

## 执行委员会

第 121 届会议

巴塞罗那·西班牙

6 月 10 日至 11 日

### 议程项目 3 (b) 总体工作方案的执行

CE/121/3(b)  
Madrid, 10 May 2024  
Original: English

联合国世旅组织正走向绿色。执委会所有文件均可在联合国世旅组织网站获得：[www.unwto.org](http://www.unwto.org) 或使用此处快速响应码。



#### 执行摘要

根据第 25 届全体大会所批准的工作方案优先事项，秘书处汇报了项目的最新进展情况。

附件 I 总结了目前的项目，附件 II 列出了出版物，附件 III 涵盖了联合国世旅组织 2024 年的活动日历；附件 IV 展示了衡量旅游业可持续性的进程，包括在 2024 年 3 月通过《衡量旅游业可持续性的统计框架》，附件 V 介绍了改革成员选举计划和预算委员会的提案，附件 VI，阐释了旅游促进乡村发展小额赠款方案(T4RD-SGP)试点阶段的实施情况。



决定草案<sup>1</sup>

议程项目 3 (b)  
总体工作方案的执行  
(文件 CE/121/3(b))

执行委员会

审阅了秘书长关于组织执行总体工作方案的报告，

1. 注意到在这一时期所实施的行动和取得的主要成就；

特别阅读了附件 IV，衡量旅游业可持续性的数据框架，

2. 祝贺秘书处，满意地注意到联合国统计委员会第 55 次会议批准了衡量旅游业可持续性的统计框架，欢迎委员会对联合国世旅组织统计委员会的赞赏，联合国秘书长认为这是第一个也是唯一一个在评价重要事务方面超越 GDP 的行业范例；

3. 鼓励成员国实施衡量旅游业可持续性的统计框架和邀请国际捐赠机构和成员国支持框架实施的融资；

4. 欢迎联合国世旅组织与国际劳工组织和加勒比共同体协作向可持续发展目标指标机构间专家组提出的在《全球可持续发展目标指标框架》中增加旅游业就业指标的提案，赞扬秘书处启动了可持续发展目标指标框架制定关于旅游业就业的新统计数据集，为更多国家提供有关这一关键政策问题的更多数据；

还阅读了附件 V 中关于对计划和预算委员会成员选举进行改革的提案，

5. 批准所提交的提案；

6. 批准附件 V (IV) 项下的过渡措施提案，将四个成员国，即肯尼亚、阿根廷、印度和摩洛哥的任期从 2025 年延长到 2027 年；和拟议的 2027 年当选成员的任期划分；

7. 委托秘书长实施拟议变更的执行，并据此通知方案与预算委员会的成员；

审议了附件 VI 中关于旅游促进乡村发展小额赠款方案试点阶段实施条件的提案，

8. 批准拟议文件。

<sup>1</sup>这是一个决定草案。关于执委会通过的最终决定，请参考本届会议结束时发布的决定文件。

## I. 简介

1. 联合国世旅组织全体大会在乌兹别克斯坦，撒马尔罕的第 25 届会议中，围绕 **3 个战略目标和 5 个项目优先事项**，批准了 2024-2025 年度 (文件 A/RES/757(XXV)) 工作方案和预算草案：

**目标 1：** 通过宣传、知识创造、政策引导和服务多元化，成为最有影响力的旅游组织。

**目标 2：** 扩大组织和成员。通过战略伙伴关系扩大资源、能力和所有权。

**目标 3：** 推动组织向更好的未来转型。进行更加灵活和有效的治理，体现联合国价值和多边主义以实现 2030 年议程。

**优先事项 1：提高竞争力：** 强大的旅游数据和联合国标准、数据和市场情报。重新思考目的地定位和产品开发。

**优先事项 2：培育可持续性和包容性：** 循环性、气候行动和生物多样性。减少不平等和推动文化发展。

**优先事项 3：对人员的投入：** 加强教育培训，为体面工作促进人力资本。

**优先事项 4：扩大投资和创新规模：** 获取融资和加速采用新业务模式。

**优先事项 5：建立更好更强的机构：** 旅游政策、治理和复原力。

2. 当前工作文件总结了自第 25 届全体大会以来，和上述优先事项一起所采取的不同行动和举措。
3. 附件可见下列信息：

**附件 I：** 当前联合国世旅组织技术合作项目

**附件 II：** 最新联合国世旅组织研究和出版列表

**附件 III：** 联合国世旅组织 2024 年项目日历

**附件 IV：** 衡量旅游业可持续性的统计框架

**附件 V：** 计划和预算委员会成员选举的改革

**附件 VI：** 旅游促进乡村发展小额赠款方案(T4RD-SGP)试点阶段实施条件

## II. 优先事项 1：提高竞争力

### A. 统计和数据赋权旅游业

4. 联合国世旅组织目前正在对数据库进行现代化处理以采纳新的技术来简化流程、充分利用目前收集的大量丰富数据和为数据库即将增加的新指标奠定基础。
5. 联合国世旅组织继续致力于修订主要国际统计框架和分类，以更好地定位旅游业和推动对旅游业的衡量。其中特别包括所有经济活动的行业分类（ISIC，关于行业分类）、核心产品分类（CPC，关于产品分类）、国民账户体系（SNP，关于经济和类似 GDP 关键指标的衡量）、国际收支手册（BPM，关于贸易统计）、国际服务贸易统计手册（MSITS，关于服务贸易）和环境-经济核算体系（SEEA，关于环境账户）。
6. 2023 年 10 月，根据国际货币基金组织（IMF）发布的[世界经济展望\(WEO\) 报告](#)，旅游业被认为是经济复苏和增长的主要驱动力。国际货币基金组织的报告概述了行业的复原力和快速复苏会对世界范围内的一些经济体产生积极的影响。
7. 联合国世旅组织推动了[联合国世界经济形势与展望 \(WESP\) 2024](#)，强调行业，特别是小岛屿发展中国家(SIDS)，对推动复苏的贡献。

8. [建立全球城市旅游数据库](#)：联合国世旅组织和世界旅游城市联合会（WCTF）在柏林国际旅游博览会期间发布了一份联合报告，强调需要衡量旅游业对城市目的地的经济、社会和环境产生的影响，建立发展城市旅游业的全球基准。
9. 联合国世旅组织发布了关于全球签证政策最新的[旅游签证开放报告](#)，展现了国际旅行规定的不断变化。
10. 根据最新的[联合国世旅组织关于数字游民签证简报](#)对全球 54 个国家和他们在该领域各自规定的调查，近些年来，提供数字游民签证的目的地快速增加，其中近一半的目的地目前至少提供一年的签证。
11. 《世界旅游晴雨表》和[联合国世旅组织看板](#)继续提供季度和按月更新数据，以及对国际旅游趋势、旅游目的地和行业表现的分析。2024 年 1 月发布的《晴雨表》提供了 2023 年全球游客到达、接收和直接旅游 GDP 的估算以及对 2024 年全球游客到达的预测。
12. [旅游统计数据库](#)继续提供超过 150 项主要的旅游统计，其收集来自：入境、出境和国内旅游、旅游产业、旅游就业、贸易指标、可持续发展目标指标和旅游 GDP 以及附加值。
13. 联合国世旅组织和欧洲旅游委员会（ETC）继续合作，在数据实验室倡议下举行定期的知识共享网络研讨会，这是欧洲旅游组织和各部门实践的平台以充分利用旅游数据分析和可视化。
14. 联合国世旅组织推出了定制互动可视旅游[流程图](#)的倡议，其涵盖了非洲境内的 10 大目的地。组织与非洲民航委员会和非洲航空协会共同努力，使用数据改进非洲目的地的旅游便利化，为利益攸关方制定有力度的旅游政策和战略，从而与倡议保持一致。由于这一项目的支持，政策制定者可以更好地设计旅游体检并支持非洲可持续旅游业的发展。
15. 为符合联合国世旅组织的战略，充分利用其附属成员在培育创新理念和协作项目方面的能力，以及分享数据和经验，组织继续为附属成员在主要国际旅游博览会和会议中主办专场会议。这些专场提供了一个适当的平台，接受有价值的意见，同时为附属会员提供了展示项目和探讨潜在伙伴关系的机会。
16. 例如，在 2024 西班牙国际旅游展中，[联合国世旅组织附属成员角：洞察重点出境旅游市场](#)深入研究了国际游客在主要资源国的消费者趋势。提供了对 2024 年及之后影响法国、英国、意大利、西班牙、德国、美国、加拿大、印度、中国和中东地区等重要市场的新兴动力的洞察。来自猫途鹰（TripAdvisor）、亿客行、安联世合和其他著名附属公司的行业专家分享了宝贵的数据、评估、案例分析和建议。这些见解能够为目的地和旅游企业赋能，使他们主动了解不断变化的游客需求，并相应地调整其营销战略。

## B. 产品开发

17. 在联合国“山区发展五年行动，聚焦产品开发、可持续性和人才的新机遇”的框架下，[第 12 届世界冰雪、山地与健康旅游大会](#)于安道尔举行。在这次活动中，联合国世旅组织发布了与联合国粮农组织（FAO）山区伙伴（MP）共同编写的最新报告“[了解和量化山区旅游业](#)”。
18. [第七届全球葡萄酒旅游大会](#)在世界领先的葡萄酒旅游目的地，西班牙洛格罗尼奥举行，其重点关注当地社区和领地的包容性和可持续性以及葡萄酒旅游在推动农村发展和建立更强大的领地凝聚力方面的作用。
19. 与巴斯克烹饪中心（BCC）联合主办的[第 8 届世界美食旅游论坛](#)在西班牙圣塞瓦斯蒂安举行，关注产品、美食和旅游业之间的联系、当地产品的推广和保存，以及改进旅游产业链、创新和食物浪费。
20. 联合国世旅组织与旅游和创意经济部合作，完成了[巴厘岛乌布的美食旅游项目](#)。项目旨在推动美食旅游作为文化和美食传承支柱，推动本地经济、创造就业以及推动可持续和包容性发展。
21. 联合国世旅组织与联合国人居署合作组织了 2024 年 3 月在西班牙毕尔巴鄂举行的“[推动可持续城市旅游：开发促进城市良好实践的工具](#)”：专家工作组会议”，探讨了该行业可以如何推动建立更

加包容、安全、有复原力和可持续性的城市与社区。尤其关注将旅游业纳入城市议程的治理、衡量和政策。

## 22. 体育旅游

(a) 体育旅游已成为工作的优先领域，与领域内领先的附属成员协作开发。这一协作也包括联合国世旅组织对附属成员在体育旅游领域自身倡议的支持。

(b) 第 2 届世界体育旅游大会总结报告：联合国世旅组织编写了一份全面报告，汇总了在第 2 届世界体育旅游大会（在克罗地亚的扎达尔举行）进行的主要讨论，提供了对所讨论话题、最佳实践案例和大会吸取经验的概述。

(c) 联合国世旅组织正在筹备第 3 届世界体育旅游大会。即将到来的世界体育旅游大会将重点探索体育旅游和基础设施之间的复杂联系。并且，大会将深入研究吸引不同规模和学科的体育赛事的策略和旅游管理的参与。

## 23. 旅游和视听产业

(a) 国际论坛：“旅游、文化与视听产业-电影的关系”：联合国世旅组织与墨西哥金塔纳罗奥州政府（附属成员）共同组织了国际主题活动，探讨和推动旅游业、文化和视听产业之间的协同发展，以及找到这些不同产业之间可以进行高水平合作的主要领域。该论坛是在第十一届伊比利亚美洲电影业铂金电影奖的背景下举办的，是西班牙语视听行业最大的盛会，在位于西维尔艾拉玛雅的伊施卡莱特汇集了大量的制片人、演员、目的地和电影委员会。

(b) 联合国世旅组织将继续探索这一不断增长旅游产品的潜力，其目标致力于吸引越来越多的目的地成为附属成员。这些目的地自我定位为有吸引力的电影和电视剧拍摄地、流媒体平台和其他视听产业的利益攸关方。

## 24. 主题旅游和与主题目的地的协作

(a) 2023 年国际主题旅游大会：联合国世旅组织支持庆祝国际主题旅游大会，大会于 11 月 9-10 日在法国南锡举行，由附属成员欧洲历史温泉城镇协会（EHTTA）组织，其他附属成员，例如克瓦内尔旅游局、欧洲旅游委员会和 JTB 集团，也积极参与了大会。

(b) 联合国世旅组织致力于深化与其专业附属成员的密切协作，推动热旅游的发展。联合国世旅组织认为这是与有效推动自然和文化环境，与改善健康、幸福、学习、娱乐密切相关的产品，支持特别是在乡村目的地创造就业和社会机遇，具有推动更可持续旅游业的巨大潜力。

25. **天文旅游**：通过与其专业附属成员的协调，联合国世旅组织继续加强这方面的研究和行动。出版“暗夜天空探险：发展天文旅游的指南”，旨在引导目的地发展航天旅游，努力创造将自然、文化、历史、民族志和美食元素成功融合的产品和体验。天文旅游正在开发中，因为作为一种注重环境的旅游形式，其专注于夜空观测和天文学相关活动，并通过带来的多样化机会，有着推动乡村发展的潜力。

26. **文化旅游**：世界旅游组织附属成员世界文化旅游专家会议成果，西班牙马德里，2022 年 12 月 1-2 日。这份 2023 年 10 月推出的出版物，是在世界旅游组织和马德里地区政府附属成员共同举办的世界文化旅游专家会议框架内，进行的富有成效的辩论、意见和最佳实践交流的成果。

## C. 目的地管理

27. [智利瓦尔帕莱索地区旅游局与阿联酋阿布扎比文化和旅游部](#)，和其他目的地管理组织（DMOs）一起被授予联合国世旅组织 QUEST 认证，这是对目的地管理组织优质和卓越性的认可。

## D. 交流、营销和市场推广

28. 第一次在非洲（津巴布韦维多利亚瀑布）举行的[交流、媒体和旅游培训研讨会](#) 意识到旅游业的重要意义与目前在行业外获得更大知名度的机会。以此为前提，为期三天的活动聚焦于将旅游置于主流对话的机会以及目前社区、目的地和非洲作为地区所面临的持续挑战。
29. 新品牌由执委会在第 3 号决定（CXVIII）中批准、全体大会在第 765 号决议中欢迎，于 2024 年 1 月 23 日在西班牙国际旅游展的框架中推出。重申作为旅游发展的全球领导者，本组织推动社会和经济变革，确保“人类和地球”始终处于中心地位。新的视觉标识已在网站使用，并将逐渐在组织的其他材料和产品中实施。
30. 世界旅游日：“[旅游开阔眼界](#)”的倡议在利雅得发起，旨在改变旅游习惯。

#### E. 旅游推动农村发展和联合国世旅组织最佳旅游乡村

31. 联合国世旅组织为专注乡村旅游的当地社区推出了世界最大的数字中心。这一“[旅游连接乡村](#)”平台推动了[最佳旅游乡村网络](#)之间的协作，连接了全球所有地区大约 200 个乡村目的地。
32. 联合国世旅组织将在 2024 年 5 月推出 [STAR - 协助乡村目的地的自我评估工具](#)（测试版）。这是开创性的数字自我评估工具，旨在推动乡村地区的可持续旅游业发展。作为组织推动旅游乡村发展项目的一部分，这是专为乡村地区地方公共当局打造的尖端在线工具。可以使当局进行自我评估，衡量他们旅游业发展的水平，并提供建议指南。这一工具还可生成国家或世界不同地区在不同乡村或地区的基准，提供重要的数据和见解来推动可持续和包容的旅游模式和政策。
33. 在 2024 西班牙国际旅游展中，联合国世旅组织启动了申请 2024 版“最佳旅游乡村”的倡议。邀请成员国最多提交八个候选村庄。申请一直开放到 2024 年 5 月 8 日，获选村庄将在当年第三季度公布。
34. 在过去的三版中，联合国世旅组织收到了近 100 个国家的大约 600 份申请。目前，在全球，[最佳旅游村庄网络](#)汇聚了 186 个成员，有 129 个被选为最佳旅游乡村，57 个村庄参加了升级项目。
35. 升级项目中共有 20 个村庄得到了联合国世旅组织的指导，包括专家为推动其发展进行的实地指导。
35. 按语种（阿拉伯语、英语、法语和西班牙语）共与成员国进行了七次线上会议，解释如何在 BTV2024 中提交候选村庄，解决问题和大家的疑虑。并且，根据成员国的要求进行了单独的一对一会议，讨论如何改进他们在第四版的申请。
36. 为了更好地了解当地的旅游发展需求，联合国世旅组织分析了 2021 年和 2022 年提交到最佳旅游乡村倡议的超过 200 个村庄实例，为现实挑战提供了直接见解。旅游和乡村发展：[报告](#)了解现实挑战-从最佳旅游乡村吸取的经验显示最主要的问题包括保存文化和自然资源、基础设施不足、提高技能培养项目和冲突管理的必要性。
37. [联合国世旅组织与欧洲地区委员会合作，全面研究旅游业在欧洲乡村地区社会经济发展方面的重大影响和潜力](#)报告展示了乡村旅游在提升区域和本地社区复原力，解决诸如人口下降、不平等和获得基本服务渠道有限的挑战方面所具备的潜力。
38. 联合国世旅组织和粮农组织签署了一项协议，合作制定发展全球重要农业文化遗产系统（GIAHS）旅游业的指导方针。这些系统具有显著的农业生物多样性、传统智慧和高价值的知识和景观特点，由农民、牧民、渔民和森林居民以有助于生计和粮食安全的方式进行可持续管理。报告将在 2024 年底发布。
39. 第 25 届全体大会批准的旗舰倡议，旅游促进乡村发展小额赠款方案（T4RD-SGP）试点阶段的筹备工作正在进行中。附件 VI 包括拟议的旅游促进乡村发展小额赠款方案试点项目（T4RD-SDG）实施条件。

