



UN Tourism

121

EXECUTIVE
COUNCIL

Barcelona, Spain
10 – 11 June 2024

Zoritsa Urosevic, Executive Director

Embracing the “Theory of Change”



Strategic Objectives 2024-25

1. Become the most influential Tourism Organization

Deliver Value, Set Standards, Advocacy, Knowledge creation, Policy & diversification of services.

2. Expand the Organization & Membership

Increase resources, capacity and ownership, through strategic partnerships.

3. Transform the Organization for a better future

More agile and effective governance. Embrace UN values & Multilateralism for realizing the 2030 Agenda.



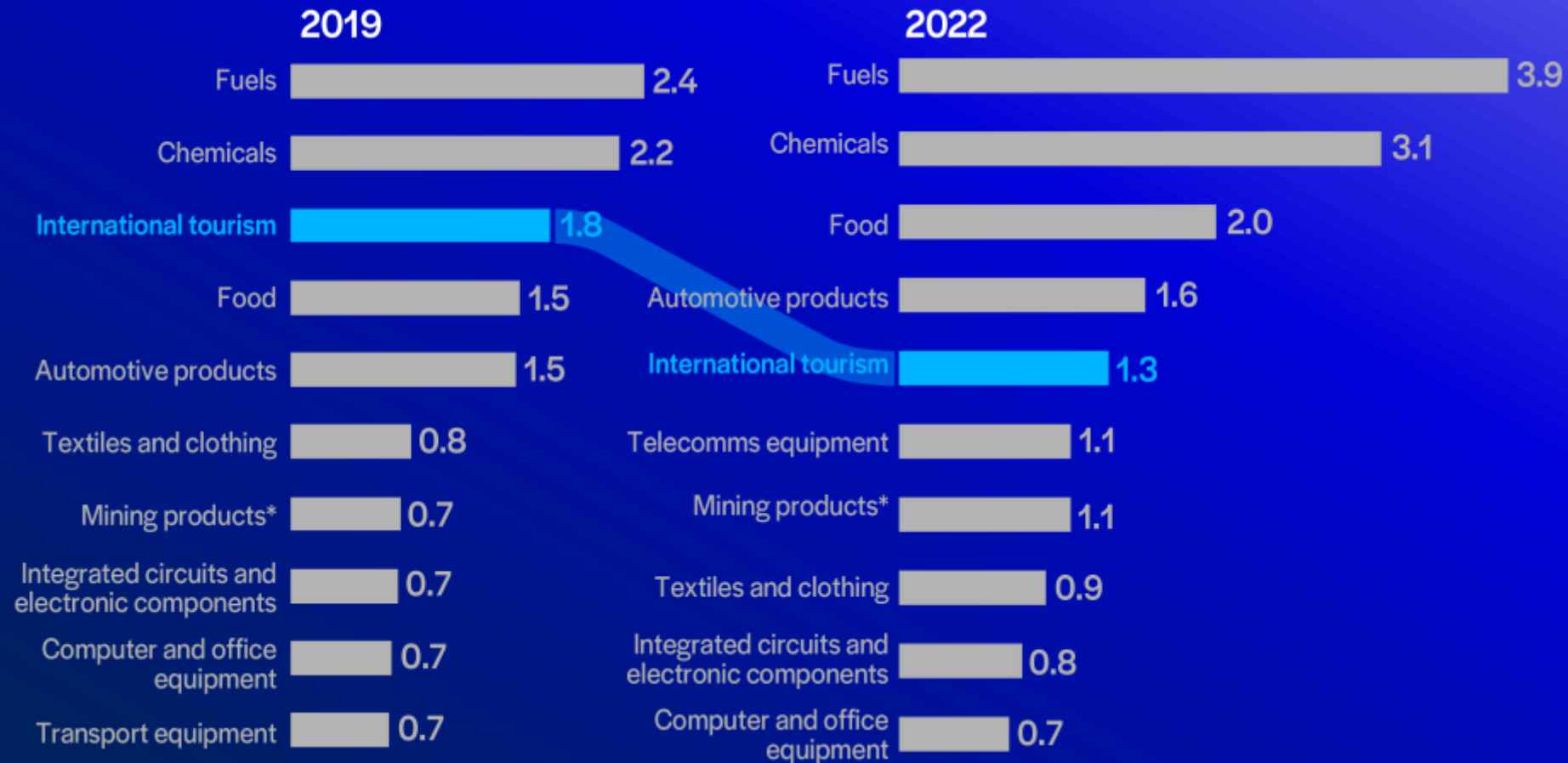
UN Tourism

Tourism is the world's 5th export earnings category in 2022

Top 10 export categories by earnings (USD trillions)

Tourism as trade in services:

3rd export category in 2019



Source: World Tourism Organization (UNWTO) *Other than fuels Data as of June 2023

UNWTO Panel of Experts Survey

What are the main factors weighting on the recovery of international tourism?

