate emergency and geopolitical conflict. In tourism and beyond, people are also more aware of the ability of tourism to support – or deter – progress towards sustainable development more broadly, including the Sustainable Development Goals.

Tourism is a social, cultural and economic phenomenon. It relies on and has an impact on the economy, the natural and built environment, the local population at the places visited, and even on visitors themselves. Owing to this range of impacts and the wide spectrum of stakeholders involved, there is a need for a holistic approach to tourism management and measurement.

Well managed, tourism can create better outcomes for people, planet and prosperity. Robust data is needed to understand whether tourism is on the right track, or requires redirecting.

However, the data largely available on tourism – and the scope of the existing international measurement standards that underpin this data – is largely focussed on the economic dimension. There is a need to expand the scope of tourism statistics into the social and environmental dimensions, while also rethinking the economic measurement of tourism through the lens of sustainability.

UNWTO's [Measuring the Sustainability of Tourism](#) (MST) aims to provide an internationally agreed statistical framework to measure the impacts and dependencies of tourism on the economy, society and the environment. As a living example of going beyond GDP, MST will support the production in countries of reliable, internationally comparable data on the performance of countries and subnational tourism destinations when it comes to the sustainability of tourism.

All in all, MST will lead to more robust data to ensure that tourism action on the ground really contributes to the betterment of people's lives now and into the future.

The MST Statistical Framework is being developed by UNWTO in partnership with leading countries, and with the support of the United Nations Statistics Division, the International Labour Organization and others. Work is being led by the [Expert Group on MST](#) under the auspices of the [UNWTO Committee on Statistics](#).

Expert Group on MST: participating countries and international organizations

Countries

Argentina	Austria	Australia	Canada	Chile
Croatia	Denmark	Finland	France	Germany
Greece	Indonesia	Israel	Italy	Malaysia
Mexico	Mozambique	Netherlands	New Zealand	Philippines
Portugal	Samoa	Saudi Arabia	Seychelles	Slovenia
South Africa	Spain	Switzerland	Uganda	United States
Uruguay	Vietnam			

International Organizations

Caribbean Development Bank	European Commission
European Travel Commission (ETC)	International Labour Organization (ILO)
Organisation for Economic Co-Operation and Development (OECD)	Pacific Tourism Organization (SPTO)
Statistics Office of the European Union (EUROSTAT)	United Nations Conference on Trade and development (UNCTAD)
UN Economic and Social Commission for Asia and the Pacific (UNESCAP)	United Nations Statistics Division (UNSD)
World Trade Organization (WTO)	

MST includes five inter-related lines of work:

1. Development of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST).

2. Engagement and consensus-building across the tourism and statistical communities with the view to present SF-MST to the UN Statistical Commission for its endorsement as the third UN measurement standard for tourism (after the [Tourism Satellite Account](#) and the [International Recommendations for Tourism Statistics](#), both also led by UNWTO).
3. Identification of and support to countries piloting and implementing the SF-MST.
4. Development of a set of indicators for international comparability purposes, derived from SF-MST. This includes liaising with the UN Inter-agency and Expert Group on Sustainable Developments Goals indicators (IAEG-SDG) for alignment with the SDG tourism indicators; and
5. Setting up of a global dataset and country data reporting processes.

Finalization of the Statistical Framework for Measuring the Sustainability of Tourism

The [3rd meeting of the Expert Group on MST](#), held on 15-16 December 2022, gathered over 110 representatives from 26 countries from all regions of the world, international and regional organizations (including UNSD, ILO, OECD, Eurostat), sub-national authorities, academia and the private sector.

On that occasion, a new version (3.0) of the SF-MST was discussed thoroughly and a period of consultation among the Expert Group was launched. At the meeting, some key technical issues were identified for further development, and it was decided that small teams will work on these.

The Expert Group also agreed on a roadmap for the finalization of SF-MST with the intent to submit it to the UN Statistical Commission for its endorsement in 2024. The United Nations Statistical Commission is the highest decision-making body in global statistics, and a Functional Commission of the UN Economic and Social Council. United Nations countries are represented by the heads of their National Statistical Institutes.

