

Rethinking Tourism

From Crisis to Transformation

World Tourism Day 2022 Report

**WORLD
TOURISM
DAY 2022**



UNWTO
World Tourism Organization



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PARTE I



Executive Summary

This Report is designed to examine and assess the work of UNWTO as it leads the global tourism sector out of crisis and into the future.

Launched on World Tourism Day 2022, **'Rethinking Tourism – From Crisis to Transformation'** is built around the theme of the observation day. With the **COVID-19 pandemic as the starting point**, it charts a path through the progress made by UNWTO in supporting the sector through the worst crisis in its history while also laying **the foundations for sustainable recovery** and lasting change. The World Tourism Day Report provides an overview of the **work carried out across the United Nations specialized agency for tourism** over this period: from working closely with **Member States, international organizations** and fellow **UN agencies** at the political level, through to the presence on the ground providing **Technical Assistance** and harnessing the power of its **Affiliate Members Network**. At the same time, it illustrates the central role of UNWTO departments in leading the way in providing **tourism data, intelligence and guidelines**, in upholding and advancing **ethics and equality**, in promoting **innovation and investments**, and in accelerating **tourism climate action** and the sector's contribution to a more sustainable future.

A Pivotal Moment

From a record high of 1.5 billion international arrivals a year in 2019, the outbreak of the COVID-19 pandemic brought travel to a sudden and unexpected halt. Using this historic moment as its starting point, the World Tourism Day Report provides an overview of both the economic and the social impact of the travel restrictions that were introduced in response to the pandemic. With trusted data key essential for guiding policy and business decisions, as well as for restoring consumer trust in travel, UNWTO increased the frequency of its regular **World Tourism Barometer** releases while at the same time launching new products designed to inform every part of the sector, such as the **Travel Restrictions Report** and the **UNWTO Tourism Data Dashboard**. Meanwhile, the **UNWTO Global Tourism Crisis Committee**, established just days after the start of the crisis and convened regularly over subsequent months, brought Members, businesses and international organizations together to jointly mitigate the impacts of the pandemic and then to lay the foundations for sustainable and resilient recovery.

However, this report goes far beyond charting UNWTO's response to an unprecedented crisis. It also shows how UNWTO seized the chance to **turn crisis into opportunity** and advance the **transformation of tourism**. Even as global travel stood still, UNWTO moved forward, **strengthening existing partnerships** with other UN agencies or building new ones, culminating in a landmark **first UN General Assembly thematic session** dedicated to tourism. Alongside this, UNWTO continued to advocate for **tourism at the highest political level**, including at the G20, G7, the European Institutions and the Organisation for Economic Co-operation and Development (OECD) as well as through establishing working partnerships with major international financing organizations and banks.

People and Partnerships

On the ground, UNWTO continued to move **closer to its Member States**. The Report provides an overview of key work in each global region, including the historic opening of the **first Regional Office for the Middle East** in Riyadh, Kingdom of Saudi Arabia.

While acknowledging the different scales and types of challenges facing each region and each Member State, 'Rethinking Tourism - From Crisis to Transformation' also focuses on the Organization's **universal priorities**. To build for the future and train the talent needed to ensure the sector's transformation, UNWTO has advanced its work on tourism **education, training and skills development**, including through the expansion of the **UNWTO Online Tourism Academy** and through developing key partnerships with leading education providers. Similarly, to ensure the benefits of tourism's return to growth are enjoyed as fairly as possible, UNWTO has stepped up its **gender equality-focused work**, putting women Centre Stage, while also empowering Indigenous communities, most notably in the Americas, and investing in youth, including through the **UNWTO Students Leagues** and the inaugural **Global Youth Tourism**

Summit. Furthermore, UNWTO has worked to accelerate the diversification of tourism, to build more resilience and spread the benefits more widely. The **Best Tourism Villages by UNWTO** has attracted huge global interest, celebrating the sector's unrivalled ability to drive rural development, while the promotion of emerging sub-sectors including gastronomy and wine tourism and sports and culture tourism

Finally, the World Tourism Day Report sets out UNWTO's ambitions for a tourism sector transformed, providing an overview of work accomplished alongside goals still to be achieved. To strengthen trust in travel, the **International Code for the Protection of Tourists** represents a landmark legal first. Alongside this, the **International Convention on Tourism Ethics** builds a framework for a fairer, more responsible tourism sector and sets the course for UNWTO's work in the years ahead.

World Tourism Day 2022 comes at a pivotal moment for the sector. Tourism's relevance has never been clearer. The time is now to seize this opportunity to rethink and transform tourism and also to rethink how to communicate its transformation. **'Rethinking Tourism - From Crisis to Transformation'** is the first report to be released by UNWTO on the occasion of World Tourism Day and reports built around each year's theme will now be published on an annual basis.

Foreword

UNWTO Secretary-General Zurab Pololikashvili

Launched on the occasion of World Tourism Day 2022, this report intends to adhere to the spirit and the ambitions of this year's celebration, held under the theme of "Rethinking Tourism". The theme embodies an essential step for fully realizing our sector's enormous and unrivalled potential to deliver positive change and opportunity for people everywhere, while at the same time meeting our responsibilities to sustainability and climate action.

Rethinking tourism means reassessing every part of our sector – what we do and why we do it. It also means rethinking how we communicate what we do and why we do it. On World Tourism Day, UNWTO will provide an update of our work, guided by the specific theme of that year's celebrations. Tourism's annual observance is the natural backdrop for an honest reflection on where UNWTO as an organization and tourism as a sector have come from and where we are going.

This first edition, naturally, is largely focused on the COVID-19 pandemic and its impact on tourism. It makes clear the scale of the challenge that faced us, collectively and individually. But then it also charts how UNWTO seized opportunity out of crisis, to set the foundations for the transformation of tourism. Through strengthening UNWTO's position within the United Nations and on the global agenda, achieving unprecedented public visibility and establishing a new narrative, as well as through accelerating progress in key areas like innovation, climate action and financing and investments, this new report bears testament to our sector's proven ability to adapt to adversity and bounce back stronger.



PART III



About UNWTO



The World Tourism Organization (UNWTO) is the United Nations agency entrusted with the promotion of responsible, sustainable and universally accessible tourism. As its main tasks, UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

As the leading international organization in the field of tourism UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

[Read more](#)

QUICK FACTS

Founded

1 November 1975

Type

United Nations Specialized Agency

Secretary-General

Zurab Pololikashvili (2018 - now)

Headquarters

Madrid, Spain

Regional Offices

A+P - Nara, Japan

ME - Riyadh, Saudi Arabia

Members

160 Member States

6 Associate Members

2 Observers

500 Affiliate Members

Official Languages

**Arabic, Chinese, English, French, Russian
and Spanish**

6 Pillars of Action



Mainstreaming tourism in the global agenda: Tourism is a driver of growth and development and needs to be included as a priority in national and international economic and development policies. Creating a level playing field for the sector is important to develop and prosper.



Promoting sustainable tourism development: Supporting policies and practices, above all policies which make optimal use of environmental resources, respect the socio-cultural identity and authenticity of host communities, and provide socio-economic benefits for all.



Fostering knowledge, education and capacity building: Helping Members States to assess and address their needs in tourism education and training, as well as providing networks for knowledge creation and exchange.



Improving tourism competitiveness: Making the sector more competitive through knowledge creation and exchange, human resources development and the promotion of excellence in areas such as policy planning, sustainable tourism development, marketing and promotion, product development and risk and crisis management.