Source: UNWTO Panel of Experts Survey
(May 2024)

Percentage of experts mentioning each factor





Tourism transformation beyond GDP

Statistical Framework for Measuring the Sustainability of Tourism



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



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



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

Download the framework:



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

Developed by Expert Group on MST + Editorial Board
Chaired by Austria and the Philippines+Canada, respectively

Endorsed at the 55th session of the UN Statistical Commission
Support of 34 countries, 3 regional joint statements: Africa (voiced by Benin), European Statistical System incl. European Union and its Member States and EFTA countries (voiced by Finland), GCC (voiced by Saudi Arabia)

Committee on Statistics and Expert Group congratulated for pioneering work
Recognized by UN CEB as beyond GDP example

Recalling decision 3(CXVIII) regarding the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST),

5. *Adopts* the nearly finalized Statistical Framework for Measuring the Sustainability of Tourism (MST) with a view to presenting it to the United Nations Statistical Commission for its endorsement as the new statistical standard for tourism;
6. *Calls upon* National Tourism Administrations to coordinate with their respective National Statistical Institute for a country position at the United Nations Statistical Commission's fifty-fifth session to be held in New York from 27 February to 1 March 2024;
7. *Expresses* its deepest appreciation to the Expert Group on MST and the UNWTO Committee on Statistics composed of pioneering countries, international and regional organizations, private sector and academia, for the partnership and the resources and efforts deployed in leading the innovative multi-year process on MST; and
8. *Encourages* the UNWTO 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.

“Historical milestone towards harnessing the full potential of the sector, providing a solution to the pressing need for a harmonized methodology to effectively assess the sustainability of tourism”

Zurab Pololikashvili
UN Tourism Secretary-General



**RESOLUTIONS ADOPTED BY THE GENERAL ASSEMBLY
AT ITS TWENTY-FIFTH SESSION**

Samarkand, Uzbekistan, 18-19 October 2023



United Nations

Statistical Commission

**Report on the fifty-fifth session
(27 February–1 March 2024)**

Economic and Social Council
Official Records, 2024
Supplement No. 4

55/115

Tourism statistics

The Statistical Commission:

- (a) Expressed its appreciation to the World Tourism Organization 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 towards Beyond GDP;
- (b) Endorsed the statistical framework for measuring the sustainability of tourism;
- (c) Welcomed the further development of the programme of work on measuring the sustainability of tourism, including an implementation programme and preparation of the compilation guide, under the auspices of the World Tourism Organization Committee on Statistics and the technical leadership of the expert group on measuring the sustainability of tourism; and requested the UNWTO to undertake further capacity building activities to ensure countries are able to report on the indicators for sustainability of tourism; and
- (d) Called on the international donor community and Member States to support financing for the measurement of tourism and its sustainability, and its integration in broader statistical

SF-MST : Co-creating Next steps

Statistical
Framework

Measuring the
Sustainability of
Tourism

BEYOND GDP



Implementation
strategy

Best practices
Compilation Guide
Capacity development



MST - based
indicators

Development of a list of
indicators for international
comparability



Worldwide
Database

Expansion of Tourism
Statistics Database with
MST-based indicators

INSTO - measure, monitor and build evidence-based metrics at DESTINATION LEVEL for policy shift!

International Network of Sustainable Tourism Observatories (INSTO)

44 observatories

2021-2024
+ 50%
Observatories

Americas (14)

Argentina (1)
Brazil (2)
Canada (2)
Guatemala (2)
Mexico (4)
Colombia (2)
USA (1)

Europe (14)

Croatia (1)
Greece (1)
Italy (1)
Portugal (4)
Spain (6)
Ireland (1)

Asia and the Pacific (16)

Australia (1)
China (8)
Japan (1)
Philippines (1)
Indonesia (5)