Simplified Roadmap for the finalisation of SF-MST

June - July 2023	4 th meeting of the Expert Group on MST
June - August	Global Consultation on SF-MST
October	New version of SF-MST + Report on MST to UNWTO General Assembly + Meeting of UNWTO Committee on Statistics
November/December	Submission to UN Statistical Commission Secretariat of the Report from UNWTO summarizing the process and progress on MST with the request for the UN Statistical Commission to endorse SF-MST
January 2024	Submission to UN Statistical Commission Secretariat of the Background Document containing the SF-MST
February / March	Presentation at UN Statistical Commission and discussion + side event on MST

Because the development of any statistical standard is as much a political endeavour as a technical development, Ministries in charge of tourism can play a crucial role in closing the data-policy gap by liaising with their respective National Statistical Institutes at the highest level to coordinate a common country stance in advance of the United Nations Statistical Commission's fifty-fifth session (27 February to 1 March 2024).

MST piloting around the world

Several pioneering countries and sub-national destinations around the world are piloting the implementation of SF-MST. These pilots serve to test the framework, ensuring that it is policy-relevant and technically feasible, while feeding it with lessons and feedback from practical experiences and supporting consensus-building efforts.

To date, 52 countries and sub-national destinations from all regions of the world have implemented or have expressed interest in undertaking an MST pilot. Of these, 26 countries and sub-national destinations from all regions have piloted MST, as per the list below.

MST Pilot Countries and sub-national destinations

Austria	Canada	Costa Rica	Denmark	Egypt
Fiji	Germany	Indonesia	Italy	Kyrgyzstan

Mexico	Netherlands	New Zealand	Peru	Philippines
Samoa	Saudi Arabia	South Africa	Spain	Sri Lanka
Sweden	Thailand	Uganda	Vietnam	
Canary Islands (Spain)				
Wales (United Kingdom)				

A [Symposium on Country Experiences](#), held back-to-back with the 3rd meeting of the Expert Group on MST, showcased pioneering work by countries and subnational destinations. Pilots shared their practices and findings on measuring the social, environmental and economic sustainability of tourism, as well as governance, institutional and data availability issues.

On the occasion of the Symposium, UNWTO also launched the publication [Measuring the Sustainability of Tourism: Lessons from pilots](#) that showcases seven new pilots as well as new findings from five existing pilots, in the following destinations and countries from all regions of the world: Arab countries, Austria, Canary Islands, Costa Rica, Fiji, Indonesia, Italy, Mexico, New Zealand, South Africa, Sweden and Uganda. This publication complements the earlier publication [Experiences from Pilot Studies in Measuring the Sustainability of Tourism: A Synopsis for Policymakers](#).

Development of indicators derived from SF-MST

UNWTO is currently leading the development of an agreed set of indicators derived from the SF-MST for international comparability purposes with the view to initiate an international dataset and country reporting.

In parallel, UNWTO is part of the Task Team on Sustainable Tourism of the UN Inter Agency and Expert Group on SDG to develop a proposal for sustainable tourism indicators to support the monitoring of Target 8.9. As part of the Task Team's work, UNWTO has provided a list of established indicators with agreed methodology and reasonable coverage in countries to complement indicator 8.9.1 (Tourism direct GDP).

Annex IV: Secretary-General's Bulletin: UNWTO Research Committee

The Secretary-General, for the purpose of enhancing the value and impact of UNWTO research promulgates the following issuance.

Section 1 Introduction

- 1.1 The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading intergovernmental organization in the field of tourism, UNWTO offers leadership and support to its members and the sector in advancing tourism knowledge and tourism policies worldwide.
- 1.2 Among its purposes is serving as a permanent source of knowledge for its members and the tourism community at large and strengthening its position as the authority in tourism research and knowledge as a means to advance the Organizations' aim defined in the Statutes of promoting and developing "tourism with a view to contributing to economic development, international understanding, peace, prosperity, and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction as to race, sex, language or religion".
- 1.3 Based on the priorities and mandate of UNWTO, the research and publications activities of the Organization create and disseminate knowledge and know-how through publications.
- 1.4 Through its publications, UNWTO aims to generate and disseminate coherent, high quality, relevant, strategic, up-to-date, as well as foreseeing research, that strategically contributes to advance UNWTO's mandate.