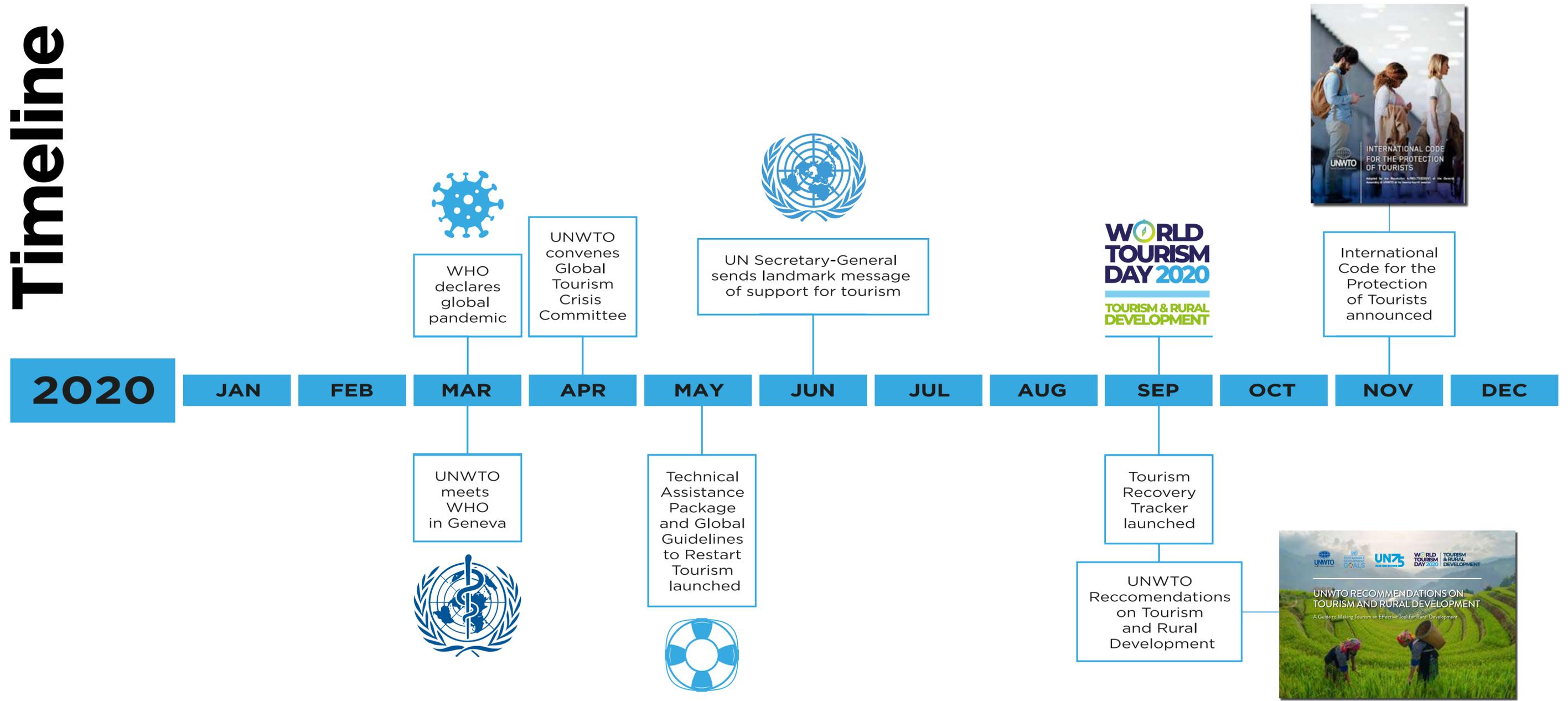
Advancing tourism's contribution to poverty reduction and development: Maximizing the sector's contribution to achieving the SDGs and promoting the inclusion of tourism in the wider development agenda.



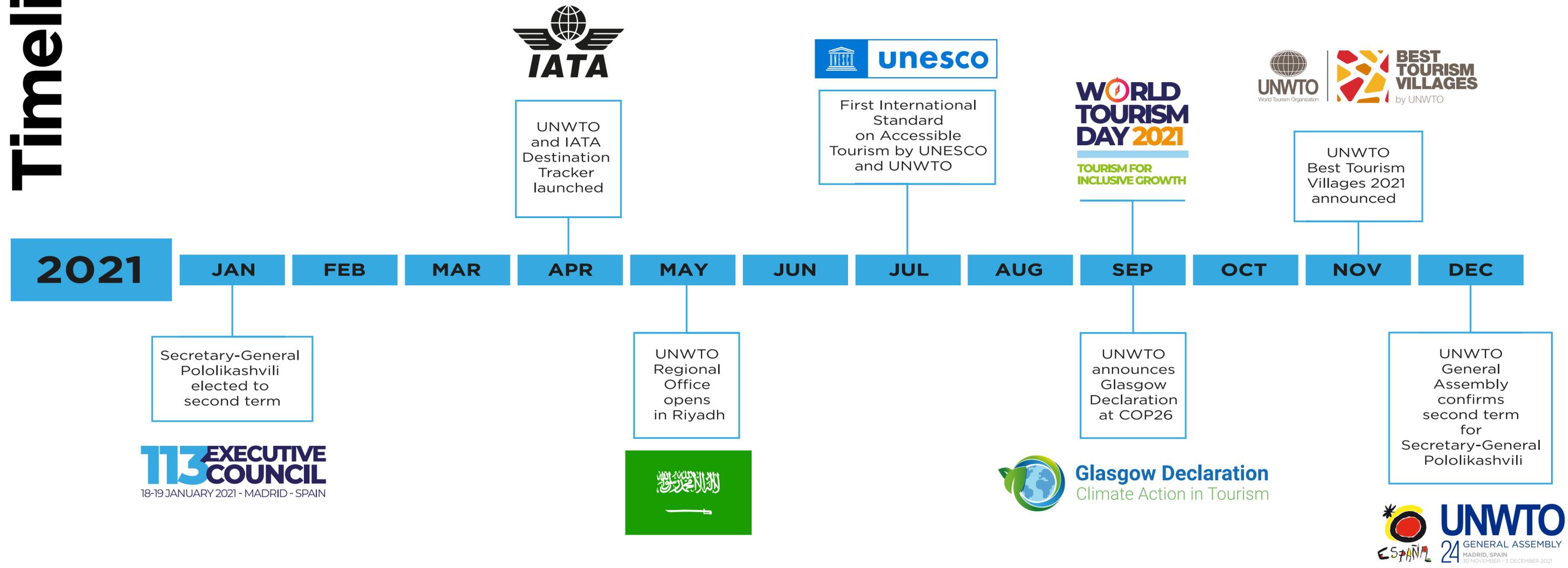
Building partnerships: Engaging with the private sector, regional and local tourism organizations, academia and research institutions, civil society, and the UN system.