#### F. 复原力和治理

40. 世界卫生组织欧洲区和联合国世旅组织共同协调的健康和旅游伙伴联盟：联盟旨在汇编从新冠疫情中学到的经验和详细阐述解决健康和旅游之间交叉问题的政策建议。介绍会议在 2024 年 2 月 22 日举行，参加的有同为世界卫生组织欧洲区和联合国世旅组织的 25 个成员国，还有参加小国倡议（SCI）的 4 个世界卫生组织欧洲区成员国 - 爱沙尼亚、冰岛、拉脱维亚和卢森堡。

41. 联合国世旅组织健康、旅行和旅游工作组：本着上述联盟的精神，工作组成立于 2023 年，旨在从新冠危机中吸取教训从而激发旅行和旅游所蕴含的更强复原力以确保在未来的危机到来之前做好准备。工作组自成立起共举行过两次线上会议，第一次在 2023 年 12 月 11 日，最近的一次在 2024 年 4 月 4 日。乌兹别克斯坦为工作组的主席，牙买加担任副主席，任期在 2024 年 12 月 31 日到期，有延长任期的可能。在可能获邀参加的观察员中有世界卫生组织（WHO）、国际民航组织（ICAO）、IATA--国际航空运输协会和欧洲联盟（EU）。

### III. 优先事项 2：促进可持续性和包容性

#### A. 衡量可持续性和确立新的全球标准

42. 继联合国世旅组织在第 25 届全体大会（2023 年 10 月 16-20 日）通过 [衡量旅游业可持续性的统计框架](#) 之后，联合国统计委员会在其第 55 次会议（2024 年 2 月 27 日-3 月 1 日）也通过了这一框架。因此，这已成为衡量旅游业经济、社会和环境方面国际商定的参考框架。
43. 在联合国总部纽约举行的正式审议中，框架得到了压倒性的热烈支持，有 35 个国家积极参与：安提瓜和巴布达、奥地利、贝宁（代表非洲集团）、佛得角、加拿大、智利、哥伦比亚、哥斯达黎加、克罗地亚、丹麦、多米尼加共和国、埃及、芬兰（代表欧洲统计局）、希腊、牙买加、印度、印度尼西亚、科威特、马来西亚、马耳他、墨西哥、摩洛哥、荷兰、新西兰、菲律宾、波兰、葡萄牙、卡塔尔、代表海湾合作委员会的沙特阿拉伯、斯洛文尼亚、西班牙、塔吉克斯坦、坦桑尼亚、阿拉伯联合酋长国和美国。此外，三个世界地区--非洲、欧洲和海湾合作委员会，以及 40 多个国际组织（包括所有联合国体系实体和布雷顿森林机构）通过联合国统计活动协调委员会和国际劳工组织进行合作并发表了支持性联合声明。
44. 作为 [\(关于旅游统计的第 55/115 号决定\)](#) 决定的一部分，联合国统计委员会正式表达了对联合国世旅组织统计委员会领导力的感谢，并委托其按照联合国既定程序执行实施战略和为国际数据集制定一套商定的核心指标。
45. 《衡量旅游业可持续性的统计框架》是第一个衡量可持续性的国际标准，联合国行政会议认为这是第一个也是唯一一个超越 GDP 来衡量重要性的行业范例。
46. 这一历史性里程碑标志了全球共识的水平，不仅包括了旅游界，还包括测量界、整个联合国系统和所有的 193 个成员国。通过框架，联合国世旅组织提供了一个解决方案，满足迫切需要采用统一方法来衡量旅游的经济、社会和环境方面的要求。框架提供了用于衡量国家和次国家层面旅游业可持续性的主要理念、定义、数据组织架构和指标。各国和其他利益攸关方现在有生成可信、可比较数据的基础来管理行业的充分潜力。
47. 在由奥地利和西班牙担任主席，沙特阿拉伯和塞舌尔担任联合副主席的联合国统计委员会的支持下，在奥地利的领导下，衡量旅游业可持续性专家组制定了《衡量旅游业可持续性的统计框架》。这个多学科和多利益攸关方小组（由来自世界各地的 40 多个国家和 30 多个国际和区域组织、次国家当局和学术界组成）在过去的 7 年里致力于技术创新和政府间进程，最终出台了该框架（更多信息可参见附件 IV）。
48. 在联合国统计委员会会议期间，奥地利、西班牙和联合国世旅组织共同组织了高级别边会“[衡量旅游业的可持续性：填补政策和统计间的空白](#)”（2 月 27 日，联合国总部），汇聚统计领域的最高决策者。奥地利和西班牙分享了他们对统计框架在衡量旅游业可持续性对循证政策和决定重要影响方面的愿景。墨西哥、菲律宾和加拿大反思了他们在实施该框架方面的探索性经验，展示了通过整合来自不同领域和来源的数据，提取旅游业更全面和有意义信息的力量。这一活动提高了认知，是联合国统计委员会正式审议衡量可持续旅游业统计框架的通告序言。
49. 应联合国大会主席的要求，《衡量旅游业可持续性的统计框架》在全球范围内获得了卓越的政策认可度。在[联合国大会可持续发展周](#)（2024 年 4 月 16 日，联合国总部）期间举办的[旅游业高级别主题活动](#)中，前所未有的专场主题辩论吸引了对最近联合国核准框架的关注。危地马拉、马尔代夫和南非负责旅游的部长讨论了《衡量旅游业可持续性的统计框架》的重要作用。这一活动强调了框架提供标准和可靠数据的能力，对有效沟通进展、衡量绩效、调整政策议程和治理模式以及推动创新业务实践和伙伴关系至关重要。

50. 为了实现国际可比性，从而推动国际数据集和国家报告的启动，联合国世旅组织正在领导制定一套源自《衡量旅游业可持续性统计框架》的商定指标。
51. 环境、社会和治理（ESG）考虑已经成为遍及所有经济部分，包括旅游业的关键因素。但是，目前旅游企业缺乏一个标准的框架来进行环境、社会和治理信息的报告。很多框架因不同的原因由不同的利益攸关方开发，缺乏统一性，也没有考虑到旅游行业的独特性。这种一致性的欠缺很难使公司遵守相似的标准，也带来了“洗绿”、问责和报告疲劳的担忧。在这一背景下，2023年初，世界旅游组织与牛津大学（牛津可持续发展目标影响实验室）合力推出了开创性项目，开发第一个统一的‘[旅游企业的环境、社会和治理 框架](#)’。
52. 该框架以衡量旅游可持续性为基础，旨在赋能旅游公司，以标准化、可信和可比较的方式汇报他们在可持续发展方面的努力和影响，努力引导整个旅游行业继续可持续发展的未来。为支持制定环境、社会和治理框架，已和住宿和旅行社行业企业进行了广泛的文献综述和试点案例研究。联合国世旅组织目前正将研究扩大到其他关键旅游产业（例如餐饮服务活动、运输、运动和娱乐活动等），推进建立一个包括不同方面利益攸关方（例如投资人、公共和私营企业、学术界、民间社会等）的顾问委员会。与此同时，联合国世旅组织领导的环境、社会和治理框架第一版最终完成。
53. 可持续旅游观察站国际网络(INSTO) 是正在持续发展的目的地网络，致力于使旅游业的可持续发展将参与方法、证据和透明度作为基础。在目前被认可的可持续旅游观察站国际网络的 44 个当前目的地中，14 个在美洲、16 个在亚洲，14 个在欧洲。最近成功申请用成员资格加入网络的有爱尔兰（非组织成员）、墨西哥的新莱昂和危地马拉的佩滕。共举办了 17 场技术网络研讨会，内容涉及可持续旅游观察站国际网络成员和所选专家在 11 个关键衡量领域的经验，管理和监督努力。这是为目的地提供方法和资源的重要组成部分。2023 年度全球可持续旅游观察站国际网络会议于 2023 年 11 月在联合国世旅组织总部举行，汇聚了超过 25 个国家的专家和观察员，分享了衡量在目的地层面、治理问题和正向净效方法等不同领域所面临挑战的知识和见解。对于定期和及时监测旅游业的经济、环境和社会影响，并以证据作为决定基础的各目的地，网络旨在提供支持 and 为其建立联系。

## B. 包容性

54. [国际妇女节](#)：联合国世旅组织紧急号召“投资女性”，以加速实现整个行业的性别平等进步，并就“投资女性：加快进步这一官方主题，主办了[在世界不同地区的系列网络研讨会](#)”：（[中东网络研讨会](#)，2024 年 3 月 6 日；[美洲网络研讨会](#)，2024 年 3 月 7 日和 [非洲网络研讨会](#)，2024 年 3 月 8 日）。此外，在 [Instagram](#) 上还刊登了非洲和联合国世旅组织女性旅游领导人的令人振奋的发言，倡导为女性提供更多协助以加快地区的旅游复苏。
55. 三月份，联合国世旅组织宣布了旗舰‘[中心地位](#)’项目 - 2022 年在哥斯达黎加、多米尼加共和国、约旦和墨西哥试行，现已向所有成员国开放。该项目培养能力、提高意识并监督在提高私营、公共和民间社会行业性别平等取得的进步。感兴趣的成员国可联系秘书处获取更多信息。
56. 联合国世旅组织于 2023 年 11 月发布了[圣马力诺人人无障碍旅游行动议程](#) 作为成员国和联合国世旅组织推动无障碍旅游业研究、政策和战略的 7 年承诺。这份议程是圣马力诺政府在意大利旅游部和无障碍欧盟（Accessible-EU）的支持下，主办的里程碑式国际会议所产生的结果。会议还通过为所有与会者（无论有无残疾）提供现场和数字参与方式，支持了无障碍获取 MICE 的服务。
57. 文化、体育和旅游部、韩国旅游局和联合国世旅组织于 2023 年 12 月合作举办了国际无障碍旅游论坛“面向所有人的旅游未来--推动亚太地区无障碍旅游的发展”。论坛讨论了地区的旅游业如何改进无障碍信息、通用设计和员工培训，进入拥有 13 亿显著残疾人群（世卫组织，2023 年）的全球市场。
58. 联合国世旅组织、ONCE 基金会和西班牙标准化协会 UNE 发布了新的指南工具，旨在推广国际标准 ISO21902，并于 2023 年 9 月发布了一套以文化旅游生态系统为主要参与者的指南。专家评审的主要合作伙伴是国际古迹遗址理事会、国际文化旅游委员和欧洲无障碍旅游网络。
59. 于 2023 年 10 月发布的联合国世旅组织针对自然旅游体验管理者的无障碍建议，由国际自然保护联盟（IUCN）专家，通过其世界保护区委员会旅游和保护专家组以及智利国家林业公司（CONAF）进行了审核。

## C. 伦理

60. 世界旅游道德委员会（WCTE）的新组成在第 25 届联合国世旅组织大会（2023 年 10 月）获得批准。委员会成员和新任临时主席在 2024 年 3 月 14 日举行了介绍性会议，委员会第 31 次会议将于 2024 年 6 月 4 日举行。
61. 关于《旅游道德框架公约》和其《任择议定书》，已有四个国家（阿尔巴尼亚、黎巴嫩<sup>2</sup>、尼日利亚和塞舌尔）加入了公约，其中两个国家（《阿尔巴尼亚和塞舌尔》）也加入了《任择议定书》。公约尚未生效<sup>3</sup>。联合国世界旅游组织和联合国的成员国再次被邀请表达他们同意接受《公约》和《任择议定书》的约束。

## D. 气候行动和循环经济

62. 在 2023 年 12 月于迪拜举行的《联合国气候变化公约》第 28 次缔约方会议中，联合国世旅组织主持了旅游行业的官方边会，强调了《格拉斯哥宣言》主要签署国的气候行动。在“[履行格拉斯哥宣言气候承诺](#)”活动期间，秘书处进行了首次对签署方承诺和规划的系统分析，突出了《格拉斯哥宣言》在发展气候行动计划方面的网络化和催化作用。同时还与合作伙伴主持了信息亭。在边会期间，还庆祝了《格拉斯哥宣言》被纳入《联合国气候变化框架公约》（UNFCCC）全球气候行动平台的倡议之一。
63. 联合国世旅组织于 2024 年 1 月在马德里主办了 [2024 西班牙国际旅游展上的《格拉斯哥宣言》](#) 签署方全球圆桌会议，强调了旅游行业应对气候挑战的共同承诺。在活动中，[《格拉斯哥宣言》2023 年实施报告](#) 正式发布，该报告以 2023 年 1 月到 2023 年 6 月（超过 400 项更新）间所收到的签署国进展报告为基础，在很多情况下包括气候行动计划的提交（超过 250 项计划）。
64. 下一届 [《格拉斯哥宣言》全球圆桌会议定于 2024 年 5 月 14-15 日举行](#)，另外的会议将其后于 2024 年 10 月举行。旅游气候行动社区实践会议旨在作为战略和聚焦平台汇集关键利益攸关方--签署国和成员国/气候联络点。他们在旅游行业塑造和影响气候行动方面起关键作用。
65. 为继续发挥在同一星球可持续旅游项目和《格拉斯哥宣言》中的领导作用，2024 年 3 月，联合国世旅组织在柏林国际旅游交易会发布了 [支持国家旅游部门气候行动的政策指南](#)。指南旨在协助致力于旅游业的政府机构，包括国家旅游局（NTAs）和国家旅游组织（NTOs），制定旅游气候行动政策和倡议来支持旅游业的低碳转型。指南包括《格拉斯哥宣言》参与包，含开始气候行动的实践建议。政策指南和参与包都遵循了参与流程，包括与旅游部气候行动联络点进行协商，由联合国世旅组织秘书长邀请提名联络点。他们介入参与流程对于制定政策指南至关重要。
66. 联合国世旅组织在联合国总部日内瓦发布了 [联合国净零基金框架和 Re-PLANET 资本基金生态系统](#)，期望打造全球气候融资治理的新时代。基金应当以混合供资的模式运行，提供传统的发展援助来降低该行业的气候融资风险。治理将利用规模实施的多边系统优势，由联合国系统先作为部门方法（旅游）使用，将在其他部门采用同一框架。这一变革性举措旨在加速气候行动，实现巴黎协定的目标和当前《联合国气候框架公约》关于碳市场的谈判，解锁碳价值，纳入诸如蓝碳和循环业务模式的新理念。
67. 从 2023 年 9 月到 2024 年 2 月，全球旅游塑料倡议（GTPI）着力于在签署国之间提升意识和推动解决方案 [引入可重复使用替代品](#)，从而逐步淘汰不必要和有问题的塑料包装和物品。作为同一个星球可持续旅游项目的部分工作，干预措施的重点是找到塑料包装和物品的解决方法，这是旅游行业利益攸关方认为非常难以消除的部分。组织了三次线上培训，展示具体的替代品、替代品引入的商业案例以及吸引员工和客户的方法，使其参与有效实施可重复使用替代品的解决方案。
68. 考虑到可持续采购作为食品可持续管理过渡方法的重要性，我们制作了 9 份事实说明书，重点说明来自采购不同类型食品所面临的挑战和机遇。这是以可持续粮食体系为重点的‘同一星球可持续旅游项目’工作流程的一部分。“[可持续采购粮食](#)”事实说明书突出了食品的气候足迹；食品的水足迹；鱼类和海产食品；肉类和乳制品；有机食物；公平贸易产品；饮食习惯和战略与规划。

<sup>2</sup> 黎巴嫩交存的公约加入书包括其对第 11 条的保留意见。

<sup>3</sup> 根据公约第 20（1）条，在接受第十份批准书、接受书或加入书交存的第 31 天，公约即生效。

69. 为赋能利益攸关方，缤客（Booking.com）与联合国世旅组织协作，开发了四门线上课程，重点关注食品和水的可持续管理、减少能源和温室气体以及与本地社区协作。该系列课程主要针对酒店业务，但公众也可通过联合国世旅组织在线学院获取课程。
70. 在首尔可持续旅游大会上（韩国首尔，2023年11月），附属成员首尔旅游组织在“有责任的消费和可持续的旅行”主题下组织了联合国世旅组织附属成员工作会议，会议进行了有洞察力的讨论和有影响力的干预措施，展示了来自在线旅游、城市和全球机构的可持续旅游项目。马德里地区、砂拉越旅游局、世界城市旅游促进组织、香港理工大学酒店及旅游管理学院等附属成员的参与丰富了讨论内容。

## E. 旅游业的生物多样性行动

71. 联合国世旅组织继续积极解决不同层面的生物多样性问题、努力推动全球生物多样性议程和为行业提供领导力和战略方向，从而到2030年使对自然有益的旅游业成为现实。2024年地球日，4月22日，作为第一个对自然有益的旅游伙伴联合成果，“[行动中的积极自然旅行和旅游](#)”报告被发布。由联合国世旅组织、世界旅行和旅游理事会（WTTC）和酒店业可持续联盟在2022年联合国《生物多样性公约》第15次缔约方大会上宣布，是行业支持执行《昆明-蒙特利尔全球生物多样性框架》的承诺。
72. [昆明-蒙特利尔全球生物多样性框架 \(GBF\)](#)，在联合国生物多样性大会（COP-15）获得通过，是一份到2030年“停止和逆转”生物多样性丧失的历史性协定。这一框架有密切相关性，因为旅游行业作为对生物多样性有重大影响的行业之一，发挥着非常重要的作用。联合国世旅组织继续致力于全面实施GBF和其23个可执行的全球目标，特别是目标14、15和16，分别是关于主流化、评估和减少影响，以及推动可持续使用以逆转生物多样性丧失和到2030年实现净正结果。联合国世旅组织计划努力推动2024年10月在哥伦比亚举行《公约》的第16次缔约方大会。