Section 2 Definitions

- 2.1 Publication(s): for the purpose of the present bulletin, and without prejudice to the Publications Guidelines annexed to Detailed Financial Rules, publications refers to research and data published in print or electronic format and include reports, books, magazines, journals, brochures, photocopies, or similar, bearing the UNWTO logo, that are published with the aim of disseminating UNWTO knowledge creation to an external audience. Publications may be produced periodically, occasionally, or once only. They can be published and/or owned by UNWTO alone or jointly by UNWTO and a partner, free or for-sale and UNWTO is legally responsible for its content alone or jointly with a partner.
- 2.2 The above excludes all kind of presentations (e.g. used during events and congresses) and website content, as well as promotional materials such as leaflets, flyers, cards, banners or similar. It also excludes other forms of published material such as press-releases, audio-visual productions, sound recordings or other electronic materials, as well as materials prepared for internal purposes only such as conference documents, documents created in the framework of concrete projects and, in general, any information to which there is no public access the Public Information Disclosure policy (SGB/12/19).
- 2.3 Data: refers to all the data collected, published and owned by UNWTO.

Section 3 Purpose

- 3.1 Considering the cross-cutting nature of tourism, as well as the need to streamline and enhance the relevance, alignment and impact of UNWTO knowledge creation and dissemination, the Secretary General decides to establish an internal Research Committee (RC).
- 3.2 This Secretary-General's Bulletin creates the Committee, defines its mandate, composition and working methods.

Section 4

Mandate and functions of the UNWTO Research Committee

- 4.1 The Committee is an internal coordination mechanism to advise and make recommendations to the Secretary-General on the direction and management of UNWTO's overall research and publishing activities with a view to:
- (a) Ensure the alignment of UNWTO research with the vision and mission of UNWTO, as well as the Organization's Programme of Work (PoW); and
 - (b) Promote the quality, relevance, applicability and added value of UNWTO research and its impact on policies and strategies for the sustainable development and management of the tourism sector.
- 4.2 The mandate of the Committee applies to all UNWTO research outputs, including publications and data, whether in print or electronic format.
- 4.3 In the performance of its mandate, the Committee will:
- (a) Receive and review Publications Proposals (as per the template in annex 1).
 - (b) Plan, design and approve all research activities in line with the main objectives of the UNWTO PoW.
 - (c) Discuss new proposals of research outside the PoW, including partnership opportunities.
 - (d) Identify new research items that can contribute to the agenda-setting and the normative function of the Organization.
 - (e) Propose possible co-editors, partners, and collaborators.
 - (f) Revise the composition of internal and external peer reviewers and Working Groups for cross-cutting publications and research work.
 - (g) Suggest additional outputs for the promotion and positioning of UNWTO research.
 - (h) Review agreements for the licensing of UNWTO data.
 - (i) Monitor the implementation of and propose amendments to the UNWTO Publications Policy.
- 4.4 The official UNWTO language in which a publication is prepared will be recommended by the Committee.
- 4.5 The translation of a publication into other languages rather than the original shall be recommended by the Committee.
- 4.6 Neutrality, objectiveness and conflicts of interest: As a United Nations agency, UNWTO is bound by the responsibility and compliance with UN's code of ethics, its principles, objectives and standards, as well as its credibility and integrity towards all kinds of topics and themes in general and tourism issues in particular. The Committee shall warrant reliable content, integrity and credibility by discussing and evaluating possible conflicts of interest in the preparation of UNWTO publications in collaboration with members and partners.

Section 5

Composition of the UNWTO Research Committee

- 5.1 The Committee shall consist of 19 members as follows:

Chair Executive Director (in charge of the Knowledge/Operational Departments)

Secretary: Director, Tourism Market Intelligence and Competitiveness

Rapporteur: Technical Coordinator, Publications

Members: Chief, Member Relations
Chief, Communications
Internal Coordination Officer, Office of the Secretary-General

Operational Departments

Members: Director, Innovation, Education and Investments
Director, Sustainable Development of Tourism
Chief, Ethics, Culture & Social Responsibility
Chief (acting), Statistics
Coordinator, Institutional Relations and Partnerships

Regional and other Departments

Members: Director, Affiliate Members
Legal Counsel, Office of the Legal Counsel
Deputy Director, Technical Cooperation and Silk Road
Director, Regional Department for Africa
Director, Regional Department for the Americas
Director, Regional Department for Europe
Director, Regional Department for Asia and the Pacific
Director, Regional Department for the Middle East