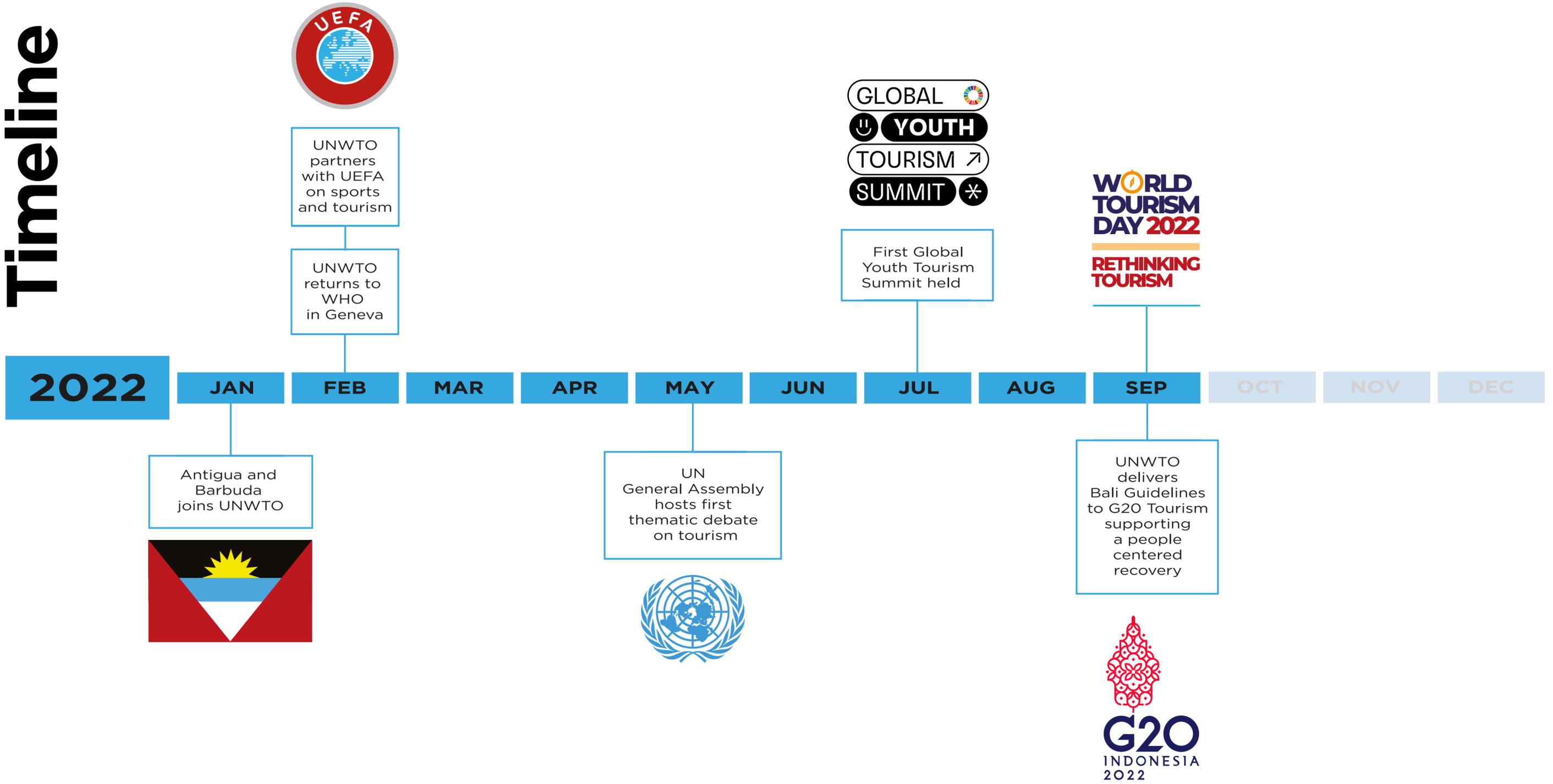
Timeline



Timeline



Timeline



PART III



From Crisis to Transformation

Tourism arrival numbers show just how devastating the pandemic was for the sector. But they don't tell the whole story. Within the space of two years since March 2020, the global tourism sector was first brought to a standstill before being reimagined and restarted on the back of a coordinated effort spearheaded by UNWTO.



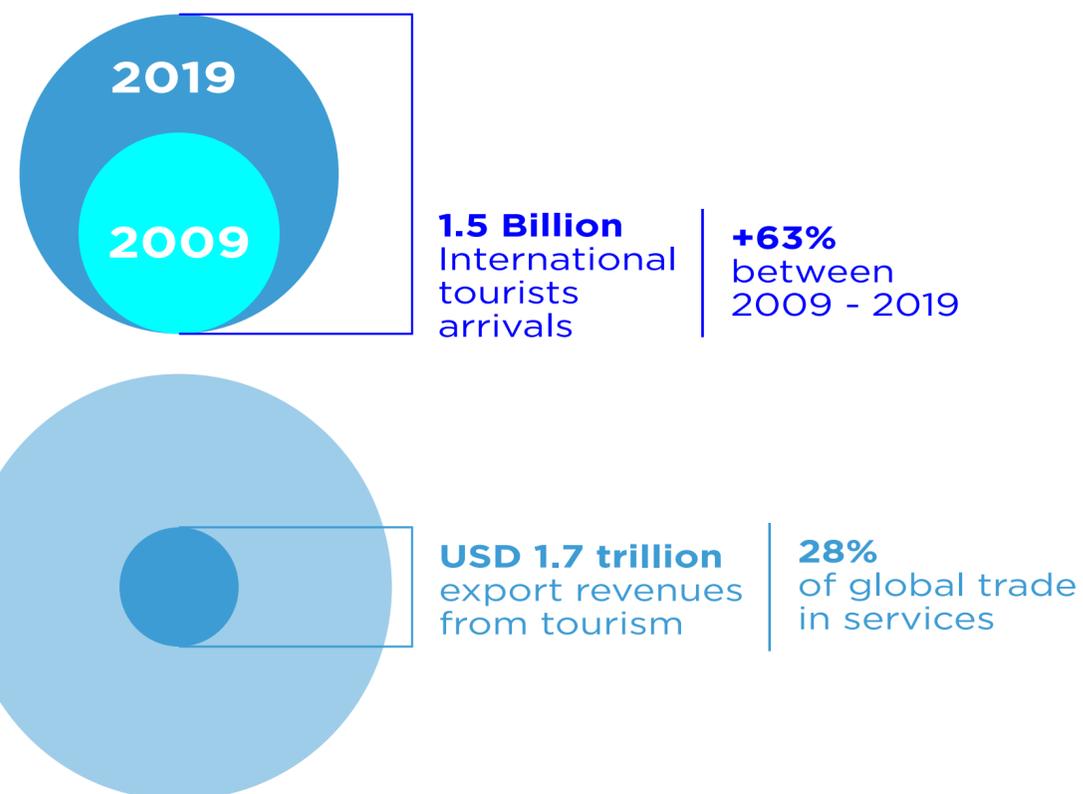
Before the Shock: A Decade of Growth

In 2019, global international tourist arrivals reached 1.5 billion a year on the back of a decade of uninterrupted growth. Arrivals rose by an average of 5% per year between 2009 and 2019, or by an aggregate level of as much as 63%.

Hand-in-hand with such growth, tourism became one of the world's major socio-economic sectors. In 2019 export revenues from tourism amounted to USD 1.7 trillion, equivalent to 28% of global trade in services and 7% of overall exports of goods and services. The direct economic contribution of tourism amounted to USD 3.5 trillion in 2019 or 4% of global GDP.¹

Tourism had also become established as a key pillar of not just economic growth but of social opportunity. Guided by UNWTO, tourism had grown to be an essential pillar of sustainable development, recognized for its unique ability to generate opportunity for all and help provide solutions to some of the biggest problems.

1. [UNWTO World Tourism Barometer, January 2020](#)



COVID-19: Facing up to an Unprecedented Crisis

Tourism was hit hard by the COVID-19 pandemic. Almost overnight, international travel came to a near-complete standstill, grounding tourists and cutting off the lifeline the sector offers to developing nations as well as to communities, businesses and workers everywhere.