UN Tourism

UN TOURISM - FLAGSHIP INITIATIVES

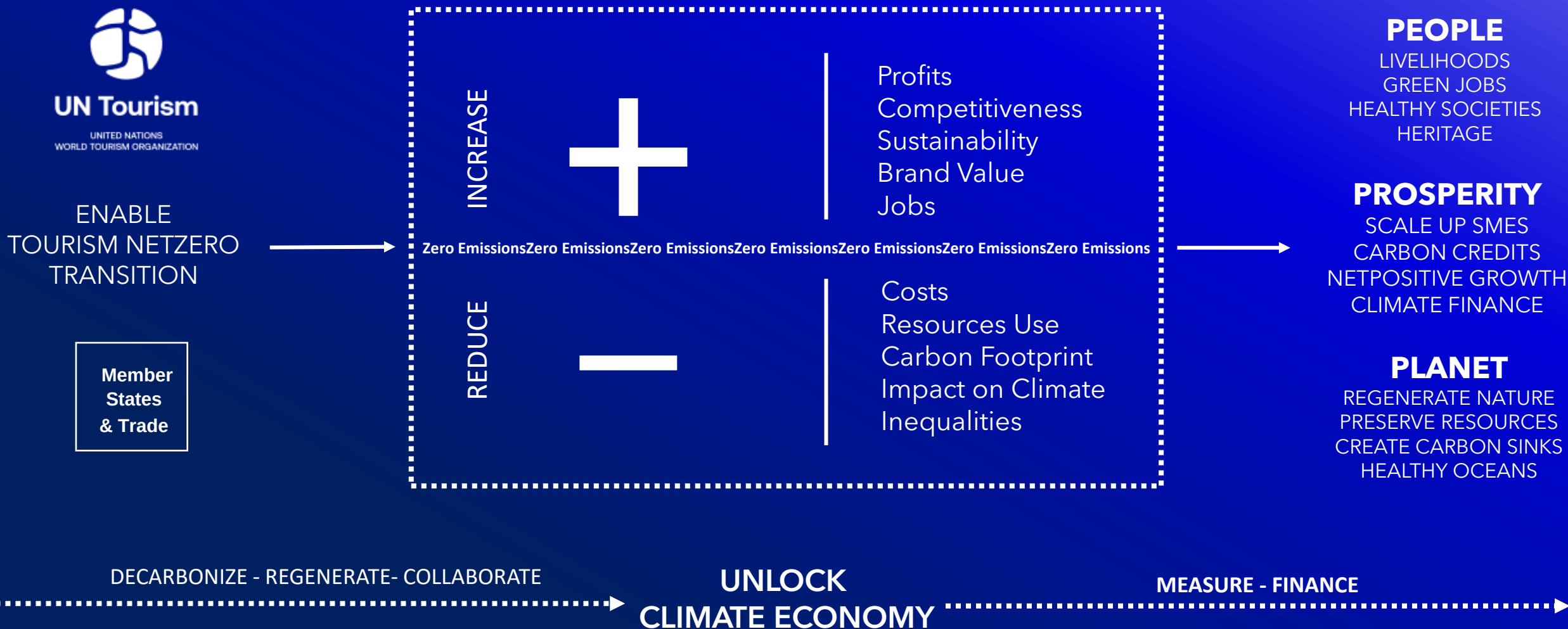
GA25 approved POW

→ Strategic objectives 1,2 & 3, Programmatic Priority 5

FLAGSHIP INITIATIVES - UN Tourism INNOVATION

- Aligned with the Member States Survey for 2023-24, UN Tourism has developed a vision to expand its capacity to deliver, requiring to re-think strategic partnerships for building a **resilient, inclusive and sustainable tourism economy for People and the Planet**.
- Such vision requires to **scale up capacity to deliver and foster innovation**, including re-thinking how to maximize engagement with the multilateral system (UN, IOs, IFIs), Member States, Science and Research, Academia, Private sector and CSOs.

Create a Regenerative Economy for Tourism



WORLD TOURISM REPORT*

Create the first Index
to measure Countries Tourism
Performance and Policies on
the three dimensions of
Sustainability
(2024, December)

*Flagship Initiative, Voluntary
resources secured

01

Global Tourism Index

02

Thematic focus

03

Trends & foresight

DESTINATION +

Next generation of DMOs

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

NETWORKING

Exposure, exchange & learning.

TRAINING

Technical support
Advisory Services

GOVERNANCE FRAMEWORK

Governance,
competitiveness, resilience
and sustainability at local
level.

*Flagship Initiative, priority for the Competitiveness Committee

Voluntary resources to be secured





Measures ALL ESG impact indicators
Artificial Intelligence ESG Tourism Tool



Certified* CARBON CREDITS Generated

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



Private sector Value Chain

All transports, hospitality, activities,
including supplies of goods and services

Environmental, social and governance
indicators

→ **UN Tourism Standard (MST)**

Pilots in companies: Guide on
sources, methods, managing and
using the data

Pilots in Destinations: int. Model incl
Society, Nature and Heritage

Capacity Building and Training

Company data: SMEs + corporate

Destination data: Natural resources
data: energy, water, waste, biodiversity

Social Data: jobs, social pact, heritage

Governance Data: policies,
regulations, equality

* UN Tourism ESG work is aligned with EU regulations, working with UNFCCC towards certified Carbon Credits, to be aligned with Paris Agreement Art 6

NEW METRICS FOR TOURISM & DEVELOPMENT AID

Achieving the SDGs through tourism
Toolkit of Indicators
for Projects (TIPs)

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

**SCALE UP DEVELOPMENT AID for
IMPACT – OECD DAC COMMITTEE**

Beneficiaries and targets: policymakers and project managers

TO BE USED BY UNWTO ON ITS OWN
PROJECTS IN 2024-2025, and as KPI of
Programme of Work 2024-25



Tourism for Rural Development SMALL GRANTS PROGRAMME

Working with communities on the ground.