Section 6**Working methods of the UNWTO Research Committee**

- 6.1 Meetings shall be conducted as follows:
- (a) Meetings are called by the Chair.
 - (b) Participation in the meetings shall be defined according to the agenda and decided by the Chair.
 - (c) The Chair may call on the any other Department(s) or individual(s) besides the members of the Committee to participate in the meeting according to the agenda.
 - (d) The Committee reports to the Secretary-General.
 - (e) Minutes shall be prepared by the Rapporteur and shared maximum a week after each meeting.
- 6.2 Workflow

Section 7**Final provisions**

- 7.1 The present bulletin shall enter into force on the date of its issuance.
- 7.2 The present bulletin shall supersede section III of Circular NS/787 on the Research and Publications Committee.

Annex V: Terms of reference of the UNWTO Global Working Group on Health and Travel & Tourism

I. Background

1. The impact of the COVID-19 presents significant challenges in global tourism and countries, businesses and international organizations together need to jointly lay the foundations for restoring consumer trust in travel and for sustainable and resilient recovery.
2. Since the outset of the pandemic UNWTO has worked closely with the World Health Organization (WHO) at the highest coordination and technical levels on measures and messaging impacting on tourism. WHO has been also an active member of the UNWTO Global Tourism Crisis Committee.
3. Recognizing that health, travel and tourism are deeply interconnected in the globalized world and the need to elaborate the evidence for policy measures and facilitate country the Secretariat was requested by the Executive Council “to consider the establishment of a global Working Group on Health and Travel & Tourism with the aim to draw the lessons from the COVID crisis to generate greater resilience within travel and tourism and to ensure preparedness in the face of future threats” by [decision 3 \(CXVII\)](#), adopted at its 117th session held in Marrakesh (Morocco) on 23-25 November 2022.
4. The present terms of reference establish the mandate, functions, composition and modalities for the inception and operationalization of the UNWTO Global Working Group on Health and Travel & Tourism (hereinafter referred to as the “Working Group”).

II. Composition

5. The Working Group will be composed of government representatives from UNWTO Members States with relevant expertise.
6. All Full Members of UNWTO may be members of the Working Group. Member States wishing to be represented at the Working Group will designate a focal point. Member States may also consider inviting as part of their delegation to the Working Group meetings experts from the public or private sector, depending on the topics and themes to be discussed at a specific session.
7. The Secretariat will constitute a consultative group of experts within the Working Group composed of specialized experts, designated in consultation with the Working Group, for the preparation of reports or contribute with technical expertise, whose composition may vary according to the specific topics agreed with the Working Group. The composition of this consultative group of experts will aim at ensuring gender balance and the widest geographical representation. Experts shall be independent from any government or organization and serve in their personal capacities and on a voluntary basis.
8. Relevant stakeholders including Affiliate Members, United Nations Agencies and International Organizations, both governmental and non-governmental, may be invited to participate in the discussions of the Working Group as Observers to provide relevant input and expertise on the specific topics of discussion. The Working Group will clarify the modalities of participation of Observers in its Rules of Procedure.

III. Working modalities

9. The Working Group will work remotely in order to maximize its impact and efficiency. In addition, virtual or in-person meetings will be organized, as appropriate, by the Secretariat for decision-making.
10. The Working Group will hold at least one meeting per year.
11. The UNWTO Secretariat will not cover the cost of participation of Working Group's Members, observers, experts and invited participants at meetings, either virtual or in-person. Nothing in these Terms of reference shall be deemed to represent a financial implication or commitment on UNWTO. UNWTO shall not be responsible for any fees, costs or expenses related to or incur any liabilities in connection with the participation of members, observers, experts and invited participants in the Working Group.

12. The Working Group will adopt its Rules of Procedure at its first meeting and will appoint a Chair and Vice-Chair among its Members for the period 2023-2024 ensuring a balanced geographical representation of Member States.
13. The Rules of Procedure of the Working Group will be adopted pursuant to rule 32 of the Rules of Procedure of the Executive Council, to which they are subordinate. Should circumstances arise, which are not provided in the rules of procedure of the Working Group, the rules of procedure of the Executive Council shall apply *mutatis mutandis*.
14. provisional agenda will be circulated among the Members prior to each meeting. At the end of each meeting, the Working Group will adopt its agreed conclusions and recommendations.
15. The working language will be English. Interpretation will not be provided, unless otherwise decided by the Secretariat. Meetings will be recorded.
16. The Tourism Market Intelligence and Competitiveness Department will be servicing the Working Group, in coordination with other departments of UNWTO, as necessary.