## F. 全球议程中的旅游业

73. 联合国大会关于旅游的高级别主题活动，由大会主席（PGA）为第78届会议，与联合国世旅组织共同召集，按照名为“为消除贫困和保护环境促进包括生态旅游在内的可持续、有复原力的旅游业”第77/178号决议和名为“全球旅游复原日”的第77/269号决议进行。这次活动为期一天，于2024年4月16日在联合国大会的大会堂举行，标志着大会主席旗舰倡议，“[可持续发展周](#)”的重要组成部分，其目的为促进定于2024年9月举行的未来峰会的势头。关于旅游的高级别主题活动旨在采取协调一致的方法，推动最高级别的旅游复原力，发挥其实现可持续发展议程的潜力。活动为成员国、观察员、民间社会、联合国系统和其他利益攸关方提供了思考战略、分享最佳实践和介绍推动可持续且具复原力的旅游的经验，从而推动实现可持续发展目标（SDGs）。来自不同地区12个成员国的旅游部长、代表公共、私营和学术部门的利益攸关方积极参加了这次活动。这种多样化，有活力的参与活动促进了包容的利益攸关方对话，旨在确保人们充分认可旅游业是可持续和绿色发展的核心驱动力。活动特别突出了推动行业复原力，尤其是对那些高度依赖旅游业国家的重要性。
74. 联合国世旅组织继续其将行业定位到最高水平的工作，为联合国大会准备定期报告和支持相应联合国决议的谈判。在联合国世旅组织的领导下，联合国大会于2022年12月通过了名为“[为消除贫困和保护环境促进包括生态旅游在内的可持续、有复原力的旅游业](#)”第A/RES/77/178号决议，首次将复原力放在显著地位，将其包括在新决议的题目中，强调加强行业复原力的需求。2023年，联合国世旅组织准备了中美洲可持续旅游业和可持续发展的报告（A/78/210），这是联大第A/RES/78/145号决议“[中美洲和多米尼加共和国可持续与有复原力的旅游业和可持续发展](#)”，包括两个重要的新发展：1）根据77/178号决议，将有复原力的旅游业首次放到显著地位和2）第一次在决议题目中增加了多米尼加共和国。A/RES/77/178实施情况的新报告在2024年正在准备中，将提交联合国大会第79届会议（UNGA 79）。
75. 2024年2月，联合国大会通过了一项决议，指定[2027年：可持续和具有复原力的旅游业国际年](#)。由乌兹别克斯坦、马尔代夫和世界不同地区的成员国共同发起的A/RES/78/260号决议号召联合国世旅组织与各政府、联合国机构和国际组织协作执行这个主题年度。这是继2017年国际可持续旅游年庆典活动之后的举措，标志其成立50周年。当时，庆祝活动强调了旅游业的关键作用，获得了前所未有的全球支持，突出了旅游业在当代社会和经济中的重要意义。2027年国际年展现了一个独特的机会来探索和凸显旅游业将世界重塑为繁荣、持久和平和普遍福祉的潜力，将为国际社会提供接受

可持续和有复原力旅游业实践和战略的途径，增强其对全球可持续发展议程的贡献力和行动。联合国世旅组织热切期待与成员国展开协作，确保成功实施这一决议。

76. [第6届世界跨文化对话](#)，于2024年5月1-3日在阿塞拜疆的巴库举行，由阿塞拜疆政府与联合国世旅组织、教科文组织、联合国文明联盟和伊斯兰世界教科文组织共同主办。作为伙伴组织，联合国世旅组织获邀主持论坛开幕和闭幕。我们组织了一次“睁开眼睛，建立联系”的特别会议，探讨旅游业在促进游客与当地社区之间建立联系方面的作用。会议还包括波斯尼亚和黑塞哥维那、哥伦比亚和卢旺达冲突后目的地的案例研究，并强调了联合国世旅组织和世界旅游道德委员在促进青年参与和负责任的旅游业方面的贡献。并且，联合国世旅组织参加了第三届国际组织“绿色未来可持续之路”高级别会议，强调其对旅游业绿色未来的承诺，和促进《联合国气候变化框架公约》缔约方会议第28次会议（COP28）及以后的协作行动。来自超过107个国家的700多名国际人员参加了第6届世界跨文化对话，《巴库宣言》在会议结束时发布，重申了合作伙伴和参与人员对推动跨文化理解的承诺。
77. 联合国世旅组织与国际劳工组织和加勒比共同体协作，提议将一项旅游就业指标纳入到联合国监测可持续发展目标（SDGs）的全球指标框架中。这三个国际组织已联合向可持续发展目标SDGs指标的机构间专家组提交了所有正式提案的文件。专家组负责为2030年议程的发展目标和具体目标制定和实施全球指标框架。这一提案旨在提高监测具体目标8.9，其致力于“到2030年，制定和执行推广可持续旅游的政策，以创造就业机会、促进地方文化和产品。”通过将旅游业社会和经济层面的数据纳入，各国将能够有力地监测具体目标，同时更好地了解旅游业在可持续发展目标中的作用。
78. 作为二十国集团主席国印度的知识合作伙伴，联合国世旅组织交付了[作为实现可持续发展目标工具的果阿旅游业路线图](#)和[二十国集团旅游业和可持续发展目标看板](#)。这一工具目前具备近80个案例研究，推动行业为加快实现17个可持续发展目标的进展而努力。
79. 与巴西关于2024年二十国集团的工作已经围绕下列主题展开：建立一个公正的世界和可持续的星球--可持续旅游业、技术资格和培训，以及强化旅游融资作为社会经济发展的引擎。巴西大会主席计划的一项交付成果是致力于在二十国集团成员国中实施《衡量旅游业可持续性的统计框架》。
80. 联合国世旅组织将参加2024年5月27-30日在安提瓜和巴布达举行的第4届小岛屿发展中国家国际会议（SIDS4）。突出提到旅游业的[安提瓜和巴布达小岛屿发展中国家议程（ABAS）- 推动复原力和繁荣新宣言](#)将作为会议主要成果获得通过。与实施《格拉斯哥旅游业气候行动宣言》相关联，联合国世旅组织将举办一场关于[“再生旅游推动复原力：政策、实践和融资”](#)的正式边会。组织与联合国环境署和联合国环境管理小组（EMG）协作，还主办了[“通过旅游业推动小岛屿发展中国家的可持续发展：促进可持续和循环的消费与生产”](#)的联系对话，这与同一个星球可持续旅游项目的活动有关联。联合国世旅组织还将举办一场虚拟边会“推动小岛屿发展中国家更佳旅游业的更好数据”（5月28日，在线），旨在强调衡量旅游业在促进知情决策以实现小岛屿发展中国家旅游业可持续发展的重要作用。该活动将邀请来自国际货币基金组织、牛津大学可持续发展目标影响实验室、地区和国家组织以及私营部门等广泛利益攸关方的主要发言人发言，旨在强调《衡量旅游业可持续性的统计框架》和其他衡量工具，具有推动知情决策以促进小岛屿发展中国家的可持续旅游发展的作用。
81. 演员温斯顿杜克和商人苏志刚被任命为[推动负责任旅游业的联合国旅游大使](#)。主厨 Fatmata Binta、主厨 Martín Berasategi、主厨 Pedro Subijana、主厨 Alejandra Espinoza 和首席执行官 [Jerry Inzerillo](#) 被任命为[可持续旅游大使](#)。

#### IV. 优先事项 3：对人员的投入

82. 大会第25届会议强化了组织为建设旅游业的未来，在各层面[投资教育](#)的承诺：中学、高等教育和终生教育。[全球教育论坛](#)汇聚了部长、雇主、教育者和学习者一起应对诸如技能和薪酬差距、青年失业和行业教育组合多样化等挑战。尤其要考虑到2030年需要为超过80万个旅游岗位提供职业培训所带来的巨大机遇<sup>4</sup>。

<sup>4</sup>国际劳工组织（ILO）（2022）

83. 来自 10 个教育机构的代表作为发言人参与了会议：[IE 大学](#)（西班牙）、[印度酒店管理学院](#)（印度）、[国际文凭组织](#)（瑞士）、[卢塞恩应用科学与艺术大学](#)（瑞士）、[丝绸之路国际大学](#)（乌兹别克斯坦）、[中山大学](#)（中国）、[麻省理工学院](#)（美国）、[威斯康星大学斯托特分校](#)（美国）、[美国酒店及住宿教育学院](#)（美国）和[剑桥大学评估国际教育学院](#)（英国）。
84. 秉承加强旅游业的同样精神，联合国世旅组织庆祝了有史以来最大规模的 [2023 年世界旅游市场 \(WTM\) 部长峰会](#)，主题为“变革的力量”，重点关注多样性和包容性。峰会推动了教育之路的塑造，特别是旅游行业的技能培养，促进了所有人的繁荣和可持续增长。共有代表所有全球地区的 40 名旅游部长参会。
85. 联合国世旅组织推出了具有里程碑意义的出版物：[纳入旅游作为中学学科的教育工具包](#)。这将为各国提供资源，将旅游业无缝融入教材，培养学生间对旅游职业的早期兴趣和了解。根据成员国的要求，目前可按照三种主要方法中的任何一种来打造策划的实施计划：[国际文凭组织 \(IBO\)](#)、[美国酒店协会教育学院 \(AHLEI\)](#) 或 [剑桥大学国际考评部](#)。目前正在与哥伦比亚、哥斯达黎加、克罗地亚（萨格勒布）、阿拉伯联合酋长国和赞比亚进行讨论。
86. 在高等教育方面，联合国世旅组织和其附属成员，卢塞恩应用科学与艺术大学，在瑞士政府支持下创建的 [国际可持续旅游业理学学士学位课程](#) 将于 2024 年秋季迎来第一批学生。已经制定的合作伙伴项目正积极联系成员国，以确保他们能够支持未来的学生。
87. [联合国世旅组织在线学院](#) 目前提供来自 18 个学术伙伴的 49 门课程。目前共有超过 26,700 名学生（54% 为女性）在平台注册，按注册人数计算，排名前 10 的国家/地区如下：
- 印度、沙特阿拉伯、西班牙、智利、哥伦比亚、厄瓜多尔、墨西哥、阿根廷、意大利和印度尼西亚。新内容已最后完成，现已上传至平台，内容如下：
- 您的更具可持续性的能源管理征程（英文）
  - 您的更具可持续性的社区管理征程（英文）
  - 您的更具可持续性的粮食管理征程（英文）
  - 您的更具可持续性的水管理征程（英文）
  - 旅游业谈判（英文）
  - 食品安全和卫生、食品加工、HACCP、烹饪类型和方法（阿拉伯文）
  - 厨房分切、储存和基本烹饪酱料（阿拉伯文）
  - 销售策略、管理分销渠道和酒店的在线声誉（阿拉伯文）
88. 关于**年度奖学金计划**：
- 根据最新的旅游在线教育委员会的报告，已向成员国发放了 1,470 个免费课程证书。这次项目的受益者特别集中于以下最不发达国家（LDC）和小岛屿发展中国家（SIDS）：37%到 18 个国家来自非洲、33%到 16 个国家来自美洲，还有 31%到 15 个国家来自亚太地区。
  - 同样，共为附属成员提供了 1136 份奖学金，以支持高级别的访问和活动支持。其中包括来自联合国旅游创新网络的初创公司；安提瓜和巴布达、开曼群岛、厄瓜多尔、海地、乌克兰、乌兹别克斯坦、赞比亚、津巴布韦等国家以及哥伦比亚酒店和旅行社协会、COTELCO 和 ANATO。
89. 质量仍然是主要支柱：[联合国世旅组织 TedQual 认证](#) 网络汇集了来自世界各地 108 个机构的 289 个认证项目。按地区划分，项目分布如下：亚太地区（52%）、欧洲（23%）、美洲（20%）、中东（4%）和非洲（1%）。
90. 同样，在本报告期间，也执行了有影响的技能开发举措：
- [联合国世旅组织学院](#) 推出了不同的 [高管教育](#) 项目：其中范围最广的是巴林导游培训，共有 95 人分 4 期参加。其他培训活动是与 TedQual 认证机构，如澳门（中国）的旅游学院或坎昆的阿纳瓦克大学（墨西哥）协作推出的。
  - [第 17 届联合国亚太地区旅游高管培训项目](#)（越南岘港）为该地区旅游行业的人力资源开发设定了新基准，强调了对创新、协作和可持续发展的迫切需要。

- (c) 与沙特阿拉伯王国旅游部合作的“电子学习人力资本开发”项目取得了实质性进展。联合国世旅组织在线学院将扩大其提供的课程组合，向所有国家增加另外 10 门课程，努力缩小所有地区的教育差距。同样，该国的 TedQual 自我评估阶段已经启动并完成，最终列出了 5 所沙特顶尖大学的决选名单。这些大学将继续进入监督环节，进行备受期待的审计流程以认证旅游项目。

91. 另一方面，国际学院在世界范围内推进：

- (a) [与联合国世旅组织合作的撒马尔罕学院](#)，建立了一座全新的建筑，专门致力于旅游教育，主要分为三个方向：酒店运营与创新、酒店管理和可持续目的地管理。所有这些培训项目都包括两个类别：为教育者提供的“培训讲师培训”和为学生提供的再培训。
- (b) 与联合国世旅组织合作的利雅得旅游与酒店管理学院正在推进其使命，促进在地区内建立新的创新旅游项目，并为沙特的研究计划提供持续指导。项目的组成将包括通过混合课程进行知识转移，其中 80% 为职业培训，20% 为管理培训，以使国际和沙特旅游部门的劳动力专业化。
- (c) 与加勒比各国的对话正在进行中：
- i. 多米尼加共和国：已与该国**国家职业和专业培训学院 (INFOTEP)** 签署谅解备忘录，通过在拉丁美洲和加勒比地区创造教育机会，促进教育和旅游人力资本的发展，未来与联合国世旅组织合作建立国际学院。
  - ii. 牙买加：正在讨论未来建立国际学院，服务加勒比地区的前景。

92. 并且，联合国世旅组织：

- (a) 已经签署了与**北京第二外国语学院旅游管理硕士**品牌的协议。项目每学年将为同等数量的候选人提供十五 (15) 份全额奖学金，获奖者由本组织提名、为符合课程要求并被大学录取的学生。
- (b) 通过联合国世旅组织学院，已经为**墨西哥阿瓦诺克大学**旅游博士项目颁发了 4 份部分奖学金。
- (c) 项目目前正致力于：
- i. 在多米尼加共和国旅游部和联合国世旅组织法律部的支持下，由圣多明各自治大学 (UASD) 协调，创建旅游法国际硕士学位，该学位将与拉丁美洲和加勒比地区旅游法观察站的框架相关联。
  - ii. 与索邦大学 (法国) 和萨拉曼卡大学 (西班牙) 合作，创建旅游法国际博士项目。
  - iii. 根据 2024 年世界旅游日的和平主题，与哥伦比亚大学合作开发旅游和社会转型证书。
  - iv. 为萨尔瓦多和哥伦比亚设计职业培训提案。
- (d) 签署谅解备忘录，为展开下列更多的合作铺路：
- i. 与**以色列外交部国际发展合作署**合作支持制定和实施联合培训和能力建设活动，以促进国内和国际人力发展、能力建设和项目推进，从而促进旅游业作为工具，以加强旅游业创新为目标，推动农村发展和项目开发。
  - ii. 与**中东和北非教育与发展公司**合作，致力于促进旅游行业专业人员和青年的能力建设。
  - iii. 与**苏丹王子大学** (沙特阿拉伯) 合作开展旅游和教育领域的研究活动，促进和推动包括创新在内的行业培训机会和项目。
  - iv. 与**沙迦大学** (阿拉伯联合酋长国) 合作促进和推广培训机遇和教育项目，特别是可能创建的战略传播硕士联合品牌倡议。

93. 在联合国世旅组织倡议以教育为重点的形势下，需要强调附属成员国大学和教育机构所做出的不可估量的贡献。这些贡献通常以创新的联合项目或合作伙伴的形式出现，旨在开发线上课程。目前，

大约有 100 所大学是联合国世旅组织附属成员网络的一部分。此外，我们正努力邀请在新兴目的地提供旅游业研究的知名机构作为附属成员加入，从而丰富该网络的多样化和专业性特点。

94. 2022-2023 年联合国世界旅游组织学生联赛在青年旅游人才的庆祝活动中落下帷幕。获奖者来自波斯尼亚和黑塞哥维那和瑞士。
95. 联合国世旅组织为成员国启动了一系列关于旅游业促进农村发展的高管培训——第一期于 2023 年在中东举行，并将于 2024 年扩展到其他地区。
96. 旅游统计的能力建设：联合国世旅组织继续通过地区培训和技术援助项目为各国旅游统计系统的发展提供支持。联合国世旅组织、联合国亚太经社会 and 马来西亚统计局组织了“亚洲及太平洋地区旅游统计数据编制区域研讨会”（5 月 6-10 日在马来西亚的霹雳州）。
97. #Youth4Tourism（青年推动旅游）是倡导青年在国家层面参与旅游业的手册，致力于鼓励成员国支持年轻人成为创新旅游的创造者，充分利用青年人的巨大潜力。其西班牙文和法文版的发布带来了全球影响。请参照附件 II。