Funding and mentoring for gender, youth, indigenous communities, agriculture and local culture, environmental sustainability, value chain integration and product development.

FIRST PILOT PHASE:

TUI CARE FOUNDATION

(Gender in Africa)

WHAT



Dedicated
funding and
mentoring
mechanism.

BENEFICIARIES



Civil Society
Organizations
Community-Based
Organizations
NGOs

TIMELINE



Endorsed by
the 25th GA

Launch First Call
July 2024



UN Tourism

UN TOURISM POW highlights

1. Become the most influential Tourism Organization

Deliver Value, Set Standards, Advocacy, Knowledge creation,
Policy & diversification of services, for the benefit of Members.

Market Intelligence

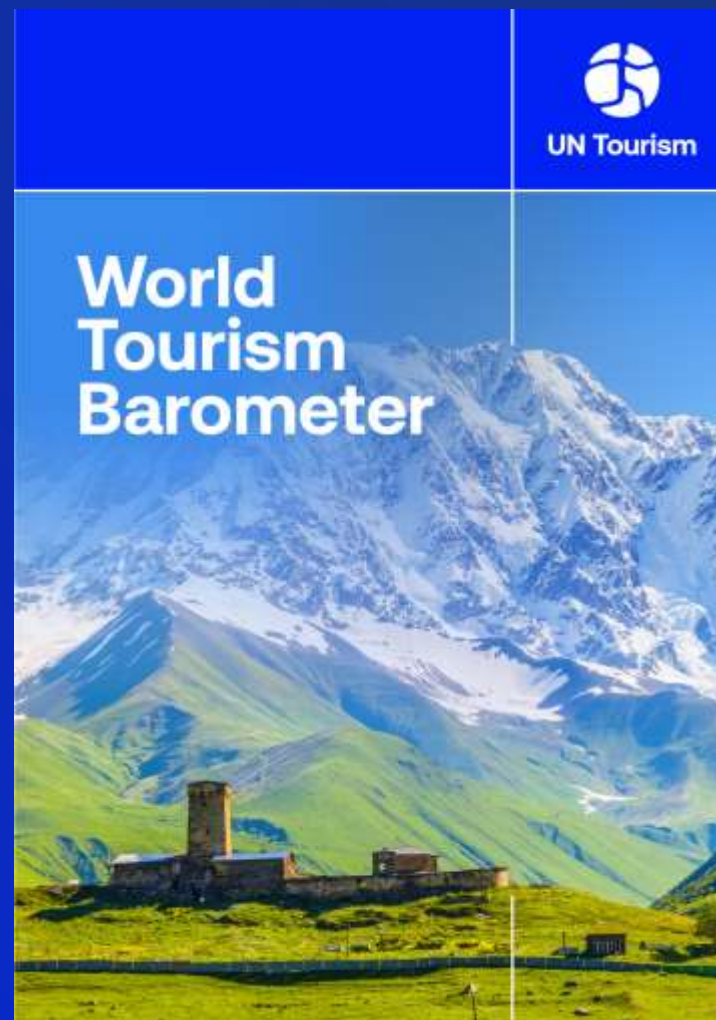


- UN Tourism Barometer - 2 Issues :December 23 + Jan 24 = First estimates of arrivals, receipts and GDP 2023; Q1 2024 data
- UN Tourism Data Dashboards monthly updates on 13 industry indicators (bookings, capacity, demand, arrivals, receipts)
- UN Tourism / ETC Data Lab: community of practice with series of webinars in 2024 on data and intelligence

Forthcoming:



- UN Tourism & Google Report on Understanding Post-pandemic Travellers (September 2024)



MOST VISITED UN TOURISM WEBPAGE

Q1 2024 international arrivals
97% of pre pandemic levels
(+20% over 2023)

UN Tourism Confidence Index
above expectations

2023

Arrivals: 1.3 billion (89% of 2019)

Exports : 1.7 USD trillion
(96% of 2019 in real terms)

Direct GDP: 3.3 USD trillion = 2019

ECONOMIC DIVERSIFICATION

Working with communities on the ground

Opportunity to scale up the work in all countries, with UN partners, IFIs, CSOs...

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



Survey MS Pow 24-25, the N1 UNWTO activity for Member States !

Nearly **900** applications received in 4 editions



129 Villages worldwide in three editions
In 46 countries, 5 regions

186 NETWORK - Villages worldwide
129 BTV
57 Upgrade programme
55 Countries
5 Regions



2024 Edition
+ 260 applications
+ 60 countries

Self-Assessment Tool to Assist Rural Destinations

A tool for local authorities to evaluate, compare and improve their resources, policies, practices and interventions with UN Tourism guidelines, and inspired by global and local references.