IV. Mandate and functions:

17. The Working Group shall adopt a holistic approach to health and travel and tourism. The Working Group mandate is to draw from the lessons from the COVID crisis and to strengthen coordination between tourism and health to generate greater resilience within travel and tourism and to ensure preparedness in the face of future threats.
18. The mandate of the Working Group shall be two years, with the possibility of extension. The extension of the Working Group's mandate is subject to UNWTO's review concerning priorities, outcomes and impact assessment.
19. The Working Group shall be a subsidiary body of the Executive Council and shall report periodically to it.
20. The competency of the Working Group refers to areas of work aiming at:
 - i. Strengthening the coordination between tourism and health through enhanced governance mechanisms;
 - ii. Elaborating lessons learned from the COVID-19 pandemic and identifying key priorities, challenges and opportunities;
 - iii. Contributing to lay the foundations for restoring consumer trust in travel and for sustainable and resilient recovery.
21. The Working Group shall have, inter alia, the following functions:
 - i. Develop policy guidelines and recommendations on better coordination between tourism and health;
 - ii. Provide policy makers and global tourism sector at large with recommendations that can enhance cross-border travel and evidence-based decision making; Act as a mechanism that can be activated at any time to prepare for possible future global health crisis;
 - iii. All activities and outputs of the Working Group, including guidelines, recommendations and establishment of governance mechanisms, will be submitted to the Executive Council for approval; and
 - iv. Carry out any other tasks as entrusted by the Council.
22. The Working Group will adopt its work plan for the period 2023-2024 in line with its mandate and functions established in the present terms of reference. The work plan of the Working Group will be revised periodically by its Members to ensure its relevance and will be reported as appropriate to the Executive Council.

Date	Name Event	Venue	Comments
January			
TBC	Final of the UNWTO Awake Tourism Challenge	Madrid	IEI Within the framework of Fitur
TBC	Workshop on tourism statistics for South Asia countries	Nepal (TBC)	STTC/RDAP
19	58 th AM Board	FITUR	AMD
20	AMCorner "Trends taking shape in the travel industry in 2023"	FITUR	AMD
18-22	Fitur	IFEMA	COMM
18	Guatemala's adherence to the ICTP – with the presence of the Ministers of Tourism of the Americas + ministerial photo	Guatemala Stand	RDAM /Guatemala
18	Meeting of Ministers of Tourism of the Americas	Casa de America	RDAM and CAF (Banco de Desarrollo de América Latina) (within the framework of FITUR)
18	Launch of the UNWTO Tourism Doing Business – Investment Guidelines for Paraguay	FITUR - IFEMA	IEI and RDME within the framework of FITUR)
18	Tourism for All: How can tourism companies and destinations champion their accessibility agenda?	FITUR, IFEMA Madrid, Spain	ECSR
19	UNWTO-CAF (Development Bank of Latin America) Investment Forum	FITUR, IFEMA	IEI/CAF (Development Bank of Latin America) within FITUR Next
26	2 nd INSTO INSIGHT Webinar on Measuring Tourism seasonality	Online	SDT
TBC	Training Course for Tourist Guides	Bahrain	IEI/ RDME
TBC	5th Masterclass of the Best Tourism Villages Network – Quality standards & intellectual property	Online	TMIC
February			
2-5	ASEAN Tourism Forum 2023 (ATF)	Yogyakarta, Indonesia	RDAP
7-9	UNWTO Tourism Tech Adventures innovation forum Qatar	Qatar	IEI