## V. 优先事项 4：推动投资并加大创新：获取融资，加快新业务模式落地

### A. 推动旅游业的投资文化

98. 旅游投资已成为世界各国最重要的战略优先事项之一。2019 年至 2023 年间，该行业一直是 1983 年宣布的绿地外商直接投资 (FDI) 项目接收方，总资本投资达 1067 亿美元，是信任的明确标志，为全球创造了近 26 万个潜在就业岗位<sup>5</sup>。通过传统和非传统投资相结合的方式投资旅游业为支持经济发展、创造就业和可持续发展提供了一条希望之路。
99. 旅游业由多个行业组成，其价值链涉及广泛的相邻部门，使旅游业成为更宏观经济领域中社会经济发展的关键驱动力。联合国世旅组织强调需要进行更多、更有针对性的**传统和非传统投资**，为**人们、地球和繁荣所必需**，赋能旅游业发挥其巨大潜力，为社区提供机会，增强复原力，加速绿色融资，以及围绕创新和创业精神这两大支柱实现包容性繁荣。
100. 自撒马尔罕执行委员会第 120 届会议以来，除了针对特定国家推出的十 (10) 份指南外，秘书处还在致力于编写和/或更新另外十八 (18) 版指南，在投资领域提供战略支持和援助。
101. 其中包括延长与拉丁美洲和加勒比开发银行 (CAF) 于 2024 年 1 月 24 日正值西班牙国际旅游展时签署的合作协议，以支持为巴西、洪都拉斯、墨西哥、牙买加和秘鲁编制指南，添加到最初五个国家中，分别是厄瓜多尔、乌拉圭、巴巴多斯、巴拿马和萨尔瓦多。
102. 目前，已交付了如下倡议：
103. 通过报告和指南创造知识和促进投资：起草信息资料，旨在为潜在投资者和政策制定者提供指导。这些资源推动了制定知情决策的流程，为推动经济发展贡献了力量。
  - (a) 全球洞察力：
    - i. 遵循 2023 年世界旅游日的主题，联合国世旅组织发布了[全球投资概览](#)，着重强调了绿色融资。
    - ii. 组织目前正致力于：
      - 与贸发会议联合，共同推出“旅游业可持续投资的指导原则”
      - 第一份拉丁美洲和加勒比的旅游行业投资报告
      - 2024 年全球投资报告
  - (b) [旅游营商 - 投资指南](#)独立出版：
    - i. 共推出 10 版：
      - 阿尔巴尼亚（2024 年 4 月 9 日，阿尔巴尼亚地拉那）
      - 智利（2023 年 12 月 7 日，智利圣地亚哥）

<sup>5</sup>联合国世旅组织基于《金融时报》（2024 年）的外商直接投资情报。

- 古巴展示（2024 年 4 月 29 日，古巴巴拉德罗）
  - 厄瓜多尔（2024 年 1 月 24 日，西班牙马德里）
  - 约旦（5 月 22 - 24 日，阿曼马斯喀特）
  - 毛里求斯（2023 年 10 月 17 日，乌兹别克斯坦撒马尔罕）
  - 莫桑比克（2023 年 11 月 30 日，莫桑比克马普托）
  - 乌拉圭（2024 年 2 月 20 日，乌拉圭蒙得维的亚）
  - 乌兹别克斯坦（2023 年 10 月 17 日，乌兹别克斯坦撒马尔罕）
  - 赞比亚试运行（2024 年 1 月 23 日，西班牙马德里）
- ii. 更新了 3 个版本：哥伦比亚、多米尼加共和国和巴拉圭
- iii. 翻译了 3 个版本：厄瓜多尔和乌拉圭的版本翻译成英文，乌兹别克斯坦的版本翻译成中文和西班牙文。
- iv. 正在筹备 18 个全新的版本：阿根廷、亚美尼亚、巴林、巴巴多斯、巴西、萨尔瓦多、格鲁吉亚、危地马拉、洪都拉斯、牙买加、墨西哥、摩洛哥、巴拿马、沙特阿拉伯、南非、塞拉利昂、塔吉克斯坦和突尼斯。

104. **投资论坛和能力建设：**自身论坛和参与关键投资活动的继续增长，是世界旅游组织在设定全球议程中传统和非传统投资方面发挥积极作用的一部分。

- 联合国世旅组织全球投资论坛（2023 年 10 月 17 日，乌兹别克斯坦撒马尔罕）
- “III 智利旅游业投资论坛：绿色投资的趋势和机遇”（2023 年 12 月 7 日，智利圣地亚哥）
- “投资赞比亚”旅游业投资展望、趋势和机遇”（2024 年 1 月 23 日，西班牙马德里）
- 投资乌拉圭，联合国世旅组织、非洲委员会和该国旅游部的联合活动（2024 年 2 月 20 日，乌拉圭蒙得维的亚）
- 欧洲地区委员会第 70 次会议中的“欧洲旅游业投资 and 经济发展”（2024 年 4 月 9 日，阿尔巴尼亚地拉那）
- 2024 年年度投资会议 (AIM) “考瓦蒂斯旅游投资：“中东篇章”（2024 年 5 月 9 日，阿拉伯联合酋长国阿布扎比）
- 2024 年国际旅游投资论坛，在联合国世旅组织支持下“提升旅游投资以实现可持续增长”（2024 年 6 月 5-6 日，印度尼西亚雅加达）

## B. 创新挑战和竞争

105. 联合国世旅组织推出了新项目，寻求解决该行业最具紧迫性的挑战。

目前组织已拥有自 2018 年以来的 350 名顶尖创新者网络，寻求扩大本地初创企业的采购范围，以继续为所有地区提供具体支持。这种网络的分布如下：欧洲（41%）、美洲（28%）、中东（13%）、亚太地区（10%）和非洲（8%）。

106. **全球和地区项目：**

- (a) [联合国世旅组织关于大型活动和会奖旅游的初创公司大赛](#)，包括诸如欧足联、ICCA、万事达卡和联席会议行业理事会（JMIC）。来自 69 个国家/地区的 164 份申请中，有 5 家初创公司获选，分为四个类别：Circular Unity（循环统一）（葡萄牙）、Touche2see（触碰可见）（法国）、Sentimantle/情感覆盖（阿拉伯联合酋长国）和 Hello xLAB KK/你好 x 实验室 KK（日本）。这些项目在大会的全球投资论坛上亮相，并受邀参加全球会展产业博览会（IBTM World），为吸引试点项目和融资机遇营造了良好的氛围。
- (b) 在圣塞巴斯蒂安第 8 届世界美食旅游论坛期间，与巴斯克烹饪中心合作推出了[第 4 届美食旅游创业大赛](#)。此外，论坛期间还举办了一场演讲挑战赛，其中包括 5 家正在加速实现可持续发展目标的美食初创公司。来自法国和塞内加尔的 Oh Les Chefs 被评选为本次大赛的获胜者。
- (c) 与此同时，中东与 Almosafer 公司和埃尔奥拉皇家委员会合作主办了[第 1 届联合国旅游女性科技创业大赛](#)。这项活动吸引了来自地区 11 个国家共 143 名申请人参加。获胜者为 Sparkle Haze（阿联酋）、Fosha（埃及）、Xenios 学院（阿联酋）和 Plastus（沙特阿拉伯）。所有获胜者均以人工智能为基础，已受邀参加在利雅得举行的 2023 年世界旅游日和到沙特阿拉伯历史名城埃尔奥拉的 3 日游。

- (d) 为了推进组织的投资框架，联合国世旅组织在阿布扎比举行的 2024 年年度投资大会框架内，启动了名为“科技行业女性创造可持续旅游行业”的**第 2 版项目**，该项目将继续赋能女性企业家，创造重要影响力。
- (e) 遵循本组织致力于通过创业和技术实现可持续发展的承诺，和与拉丁美洲开发银行（CAF）进行的有力合作，启动了联合国世旅组织绿色项目创新挑战赛。活动欢迎对环境负责的低碳旅游业、抵御气候变化的复原力、通过旅游业保护保护区以及推动旅游目的地生态系统及其生物多样性再生等解决方案。除了其他的机遇，获胜者还将从种子资金中受益，从而进一步推广他们的解决方案。

#### 107. 单一国家领导的项目：

- (a) 去年二月，联合国世旅组织和 INFECAR 加那利群岛举办了 [酒店旅游技术和解决方案挑战赛](#) 以及相应的旅游科技冒险创新论坛。来自 70 个国家的 120 份申请中，有 2 家初创公司最终得胜获选：**Twistic**（西班牙）和 **WeavAIR**（加拿大）。由于项目期间的曝光度，第一个项目已与途易集团签订了合同。
- (b) 与哥伦比亚合作，[社区旅游创新挑战赛](#) 于 2023 年 9 月 27 日启动，其目标为聚焦社会各群体的赋权，发现具备可实施提案的初创企业、组织和公司。提交截止日期为 2024 年 5 月 18 日。在此之后，将于 6 月份为前 20 名决赛入围者启动全面的加速计划。最后，联合国世旅组织科技探险哥伦比亚论坛将于 10 月主办一次推介会，届时将公布并为 5 名获胜者颁奖。
- (c) 与此同时，与巴拿马旅游局（ATP）合作的[社区旅游创新体验赛](#)的福利计划正在进行中。2023 年 5 月旅游科技探险论坛举办之后，与 IE 大学合作为前 25 名决赛入围者提供了为期两天的加速计划以及一次熟悉之旅。获奖者“Eco Ruta Tortuga”由旅游运营商 **Tourism Guide Services** 和社区团体 **Fundación Agua y Tierra** 领导，在评选中胜出，获得 ATP 的 25,000 美元种子资金拨款，并通过联合国旅游创新网络获得知名度。

#### 108. 除此之外，联合国世旅组织：

- (a) 与**海牙酒店学院**宣布建立合作伙伴关系，围绕酒店业开创性项目的开发和执行，以增强旅游业，特别是酒店业做为目标。此次合作将推动初创企业和投资者之间的联系，促进知识共享并支持技能培养。通过结合双方的专业知识，合作伙伴关系将为行业创造一个更加可持续的未来，同时为全球学生体验提供包容性的机遇。
- (b) 与 **璞跃（Plug and Play）** 合作，在 [2024 年巴塞罗那世界移动大会期间的 4 年之后（4YFN）](#) 的创新活动中为企业家举办了一场小组讨论。该平台使创新者可以展示他们的全球生态系统解决方案，强调创新、创业精神和技术进步在推动可持续旅游业发展方面的关键作用。
- (c) 与附属成员**萨克逊酒店商学院**正在合作编制一份全面的白皮书，讨论人工智能（AI）在旅游和酒店行业的应用。这项举措旨在为旅游业和酒店业运营组织内的人工智能技术集成提供有价值的见解、指导和实际案例研究。预期的合作项目时间表包括在 10 月之前完成白皮书，并计划在 2024 年世界旅游市场上发布。
- (d) 正在为[国际电联元宇宙焦点组内的元宇宙旅游工作组编写技术报告](#)，该工作组仍由本组织担任联合主席。该举措尝试编制一份旅游行业可能的用例和技术应用清单，并分析是否需要标准或指南。预计专家讨论的结果将会给出建议。
- (e) 正在与“独角兽猎人秀”的制作方 **Unicorns Inc.**建立合作伙伴关系以加强合作，推动旅游领域的创业精神和促进创新生态系统合作伙伴的发展；支持联合国世旅组织网络和创业大赛，促进初创企业和投资方之间的联系、提高旅游业技术的采用、展示初创企业的进展，并就能力建设举措进行合作。联合国世旅组织还将担任该项目的评审团成员。

109. 随着新技术实施带来了新的挑战，联合国世旅组织与其附属成员萨克逊酒店商学院合作，正在积极编写一份关于旅游和酒店业人工智能（AI）应用的综合白皮书。本白皮书旨在提供基础知识和实践见解，包括来自附属成员和人工智能实施前沿的其他行业利益攸关方的一般信息、指导和说明性案例研究

110. 联合国世旅组织与巴斯克烹饪中心、ICCA、Almosafer 和埃尔奥拉皇家委员会等经验丰富的附属成员合作，继续扩大其在上述领域的工作能力，同时促进附属成员在组织内的有效融入。

## VI. 优先事项 5: 建立更好、更强的机构

### 111. 地区办事处:

- (a) 美洲第一家联合国旅游住址办事处: 在第 25 届世界旅游组织大会 (乌兹别克斯坦撒马尔罕, 10 月 16 - 20 日) 上, 成员国投票决定在里约热内卢设立第一个美洲地区办事处。
- (b) 联合国世旅组织继续与摩洛哥王国密切合作, 以建立在马拉喀什的非洲地区办事处。
- (c) 在第 25 届大会上, 乌兹别克斯坦政府介绍了在撒马尔罕市设立丝绸之路旅游专题办事处的提案。
- (d) 2024 年 4 月在古巴举行的第 69 次会议上, 美洲区域委员会建议乌拉圭作为候选国, 在蒙得维的亚主办“拉丁美洲和加勒比旅游法律观察站”联合国旅游专题办事处 ([document CAM/69/7](#)), 提案提交执行委员会第 121 届会议核准。

### 112. 联合国世旅组织将与克罗地亚政府和萨格勒布大学合作建立一个[以可持续旅游业为核心的研发中心](#)。这个具有里程碑意义的中心将吸引来自公共和私营部门、学术界和民间社会的利益攸关方参与, 以解决旅游业面临的一些最严峻的挑战。

### 113. 工具包“[通过旅游业实现可持续发展目标: 项目指标工具包 \(TIPs\)](#)”旨在为联合国旅游业转型做出贡献, 以创造更美好的未来并实现 2030 年议程。

在此背景下, 联合国世旅组织展开了外联活动, 促进这一旗舰倡议的实施:

- (a) 应中美洲旅游一体化秘书处 (SITCA) 的要求, 联合国世旅组织和日本国际协力机构 (JICA) 为其举办了项目指标工具包 (TIPs) 联合研讨会, 研讨会于 11 月举办, 是专门针对 SITCA 国家需求和利益的独家培训活动。
- (b) 发布的宣传视频为[英文版](#), 配有[西班牙文](#)和[日文](#)字幕。
- (c) 日文版于 2024 年 1 月发布 (请参照附件 II)
- (d) 将项目指标工具包翻译成西班牙文 (预期出版日期: 2024 年 5 月)
- (e) 项目指标工具包 (TIPs) 在[可持续发展旅游平台](#)存储。
- (f) 联合国世旅组织秘书处逐步使用项目指标工具包来实施其 PoW, 即纳入旅游促进乡村发展小额赠款计划 (T4RD-SGP)。

### 114. 机构协作:

- (a) 联合国世旅组织与联合国人类住区规划署 (人居署) 西班牙办事处合作, 讨论[旅游业在城市和地区的作用和挑战](#)。
- (b) 世界旅游组织加强了[与非洲民航委员会 \(AFCAC\) 的合作](#), 旨在推动整个地区的互联互通并促进无缝旅行。
- (c) 世界旅游组织再次与[亚太旅游协会 \(PATA\)](#)建立伙伴关系, 与香港理工大学和桂林市政府合作, 指导整个地区的旅游业发展。2023 年世界旅游组织-亚太旅游协会旅游论坛 (中国桂林) 在其第 17 届会议中, 重点强调了最大限度地提高行业推动增长、增强经济复原力和为可持续发展目标贡献力量的能力。
- (d) 联合国世旅组织和粮农组织加强了在山地旅游和旅游促进乡村发展领域的合作, 编写全球重要农业文化遗产系统 (GIAHS) 地点指南, 从而激发旅游潜力并改善乡村地区的社区生活。
- (e) 联合国世旅组织第二次为联合国实体《2030 年青年进展报告》贡献了力量, 加入了此前已针对 2030 年青年联合国实体记分卡和 2030 年青年国家工作队记分卡进行报告的超过 40 个联合国实体和 130 个联合国国家工作队。

### 115. 技术合作: 提供技术援助是旅游业发展的主要支柱。来自 38 个成员国的 50 个项目已在以下主要领域开展: 总体规划、投资模式、营销、可持续旅游治理和管理、旅游集群、人力资源战略、统计开发 (TSA 和展示板)、质量标准 (酒店分级)、妇女赋权、奖励计划制定。(项目详情可参见附件 I)。

116. 联合国世旅组织继续致力于在国家、地区和国际层面制定和统一旅游法的法律和监管框架。

[《游客保护国际守则》](#)（ICPT）通过两年后，现已有[二十三个成员国](#) 遵守其要求。与萨拉曼卡大学和索邦大学联合举办[第一届旅游法国际研讨会](#)（2023 年 11 月，西班牙萨拉曼卡）旨在评估《游客保护国际守则》在过去两年中的进展和影响，并支持承认将旅游法作为国际法律体系的一个独立分支。第二届旅游法国际研讨会将于 2024 年 11 月在阿根廷科尔多瓦举行，主题是可持续旅游，将从旅游法的角度全面探讨其社会、经济和环境的内容。

117. 此外，与美洲开发银行（BID）联合建立了第一个“拉丁美洲和加勒比旅游法观察站”。这是一个开创性的数字平台，在学术专家网络的支持下，以持续和系统的方式收集、分析、更新和传播拉丁美洲和加勒比地区的旅游法律和法规。

118. 在第 25 届大会期间，由企业、目的地和民间社会参与者组成的附属成员，在[全体会议](#)齐聚一堂，围绕共同目标加强公私合作。

119. 首届[卡塔尔旅游奖](#)，与联合国世旅组织联合开发，聚焦于三个主要类别：服务卓越性、文化体验和智能解决方案。在颁奖典礼上，卡塔尔旅游奖还宣布了一个令人惊喜的类别，社区贡献奖，以表彰那些在热情好客和为游客提供模范服务方面表现出色的社区成员个人。

120. 旅游与航空：在国际航空运输协会等知名附属成员的支持下，联合国世旅组织正在带头开展旨在促进旅游和航空领域之间更密切合作的举措。这些努力的重点是推动讨论共同关注的关键话题，强调旅游业和航空领域的同步决策如何为国家、经济体、企业和个人带来巨大收益。会议将成为解决紧迫问题、应对监管挑战以及促进政府机构、航空公司、机场、目的地管理机构和其他重要行业利益攸关方之间合作机会的平台。

121. 表彰长期附属成员：在 2023 年 10 月于乌兹别克斯坦撒马尔罕举行的第 44 届附属成员全体会议之际，在第 25 届联合国世旅组织大会期间，联合国世旅组织进行了一场颁奖典礼，以表彰那些附属联合国世旅组织超过 30 年的实体。该项活动旨在认可私营部门在全球努力促进和发展更具可持续性和复原力的旅游业中的作用。自 1975 年组织成立以来，附属成员一直是联合国世旅组织的一部分，是其最重要的资产之一。