Reflecting the immediate impacts of the crisis, UNWTO's efforts were focused on the following priorities:

- 1. Creating a holistic and relevant coordination mechanism** that would ensure an effective understanding of the crisis and then effective action plans, namely through supporting global efforts in curbing the spread of the pandemic while also supporting the millions of livelihoods dependent on tourism
- 2. Providing guidance to countries on policy measures to sustain jobs and mitigate the immediate impact of the crisis.** UNWTO provided a set of 23 actionable recommendations and called for financial and political support for recovery measures targeting the tourism sector.² UNWTO also called for recovery measures and incentives to be planned and implemented in coordination with international development and donor organizations; and tourism support to be included in the wider recovery plans and actions of affected economies.
- 3. Providing trusted data and guidance:** To assess the true impact of the crisis through reliable and up to date intelligence. For both governments and businesses, UNWTO became the go-to source of information, informing policy and guiding decisions.

². ["Supporting Jobs and Economies Through Travel and Tourism": A Call to Action](#)



96%

Global destinations
with travel restrictions
in place in April 2022

**50
million**

tourism jobs lost
2020

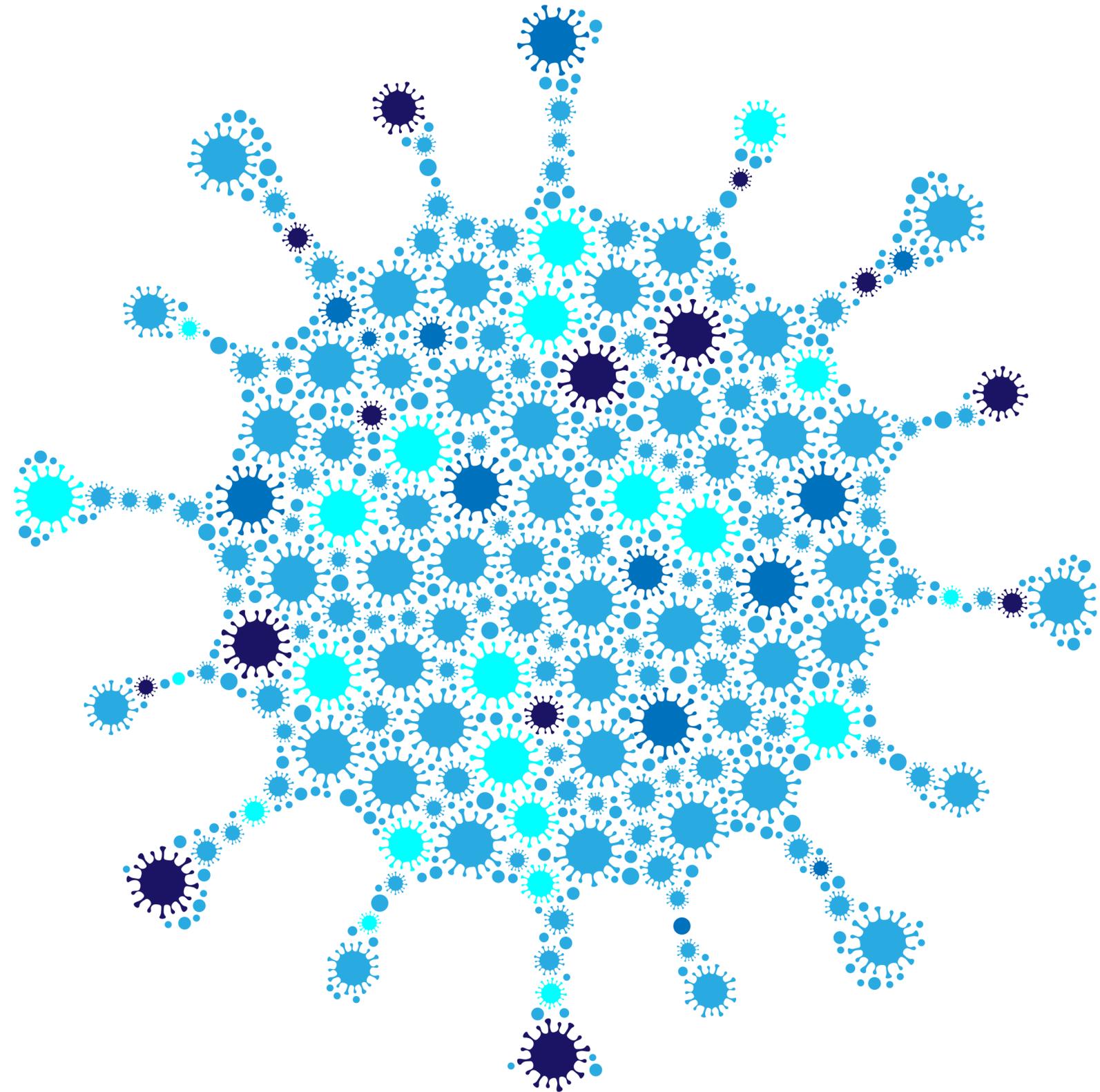
**US\$4
trillion**

accumulated
direct tourism GDP loss 2020-2021

Global arrivals still

43%
below

pre-pandemic levels
(January-July 2022)



UNWTO Global Tourism Crisis Committee

On 11 March 2020, the World Health Organization (WHO) officially declared the COVID-19 outbreak a pandemic.³ UNWTO's response was swift and decisive. The first meeting of the Global Tourism Crisis Committee in April brought the broad and diverse sector around a single table. Restoring consumer confidence, advancing safe mobility and establishing safety at destinations the Committee's most immediate priorities.⁴

Members were drawn from all world regions, including government Ministers, leaders and key representatives of International Organizations and UN agencies and from tourism's private sector. Such high-level support, both within national governments and international organizations, has been vital moving forwards. The Committee's cross-cutting composition reflects not only UNWTO's unique influence and status as a part of the United Nations but also tourism's importance for every global region and the sector's cross-cutting nature.

“The Global crisis committee will adopt a recovery plan and find solutions to the challenge. United we can create a concrete plan and execute it with our member states. The Tourism Community will need strong and right communication to accelerate tourism recovery and we hope partners like CNN will be there to support it.”

Zurab Pololikashvili,⁵
UNWTO Secretary-General

3. [World Health Organization, 11 March 2020](#)

4. [UN Tourism News, April 2020](#)

5. [CNN: “Quest Means Business”, 20 March, 2020](#)



Building Trust: Promoting Safe and Ethical Tourism

Against the backdrop of unprecedented crisis, restarting tourism and restoring the lifeline the sector offers for millions of people was of urgent importance. But UNWTO recognized that short-term recovery must not come at the expense of long-term goals to build a fairer sector. Furthermore, the pause in travel represented a chance to restart better and kickstart the emergence of a more ethical type of tourism.

While both governments and UNWTO prioritized safety and public health, the attention of the World Committee on Tourism Ethics (WCTE) was drawn on some of the measures planned or already in place such as travel restrictions, quarantine conditions, COVID-free labels, and immunity passports or certificates.

The WCTE recognized that, while such measures may be based on public health concerns, they nevertheless should abide by ethical principles, and in particular those that appear in the UNWTO Global Code of Ethics for Tourism⁶ and the UNWTO Framework Convention on Tourism Ethics⁷, namely:

1. Non-discrimination and equity
2. Accessibility
3. Tourist and consumer protection
4. Protection of data privacy
5. Protection of the right to an informed decision
6. Workers' rights and social protection

As the sector faced up to an unprecedented challenge the WCTE stressed the need for tourism workers be guaranteed a safe and healthy workplace in line with the specific recommendations issued by the International Labour Organization (ILO) for a safe return to work.⁸

The Committee analyzed the steps being taken by businesses and trade associations to mitigate the impact of the pandemic. Studying the actions taken by Private Sector Commitment to the Global Code of Ethics for Tourism in 25 countries, the research revealed that, in spite of staff furloughs, employers across the sector stepped up their support for workers and for communities.⁹

6. [UNWTO Global Code of Ethics in Tourism](#)

7. [UNWTO Framework Convention on Tourism Ethics](#)

8. [Global Tourism Crisis Committee meetings, March 2020-April 2021.](#)

9. [Private Sector Signatories to the Global Code of Ethics for Tourism](#)

Establishing a New Narrative



Recognizing the critical role of the media in the promotion of sustainable tourism and the restart of travel in a safe manner, UNWTO renewed and established new strategic partnerships to drive the tourism restart agenda.