7-9	G20 1st Working Group Meeting	Rann of Kutch, India	TMIC
14-17	Global Tourism Innovation Forum (GTIF) Israel 2023 in collaboration with UNWTO and Regional Final (Europe) of the UNWTO Awake Tourism Challenge	Tel Aviv, Israel	IEI and RDEU Within the framework of IMTM Fair at EXPO Tel Aviv
15-17	XIII Ibero-American Conference of Ministers of Tourism	Punta Cana, Dominican Republic	SEGIB with the support of UNWTO
16	Technical INSTO Webinar on Solid Waste Management	Online	SDT
23	3 rd INSTO INSIGHTS Webinar on Measuring Water Management	Online	SDT
end February – beginning of March (TBC)	Measuring the Sustainability of Tourism side event in the framework of the 54 th UN Statistical Commission	New York	STTC
TBC	6th Masterclass of the Best Tourism Villages Network - Global Tourism Plastics Initiative	Online	TMIC
28	1 st Annual Network Meeting	AIUla, Saudi Arabia	TMIC
March			
1-2 March	Investopia Forum	Abu Dhabi, UAE	OFSG/RDME
TBC	UNWTO Tourism Tech Adventures innovation forum Panama	Panama	IEI
TBC	Training session for the UNWTO Digital Futures for SMEs Programme	Morocco	IEI
TBC	UNWTO Tourism Tech Adventures innovation forum Morocco	Morocco	IEI
7	LDC 5: Session on Sustainable Tourism	Doha, Qatar	ED Office, IEI and TUI Care Foundation within LDC5
8	LDC 5: UNWTO Side event on Harnessing Innovation and Entrepreneurship	Doha, Qatar	IEI within LDC5

	in Tourism as Tools for Sustainable Development in LCDs		
9	UNWTO Roundtable Discussion "Connecting sports tourism to health"	ITB Berlin	AMD
7-8 (TBC)	FAO-UNWTO GIAHS On-line webinars "Tourism and rural development"	Online	TMIC RDEU
7- 9	ITB Berlin	Berlin	UNWTO participation: TBC
11	Launch of the UNWTO Women in Tech Startup Competition: Middle East	Riyadh, Saudi Arabia	IEI within Biban 23 Forum – Saudi Arabia
12-13	Best Tourism Villages by UNWTO Ceremony II Edition and First BTV Network Annual Meeting	AlUla, Saudi Arabia	TMIC RDME
15-17	UNWTO Regional Workshop on Measuring Tourism in Asia and the Pacific	Kathmandu, Nepal	RDAP, STTC
15-17	UNWTO Tourism Tech Adventures innovation forum – Canarias	Gran Canaria, Spain	IEI
16	4 th INSTO INSIGHTS Webinar on Measurement of Economic Benefits	Online	SDT
22	Workshop with UNWTO Startup Community and Ecosystem Stakeholders: Spain	Madrid, Spain	IEI
23	UNWTO Side Event at the UN 2023 Water Conference on Water and Tourism, Challenges and Opportunities	UN New York, USA	SDT
23-24	Think Tank on Talent in Wine Tourism	Haro (La Rioja), Spain	TMIC
28	UNWTO participation at the National Workshop (New	New Delhi, India	IEI / Organized by the Ministry of Tourism of India and Invest India

	Delhi, India) on 'Tourism in Mission Mode: Convergence and Public Private Partnership ahead of/in preparation of the 1st Global Tourism Investors' Summit, 17-19 May 2023, New Delhi, India		
TBC	7th Masterclass of the Best Tourism Villages Network - Gender and accessibility	Online	TMIC
TBC	1 st Meeting joint Coalition on Health and Tourism WHO-Europe-UNWTO	Online	TMIC
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	ROME Riyadh, Saudi Arabia	TMIC
30-31	2 nd Edition of the Sustainable Destinations Summit (organized by Fundació de Turisme de Mallorca in collaboration with UNWTO)	Mallorca	SDT
April			
3-5	Global Tourism Forum	Albania	RDEU
3-5	G20 2 nd Working Group Meeting	Siliguri, India	TMIC
4-6	World Travel Market Latam	Sao Paolo	UNWTO participation: tbc
20	5 th INSTO INSIGHTS Webinar on measurement of Solid Waste Management	Online	SDT
26-27	2 nd World Sports Tourism Congress	Zadar, Republic of Croatia	AMD
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	TBC, Europe	TMIC
May			
April/May (TBC)	21 st Committee on Statistics	TBC	STTC
TBC	One Planet mini webinar series on greenhouse gas emissions in tourism (Glasgow Declaration)	TBC	SDT