122. 联合国世旅组织力求通过上述以质量为导向的战略和对组织附属成员地域平衡的扩张，实现附属成员的现代化和加强。除了强化沟通和营销努力以吸引新的领先实体，联合国世旅组织还致力于：

(a) 推行入场费，使联合国世旅组织能够筛选候选人，并评估候选人是否适合成为附属成员。

(b) 增加定期参与联合国世旅组织倡议的活跃附属成员数量，同时减少拖欠会费的附属成员数量。

\* \* \*

## Annex I: UN Tourism on the ground

## A. AFRICA

Project Name	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Tourism Needs Assessment Mission; and Preparations for a Tourism Legislation Project	2020-2024 <b>Angola</b>	Ministry of Tourism	Ministry of Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>In 2020, UNWTO undertook a needs assessment mission to the country.</li> <li>The result was a comprehensive project proposal outlining the needs for the development of a tourism master plan.</li> <li>A plan to improve the tourism statistics of the country was proposed.</li> <li>A value chain analysis was conducted.</li> </ul> <p><b>Remarks:</b> Currently, follow-up arrangements are being made to develop a tourism legislation project aimed at guiding sustainable tourism development within the country</p>
Hotel classification and licensing	2021-2024 <b>Benin</b>	Ministry of Tourism	World Bank	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Formulation of new regulatory texts for granting licenses and accreditations for tourism trades and activities.</li> <li>Review and improvement of the current hotel classification system.</li> <li>Development of a computerized system for automating formalities and granting approvals through a one-stop shop.</li> </ul> <p><b>Remarks:</b> Second phase of the project started and will be finalized end of June 2024.</p>
Tourism Statistics	2021-2024 <b>Benin</b>	Ministry of Tourism	World Bank	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Assessment of the current tourism statistics system.</li> <li>Support for the Government in data collection and tourism surveys.</li> </ul> <p><b>Remarks:</b> New expert recruited and finalization of the project in end of June 2024 to support the development of an experimental Tourism Satellite Account (TSA) for Benin.</p>
Tourism Planning and Development for Kasane/Kazungula  Phase 1: Formulation of a Sustainable Tourism Master	2019-2024 <b>Botswana</b>	Ministry of Environment, and Tourism	Ministry of Environment, and Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Completion of the Tourism Master Plan for Kasane/Kazungula in December 2021.</li> <li>Preparation of Development Guidelines and Customized Investment Models for Kasane-Kazungula priority tourism sites.</li> </ul>

Project Name	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
<p>Plan for Kasane/Kazungula</p> <p>Phase 2: The Preparation of Development Guidelines and Customised Investment Models for Kasane-Kazungula Priority Tourism Sites</p>				<p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The second Phase was successfully completed during October 2023 with the preparation of the Investment Plan including urban design and infrastructure guidelines for the priority sites.</li> <li>Additionally, a poster and booklet for each site were prepared to be presented during any related investment event.</li> </ul>
<p>Formulation of a National Tourism Strategy for Botswana</p>	<p>2020-2024 <b>Botswana</b></p>	<p>Ministry of Environment and Tourism</p>	<p>Ministry of Environment and Tourism</p>	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Submission of the final version of the Strategy to the Ministry in August 2022.</li> <li>Sign of a new Amendment to the Agreement in July 2023 for further collaboration.</li> <li>Sign of a new Amendment in June 2024 to extend the timeframe of the agreement to complete the technical assistance requested by the Ministry for the tourism development of Gaborone.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The National Master Plan divided the country into 8 Tourism Development Areas (TDA). The new collaboration includes the development of TDA1 which is Gaborone, the capital, and its surrounding area and the identification of the main and priority sites within it for further development of investment guidelines.</li> <li>The priority sites were identified, and the Ministry requested to start with the five sites within Gaborone for further physical and urban planning. The assignment is ongoing.</li> </ul>
<p>Harmonization of a hotel classification system for the Member States of the CEMAC</p>	<p>2024-2025 <b>Central African Economic and Monetary Community (CEMAC)</b></p>	<p>Member States of the CEMAC (Cameroon, Central African Republic, Chad, Equatorial Guinea, Gabon and Republic of the Congo)</p>	<p>CEMAC</p>	<ul style="list-style-type: none"> <li>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 2024 once the funds are transferred by CEMAC.</li> </ul>

Project Name	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Establishment of a New System of Tourism Hotel Classification	2013 – 2024 <b>Morocco</b>	Ministry of Tourism, Air Transport, Handicrafts, and Social Economy	UNDP	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Development of new hotel classification criteria.</li> <li>Training of government inspectors in the application of the new system.</li> <li>Conducted more than 900 Mystery Guest visits.</li> </ul> <p><b>Remarks:</b> Once the decrees on Hotel Classification are officially approved by the Government, UNWTO will conduct official mystery guest visits in 1600 establishments.</p>
Facilitating Tourism Recovery in Aftermath of Covid-19: Morocco.  (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery)	2020- 2023 <b>Morocco</b>	Ministry of Tourism, Air Transport, Handicrafts, and Social Economy	EBRD and UNWTO	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Developing a Tourism Recovery Program</li> <li>Preparing a marketing and product development strategy for domestic and near-shore markets</li> <li>Reviewing the SOPs prepared by MoT for COVID-related safety, hygiene and security and developing trainings for the SMEs</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The updated Dashboard has been submitted to the Ministry for final feedback in July 2023 and validated in September.</li> </ul>
Establishment of a New System of Tourism Hotel Classification	2017 – 2024 <b>Republic of Congo</b>	Ministry of Tourism and Environment	UNDP	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>First phase: revision of hotel classification criteria</li> <li>Second phase: formulation of a Tourism Law and Governance scheme</li> <li>Third phase: training of inspectors and classification of hotels</li> </ul> <p><b>Remarks:</b> The next phase to be implemented is accompanying the Ministry's auditors on classification visits.</p>
The Preparation of The Tourism Human Resources Development Strategy in Seychelles	2023-2024: <b>Seychelles</b>	Ministry of Forging Affairs and Tourism	Ministry of Forging Affairs and Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>It was agreed with the Ministry to use the remaining balance of a previous TSA Project for the evaluation of the HR in tourism sector and prepare HR development strategy.</li> <li>A new Amendment was signed for this purpose in December 2023</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The draft strategy was prepared, and it is currently as of late April 2024 under the final validation by</li> </ul>

Project Name	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
				the stakeholders after being endorsed by the H.E the Minister.
Tanzania Tourism Recovery through Digital Transformation and Local Economy Development	2022 - 2023 <b>Tanzania</b>	Tanzania Association of Tour Operators	UNDP	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>The project includes two components that are jointly implemented with UNDP Tanzania: <ul style="list-style-type: none"> <li>UNWTO Training Programme in Tanzania: Tourism International Digital Marketing and Communication</li> <li>Preparation of an Integrated Tourism and Local Economic Development Strategy</li> </ul> </li> </ul> <p><b>Remarks:</b> The Strategy was presented to key tourism stakeholders in a validation workshop in September of 2023 and subsequently completed based on feedback and inputs received.</p>
Facilitating Tourism Recovery in Aftermath of Covid-19: Tunisia.  (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery)	2021 - 2023 <b>Tunisia</b>	Ministry of Tourism	EBRD and UNWTO	<p><b>Key Steps:</b> The project included four activities:</p> <ul style="list-style-type: none"> <li>Developed a Tourism Recovery Roadmap</li> <li>Prepared a Digital Strategy on Promotion and Communications for domestic and near-shore markets</li> <li>Promotion of Gender Equality through Tourism</li> <li>Delivered trainings to support the work of the National Agency for Tourism Training</li> </ul> <p><b>Remarks:</b> Final reports have been completed and submitted to EBRD for approval.</p>
Development of a Tourism Resource Centre in Livingstone	2016- 2023 <b>Zambia</b>	Ministry of Tourism	Korean Tourism Organization/ST-EP Foundation	<p><b>Remarks:</b> The project activities are nearing completion. Progress report on development of the resource centre received and final instalment transferred to complete the project.</p>
Sustainable Tourism Development and Wildlife Conservation in Hwange National Park	2018- 2023 <b>Zimbabwe</b>	Ministry of Tourism	Chimelong	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Project activities were suspended for some time due to COVID-19 lockdown measures and were resumed in the course of 2021</li> <li>A Wildlife Viewing Platform, community campsite and two ranger units are being constructed</li> </ul>

Project Name	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
				<b>Remarks:</b> Final Project Report has been requested for the closing of the project.

## B. AMERICAS

Project Name	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
<b>Adventure Tourism Legislation</b>	2023-2024 Ecuador	Ministry of Tourism	UN Tourism	<b>Key Steps:</b> <ul style="list-style-type: none"> <li>The project will provide legal advice regarding the regulation of adventure tourism modalities within the country.</li> <li>Preparation of an Advisory Report on regulatory updates, including a consent form for travellers, and applicable capacity building training for tourism stakeholders of the public and private sphere.</li> <li>The expected potential benefits of strengthening the adventure tourism niche market are several and include the optimal and sustainable use of available natural heritage, the diversification of available tourism products, and the development of a products that offers good opportunities for local development, indigenous community participation and business development.</li> </ul> <b>Remarks:</b> <ul style="list-style-type: none"> <li>To be completed within the first half of 2024</li> </ul>
<b>Statistical Assistance Project</b>	2024 Honduras	Institute of Tourism of Honduras	Institute of Tourism of Honduras	<b>Key Steps:</b> <ul style="list-style-type: none"> <li>Continuation of a long-standing project aimed at strengthening the country's statistical system.</li> <li>UN Tourism expert carry out a diagnosis of the current statistical tourism situation of Honduras, carry out capacity-building training for technicians, and prepare a final report for follow-up actions.</li> </ul> <b>Remarks:</b> <ul style="list-style-type: none"> <li>Continuing with the work initiated in 2017, the overarching aim is to improve the coverage and quality of basic tourism statistics, as well as to ensure that all statistical actions undertaken within the country are aligned with the</li> </ul>

Project Name	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
				<p>International Recommendations for Tourism Statistics, 2008.</p> <ul style="list-style-type: none"> <li>Project to officially commence in August 2024 for approximately 6 months.</li> </ul>

### C. ASIA AND THE PACIFIC

#### China

Project Name	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
<p><b>Phase I:</b> International Tourism Marketing Strategy for Yunnan Province</p> <p><b>Phase II:</b> Source market strategy for the French Market</p>	2018 - TBD <b>Yunnan Province, China</b>	Yunnan Provincial Tourism Commission	Provincial Government	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Approval of both strategies</li> <li>Conducting of the final training seminar in 2020</li> </ul> <p><b>Remarks:</b> Both strategies have been approved. The final training seminar was carried out in 2020. The follow-up activities were put on hold due to COVID-19.</p>
<p><b>Component I:</b> Tourism Master Plan for Heilongjiang Province</p> <p><b>Component II:</b> Master Plan for Snow and Ice Tourism</p>	2019 - TBD <b>Heilongjiang Province, China</b>	Heilongjiang Provincial Tourism Commission	Provincial Government	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Conducting of the final review meeting and training seminar in January 2020</li> <li>Submission of final plans to Heilongjiang</li> <li>Approval of final plans by Heilongjiang</li> </ul> <p><b>Remarks:</b> The final review meeting and training seminar were carried out in January 2020. Final plans were submitted to Heilongjiang and approved. The final project activities were put on hold in 2020 due to COVID-19.</p>
<p><b>Phase I:</b> International Tourism Destination Plan for Jinan City, Shandong Province</p> <p><b>Phase II:</b> Marketing Strategy for Jinan City for the Expatriate Source market (Phase II)</p>	2019 – 2024 <b>Jinan City, Shandong Province, China</b>	Jinan City Tourism Commission	Provincial Government	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Postponement of project activities for phase I due to the COVID-19 pandemic</li> <li>Resumption of project activities in May 2023</li> <li>Completion of a field mission in Jinan in July 2023 to collect inputs for the situational analysis of the Plan; in October 2023 to present the mid-term report and prepare strategic recommendations, and in December to present the final version of the Plan in a validation workshop with key tourism stakeholders.</li> <li>Based on the feedback received during the validation workshop, the Plan was completed in January 2024.</li> </ul>

Project Name	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
				<ul style="list-style-type: none"> <li>Preparation of Terms of Reference for phase II of the project</li> </ul> <p><b>Remarks:</b> Project activities for phase I were postponed due to the COVID-19 pandemic and resumed in May 2023.</p>
<p><b>Gansu Revitalization and Innovation Project</b></p>	<p>2023-2025 Gansu Province, China</p>	<p>Gansu Provincial Department for Culture and Tourism</p>	<p>World Bank</p>	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>The project focuses on three main deliverables – a Provincial Tourism Human Capital Strategy, an International Tourism Marketing Strategy for the Province, and Capacity Building Training for Tourism Stakeholders of Gansu Province at UN Tourism Headquarters.</li> <li>The Tourism Human Capital Strategy started in January 2024 and is planned to conclude in November 2024.</li> <li>The International Marketing Strategy commenced in February 2024 and is planned to conclude in February 2025.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Overall, the project aims to provide the Gansu Province of China with technical assistance in the area of tourism development by addressing structural shortcomings, including rural-urban disparities and a lack of connectivity between identified “hubs and spokes” that negatively impacts tourism length-of-stay and spending, and limits the development of self-sustainable creative tourism products; deficiencies in the sphere of tourism skills and competencies, primarily regarding the international marketplace; and limitations in the international awareness of the Gansu Province as a key Silk Road node and passageway.</li> <li>The activities that officially commenced in November 2023 will be completed by the first half of 2025.</li> <li>First project management meeting held in Gansu between UN Tourism and Gansu Province Culture and Tourism Department in April 2024.</li> </ul>

Project Name	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Tourism Recovery Technical Assistance to Mongolia and Development of the System of Tourism Statistics and Tourism Satellite Account in Mongolia	2019 – 2023, <b>Mongolia</b>	Ministry of Environment and Tourism	Ministry of Environment and Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Signing of the agreement in 2019 and amendment in 2020 to adapt TOR to address COVID-19 tourism-related issues</li> <li>• Sharing of the revised TOR in the first semester of 2023 for feedback and approval</li> </ul> <p><b>Remarks:</b> The country requested an additional revision of the TOR. Arrangements will be made to sign a new amendment and launch project activities after approval.</p>
Development of an experimental Tourism Statistics and Tourism Satellite Account	2019-2023 <b>Nepal</b>	Ministry of Culture, Tourism and Civil Aviation	UNDP	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Undertaking of 2 capacity building missions in 2019</li> <li>• Rescheduling and remote conduction of project activities for 2020 and 2021 due to COVID-19</li> <li>• Designing and launching of an online survey for tourism establishments in early 2022</li> <li>• Conducting of a project review mission in March 2023</li> <li>• Devising of a new work plan</li> <li>• Collection of data on inbound tourism completed in September 2023</li> </ul> <p>Experimental inbound TSA compiled</p> <p><b>Remarks:</b> Final Report submitted to the Nepal Tourism Board and UNDP.</p>
Strengthening the National Tourism Statistical System and Compilation of TSA tables	2020- 2025 <b>Sri Lanka</b>	Tourism Development Authority	Sri Lanka Tourism Development Authority (SLTDA)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Starting of project activities in June 2021 and completion of Phase I activities in December 2022</li> <li>• Signing of a new agreement with SLTDA to implement Phase II</li> <li>• Providing training to field staff and officials from SLTDA and the Department of Census and Statistics on conducting visitor and establishment surveys and survey instruments</li> <li>• Compilation of tables 5-6</li> </ul> <p><b>Remarks:</b> Sri Lanka institutions are currently conducting the surveys, based on UNWTO recommendations, a period that spans over several months. Once the surveys have been completed, the draft final TSA report will be prepared and discussed with stakeholders, followed by a training workshop on Tables 7, 10, and Tables 8-9, culminating in a National Conference to present the final TSA.</p>

Project Name	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Women Empowerment and Tourism Recovery - Timor-Leste	2022-2023 Timor-Leste	Ministry of Tourism, Commerce and Industry	EIF	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Signing of the agreement in March 2022</li> <li>• Completion of project activities focusing on awareness raising and capacity building to support women to benefit better from the tourism recovery process</li> <li>• Carrying out of a Tourism Gender Analysis in the second semester of 2022</li> <li>• Carrying out of a tourism and gender training needs analysis in the second semester of 2022</li> <li>• Delivery of a Training of Trainers Seminar in November 2022</li> <li>• Organization and delivery of a vocational training programme, including several short seminars for women working in the tourism sector in the first semester of 2023</li> <li>• Formulation of project sustainability and action plan and final reports for the donor in the second half of 2023.</li> </ul> <p><b>Remarks:</b> UNWTO received a letter of appreciation from the Vice-Minister of Timor-Leste for the technical assistance provided to the country through this project.</p>

#### D. EUROPE

Project Name	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
UN Tourism Technical Assistance for the Thassos Island of Greece	2023-2024 Thassos Island, Greece	Municipality of Thassos	Municipality of Thassos	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• The project's main scope is to support the tourism recovery efforts of the island of Thassos after the pandemic, through firstly assessing the marketing initiatives of the island of Thassos and its tourism product offer during the pandemic, and then providing recommendations on improvements.</li> <li>• UN Tourism will also work with Thassos Municipality and ICF on the implementation of the Thassos Residents Study (TRS). The study will collect information on how local residents view and engage with tourism on the island, both in terms of the sector's economic impact as well as its socio-cultural impacts.</li> </ul>