A space that consolidates information and “benchmarks” for Member States to strengthen their policies and strategies.



What is STAR?

Product Development & Diversification: Gastronomy, Wine and Mountain Tourism



- World Forum on Gastronomy Tourism (San Sebastian, Spain - October 2023)
- Global Conference on Wine Tourism (La Rioja, Spain - November 2023)
- 12th World Congress on Snow, Mountain and Wellness Tourism (Andorra - March 2024)

Forthcoming:

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

Urban Tourism

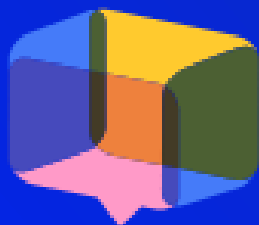


**UN Tourism / UN Habitat
Expert Group Meeting**
“Advancing Sustainable Urban Tourism:
Developing tools for promoting good
practices in cities” Bilbao 21 - 22
March 2024



**UN Tourism / WTCF
new research report**
“Quantifying tourism in
city destinations: Towards a better
understanding of urban tourism”

**WORLD
URBAN
FORUM**



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



Forthcoming

- Report on Good Practices in Urban Tourism
- Feasibility study on a global database of urban tourism
- Mayor Forum on Sustainable Urban Tourism



Tourism Policies and Governance

- Tourism in the G20 Agenda – 2023 Indian Presidency
- Tourism in the G20 Agenda – 2024 Brazilian Presidency
- Working Group on Health and Tourism with WHO/Europe
- Working Group on Health and Travel and Tourism
- Policy Dialogues

Forthcoming Research/Reports

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

G20 Tourism and SDGs Dashboard



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

RESILIENCE – UN Tourism led Working Group on Health, Travel & Tourism (EC118)

AFRICA

Algeria
Benin
Equatorial Guinea
Mauritius
Togo
United Republic
of Tanzania
Zimbabwe