Any crisis puts relationships to the test and the pandemic was no different. CNN International has been a long-time ally of UNWTO and COVID-19 brought the two organizations even closer. After partnering already in May 2020 in asking the world to be patient, responsible and to #Travel Tomorrow, UNWTO and CNN teamed up again to celebrate the transformative power being unleashed as the restart of tourism got underway.¹⁰ Again broadcasted on CNN International and reaching hundreds of millions of viewers, the #Restart Tourism campaign harnessed the influence and credibility of CNN and further established UNWTO as the global voice of the sector.¹¹

Tourism's challenges did not stop its growing recognition across the media landscape. In May 2021, UNWTO signed an agreement with another international broadcaster Euronews again with the aim of raising public awareness around the heightened economic, development, social and cultural relevance of the sector.

"We are excited to work with UNWTO to offer our viewers a closer relationship with this important sector and to offer our partners in tourism a trusted platform to share inspirational stories with the world." Euronews' CEO Michael Peters.

The fact that Euronews launched its travel vertical at the height of the pandemic, on October 2020, is proof of tourism's heightened recognition and its importance to recovery and economic development.¹³ Since then, UNWTO has been a key source of tourism intelligence to support Euronews' editorial commitment to the sector.

At the same time, UNWTO continued its partnership drive and signed a Memorandum of Understanding with Nigeria's Channels TV to educate and inform its millions of viewers across the English-speaking nations of Africa about the importance of tourism.

"This is like the icing on the cake for us. Considering the fact that we have to reset the button for tourism around the world, that global tourism has taken a hit, you can rest assured that you have a very good partner in Channels TV." Group Chairman of Channels TV John Momoh.¹⁴

10. [CNN International, "Travel Tomorrow", 28 May 2020](#)

11. [UNWTO and CNN Partner for Global Campaign](#)

12. [UNWTO and Euronews Partner to Highlight the Relevance of Tourism](#)

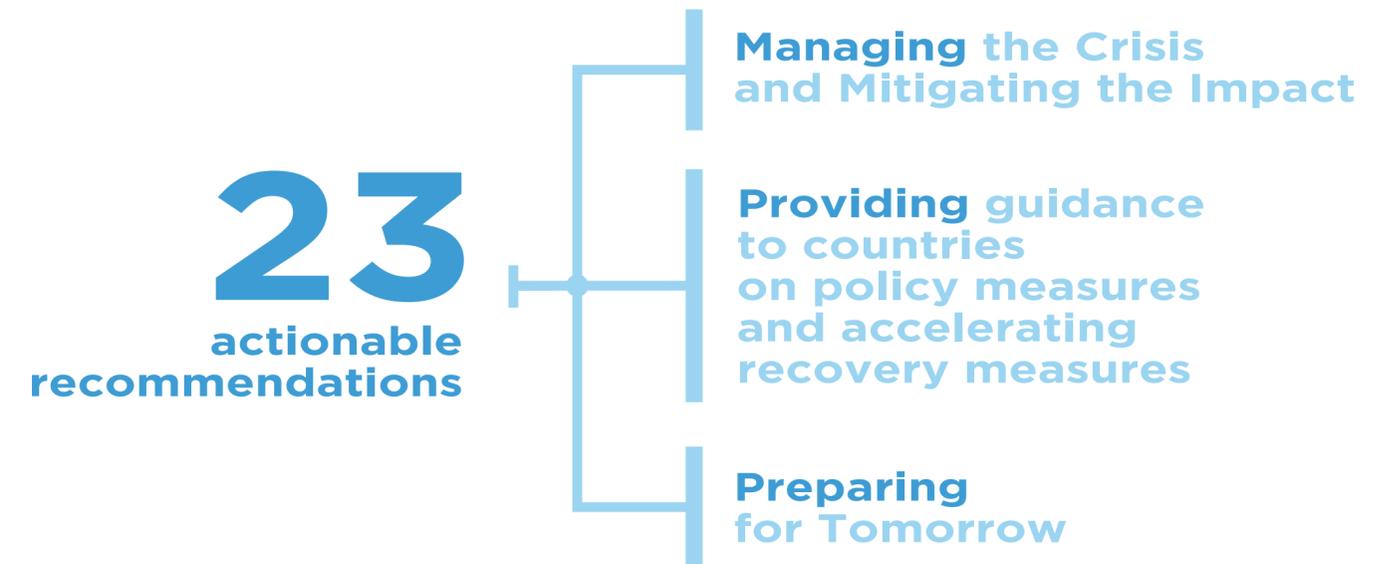
13. [Euronews Travel](#)

14. ["Why the Gathering in Abidjan Was More Than Mere Tourism Celebrations", Voyages Afrique, 10 November 2021](#)

Policy Guidance to Lead Response and Recovery

The scale of the challenge confronting the tourism sector has at every stage required agile leadership to guide recovery. UNWTO works closely with its Members to deliver just this, in the shape of policy recommendations and technical assistance, addressing both short-term crisis management and longer-term recovery, growth and transformation.

UNWTO's Recommendations for Recovery highlight the steps for governments and other authorities to take to help mitigate the impact of the pandemic on the sector and to lay the foundations for recovery. These were complemented by engaging with innovators across the world through a series of innovation challenges and competitions aimed at identifying new ideas to help tourism return to sustainable growth. The guide provides 23 actionable recommendations, divided into three key areas: Managing the Crisis and Mitigating the Impact, Providing guidance to countries on policy measures and accelerating recovery measures; and ¹⁵ Alongside this, the Tourism Recovery Technical Assistance Package offers a set of guidelines to help the tourism sector emerge stronger and more sustainably from the crisis.¹⁶



15. [“Supporting Jobs and Economies Through Travel and Tourism”: A Call to Action](#)

16. [UNWTO COVID-19 Tourism Recovery Technical Assistance Package](#)

Putting People First! Supporting Jobs and Skills



Tourism is the ultimate person-to-person sector. From the start of the pandemic, UNWTO stressed the importance of safeguarding livelihoods and small businesses, while also looking to the future and seizing the opportunity to step up efforts to allow even more people to benefit, through jobs, education or professional development.

UNWTO prioritises education, training, and research. Member States need people with the skills and experience to meet current and future market demands and, ultimately, enhances the competitiveness and sustainability of tourism destinations. Tourism education programmes are now reaching unprecedented numbers of people. In the 18 months from March 2020, they welcomed more than 20,000 students from 100 countries. Through partnerships with the world's top five institutions in tourism and hospitality (IE University, Les Roches, Glion Institute of Higher Education, École Ducasse and the Swiss Education Group) UNWTO now offers 19 online courses in Spanish, English and Arabic - a true "online university of universities".¹⁷

IE University and Sommet Education have also partnered with UNWTO to accelerate the Tourism Online Academy, incorporating courses on various areas of tourism management and hospitality.¹⁸ By the end of 2022, they will have attracted around 10,000 registered users. Throughout 2021 and 2022, even more prestigious universities from around the world have joined up to offer their expertise and be part of the sector's future.