Project Name	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
				<p>Key remarks:</p> <ul style="list-style-type: none"> <li>• Agreement signed in August 2023 and to conclude at the end of 2024</li> <li>• Project being implemented alongside the UN Tourism Affiliate Member, ICF.</li> </ul>
Empowering Young Women: Sustainable Livelihoods through Tourism	2020 – 2024 <b>Republic of Moldova</b>	Ministry of Culture, Invest Moldova Agency, Moldova State University	Estonia Development Corporation	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Agreement signed in December 2018.</li> <li>• Phase I Activities commenced in May 2020, all remotely.</li> <li>• Based on stakeholders consultations, rapid tourism training needs assessment completed in May 2022 and approved in November 2022.</li> <li>• Phase II launched in October 2023 with the signing of an MoU with Moldovan implementing partners</li> <li>• By December 2023 a comprehensive (3 components) training programme was devised.</li> <li>• UN Tourism review and monitoring mission carried out in February 2024, coinciding with the delivery of the pilot skills training and the training-of-trainers for the gender equality in tourism online courses.</li> <li>• 10 skills training completed successfully by mid-April 2024 benefitting 250 female tourism entrepreneurs.</li> <li>• 4 online courses on gender equality in tourism successfully delivered by end April 2024, benefitting ca. 60 female participants from various stakeholders groups.</li> </ul> <p><b>Remarks:</b></p> <p>The series of training rolled out is widely recognized and supported by key tourism players in Moldova and has gained attention from development partners in the country. A potential follow-on project is in the pipeline.</p>
Sustainable Tourism Development Project	2020 – 2024 <b>Tajikistan</b>	Committee of Tourism Development under the Government of the Republic of Tajikistan	Asian Development Bank (ADB)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Agreement signed between UNWTO and Tajikistan, under the auspices of ADB, in August 2020.</li> <li>• Three project pillars: International and Domestic Tourist Profile Studies, TSA Assessment Report and statistical trainings, and Sustainable Tourism Plan and workshops.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• Final deliverable, Regional Central Asian Workshop, successfully held on 19-20 October 2023 within the 25th</li> </ul>

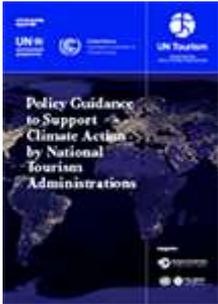
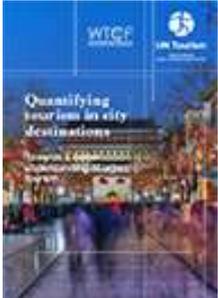
Project Name	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
				<p>session of the UNWTO General Assembly in Samarkand, Uzbekistan (16-20 October 2023).</p> <ul style="list-style-type: none"> <li>All project components successfully concluded within the stated timeframe.</li> </ul>
Uzbekistan: Integrated Cultural Heritage Framework – Tourism Diversification Strategy for the Khorezm Region (outside Khiva) Uzbekistan	2022 – 2023 <b>Khorezm and South Karakalpakstan, Uzbekistan</b>	Khorezm Region and South Karakalpakstan Regional Tourism Authorities	European Bank for Reconstruction and Development (EBRD)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Project activities commenced in 2022.</li> <li>Technical cooperation project focused on the following: <ul style="list-style-type: none"> <li>Development of a Tourism Diversification Strategy,</li> <li>Tourism Diversification Case Studies on the legal tourism framework, the cultural and ecotourism tourism potential of the region, and a tourism assessment of specific “Tourist Mahallas” and a former German Mennonite site., and</li> <li>Capacity-building workshops.</li> </ul> </li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>All project components successfully implemented in October 2023, within stated timeframe.</li> </ul>

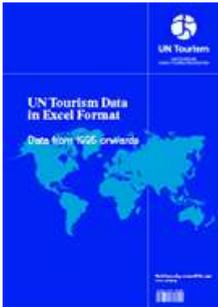
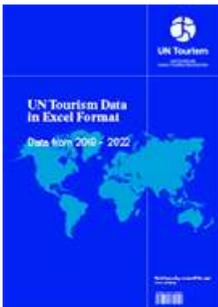
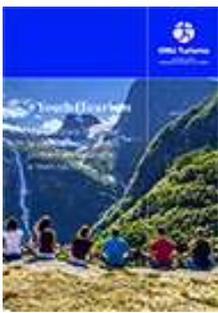
## E. MIDDLE EAST

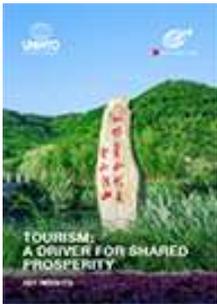
Project Name	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
Facilitating Tourism Recovery in Aftermath of Covid-19  (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery)	2020 – 2022 <b>Egypt</b>	Ministry of Tourism and Antiquities	European Bank for Reconstruction and Development	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Agreement signed and project activities commenced in January 2021.</li> <li>Activities Included: Tourism Impact Analysis, HR Strategy and UNWTO Academy Trainings, Review and Update of SOPs, and Institutional Strengthening of the SAC.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Project activities completed in 2022.</li> </ul>
Facilitating Tourism Recovery in Aftermath of Covid-19  (Within the UNWTO/EBRD collaboration to support COVID-19 Tourism Recovery).	2020 – 2023 <b>Jordan</b>	Ministry of Tourism and Antiquities	European Bank for Reconstruction and Development	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Agreement signed and project activities commenced in July 2020.</li> <li>Training of inspectors on the newly launched safety and operational protocols.</li> <li>In March 2021, SOPs were further reviewed and strengthened.</li> <li>The activity on the Future of Tourism Roadmap was completed in 2022.</li> <li>The activity on Market Intelligence Systems and Dashboard was completed in 2023.</li> </ul>

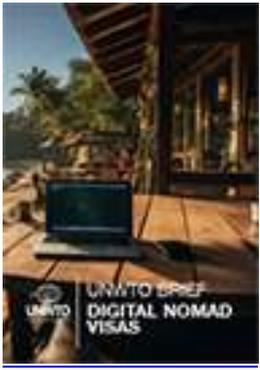
Project Name	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
				<p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• The activity on the Future of Tourism Roadmap was completed in 2022.</li> <li>• The activity on Market Intelligence Systems and Dashboard was completed in 2023</li> </ul>
Organizing Qatar Tourism Awards	2018-2024 <b>Qatar</b>	Qatar Tourism	Qatar Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Project activities for the organization of the first addition of Qatar Tourism Awards was successfully completed in November 2023</li> <li>• A new Agreement is under signature for using the remaining balance of this project, and previous old projects, for the organization of second edition of Qatar Tourism Awards</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• It is scheduled to launch the submission of applications in June, and the final awards ceremony in October 2024</li> </ul>

## Annex II: List of latest UN Tourism publications

	<p><a href="#">Tourism Visa Openness Report 2023</a></p> <p>UN Tourism has been analysing and recording visa policies around the world since 2008. The 2023 edition of the Tourism Visa Openness Report continues this analysis of visa policies and charts the progress made in visa facilitation over time. The report supports destinations with evidence-based policy making, helping them prioritize activities within their facilitation policies. It includes the Tourism Visa Openness Index, designed to measure the degree to which destinations facilitate tourism and how open a country is in terms of visa facilitation for tourism purposes. Also, mobility scores are included to indicate the extent to which citizens around the world are subject to visa policies, presented alongside an in-depth analysis of the reciprocity of visa policies.</p>
	<p><a href="#">“Tourism Doing Business – investing in ...”</a> – 10 editions launched: Uzbekistan, Mauritius, Mozambique, Chile, Zambia, Ecuador, Uruguay, Albania, Cuba and Jordan</p>
	<p><a href="#">Nature Positive Travel &amp; Tourism in Action</a></p> <p>Launched on 22 April, Earth Day 2024, the report is the first joint outcome of the Nature Positive Tourism Partnership as the sector’s pledge to support the implementation of the Global Biodiversity Framework Kunming-Montreal. It presents more than 30 case studies of inspiring and progressive actions from around the world involving large and small businesses, national and local government agencies, civil society groups, and inter-sectoral partnerships. By offering actionable guidance and insights, this report not only highlights the intrinsic link between biodiversity and tourism’s resilience, but also empowers businesses to become stewards of nature.</p>
	<p><a href="#">Policy Guidance to Support Climate Action by National Tourism Administrations</a></p> <p>This policy guidance has been developed to assist governmental agencies dedicated to tourism to develop policies and initiatives that will support the low-carbon transition of the sector. This policy guidance provides examples of good practice from around the world to illustrate how NTAs can implement climate-enabling policy and other initiatives, as well as benefit from climate initiatives in other sectors. It is complemented by a Glasgow Declaration signatory Pack for NTAs, which provides practical recommendations on how to get started with climate action.</p>
	<p><a href="#">Quantifying tourism in city destinations – Towards a better understanding of urban tourism</a></p> <p>This joint report of UN Tourism and WTCF assesses the current situation and challenges of tourism data collection and reporting at the city level through the review and analysis of 22 case studies of city destinations covering Africa, the Americas, Asia and the Pacific, Europe, and the Middle East. The analysis will help advance the harmonization of existing data practices in city destinations with the ambition of creating a global database of urban tourism, enabling</p>

	<p>better understanding and benchmarking of its size, value and impacts, both globally and by region.</p>
	<p><a href="#">UN Tourism Data in Excel Format Data from 1995 onwards</a></p> <p>UN Tourism Data in Excel Format – Data from 1995 onwards provides updated statistical data in separate Excel™ files (one per country). It includes statistics on outbound tourism, inbound tourism (arrivals/nights of tourists and visitors) and basic indicators related to tourism activities for more than 220 countries and territories. The variety of indicators enables users to carry out complex market analysis in an efficient and accurate way.</p>
	<p><a href="#">UN Tourism Data in Excel Format Data from 2018–2022</a></p> <p>UN Tourism Data in Excel Format – Data from 2018–2022 provides updated statistical data in separate Excel™ files (one per country). It includes statistics on outbound tourism, inbound tourism (arrivals/nights of tourists and visitors) and basic indicators related to tourism activities for more than 220 countries and territories.</p>
	<p><a href="#">#Youth4Tourism – Manual para fomentar la participación de los jóvenes en el turismo a nivel nacional</a></p> <p><a href="#">#Youth4Tourism – A Handbook to Champion Youth Participation in Tourism at the National Level</a></p> <p><a href="#">#Youth4Tourism – Manuel pour renforcer la participation des jeunes au tourisme au niveau national</a></p> <p>This handbook aims to harness the enormous potential of youth. It encourages UNWTO’s Member States everywhere to support young people in becoming the creators of innovative tourism experiences with a global impact. Through interactive workshops, quizzes, engaging sessions and other activities, this publication promotes youth participation in tourism at the national level, as well as within the wider context of the 2030 Agenda for Sustainable Development.</p>
	<p>UNWTO World Tourism Barometer, <a href="#">Volume 22, Issue 1, January 2024</a></p> <p>International tourism to reach pre-pandemic levels in 2024. An estimated 1286 million international tourists (overnight visitors) were recorded around the world in 2023, an increase of 34% over 2022. International tourism recovered 88% of prepandemic levels, supported by strong pent-up demand.</p>
	<p><a href="#">Glasgow Declaration Implementation Report 2023 – Advancing Climate Action</a></p> <p>The Glasgow Declaration on Climate Action in Tourism was launched in November 2021 at the United Nations Climate Change Conference COP-26. At its launch, 300 signatories made a commitment to support the global goals of halving emissions by 2030 and reaching net zero as quickly as possible before 2050, to stand the best chance of keeping global warming within 1.5 °C above pre-industrial temperatures. Since then, the number of signatories has grown to stand at 869 at the end of December 2023.</p>

	<p><a href="#">Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs) (Japanese version)</a></p> <p>Spanish version released in May 2024</p> <p>Achieving the Sustainable Development Goal through Tourism – Toolkit of Indicators for Projects (TIPs), developed in partnership between the World Tourism Organization (UNWTO) and the Japan International Cooperation Agency (JICA), is a comprehensive resource designed to guide users in aligning tourism development projects with the Sustainable Development Goals (SDGs). It also serves to encourage the integration of sustainable tourism practices into policies, financing frameworks, and business operations. With adaptable indicators and practical guidance, this toolkit explores the link between tourism and each of the 17 SDGs and selected targets and supports the measurement and monitoring of the impact of tourism projects.</p> <p>Also available in <a href="#">English</a>.</p>
	<p><a href="#">International Tourism Highlights, 2023 Edition – The Impact of COVID-19 on Tourism (2020–2022)</a></p> <p>Released: December 2023</p>
	<p><a href="#">Resultados del Encuentro Mundial de Expertos en Turismo Cultural de los Miembros Afiliados de la OMT Madrid (España), 1–2 de diciembre de 2022</a></p> <p><a href="#">Outcomes from the UNWTO Affiliate Members World Expert Meeting on Cultural Tourism, Madrid, Spain, 1–2 December 2022</a></p>
	<p><a href="#">Tourism: A Driver for Shared Prosperity – Key insights</a></p> <p>This document, shared at the 2023 WTA Xianghu Dialogue, highlights the transformative power of tourism in achieving shared prosperity in line with the Sustainable Development Goals. The report emphasizes tourism's significant contribution to inclusive growth in the post-pandemic era. It advocates for strategic policies supporting education, job creation and gender equality to ensure tourism delivers widespread economic benefits. Success stories such as Yucun in China exemplify how tourism can be a boon for rural advancement. The report provides key insights to shape a sustainable tourism framework that promotes fairness and collective wealth.</p>
	<p><a href="#">Tourism and Rural Development: Understanding Challenges on the Ground – Lessons learned from the Best Tourism Villages by UN Tourism Initiative</a></p> <p>This publication, Tourism and Rural Development: Understanding Challenges on the Ground, is based on the lessons learned from the Best Tourism Villages by UN Tourism Initiative during its 2021 and 2022 editions.</p>

	<p><a href="#">UNWTO Brief – Digital Nomad Visas</a></p> <p>The UNWTO Brief examines the DNV programmes in seven areas: Application process, Duration of visa, Taxation, Insurance, Accommodation, Minimum income requirements and criminal records check. The brief covers looks at the background and current state of digital nomadism trends and provides an analysis of existing DNVs worldwide covering 54 destinations in five regions.</p>
	<p>17th UNWTO/PATA Forum on Tourism Trends and Outlook – Transforming Tourism for People, Planet and Prosperity 26–28 October 2023, Guilin, China</p> <p><a href="#">Executive Summary</a></p>
	<p><a href="#">Procuring Food Sustainably – Tourism for Sustainable Food Systems Factsheet Series</a></p> <p>This factsheet series dives into the essential role of sustainable procurement in the tourism sector. Covering everything from the environmental implications of food production to the merits of plant-based, local, organic and fair trade products, this series showcases the substantial role informed procurement plays in fostering sustainable food systems</p>
	<p>The Integration of Biodiversity in National Tourism Policies; to be published in May 2024</p> <p>Guiding Principles for Sustainable Investment in Tourism; to be released in May 2024</p> <p>UN Tourism Basic Documents, Volume II – Staff Regulations and Staff Rules (4th edition); to be released in May 2024</p>

## Annex III: Calendar of UN Tourism events 2024

Date	Name of Event	Venue	Comments
<b>January</b>			
23	14th Meeting of the Committee on Tourism and Competitiveness (CTC)	Madrid, Spain (UN Tourism HQs)	MIPC
23	Invest in Zambia: Tourism Investment Outlook, Trends and Opportunities	Madrid, Spain (Four Seasons Hotel within the framework of FITUR)	IEI, RDAF
24	59 <sup>th</sup> AM Board	FITUR	AMD
24	Cocktail reception for tourism authorities of the Americas in collaboration with the Development Bank of Latin America (CAF) <ul style="list-style-type: none"> <li>• Presentation of the updated investment guide for Ecuador</li> <li>• Signing the agreement for additional 5 investment guidelines: Brazil, Mexico, Honduras, Jamaica and Perú</li> </ul>	Madrid, Spain (Casa América within the framework of FITUR)	IEI, RDAM
25	Advancing Climate Action - Glasgow Declaration Global Roundtable at FITUR	FITUR	SDT
25	Ministerial Panel Discussion on: "How to Build a Regional Tourism Brand in Times of Uncertainty".	FITUR	RDME
25	18th Meeting of the Committee on Tourism and Sustainability	FITUR	SDT
26	AMCorner: "Insights into Key Outbound Tourism Markets"	FITUR	AMD
22-27	ASEAN Tourism Forum 2024	Vientiane, Laos	RDAP
<b>February</b>			
TBC	3 <sup>rd</sup> edition of the Sustainable Destinations Summit	tbc	SDT
7	on-site Meeting on Education for Affiliate Member Universities Members	Madrid, Spain (UN Tourism, HQs)	AMD
8	GYTS Handbook Webinar	Online	RDEU
11-13	SG's official visit to Iran for the 17 <sup>th</sup> Tehran International Tourism and Related Industries Exhibition (TITE)	Tehran, Islamic Republic of Iran	RDAP