AMERICAS

Colombia
Cuba
Jamaica
Peru

ASIA & PACIFIC

Islamic Republic of Iran
Myanmar

EUROPE

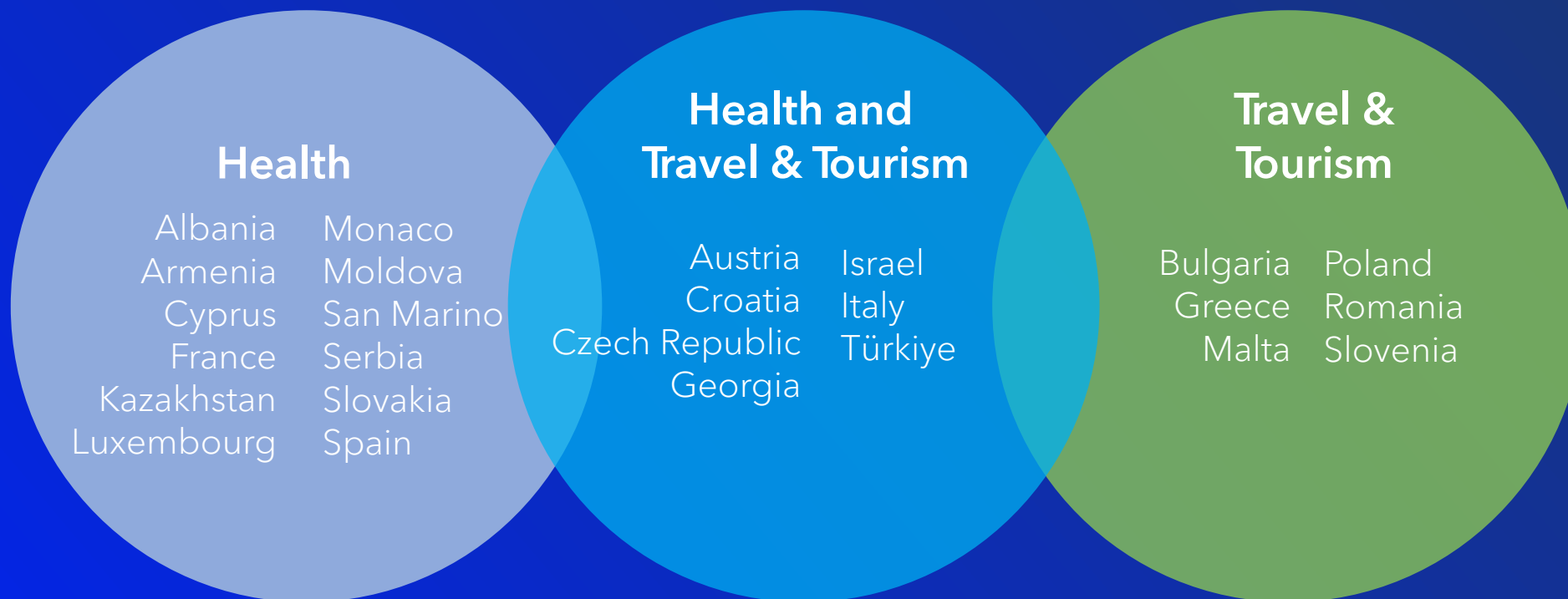
Lithuania
Montenegro
Uzbekistan

MIDDLE EAST

Iraq
Jordan
Kuwait
Lebanon
Libya
United Arab Emirates
Yemen

Coalition on Health and Tourism

Jointly coordinated by WHO Europe and UN Tourism – 25 Member States from European Region



**World Health
Organization**

Gender equality and women's empowerment

- Centre Stage programme now open to all UN Tourism member states on request
- UN Tourism and Moldova joint project for female leadership in tourism

Youth

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

Accessibility

International
Conference on
Accessible Tourism:
Advancing
accessibility for
destinations,
companies and
people
(San Marino,
November 23)

San Marino Action
Agenda on
Accessible Tourism
2030: 7-year term
commitments for MS
and UN Tourism

Recommendations
for managers of
nature-based tourism
experiences -
Guidelines
promoting the
application of the
ISO21902:2021
Standard, reviewed
by the International
Union for
Conservation of
Nature (IUCN)

Recommendations
for travel agencies
and the
transportation sector
in applying
international
standards
(under review by
AccessibleEU experts,
European Network for
Accessible Tourism
and IATA)

VISION

UN Tourism Know

A co-creation space to enhance the relevance, alignment and impact of UN Tourism science-based knowledge creation and dissemination for an inclusive, sustainable and resilient tourism sector.

23 reports since GA25

UN Tourism Research Committee



UN TOURISM to become the
most influential tourism organization!



UN Tourism

PLACING TOURISM AT THE CENTER OF THE GLOBAL AGENDA

Become the most influential Tourism Organization

Deliver Value, Set Standards, Advocacy, Knowledge creation,
Policy & diversification of services, for the benefit of Members.



As part of the UNGA Sustainability Week, UN Tourism secured the High-level Thematic Event on Tourism was organized by UN Tourism in jointly with the UNPGA Office.



The event generated a very high turnout due to the strong importance of the sector. More than 13 ministers made an official statement.



The event offered Member States, Observers, civil society, UN System and other stakeholders a platform to discuss strategies, share best practices and experiences to promote sustainable and resilient tourism and its contribution to achieving SDGs.