Meanwhile, UNWTO and Google have partnered for an online Acceleration Program for UNWTO Member States' tourism ministers, top travel associations and tourism boards.¹⁹ The first sessions were hosted by Egypt, Saudi Arabia and the United Arab Emirates²⁰ and then by South Africa,²¹ with training designed to help destinations attract visitors and better manage their tourism sectors as well as benefitting from better insights into data collection, analysis and management.

To strengthen and develop the capacities and competencies of tourism professionals in their fields, as well as to share knowledge and tools in a practical and interactive mode, UNWTO rolled out its Executive Education Initiatives facilitated by international experts, partner organizations, UNWTO.TedQual certified Institutions, and co-organised with Tourism National Administrations and Organizations from UNWTO Member States.²²

Then, to support jobs, UNWTO launched the Jobs Factory, powered by Hosco, the global hospitality network. This innovative platform is designed to connect talent with employers across the sector. The platform also helps tourism businesses and organizations to find and recruit the best talent.²³

17. [UNWTO: "Supporting Jobs and Economies through Travel and Tourism"](#)

18. [UNWTO Tourism Online Academy](#)

19. [UNWTO and Google Acceleration Programme](#)

20. ["Travel Insights for Recovery": First UNWTO and Google Acceleration Programme](#)

21. [Second UNWTO and Google Acceleration Programme](#)

22. [UNWTO.TEDQUAL: Quality Assurance for Tourism Education, Training and Research Programmes](#)

23. ["UNWTO Jobs Factory Powered by HOSCO" Launched to Kickstart Tourism Jobs Recovery](#)

How Did Tourism Do? UNWTO Data and Market Intelligence for Policy Action



Data is an essential resource for the measurement and management of any economic activity. And tourism is no exception. UNWTO has further established itself as the UN's provider of official tourism data, trusted by international organizations, governments and businesses everywhere.²⁴

From the outbreak of the pandemic, UNWTO scaled up its monitoring of the sector, focusing on the impact on international tourism arrivals and receipts, increasing the frequency of the UNWTO World Tourism Barometer,²⁵ launching the UNWTO Tourism Data Dashboard, and creating the COVID-19 Related Travel Restrictions Reports. These reports provide data insights and analysis on key indicators for inbound and outbound tourism at the global, regional, and national levels.²⁶

UNWTO also launched the Online Policy Tracker, a public dashboard covering 220 countries and territories as well as more than 30 international and regional institutions. And as growing numbers of countries around the world started adapting to the new reality and easing restrictions on travel, UNWTO's Tourism Recovery Tracker²⁷ was a further innovation to meet the evolving situation and revive global tourism. The most comprehensive tourism dashboard to date, the Tracker is the result of a partnership between international organizations and

the private sector. Available for free, it covers key tourism performance indicators by month, regions and subregions allowing for a real time comparison of the sector's recovery across different regions and industries.

As travellers and the tourism sector found themselves confronted with ever changing health and country requirements of entry, the strategic partnership between UNWTO and the International Air Transport Association (IATA) produced a Destination Tracker - a free online tool for governments to provide information on requirements for travel and the measures in place at the destination.²⁸

This same data will then inform and guide tourism's restart and transformation over the years ahead while also helping to build greater resilience across the sector. For example, UNWTO's work with the global telecommunications provider Telefonica of Spain is making clear the potential of Big Data and Artificial Intelligence across the tourism sector to help destinations better understand tourist behaviour, allowing them to market their products more effectively. At the same time, UNWTO's insights help inform policy and decision making for both governments and businesses.

24. [UNWTO: Statistics](#)

25. [UNWTO World Tourism Barometer](#)

26. [UNWTO Data Dashboard](#)

27. [UNWTO Tourism Recovery Tracker](#)

28. [UNWTO/IATA Data Tracker](#)

2022: Recovery Accelerates

The end of the peak season for tourism in the Northern Hemisphere, as well as the easing of restrictions in other global regions, provided an opportunity to take stock of the sector's return.

International arrivals were up by **172% for the period January-July 2022 when compared to 2021**, with positive numbers from every global region:





Putting Data to Work

Used properly, data can guide effective decision making, both for short-term recovery and longer-term strategic growth. Thanks to UNWTO's insights, even more Member States, businesses and destinations have the tools they need to develop and deliver effective tourism policy. Through joint initiatives at both national and regional levels, and with both public and private sector partners, UNWTO is ensuring that the transformation of tourism is underpinned by trusted data and guided by expert insights.

To this end, UNWTO and the Asian Development Bank (ADB) launched a joint report on the use of big data for better tourism planning and management.²⁹ The report addresses some of the key challenges standing in the way of fully realizing the potential of big data and digitalization for better tourism policy. These include ongoing concerns over privacy, skills gaps, data reliability, inadequate governance and infrastructure, the digital divide, accessibility barriers. As of September 2022, over 30 countries in Europe have signed up to share knowledge and best practices with the objective of enhancing tourism competitiveness and supporting the recovery of the sector across the region.

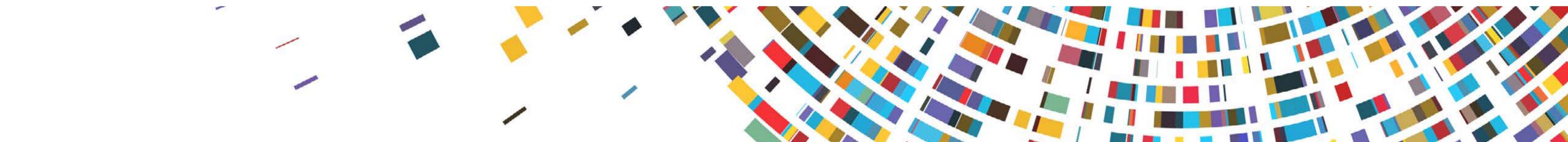
The DataLab network, led by UNWTO and the European Travel Commission (ETC) provides a unique platform for sharing best practices, including know-how on data management and analytics.³⁰ Users are able to share knowledge on the identification of relevant data sources, the use of big data, and the implementation of market intelligence systems. Europe's National Tourism Organizations (NTOs), National Tourism Administrations (NTAs) and other relevant partners are all eligible to be part of the DataLab, and representatives from more than 30 countries signed up to be part of the first stage.

Finally, UNWTO's [partnership with leading digital travel platform Expedia](#) has seen both parties share data on tourism trends and developments, both at the global and the local scale.³¹ This helped inform decision-making, producing data-based policies aimed a tourism's sustainable recovery and future development.

29. ["Big Data for Better Tourism Policy Management and Sustainable Recovery from COVID-19"](#)

30. [UNWTO and ETC DataLab to Power European Tourism Forward](#)

31. [UNWTO and Expedia Group to Share Data and Insights to Guide Tourism Recovery](#)



PARTRIV



Seizing the Opportunity to Accelerate Transformation

UNWTO works to identify the challenges standing in the way of tourism's restart as well as the key opportunities to return stronger and better. Building on the progress made before the pandemic hit, UNWTO-led initiatives have helped to restore trust in travel while working alongside businesses and destinations to embrace the power of innovation and digital.



Investing in the Future



Big ideas require strong backing. To deliver on its enormous potential, tourism requires the appropriate levels of properly targeted investment. For this reason, UNWTO serves as the bridge between tourism and investors, making clear that the sector will deliver big dividends, both social and economic.