13-15	UN IASMN	UNWTO HQ	UN Inter Agency Security Management Network
19 – 20	Tourism Tech Adventures Innovation Forum – Canarias 2024	Las Palmas de Gran Canaria, Spain	IEI
20	Investment Forum – Launch of the Tourism Doing Business – Investment Guidelines for Uruguay.  Joint event UN Tourism – CAF and Ministry of Tourism of Uruguay	Montevideo, Uruguay	IEI, RDAM
22	1 <sup>st</sup> (introductory) Meeting Coalition of Partners on Health and Tourism jointly coordinated by WHO Europe and UN Tourism	Online	MIPC/WHO Europe
27	High-level side event <i>"Measuring the Sustainability of Tourism: Bridging the Gap between Policy and Statistics"</i> jointly organized by UN Tourism, Statistics Austria and the National Statistics Institute of Spain, in the framework of the <i>55th session of the United Nations Commission</i> .	New York	STTC
TBC	Meet the Leaders Webinar	Online	TMIC ROME
27	Event “Innovation, technologies and entrepreneurship transforming the tourism sector” at 4 Years from Now (4YFN) during the Mobile World Congress 2024 in collaboration with Plug and Play.	Barcelona, Spain	IEI
28-29	G20 Brazil – 1 <sup>st</sup> Tourism Working Group Meeting	Online	TMICTB
TBC	UN Tourism / Amadeus Webinar on Travel Insights Americas	Online	TMIC RDAM
<b>March</b>			
TBC	Kerala Workshop on tapping new markets	Kerala, India	RDAP
5	UN Tourism / WTCF presentation of their latest report “Quantifying tourism in city destinations: Towards a better understanding of urban tourism” at ITB	Berlin, Germany	TMIC
5-7	ITB 2024	Berlin, Germany	RDEU, COMM
5-8	IWD24 Webinars Invest in women: Accelerate Progress	Online	ECSR, RDAM, RDME, RDAF (TBC)
6	Regional Webinar for the Middle East: Invest in	Online	ECSR; RDME

	Women and accelerate progress		
7	Webinar regional para las Américas: Invertir en las mujeres, acelerar el progreso	Online	ECSR; RDAM
8	Regional Webinar for Africa: Invest in Women: Accelerate Progress	Online	ECSR; RDAF
20-22	12th Congress on Snow, Mountain and Wellness Tourism	Encamp, Andorra	TMIC; RDEU
21-22	UN Habitat / UN Tourism Expert Group Meeting on Sustainable Urban Tourism	Bilbao, Spain	TMIC
TBC	Meet the Leaders Webinar	Online	TMIC ROME
<b>April</b>			
4	2nd Meeting Working Group on Health and Tourism	Online	MIPC
7-9	70th Meeting of the UNWTO Commission for Europe and side conference "Tourism Investments and Economic Development in Europe"	Tirana, Albania	RDEU
9	Regional event on Aviation and Tourism UN Tourism – IATA ( <i>Encuentro de Autoridades de Turismo de las Américas y de los Ejecutivos de Aerolíneas</i> )	Santiago, Chile	RDAM - AMD
16	UNGA-High Level Debate on Tourism-	UNGA Hall, New York, USA	Office of the Executive Director
18	Conferencia Internacional: "Turismo, Cultura e Industria Audiovisual - Una relación de película"	Riviera Maya, México (in the framework of Premios Platino del Cine Iberoamericano)	AMD
22	INSTO INSIGHTS Webinar on Local Satisfaction: Understanding the Induced Impacts of Tourism on Local Society, Economy, Culture and Environment	Online	SDT
29-30	69 <sup>th</sup> Regional Commission for the Americas and Seminar on innovation in tourism development through community tourism	Varadero, Cuba	RDAM – IEI
<b>May</b>			
2-3	2 <sup>nd</sup> Regional Conference on the Empowerment of Women in Tourism in Asia and the Pacific	Bali, Indonesia	RDAP, ECSR

2-3	G20 Brazil – 2 <sup>nd</sup> Tourism Working Group Meeting	Brasilia, Brazil	TMIC
6-7	ATM	Dubai	RDME, IEI, ROME
6-10	Workshop on compiling tourism statistics in Asia and the Pacific, organized by UNESCAP, UN Tourism and the Department of Statistics Malaysia	Sungkai, Malaysia	STTC
7-9	Annual Investment Meeting (AIM) 2024 “Quo Vadis Tourism Investments: The Middle East Chapter” and Launch of the 2 <sup>nd</sup> edition of the Women in Tech Startup Competition	Abu Dhabi	RDME, IEI, ROME
9-10	World Tourism Industry Conference 2024	Seoul, Republic of Korea	RDAP
14-15	Global Roundtable for Tourism Climate Action	Online	SDT
15	INSTO INSIGHTS Webinar on Measuring Accessibility at the Destination Level	Online	SDT
TBC	Meet the Leaders Webinar – Tourism for Rural Development	Online	TMIC ROME
19-20	2 <sup>nd</sup> meeting of the Task Force on Redesigning Tourism for the Future	Online	COSE, RDME
22-24	50 <sup>th</sup> Meeting of the Regional Commission for the Middle East and the Conference : "Investing in Tourism: Opportunities and Challenges for Sustainable Financing"	Muscat, Sultanate of Oman	RDME
23-24	2 <sup>nd</sup> Meeting of the Coalition of Partners on Health and Tourism	Athens, Greece (hybrid)	MIPC/SDT
28	UN Tourism Side event “Better data for better tourism in SIDS”, in the framework of the 4 <sup>th</sup> International Conference on SIDS	Virtual	STTC, IRP
29	UN Tourism Side event “Regenerative Tourism for Resilience: Policy, practice and finance” at the 4 <sup>th</sup> International Conference on SIDS	Antigua and Barbuda	SDT
30	One Planet and EMG Nexus dialogue on sustainable development of SIDS through tourism at the 4 <sup>th</sup> International Conference on SIDS (led by UNEP)	Antigua and Barbuda	SDT

28 May-01 June	2024 Training Programme for UN Tourism INSTO in China	Huangshan, China	RDAP, SDT, TMIC
<b>June</b>			
TBC	UNWTO Regional Workshop on Rural Tourism in Asia and the Pacific	Brunei	RDAP, TMIC
Q2	5 <sup>th</sup> Meeting CMAM	In person (121 <sup>st</sup> EC)	AMD
5-6	International Tourism Investment Forum 2024 “Elevating Tourism Investments for Sustainable Growth” with the support of UN Tourism	Jakarta, Indonesia	RDAP, IEI
TBC (postponed)	UN Tourism Side event at the Third UN Conference on Landlocked Developing Countries  Tourism: Driving economic diversification and inclusion in LLDCs	Kigali, Rwanda	TMIC RDAF
10	UN Tourism High level session on the Sustainability of Tourism in the framework of the 8 <sup>th</sup> International Conference on Big Data and Data Science for Official Statistics	Bilbao, Spain	STTC
13	INSTO INSIGHTS Webinar on Measuring Accessibility at the Destination Level	Online	SDT
26-28	36 <sup>th</sup> Joint Meeting of the UN Tourism Commission for East Asia and the Pacific and the UN Tourism Commission for South Asia (36 <sup>th</sup> CAP-CSA Joint Meeting)  First UN Tourism Regional Forum on Gastronomy Tourism for Asia and the Pacific	Cebu, Philippines	RDAP, TMIC
TBC	Tourism Investment Forum	Jakarta, Indonesia	RDAP, IEI
27-28	Dedicated activities for AMs from the region within the Reg. commission for Asia and Pacific	Cebu, Philippines	AMD
30/06-1/07	G20 Brazil – 3 <sup>rd</sup> Tourism Working Group Meeting	Rio de Janeiro, Brazil	TMIC
<b>July</b>			
TBC	HLPF 2024: Reinforcing the 2030 Agenda for Sustainable Development and eradicating poverty in times of multiple crises	UN HQ	SDT

TBC	Meet the Leaders Webinar – Tourism for Rural Development	Online	TMIC ROME
22 – 24	2 <sup>nd</sup> UN Tourism Regional Conference on Brand Africa themed “Promoting Africa to unlock the tourism sector’s growth potential” including A Tourism Board Think Tank Dialogue, an Investment Forum, and Education Summit	Livingstone, the Republic of Zambia	RDAF, TMIC, IEI
26 – 28	First UN Tourism Regional Forum on Gastronomy for Africa.	Victoria Falls, Zimbabwe	RDAF, TMIC
<b>August</b>			
05-06	UN Tourism Rural Tourism Training Programme	Brunei	RDAP, TMIC
07-11	International Conference on Responsible Tourism and Hospitality and Workshop in Sarawak	Kuching, Sarawak, Malaysia	RDAP, AMD
<b>September</b>			
TBC	Global Tourism Economy Forum 2024	TBC	RDAP
TBC	Experts meeting on audiovisual	Madrid	AMD
TBC	5 <sup>th</sup> meeting of the Expert Group for MST	tbc	STTC
TBC	6 <sup>th</sup> Meeting CMAM	Online	AMD
TBCTBC	Launch of the Advisory Board for the ESG Framework for Tourism Businesses 5 <sup>th</sup> meeting of the Expert Group for MST	Oxfordtbc	STTCSTTC
2 -4 (TBC)	67 <sup>th</sup> meeting of the UNWTO Commission for Africa followed by the “1 <sup>st</sup> African Forum on Tourism Training” under the theme “Enhancing Tourism Capacities and Skills for the Development of Human Capital and Youth Employment in Africa”	Algiers, Algeria	RDAF, IEI
4-6	Workshop on Tapping New Markets for Kerala	Kerala, India	RDAP
11-13	8 <sup>th</sup> UN Tourism Global Conference on Wine Tourism	Yerevan, Armenia	TMIC, RDEU
12 - 13	One Planet Network Forum (led by UNEP)	Rio de Janeiro, Brazil	SDT
16-20	18 <sup>th</sup> UN Tourism Asia/Pacific Executive Training Programme on Tourism Policy and Strategy	Bangkok, Thailand	RDAP

19-20	G20 Brazil – 4 <sup>th</sup> Tourism Working Group Meeting	Belém, Brazil	TMIC
21	G20 Brazil – Ministerial Tourism Working Group Meeting	Belém, Brazil	TMIC
27	World Tourism Day	Tbilisi, Georgia	COMM, RDEU
TBC (Second Quarter)	UN Tourism Mayors Forum on Sustainable Urban Tourism	Madrid, Spain	TMIC
<b>October</b>			
TBC	18 <sup>th</sup> UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China	RDAP - TMIC
TBC	BTV 2024 Announcement Ceremony 1st International Conference on Rural Tourism BTV Annual Network Meeting	TBC	TMIC/ROME/Regional Department
TBC	RDAM – RDAF joint event	REP. DOM, TBC	RDAM – RDAF
1-3	Committee on Statistics and Expert Group on MST	UNWTO HQ	STTC
2-3 (TBC)	Global Roundtable for Tourism Climate Action	Online	SDT
3	5 <sup>th</sup> meeting of the Expert Group on MST	Madrid	STTC
TBC	Tourism EXPO Japan 2024	TBC, Japan	RDAP
Q4	International Congress on Thermal Tourism	TBC	AMD
TBC	International Conference on Tourism & Aviation	Istanbul, Türkiye	AMD
TBC	CBD COP16	TBC	SDT
TBC	2024 Global INSTO Meeting	UNWTO HQ	SDT
13-19	IFTM-UN Tourism Training Programme	Macao, China	RDAP
16	2024 Global INSTO Meeting	Palma de Mallorca, Spain	SDT
17-18	Third edition of Sustainable Destinations Summit	Palma de Mallorca, Spain	SDT
22-24	UNWTO Regional Workshop on Measuring Tourism in Asia and the Pacific	Siem Reap, Cambodia	STTC, in cooperation with RDAP
<b>November</b>			
TBC	2 <sup>nd</sup> International Seminar on Tourism Law	Córdoba, Argentina	LGCO - RDAM
4-8 (TBC)	Side Event at World Urban Forum WUF12 (UN-Habitat / UNESCO)	Cairo, Egypt	TMIC
5-7	World Travel Market 2024	London, UK	COMM
6	60 <sup>th</sup> AM Board	WTM	AMD
9-11	Tourism Resilience Summit	Sendai City, Miyagi Prefecture, Japan	RDAP
TBC	Annual Tourism Experience Awards	Doha, Qatar	RDME, TCSR

TBC	9 <sup>th</sup> UN Tourism World Forum on Gastronomy Tourism	Manama, Bahrain	TMIC, RDME
11-22 (TBC)	UNFCCC COP29	Baku, Azerbaijan	SDT
TBC end NOV, beg. DEC	Conferencia Regional sobre las Mujeres en el Turismo en las Américas	TBC	ECSR - RDAM
<b>December</b>			

## Annex IV: Progress on Measuring the Sustainability of Tourism (MST) including the adoption of the Statistical Framework for MST in March 2024

### Background

1. Tourism stakeholders have been concerned about the sustainability of the sector for decades. A polluted beach or a congested city centre are unlikely to be competitive destinations, so it is clearly in the interest of the sector to sustain the basis for its prosperity. In tourism and elsewhere, there is increasing interest in how tourism supports or deters efforts to achieve sustainable development more broadly, including the achievement of the Sustainable Development Goals (SDGs). The COVID-19 pandemic presented the tourism industry with its most severe crisis in history. Global gross domestic product (GDP) from tourism nearly halved with the pandemic, significantly impacting businesses, jobs, and livelihoods. This crisis underscored the urgent need for better data to address not only the challenges posed by the pandemic but also those related to climate change, geopolitical instability, and economic uncertainty.
2. There was the need for better data to address these and other challenges such as climate change, geopolitical instability and economic uncertainty. However, statistics and data on tourism primarily had an economic focus. Consequently, there was a need to expand the scope of tourism statistics to encompass social and environmental dimensions, while also rethinking the economic measurement of tourism through the lens of sustainability.
3. Recognizing these needs, the [UN Tourism Committee on Statistics](#), co-chaired by Austria and Spain, launched at its sixteenth meeting, held on 26 and 27 January 2016, a programme of work on [Measuring the Sustainability of Tourism](#) (MST) in partnership with leading countries, the UN Statistics Division, the International Labour Organization (ILO), Eurostat, the Organisation for Economic Co-Operation and Development (OECD), and others.
4. MST includes five inter-related lines of work:
  - Developing the [Statistical Framework for Measuring the Sustainability of Tourism](#) (SF- MST);
  - Engagement and consensus-building across the statistical and tourism communities with the view to present SF- MST to the UN Statistical Commission for its endorsement;
  - Supporting piloting and implementation of SF-MST in countries;
  - Developing a set of indicators derived from SF-MST for international comparability purposes;
  - Setting up a global dataset and country data reporting processes.

### MST Governance

5. Under the auspices of the UN Tourism Committee on Statistics, the development of the SF-MST was led by the Expert Group on MST with the technical guidance of the Editorial Board on MST.
6. The Expert Group on MST, chaired by Austria, comprises representatives of national statistical offices and ministries in charge of tourism in around 40 countries covering all world regions, as well as representatives of over 30 international and regional organizations, subnational authorities, academic institutions and the private sector. These include the national statistical offices of Australia, Austria, Cabo Verde, Canada, Costa Rica, Fiji, Finland, France, Germany, Indonesia, Ireland, Italy, Malaysia, Mexico, the Kingdom of the Netherlands, New Zealand, the Philippines, Slovenia, Spain, Sweden and Switzerland; the ministries in charge of tourism of Argentina, Cabo Verde, Canada, Chile, Costa Rica, Croatia, Denmark, Ecuador, Egypt, Georgia, Greece, Israel, Jamaica, Malaysia, Mexico, Mozambique, Peru, the Philippines, Portugal, Samoa, Saudi Arabia, Seychelles, Spain, Sri Lanka, Sweden, Switzerland, Thailand and the United States of America; international and regional organizations, sub-national authorities, the academia, and the private sector.
7. The editorial board was chaired by the Philippines from 2018 to 2022 and by Canada since 2023, bridging the statistical expertise of national statistical offices and tourism policy. The editorial board is composed of experts from Austria, Cabo Verde, Canada, Mexico, the Philippines, Saudi Arabia, Spain, Eurostat, ILO, the Statistics Division and UN Tourism.
8. The Expert Group and the Editorial Board have been supported by nine dedicated research teams specialized in specific topics related to measuring the sustainability of tourism to resolve key conceptual issues. Across the nine teams, a total of 67 experts were engaged from all regions of the world.
9. 29 pioneering countries and subnational destinations from all regions have piloted the implementation of the SF-MST. These included Austria, Canada, Costa Rica, Croatia, Denmark, Egypt, Fiji, Finland, Germany, Indonesia, Italy, Kyrgyzstan, Mexico, the Kingdom of the Netherlands, New Zealand, Peru,

the Philippines, Samoa, Saudi Arabia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Thailand, Uganda and Viet Nam, as well as the subnational regions of Wales (United Kingdom of Great Britain and Northern Ireland) and the Canary Islands (Spain).

### Statistical Framework for Measuring the Sustainability of Tourism

10. The SF-MST is an integrated framework describing the main concepts, definitions and data organization structures to guide the production of data on tourism's sustainability (economic, social and environmental), at global, national and sub-national levels. It supports efforts to produce data that is comparable, integrated and credible to better guide decisions and policy with respect to sustainable tourism, including the Sustainable Development Goals and beyond.
11. The SF-MST covers the main measurement themes that are relevant to tourism policy and decision-making, providing a "menu" that enables selecting measurement themes in line with country priorities and circumstances. This, in turn, helps to focus efforts on developing the data that matters most and taking advantage of available data sources and statistical infrastructure. As such, SF-MST can be implemented in a flexible, modular and incremental fashion.