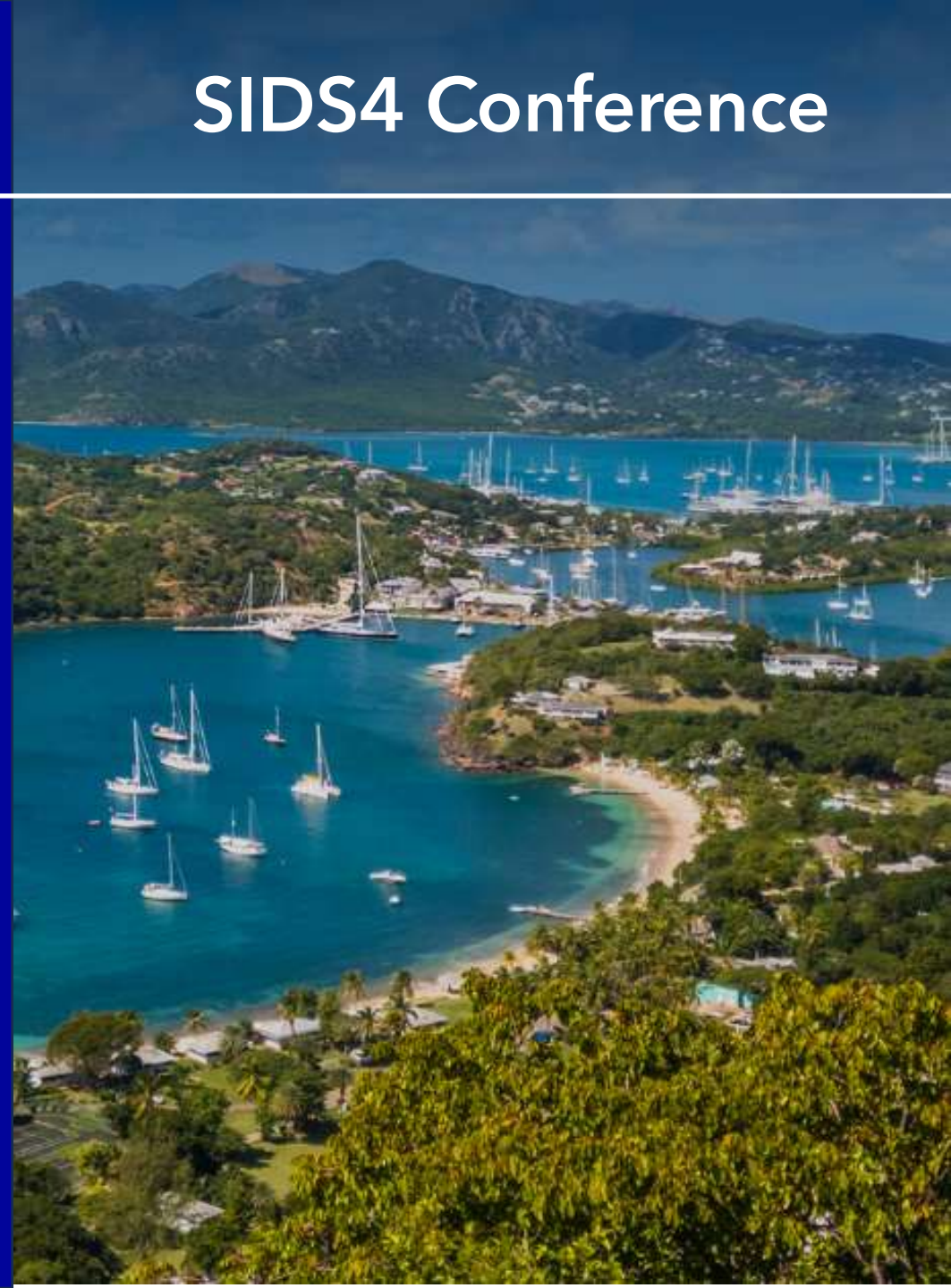


Best practices for fostering tourism resilience and the implementation of the SF-MST were discussed. The HLTE on tourism advanced a concerted approach on **strengthening tourism resilience at the highest level** and maximising its contribution to the sustainability agenda.



SMALL ISLAND DEVELOPING STATES & TOURISM

- ✓ **Antigua and Barbuda Agenda for SIDS (ABAS) adopted as outcome document at SIDS4 Conference (27th-30th May 2024)**
 - 10 years UN Framework for Action
 - Tourism is 38% of exports, 11 to 15% of GDP
 - Tourism at its core:
 - Pollution and waste
 - Biodiversity protection
 - Adaptation and resilience
 - Localizing value chains
 - Entrepreneurship
 - De-risking investments
 - UN Tourism to support as implementation agency
- ✓ **Center of Excellence established** (including data hub, innovation and investment)



World Forum on Intercultural Dialogue, Baku

*"Peace Cannot Be Kept By Force.
It Can Only Be Achieved by Understanding."*

Albert Einstein

The Baku Process is a UN official process for Intercultural Dialogue
An Initiative of Azerbaijan, supported and led UNAOC, UNESCO,
AND UN Tourism

The forum has demonstrated its significance as a key platform for
fostering partnerships, formulating recommendations, and enhancing
awareness on crucial and timely subjects within the realm of
intercultural dialogue.

This is the year we must recommit to our mission, towards the
adoption of an ambitious **Pact before the Summit for the Future in
September in NY at the UNGA.**



**(Opening Ceremony) 6th World
Forum on Intercultural Dialogue**

Framework Convention on Tourism Ethics

Global Code of Ethics provide a Roadmap to maximize tourism positive impacts - equality and inclusiveness – and reduce negative impacts, creating decent livelihoods for all!

Adhesions to the Framework Convention on Tourism Ethics



4 countries

Albania (May 2022)
Lebanon (July 2022)
Nigeria (April 2022)
Seychelles (August 2022)

Commitments of the private sector to the Global Code of Ethics for Tourism



469 commitments

69 countries
2 regional entities
2 global entities



ONE PLANET - UN Tourism and UNEP



One planet
handle with care

**1000 +
Collaborative Partners**

Members to engage as co-lead in all activities of the programme

Piloting implementation of One Planet action frameworks at country level



Action frameworks to accelerate implementation



Capacity building, methodologies and tools



Reporting and knowledge sharing

**PRODUCTION
AND
CONSUMPTION**

SCP
policies and
regulations

**CLIMATE
ACTION**

Glasgow Declaration
+850 signatories from
90 countries

14 signatories at
National Level

**CIRCULARITY
PLASTIC AND
FOOD**

Global Tourism
Plastics Initiative,
+200 signatories
from 64 countries

Global Roadmap for
Food Waste
Reduction

One Planet Sustainable Tourism Programme

CEU Members and Co-Leads to shape, benefit from and implementation of the Global Strategy

Climate neutral

Accelerate the decarbonization of tourism operations and value chain
Adaptation and disaster risk reduction through tourism
Monitoring emissions and reporting
Enhanced access to finance and capacity building.