1-4	Arabian Travel Market	Dubai	UNWTO participation: tbc
2-4 (TBC)	UNWTO Tourism Tech Adventures innovation forum Morocco	Morocco	IEI
3	UNWTO Side Event: "Harnessing Innovation and Entrepreneurship in Tourism as drivers of Sustainable Development"	Online	IEI within the 8 th STI Forum (STI Forum (Multi-stakeholder Forum on Science, Technology and Innovation for the Sustainable Development Goals))
4-7	World Tourism Industry Conference	Republic of Korea	RDAP
TBC	8th Masterclass of the Best Tourism Villages Network - Digital solutions to drive participation for tourism	Online	TMIC
8	UNWTO Tourism Boards CEO's Think Tank Dialogue in the Framework of Africa Travel Indaba	Durban – South Africa	RDAF
8-10	UNWTO participation at the INVEST - UAE - Annual Investment Meeting (AIM)	Abu Dhabi, United Arab Emirates	IEI
11	3rd Meeting CMAM	Virtual	AMD
11-12	International Tourism Conference	Montenegro	RDEU
16-18	118 th session of the Executive Council	Punta Cana, Dominican Republic	COSE
17-19	UNWTO participation at the 1st Global Tourism Investors' Summit	New Delhi, India	IEI, Ministry of Tourism of India and Invest India
18	6 th INSTO INSIGHTS Webinar on Energy Management at Destination	Online	SDT
19-20	UNWTO Tourism Tech Adventures innovation forum Panama	Panama City, Panama	IEI
22-23	30 th World Committee on Tourism Ethics Meeting	UNWTO HQ	ECSR
22-24 (TBC)	G20 3 rd Working Group Meeting	India	TMIC
23-25	Launch of the Small Grants Programme	TBC	TMIC

TBC	Launch of the Self-assessment tool	TBC	TMIC
29-31 TBC	One Planet network side event during the 2 nd Session of the Intergovernmental Negotiating Committee (INC-2) to develop an international legally binding instrument on plastic pollution	Paris, France	SDT (UNEP led)
31 May-2 June	68 th meeting of the Commission for Europe	Sofia, Bulgaria	RDEU
May-June (TBC)	UNWTO Students' league Grand Global Final	TBC	YTD
May-June (TBC)	International Silk Road Conference	Baku, Azerbaijan	TCSR
June			
5 (TBC)	Technical session on Biodiversity and Tourism	Online	SDT
TBC	One Planet Technical Session on Policy Guidance for Climate Action by National Tourism Authorities	Online	SDT
TBC	One Planet mini webinar series on climate action planning (Glasgow Declaration)	Online	SDT
7-8-June	49 th Meeting of the Regional Commission for the Middle East+ Conference	Jordan	RDME
TBC	9 th Masterclass of the Best Tourism Villages Network - Integration of local producers into the tourism value chain	Online	TMIC
9-10	European Youth Event (EYE): panel with GYTSers	Brussels	RDEU
10	UNWTO Students' league-Bosnia and Herzegovina-Final4 Event	Sarajevo, Bosnia and Herzegovina	YTD
15-17	35 th Joint Meeting of the UNWTO Commission for East Asia and the Pacific & the UNWTO Commission for South Asia (35 th CAP-CSA), 55 th Meeting of the UNWTO Commission	Phnom Penh, Cambodia	RDAP, LGCO

	for East Asia & the Pacific (55th CAP), 59th Meeting of the UNWTO Commission for South Asia (59th CSA) and UNWTO Global Conference on International Code for the Protection of Tourists		
19-22	G20 4 th Working Group Meeting and G20 Tourism Ministers' Meeting	Goa, India	RDAP, TMIC
21-22	G20 Tourism Ministers' Meeting	Goa, India	RDAP, TMIC
22	7 th INSTO INSIGHTS Webinar on Wastewater Management at Destination Level	Online	SDT
26 -28	66 th Regional Commission for Africa (CAF) on "Rethinking Tourism for Africa: Promoting Investment and partnerships; Addressing global challenges"	Mauritius	RDAF
27-28	68 th Regional Commission for the Americas	Galápagos, Ecuador	RDAM
TBC	Seminar on the International Code for the Protection of Tourists within the framework of the 68 th Regional Commission for the Americas	Galápagos, Ecuador	LGCO and RDAM
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	TBC, Asia-Pacific	TMIC
TBC	Tourism Investment Forum	Indonesia	RDAP
July			
6	8 th INSTO INSIGHTS Webinar on Accessibility at Destination Level	Online	SDT
26	Regional Commission for Africa (CAF)	Mauritius	RDAF
August			