### Latest developments

12. The extraordinary meeting of the UN Tourism Committee on Statistics (held on 16 October 2023 in the margins of the 25th session of the UN Tourism General Assembly) featured a High-Level Panel focusing on "A 360 data approach to empower tourism". The Tourism Ministers of Costa Rica, Seychelles, the State Secretary of Tourism of Spain, the Undersecretary of Tourism of Chile, the Undersecretary of Tourism Development of the Philippines, the President of the Hellenic Statistical Authority as well as top tourism leaders from Austria, Jamaica, Switzerland and others supported MST and reflected on its relevance. The UN Tourism Committee on Statistics unanimously agreed that the SF-MST was ready for global consensus.
13. Subsequently, the UN Tourism General Assembly at its twenty-fifth session (18-19 October 2023 Samarkand, Uzbekistan) unanimously issued the following resolutions:
  - (a) "adopts the nearly finalized Statistical Framework for Measuring the Sustainability of Tourism with a view to presenting it to the United Nations Statistical Commission for its endorsement", marking an historical consensus on SF-MST by the tourism community.
  - (b) "encourages the UN Tourism Member States to gradually implement the Statistical Framework for MST and thereby move towards more credible and comparable data on tourism's environmental, social and economic aspects in order to guide the sustainable development of tourism."
14. Following this milestone, and in accordance with UN practices, a global consultation on the final draft of SF-MST was conducted in October and November 2023, directed at both the statistical community and the tourism community. The Department and the Chief Statisticians of Austria and Spain, in the representation of Austria and Spain as co-Chairs of the UN Tourism Committee on Statistics, addressed the invitation to the global consultation to the heads of NSOs and the Chief Statisticians of international organizations. The UN Tourism Secretary-General together with the Minister of Labour and Economy of Austria and the Minister of Industry, Commerce and Tourism of Spain, again in the representation of Austria and Spain as co-Chairs of the UN Tourism Committee on Statistics, addressed the invitation to the global consultation in Ministries in charge of tourism.
15. The global consultation resulted in widespread endorsement of the statistical framework for measuring the sustainability of tourism, in terms of both its measurement ambition and technical content. In total, over 60 responses were received from statistical offices, ministries of tourism and international agencies. They were also received from countries in the following regions, with different levels of development, economic structure and degrees of tourism and statistical development: Africa (Botswana, Equatorial Guinea, Lesotho, Nigeria, Senegal and South Africa), Americas (Bolivia (Plurinational State of), Canada, Colombia, Dominican Republic, Ecuador, Guatemala, Jamaica, Mexico, Panama, Paraguay, Peru and United States of America), Asia and the Pacific (Bangladesh, China, Fiji, Indonesia, Iran (Islamic Republic of), Japan, Malaysia, Maldives, Philippines, Tonga and Viet Nam), Europe (Azerbaijan, Belarus, Bulgaria, Czechia, Finland, Greece, Hungary, Kazakhstan, Kyrgyzstan, Italy, Lithuania, Malta, Montenegro, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Switzerland and Ukraine) and Middle East (Lebanon, Oman and Saudi Arabia).

16. The contributions of small island developing States and countries in Africa were generally highly supportive. Organizations such as ILO, the International Union for the Conservation of Nature and the Pacific Community also provided constructive and positive feedback. All comments received as part of the global consultation were analysed by the editorial board and constituted a valuable basis for the finalization of the statistical framework.

### Endorsement of SF-MST by the UN Statistical Commission

17. Following the finalization of the SF-MST, UN Tourism submitted the official Report on tourism statistics to the 55th session of the UN Statistical Commission, summarizing the developments in tourism statistics with a special focus on MST and inviting endorsement of the SF-MST. To complement the report, UN Tourism also provided the final draft SF-MST and the summary of the Global Consultation.
18. An overwhelmingly enthusiastic support was expressed during the official deliberations at the UN headquarters in New York with 35 countries taking active part: Antigua and Barbuda, Austria, Benin on behalf of the African Group, Cabo Verde, Canada, Chile, Colombia, Costa Rica, Croatia, Denmark, Dominican Republic, Egypt, Finland on behalf of the European Statistical System, Greece, Jamaica, India, Indonesia, Kuwait, Malaysia, Malta, Mexico, Morocco, the Netherlands, New Zealand, the Philippines, Poland, Portugal, Qatar, Saudi Arabia on behalf of the Gulf Cooperation Council, Slovenia, Spain, Tajikistan, Tanzania, United Arab Emirates, and United States of America.
19. In addition, 3 world regions coordinated and delivered supporting joint statements—Africa, Europe and GCC—as well as the grouping of 40+ international organizations, including all UN System entities and the Bretton Woods institutions, through the UN Committee for the Coordination of Statistical Activities and ILO.
20. Subsequently, the Commission issued the following decisions on tourism statistics (E/2024/24-E/CN.3/2024/36 55/115):
- (a) Expressed its appreciation to the UN Tourism Committee on Statistics for its leadership in tourism statistics, in particular in the area of measuring the sustainability of tourism as an example of moving beyond gross domestic product.
  - (b) Endorsed the statistical framework for measuring the sustainability of tourism.
  - (c) Welcomed the further development of the programme of work on MST, including an implementation programme and preparation of a compilation guide, under the auspices of the UN Tourism Committee on Statistics and the technical leadership of the expert group on MST, and requested UN Tourism to undertake further capacity-building activities to ensure that countries are able to report on the indicators for the sustainability of tourism.
  - (d) Called upon the international donor community and Member States to support financing for the measurement of tourism and its sustainability, as well as for its integration into broader statistical development efforts, including capacity - building.

### Way forward

21. UN Tourism will proceed to draw up an implementation strategy for the SF-MST working in partnership with countries, international organizations and others key stakeholders. This strategy will be discussed by the Expert Group on MST and the UN Tourism Committee on Statistics at their next meetings in October. The strategy will follow UN established procedures and is likely to include the compilation of best practices and compilation guidance, capacity development support for countries in the form of trainings and workshops, the development of a core set of SF-MST based indicators, and the subsequent setting up of an international dataset with country reporting mechanisms.

## Annex V: Reform of the election of the Members of the Programme and Budget Committee

---

### I. Background

---

1. In 2011, following resolution A/RES/602(XIX), the UNWTO General Assembly approved the merger of the Programme Committee (PC) and the Committee on Budget and Finance (CBF) into a single Committee: the **Programme and Budget Committee (PBC)**.
2. The Rules of Procedure of the Programme and Budget Committee were approved by the Executive Council through decision CE/DEC/5(LXXXIX).

### II. Situation

---

3. The PBC has proven to be a solid and reliable body enabling the Council to make better-informed decisions on programme and budget matters.
4. Yet, the election process of its members has led to a certain degree of confusion, with one-half of the full members forming the PBC being recommended by the regional commissions, then ratified (i.e., officially appointed) by the Executive Council, and the other half being directly elected by the Executive Council from among its Members. In addition, a specific rule applied states: "(...) if a member elected by a Regional Commission were to become a member of the Executive Council, its term on the Committee would automatically come to an end, with the Regional Commission electing a replacement for the remaining part of the term."
5. This latter rule has led to unnecessary complications in the conduct of business during certain regional commissions' meetings.

### III. Proposal

---

6. To align with the eligibility criteria of other subsidiary organs of the Council and to simplify the election process of the PBC members, the Secretary-General is proposing to have all full PBC members recommended at the regional commission meetings for appointment by the Executive Council, as is the practice for all other subsidiary organs of the Executive Council. The proposed changes are reflected in the comparative tables below under Rule 2 (Composition) and Rule 3 (Terms of office).
7. Similarly, rule 2 (2)(c) has been modified to align with the Executive Council, and its other subsidiary organs, regarding affiliate membership representation.
8. Likewise, under Rule 3, one additional change is proposed: to elect all members for four-year terms, but staggering membership by electing half of the membership (one Member per region) every two years, so as to ensure the business continuity of the Committee.
9. It is further proposed, to set the term of the Chair and Vice-Chair at two years.
10. Finally, in order to strengthen the function of the PBC, as per rule 1 (1) of its rules of procedures, Rule 1 (2) (a) has been slightly amended so that all subsidiary organs of the Council will report to it through the PBC.

### IV. Transitional measure

---

11. When merging the PC and CBF, the General Assembly at its 19<sup>th</sup> Session also considered the issue of transitional measures, and approved, through Resolution 602(XIX) "As a transitory measure, maintains current PC and CBF Members in their function until all PBC Members are designated."
12. To initiate the implementation of this change in the PBC rules, a similar transitional measure is necessary regarding the elections of PBC members. As such, in line with the measures approved by the General Assembly at its 19<sup>th</sup> Session, it is proposed that:

- **All current PBC members are to terminate their terms in 2027** (i.e. the term of four members, namely Kenya, Argentina, India, Morocco, will be extended from 2025 to 2027, and the terms of all other members are maintained to 2027).
- Thereafter, in 2027:
  - **Six members** are to be elected, one per region, for a term of **two years**.
  - **Another six members** are to be elected, also one per region, for a term of **four years**.
  - **Subsequent elections will be for terms of four years**.

<b>Original (2023)</b>	<b>Proposal</b>
<b>Rules of Procedure of the Programme and Budget Committee<sup>6</sup></b>	<b>Rules of Procedure of the Programme and Budget Committee</b>
<p>Rule 1     <b>Function</b></p> <p>1. The function of the Programme and Budget Committee is to be the main instrument of the Executive Council:</p> <p>(a) For the preparation of the Organization's budget and programme of work;</p> <p>(b) For the monitoring of the programme of work and its financial implementation; and</p> <p>(c) For the systematic evaluation and audit of its outputs, results and overall performance.</p> <p>1. The Programme and Budget Committee:</p> <p>(a) Examines, prior to their submission to the Council, all documents in relation with the budget and programme of work of the Organization, as prepared by the Secretary-General;</p> <p>(b) Reports to the Council accordingly;</p> <p>(c) Carries out any other tasks which may be entrusted to it by the Council.</p>	<p>Rule 1     <b>Function</b></p> <p>1. The function of the Programme and Budget Committee is to be the main instrument of the Executive Council:</p> <p>(a) For the preparation of the Organization's budget and programme of work;</p> <p>(b) For the monitoring of the programme of work and its financial implementation; and</p> <p>(c) For the systematic evaluation and audit of its outputs, results and overall performance.</p> <p>2. The Programme and Budget Committee:</p> <p>(a) Examines, prior to their submission to the Council, all documents in relation with the budget and programme of work of the Organization, as prepared by <b>(1) the Secretary-General and (2) any other subsidiary organs of the Council</b>;</p> <p>(b) Reports to the Council accordingly;</p> <p>(c) Carries out any other tasks which may be entrusted to it by the Council.</p>
<p>Rule 2     <b>Composition</b></p> <p>1. The Programme and Budget Committee is a sub-organ of the Executive Council; therefore, all rules applying to Executive Council members also apply to Programme and Budget Committee members.</p> <p>2. The Programme and Budget Committee is composed of:<sup>7</sup></p> <p>(a) Two (2) full members per region, as follows:</p>	<p>Rule 2     <b>Composition</b></p> <p>1. The Programme and Budget Committee is a sub-organ of the Executive Council; therefore, all rules applying to Executive Council members also apply to Programme and Budget Committee members.</p> <p>2. The Programme and Budget Committee is composed of:</p> <p>(a) <b>Twelve (12) full members, two (2) per region, designated by their respective regional commission,</b></p>

<sup>6</sup> Text adopted by the Executive Council at its eighty-ninth session [decision 5 (LXXXIX)] in Kish Island, Iran, October 2010, and further endorsed by the General Assembly at its nineteenth session [resolution 602 (XIX)] in Gyeongju, October 2011.

<sup>7</sup> For Election of the Programme and Budget Committee members please refer to the document CE/93/7.

<ul style="list-style-type: none"> <li>• Six (6) members of the Executive Council, one per region, each designated by the Council itself;</li> <li>• Six (6) members, one per region, designated by their respective regional commission.</li> </ul> <p>(b) The representative of the Associate Members in the Executive Council;</p> <p>(c) The representative of the Affiliate Members in the Executive Council and another representative of the Affiliate Members.<sup>8</sup></p> <p>3. The Programme and Budget Committee elects one Chairperson and one Vice-Chairperson among its members. A Vice-Chairperson acting as Chairperson shall have the same powers and duties as the Chairperson.</p> <p>4. A UNWTO member that is not a member of the Programme and Budget Committee may attend any session of the Programme and Budget Committee as an observer, i.e., without the right to speak.</p>	<p><b>and appointed by the Executive Council.</b></p> <p>(b) The representative of the Associate Members in the Executive Council;</p> <p>(c) <b>The representative of the Affiliate Members in the Executive Council.</b></p> <p>3. <b>The Programme and Budget Committee elects one Chair and one Vice-Chair from among its members for a term of two years.</b> A Vice-Chair acting as Chair shall have the same powers and duties as the Chair.</p> <p>4. A UNWTO member that is not a member of the Programme and Budget Committee may attend any session of the Programme and Budget Committee as an observer, i.e., without the right to speak.</p>
<p>Rule 3 <b>Terms of office</b></p> <p>The renewal of Programme and Budget Committee membership shall be as follows:</p> <p>(a) For the six (6) members from the Executive Council, in similar ways as their renewal<sup>9</sup> in the Executive Council;</p> <p>(b) For the six (6) members designated by the regional commissions, elections will be carried out every 4 years.<sup>10</sup></p>	<p>Rule 3 <b>Terms of office</b></p> <p>1. <b>The term of elected members shall be four (4) years.</b></p> <p>2. <b>Election of one-half of the membership (one Member per region) of the Programme and Budget Committee shall be held every two (2) years.</b></p>
<p>Rule 4 <b>Sessions of the Committee</b></p> <p>1. The Committee meets in regular session immediately before the Council, or at any time as required by the Executive Council.</p> <p>2. Members of the Committee could be consulted at any time, including by electronic means.</p> <p>3. Between ordinary sessions of the Programme and Budget Committee, the</p>	<p>Rule 4 <b>Sessions of the Committee</b></p> <p>1. The Committee meets in regular session immediately before the Council, or at any time as required by the Executive Council.</p> <p>2. Members of the Committee could be consulted at any time, including by electronic means.</p> <p>3. Between ordinary sessions of the Programme and Budget Committee, the</p>

<sup>8</sup> Sub-paragraph amended by the Executive Council at its ninety-third session [decision 5 (XCIII)] in Madrid, Spain, June 2012.

<sup>9</sup> Executive Council members are designated for 4 years.

<sup>10</sup> In accordance with the document CE/93/7, if a member elected by a Regional Commission were to become a member of the Executive Council, its term on the Committee would automatically come to an end, with the Regional Commission electing a replacement for the remaining part of the term.

<p>Chairperson of the Committee may, after consulting both the Chairperson of the Council and the UNWTO Secretary-General, call an extraordinary session.</p> <p>4. The provisional agenda of each session of the Committee shall be drawn up by the Secretary-General in agreement with the Chairperson of the Committee.</p>	<p>Chairperson of the Committee may, after consulting both the Chairperson of the Council and the UNWTO Secretary-General, call an extraordinary session.</p> <p>4. The provisional agenda of each session of the Committee shall be drawn up by the Secretary-General in agreement with the Chair of the Committee.</p>
<p>Rule 5      <b>Secretariat</b></p> <p>1. The Secretary-General shall act as Secretary of the Committee. She/he may delegate her/his functions to any other member of the Secretariat.</p> <p>2. The Secretary-General may make oral or written statements on any matters under discussion to the Committee at any time.</p> <p>3. The Secretariat helps the Chairperson in preparing the Programme and Budget Committee reports for the Council.</p>	<p>Rule 5      <b>Secretariat</b></p> <p>1. The Secretary-General shall act as Secretary of the Committee. She/he may delegate her/his functions to any other member of the Secretariat.</p> <p>2. The Secretary-General may make oral or written statements on any matters under discussion to the Committee at any time.</p> <p>3. The Secretariat helps the Chair in preparing the Programme and Budget Committee reports for the Council.</p>
<p>Rule 6      <b>Conduct of business</b></p> <p>1. The presence of a majority of the Members of the Committee shall be necessary to constitute a quorum at meetings of the Committee.<sup>11</sup></p> <p>2. Interpretation of these rules of procedure will be made considering the standing practice of the Executive Council on the relevant matter.</p>	<p>Rule 6      <b>Conduct of business</b></p> <p>1. The presence of a majority of the Members of the Committee shall be necessary to constitute a quorum at meetings of the Committee.<sup>12</sup></p> <p>2. Interpretation of these rules of procedure will be made considering the standing practice of the Executive Council on the relevant matter.</p>

<sup>11</sup> The cost of participation at the Programme and Budget Committee meetings will be on the Members, in accordance with the document CE/93/7.

<sup>12</sup> The cost of participation at the Programme and Budget Committee meetings will be on the Members, in accordance with the document CE/93/7.

## Annex VI: Conditions for the Implementation of the Pilot Phase of the Tourism for Rural Development Small Grants Programme (T4RD-SGP)

---

Recalling document [A/25/4\(c\) RC-1](#) by which the Tourism for Rural Development Small Grants Programme (T4RD-SGP) is approved as a Flagship initiative by the 25th UN Tourism General Assembly the below conditions are proposed for the implementation of the Pilot Phase of the Programme considering the existing expression of interest by donors to support the Pilot Phase.

### **TR4RD-SGP Application and Award Process** (point 7 of document [A/25/4\(c\) RC -1](#))

1. Eligible Countries (7.2)  
The list of eligible countries will be defined in consultation with the donor of each specific call.
2. Eligible Applicants (7.3)  
The list of eligible applicants will be defined in consultation with the donor of each specific call.
3. Areas of Intervention (7.4)  
The specific areas of intervention will be defined in consultation with the donor of each specific call.
4. Application and Award Process (7.7)  
Considering the Pilot Phase of the Programme will count on a limited number of donors it is proposed to proceed with the following process for the evaluation and awarding of projects.

**Project Evaluation:** The project evaluation will be carried out as per the criteria defined in point 7.5 of document [A/25/4 \(c\) RC -1](#) by the UN Tourism technical team - composition defined in point 3 of the same document (Steering Committee).

The team will be responsible for preparing a list of recommended projects to be awarded for consultation with the donor of each call.

**Project Award:** The decision on the final list of projects to be awarded will be made by UN Tourism and the donor of each call.

All other conditions remain the same as defined in document [A/25/4\(c\) RC -1](#) (see page 5).

Upon conclusion of the Pilot Phase a detailed report and proposed action plan will be submitted to the Governing Bodies.