Pollution free

Address plastic pollution and marine litter
Promote zero waste to landfill
Support better waste management
Enhance sustainable food management and better management of scarce resources (e.g. water)



Nature positive

Conservation of marine and terrestrial ecosystems through tourism
Capture the value of conservation through tourism
Promote nature-based solutions
Position tourism as a driver in the green and blue economy

Socially inclusive

Cater for the needs of Small and Medium Enterprises
Ensure participation of host communities
Enhance accessibility
Mainstream gender
Promote decent work and career development

Policy

Governance

Circularity

Finance

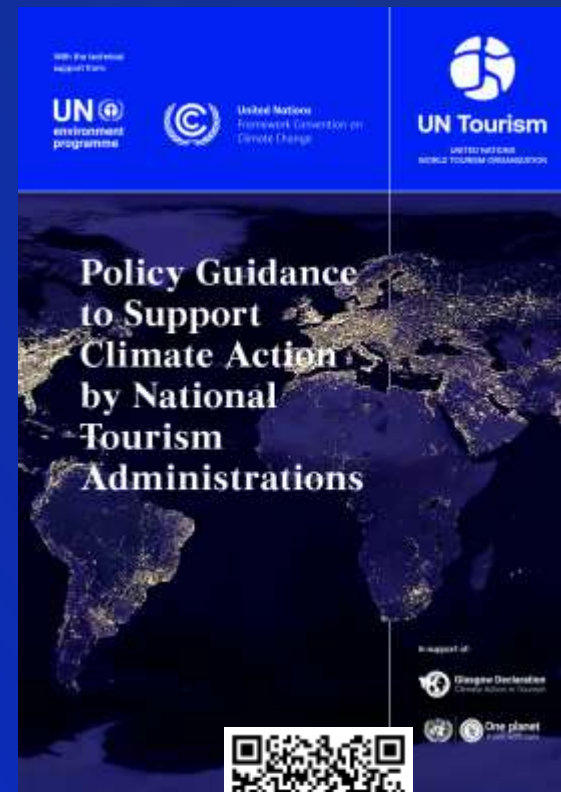
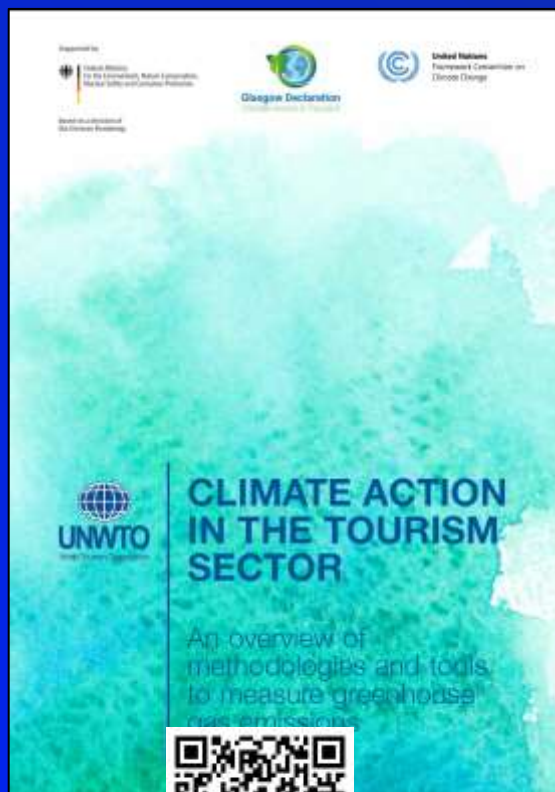
Procurement

Education

Human rights

Digitalization

UN Tourism POLICY Dialogues series – Climate Action



**UN Tourism
60
COUNTRIES
Climate
Focal Points**

TOURISM AT UNFCCC COP29, Baku 11-22 November

- COP29 Presidency : Accelerating Climate Action in Tourism - from Glasgow to Baku and beyond (RIO COP30)
- Collaboration with COP29 Presidency and State Agency for Tourism
- Aim to bring tourism sector in climate action agenda
- Objectives: ADVANCE TOURISM CLIMATE ACTION
 - Engage NTA/NTO as Glasgow Declaration signatories
 - Roll out Policy Guidance to Support Climate Action by NTAs (released March 2024)
 - Advance implementation of Statistical Framework Measuring Sustainability of Tourism (adopted February 2024)
 - Continuous engagement of NTAs in subsequent COPs
- Launch Call to Action for Tourism to contribute to next round of economy-wide Nationally Determined Contributions (NDCs- due 2025) - Opportunity to activate climate finance!



2027

International Year of Sustainable and Resilient Tourism

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

UN Tourism is the implementing Agency!





**EXECUTIVE
COUNCIL**
Barcelona, Spain
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Thank you!