TBC	International Conference on Responsible Tourism and Hospitality 2022	Bogor, Indonesia	RDAP
September			
TBC	Expert meeting on audio-visual	Madrid	AMD
TBC	One Planet mini webinar series on food waste reduction in tourism	Online	SDT
6-8 (TBC)	World Tourism Investment Summit	Yerevan, Armenia	RDEU
14	9th INSTO INSIGHTS Webinar on Measurement of Employment at Destination Level	Online	SDT
18 September	United Nations SDGs Summit	New York, USA	OFED, IRP
21-23	Global Tourism Economy Forum (GTEF)	Macao, China	RDAP
TBC	IFTM-UNWTO Training Programme on Gastronomy Tourism	Macao, China	RDAP
27 Sept	World Tourism Day	Riyadh, Saudi Arabia	IEI (Investments)
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	TBC, Africa	TMIC
TBC	Qatar Awards	Doha, Qatar	TECO, RDME
October			
5-6	8th UNWTO World Forum on Gastronomy Tourism	San Sebastian, Spain	TMIC RDEU
16-20	25 th session of the UNWTO General Assembly	Uzbekistan	COSE RDEU
TBC	13 th Meeting of the Committee on Tourism and Competitiveness (CTC)	Uzbekistan	TMIC Within the framework of the Twenty-fifth session of the GA of UNWTO
TBC	18 th Meeting of the CTS	Uzbekistan	SDT Within the framework of the Twenty-fifth session of the GA of UNWTO
TBC	High-Level Summit on "Sustainable Tourism and Inclusive Green Growth for a	Uzbekistan	SDT Within the framework of the Twenty-fifth session of the GA of UNWTO

	Sustainable and Resilient Future”		
TBC	4th meeting CMAM	Uzbekistan	AMD
TBC	44th AM Plenary	Uzbekistan	AMD
TBC	17 th Meeting of the CTS	Croatia	SDT
TBC	2023 Annual INSTO Meeting	Madrid, Spain	SDT
TBC	17h UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China	RDAP
November			
TBC	World Travel Market	London	
TBC	Annual Meeting of the Best Tourism Villages Network Best Tourism Villages 2023 Ceremony	TBA	TMIC
6	59 th AM Board Meeting	WTM London	AMD
12 - 14	Regional Media Training Workshop	Zimbabwe	RDAF
16-17	2nd (UNWTO) Conference on Accessible Tourism in Europe	San Marino	ECSR and RDEU.
22-24	7 th UNWTO Global Conference on Wine Tourism	Logroño (La Rioja), Spain	TMIC RDEU
TBC	17 th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy	TBC, Viet Nam	RDAP
TBC	Regional Executive Training on Strategic Planning for Tourism and Rural Development	TBC, America	TMIC
TBC	10 th INSTO INSIGHTS Webinar on Climate Action	Online	SDT
30 – 1 December	Africa Tourism Education Forum	Algeria	RDAF
December			
1-12 TBC	Side-events on the Glasgow Declaration at UNFCCC COP28	UAE	SDT
TBC	Launch of the UNWTO Observatory on Rural Tourism and its online Knowledge Hub Platform		TMIC
TBC	UNWTO Asia-Pacific INSTO Workshop	Cebu, the Philippines	RDAP, SDT

TBC	BTV Annual Meeting & Awards Ceremony	TBC	TMIC
6	Malta National Tourism Conference	Malta	RDEU
11 -15	UNWTO 3 rd Global Investment Forum in Africa with a focus on aviation	Mozambique	RDAF
TBC	11th INSTO INSIGHTS Webinar on Governance	Online	SDT

Events with no approximate date/ venue:

- Regional Executive Training on Strategic Planning for Tourism and Rural Development (one per region)
- 1st Academic Conference on the International Code for the Protection of Tourists (Salamanca, Spain)
- Establishment of the UNWTO Legal Observatory in the Americas
- IEI (TBC September-November) UNWTO Tourism Tech Adventures innovation forum - Colombia on Community-based Tourism
- IEI (TBC) UNWTO Tourism Tech Adventures (Final and/or Regional Finals of the UNWTO Awake Tourism Challenge)
- IEI and RDAF (TBC) 3rd UNWTO Global Investment Forum in Africa