The European Bank for Reconstruction and Development (EBRD) joined forces with UNWTO to boost the recovery of the tourism sector across the 38 economies where the Bank invests. The EBRD committed all its activity in 2020-21 to helping its region counter the economic impact of the coronavirus pandemic, with investments reaching close to €21 billion. The Bank targeted all sectors of the economy, including tourism and hospitality, which were particularly affected by the pandemic.³²

The EBRD and UNWTO continue to advance joint work on driving sustainable recovery, to accelerate the transfer of climate finance and to make green technologies more accessible for the tourism sector worldwide through the Bank's online shopping-style platform Green Technology Selector, which can complement existing UNWTO's online resource efficiency tools such as Hotel Energy Solutions (HES) or the ambitious Nearly Zero Energy Hotels (neZEH).³³

Similarly delivering targeted support across a whole region, UNWTO partnered with the Asian Development Bank (ADB) partnered with UNWTO to lead a conversation on what the pandemic's impact on global tourism means for development across the Asia-Pacific

region. Held as part of the World Trade Organization's Aid-for-Trade Stocktaking Event, the special session brought key sector representatives together to assess how the sector can be transformed to drive recovery and build sustainability.³⁴

At the global level, UNWTO joined Tourism Ministers from the G20 nations³⁵ as well as leaders from the OECD (Organisation for Economic Co-operation and Development) in October 2020 to call for strong and urgent action across three fronts to sustain millions of livelihoods. Similarly, the International Trade Centre (ITC) and UNWTO are collaborating continue to work together to provide technical assistance for project focused on sustainable tourism governance and marketing and promotion.³⁶

This determination to put tourism on a new, better path meant UNWTO ensured the power of tourism was a part of the conversation of the world's largest voluntary corporate sustainability initiative, UN Global Compact Leaders Summit. The UNGC event gathered 20,000 global leaders from 180 countries to discuss how business can support countries and communities around the world.³⁷

32. [EBRD and UNWTO Partner to Support Tourism Recovery](#)

33. [UNWTO Supports EBRD's Web Tool for Green Technologies](#)

34. [Tourism's Recovery Strategies Highlighted at WTO's "Aid for Trade" Event](#)

35. [G20 Tourism Leaders Commit to Intensify Efforts Towards a Sustainable Recovery](#)

36. [UNWTO and ITC Collaborate to Strengthen Coastal Tourism in Liberia](#)

37. [UNWTO Builds Key Corporate Partnerships at UNGC Leaders Summit](#)

Tourism's Voice at the United Nations



The efforts of UNWTO are being rewarded at the highest level, from Heads of State to landmark support from Secretary-General of the United Nations António Guterres, who has underscored the sector's ability to lead economic growth and recognizing UNWTO's leadership stating how "tourism can be a platform for overcoming the pandemic".

In June 2020, at a time when 96% of world destinations had imposed travel restrictions, Secretary-General Guterres sent an unprecedented message in support of tourism, highlighting the sector's role in advancing the 2030 Agenda for Sustainable Development and in protecting the most vulnerable members of our societies.³⁸

In August of 2020, as part of the wider UN response to COVID-19, the UN Secretary-General released the "[COVID-19 and Transforming Tourism](#)" Policy Brief on the impact the pandemic has had on tourism. With UNWTO as its lead author, the Policy Brief notes that women, youth, and workers in the informal economy are most at risk from job losses and business closures across the tourism sector. At the same time, destinations most reliant on tourism for jobs and economic growth, including Small Island Developing States (SIDS) and Least Developed Countries (LDCs) are likely to be hardest hit, including through an anticipated fall in foreign direct investment (FDI).³⁹

In addition to calling for strong support for the sector in mitigating these massive impacts, the Brief stresses that the crisis represents an opportunity to rethink tourism, including how it contributes to the SDGs. The Policy Brief provides Five Priorities for the restart of tourism all aimed at ensuring a more resilient, inclusive and carbon neutral sector. These priorities are:

- 1.** Mitigate socio-economic impacts on livelihoods, particularly women's employment and economic security.
- 2.** Boost competitiveness and build resilience, including through economic diversification and encouragement of MSMEs.
- 3.** Advance innovation and digital transformation of tourism
- 4.** Foster sustainability and green growth
- 5.** Enhanced focus on coordination, and responsible leadership

Alongside UNWTO, 11 other United Nations agencies contributed to the Policy Brief, highlighting the sector's unique importance and outreach.

38. [United Nations: Press and Media Coverage, 11 June 2020](#)

39. UN Sustainable Development Group. Policy Brief: [COVID-19 and Transforming Tourism](#)

Tourism on the UN Agenda

Tourism's crucial role in the recovery of national economies and global trade has been further highlighted in the 2022 edition of the World Economic Situation and Prospects (WESP) report by the United Nations. Drawing on data from UNWTO, WESP underlines the sector's importance for the world economy and particularly for developing economies, including Small Island Developing States (SIDS).⁴⁰

In May 2020, the United Nations General Assembly for the first time ever dedicated a session on tourism and its pivotal role in inclusive recovery and growth. As the first UNWTO Secretary-General to address the UN General Assembly, Zurab Pololikashvili stressed that “now is the time to build resilient and peaceful societies and tourism can help make this happen. Tourism is a leading provider of opportunities because it is based on people, builds bridges, and helps create a better tomorrow for people everywhere.”⁴¹

“We face a critical opportunity to not only reboot tourism, but to transform it to make it more resilient, more sustainable and more responsible”

His Excellency Abdulla Shahid,
76th President of the UN General Assembly

40. [United Nations World Economic Situation and Prospects Report, 2022](#)

41. [UNWTO Brings Tourism for Transformation to UN General Assembly](#)



Working with Sister UN Agencies

UNWTO is a proud part of the United Nations and is tourism's voice on the global stage. The partnerships and cooperation with other UN institutions, and its place within the wider UN system have never been stronger or more relevant.

From the start of 2020 onwards, UNWTO has strengthened long-standing partnerships with its sister UN agencies while also establishing new ones. From health to culture, and from gender equality to workers' rights, UNWTO's partnerships ensures tourism is part of work of the wider UN mission:

“No doubt tourism can be a very important part of the post pandemic recovery. The partnership between UNWTO and UNCTAD can provide many of the instruments and support that this important sector needs for this recovery to be inclusive, to be sustainable and to be dynamic.”

Rebeca Grynspan,

Secretary-General, the United Nations Conference on Trade and Development (UNCTAD).





“Strong collaboration between the health and tourism sectors must continue. That includes protecting the health and safety of people working in tourism as well as travelers. The **World Health Organization (WHO)** is committed to working with the tourism sector to drive the global recovery and to build a healthier, safer, fairer and more sustainable future.” Dr Tedros Adhanom Ghebreyesus, WHO Director-General’

Since the beginning of the pandemic, WHO and UNWTO have been committed to working together, in close consultation with other partners to assist States in ensuring that health measures are implemented in ways that minimize unnecessary interference with international tourism.

Both UN Agencies have kept regular coordination since the outbreak of the pandemic. WHO has participated in the Global Tourism Crisis Committee, created in March 2020 to guide the tourism sector and formulate a sector-wide response to the unprecedented challenge of the COVID-19 pandemic and restart tourism with data-driven decisions based on scientific evidence.⁴²

“When it comes to stopping the spread of new virus variants, blanket travel restrictions are simply counterproductive.⁴³ In fact, by cutting the lifeline of tourism, these restrictions do more harm than good, especially in destinations reliant on international tourists for jobs, economic wellbeing and sustainable change.” Joint statement on restrictions on travel by UNWTO & WHO.⁴⁴

In July 2022, UNWTO and WHO announced that they will work together to strengthen ties between tourism and public health in Europe’s smallest states. Recognizing the need to learn from the lessons of the crisis, the two UN agencies will further develop their collaboration and strengthen cooperation.

The “Montenegro Statement” around the theme “Towards better health and well-being in small countries of the WHO European Region” recognizes that health and tourism are deeply interconnected in the globalized world, and the reopening of travel and tourism is crucial for economic recovery, jobs and livelihoods in small countries.⁴⁵ It highlights that cooperation and collaboration are required and supports the creation of a coalition of partners on health and tourism, jointly coordinated by the WHO Regional Office for Europe and the UNWTO to elaborate the evidence for policy measures and facilitate country dialogue.

42. [UNWTO Returns To Geneva As World Begins To Open Up](#)

43. [“Blanket Travel Restrictions Don’t Work”: WHO and UNWTO](#)

44. [UNWTO and WHO: Travel Measures Should be Based on Risk Assessment](#)

45. [UNWTO and WHO to Build Coalition of Health and Tourism Partners](#)



Tourism and culture have always been inseparable. The shared values and close ties between tourism and culture stakeholders means both sectors can work together to ensure inclusive access to heritage, as countries around the world recover from the pandemic.⁴⁶

At the early stages of the pandemic, more than 80% of **United Nations Educational, Scientific and Cultural Organization (UNESCO)** World Heritage Sites closed, seriously jeopardizing the livelihoods of millions of cultural professionals.⁴⁷ Culture proved indispensable, and the demand for virtual access to museums, heritage sites, theatres and performances reached unprecedented levels. During this digital transition, tourism and culture forged alliances with tech companies and the private sector to improve access to capacity building programs on culture and sustainable tourism, available online.

UNWTO and UNESCO have partnered to promote tourism development as a tool for safeguarding culture, contributing to sustainable cities and the use of technology to facilitate access for all. In 2021, both UN Organizations collaborated to produce a set of new guidelines “UNWTO Inclusive Recovery Guide, Issue 2: Cultural Tourism” focusing on the responsible restart of cultural tourism”.⁴⁸ The publication analyses the impact of the pandemic on their respective sectors. This includes how lost revenues are severely impacting communities, heritage sites, cultural events, spaces and institutions, while also weakening destinations’ competitiveness and market differentiation.

The collaboration between UNWTO and the **Food and Agriculture Organization of the United Nations (FAO)** includes shared goals relating to the sustainable and responsible growth of rural tourism, such as encouraging entrepreneurship within rural communities, particularly among youth and women, with the aim of providing them with access to both local and global markets for their products. Other priorities include fostering education and skills to provide communities with opportunities within the tourism sector.

UNWTO and FAO signed a first Memorandum of Understanding during the pandemic, establishing a strong new partnership that will deliver for rural communities and mountain destinations, while emphasizing the vital links between sustainable tourism and sustainable food production and consumption.⁴⁹

46. [Harnessing The Power Of Culture And Creativity In Tourism Recovery](#)

47. [UNESCO: COVID-19 Initiatives](#)

48. [UNWTO Inclusive Recovery Guide, Issue 2](#)

49. [FAO Teams up with UNWTO to Boost Sustainable Rural Tourism](#)



Tourism and air travel are essential pillars of growth and opportunity. UNWTO and the **International Civil Aviation Organization (ICAO)** have agreed to strengthen their partnership with the aim of supporting the safe restart of tourism and accelerating the two sectors' shift towards greater resilience and sustainability.⁵⁰

ICAO has been an essential part of UNWTO's Global Tourism Crisis Committee and part of UNWTO's Committee for the development of an International Code for the Protection of Tourists⁵¹ as an observer, actively contributing to the drafting of the Code. UNWTO has also contributed to ICAO's COVID-19 Aviation Recovery Task Force (CART),⁵² working to identify and recommend strategic priorities and policies for countries and aviation industry operators.

ICAO Secretary-General Juan Carlos Salazar said "I wish to express ICAO's deepest gratitude to UNWTO for being such an effective partner and contributor to aviation's response and recovery efforts, including through the ICAO Council Aviation Recovery Task Force, or CART. I think our organizations have demonstrated an excellent level of solidarity and efficiency to go through this challenge and we now have a very solid foundation and some excellent motivation to guide our future collaboration".

50. [UNWTO and ICAO Partner for Aviation and Tourism Recovery and Transformation](#)

51. [International Code for the Protection of Tourists](#)

52. [Covid-19 Aviation Recovery Task Force \(CART\)](#)



UNWTO and the **United Nations Development Programme (UNDP)** have a longstanding close relationship as natural partners in fostering tourism as a viable development opportunity and helping to position tourism as a major economic driver in developing countries. The latest of these ambitious projects is "Tanzania Tourism Recovery through Digital Transformation and Local Economy Development". The project focuses on the preparation of an Integrated Tourism and Local Economic Development Strategy.⁵³

53. [UNDP and UNWTO Join Forces to Support Tourism Recovery and Local Economic Development in Tanzania](#)



The unprecedented drop in international tourist arrivals as a result of the covid-19 pandemic rolled back progress made towards achieving gender equality and efforts to empower women and girls. With women making up around 54% of tourism workforce and also often concentrated in low-skilled or informal work, it meant they felt the more acutely and quicker than their male counterparts.⁵⁵

To help address the challenge, UNWTO in partnership with **UN Women** released a “Inclusive Recovery Guide for Women in Tourism”⁵⁶ on the occasion of International Women’s Day 2021. The document provided recommendations to policymakers, businesses and civil society actors in tourism for designing gender-responsive measures in response to the ongoing pandemic.

The recently published Gender Mainstreaming Guidelines for the Public Sector⁵⁷ in Tourism continue UNWTO’s work on women’s empowerment and are in line with a growing trend within tourism to address gender inequalities. The guidelines stand alongside a growing number of similar initiatives such as the Women’s Empowerment Principles (WEP’s) or the Environmental, Social and Governance (ESG) Reporting scheme. The guidelines were developed with the support of the German Federal Ministry for Economic Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and UN Women.

According to industry data, the cruise sector supports 1.2 million jobs and contributes US\$150 billion to the global economy every year. Tourism is an important sector for Small Islands States, where it sustains millions of livelihoods and brings substantial socio-economic benefits.

UNWTO and the **International Maritime Organization (IMO)** also recognize the efforts made by the industry, countries and international organizations to protect the safety, health and well-being of passengers and crew, as well as the health of the population of destination port States of cruise ships.⁵⁴

54. [UNWTO and IMO collaboration](#)

55. [UNWTO Global Report on Women in Tourism, Second Edition](#)

56. [Inclusive Recovery Guide for Women in Tourism](#)

57. [Gender Mainstreaming Guidelines for the Public Sector](#)

Advancing International Cooperation and Leadership

The 112th session of the Executive Council⁵⁸ in Tbilisi, Georgia (September 2020) was the first major in-person event involving tourism and the United Nations held since the COVID-19 was declared a pandemic. During this meeting, the Secretary-General outlined the accomplishments of the preceding 12 months. This included the provision of technical support to Members and launched the ‘Tbilisi Declaration: Actions for Sustainable Recovery’.⁵⁹ The Declaration recognized tourism as one of the worst-affected of all sectors by the pandemic and identifies the global standstill as a chance to realign the sector towards a more sustainable and inclusive future.

Addressing Council members, the UN Secretary-General Antonio Guterres reinforced the role of tourism in protecting the planet and its biodiversity:

58. [112th session of the Executive Council](#)

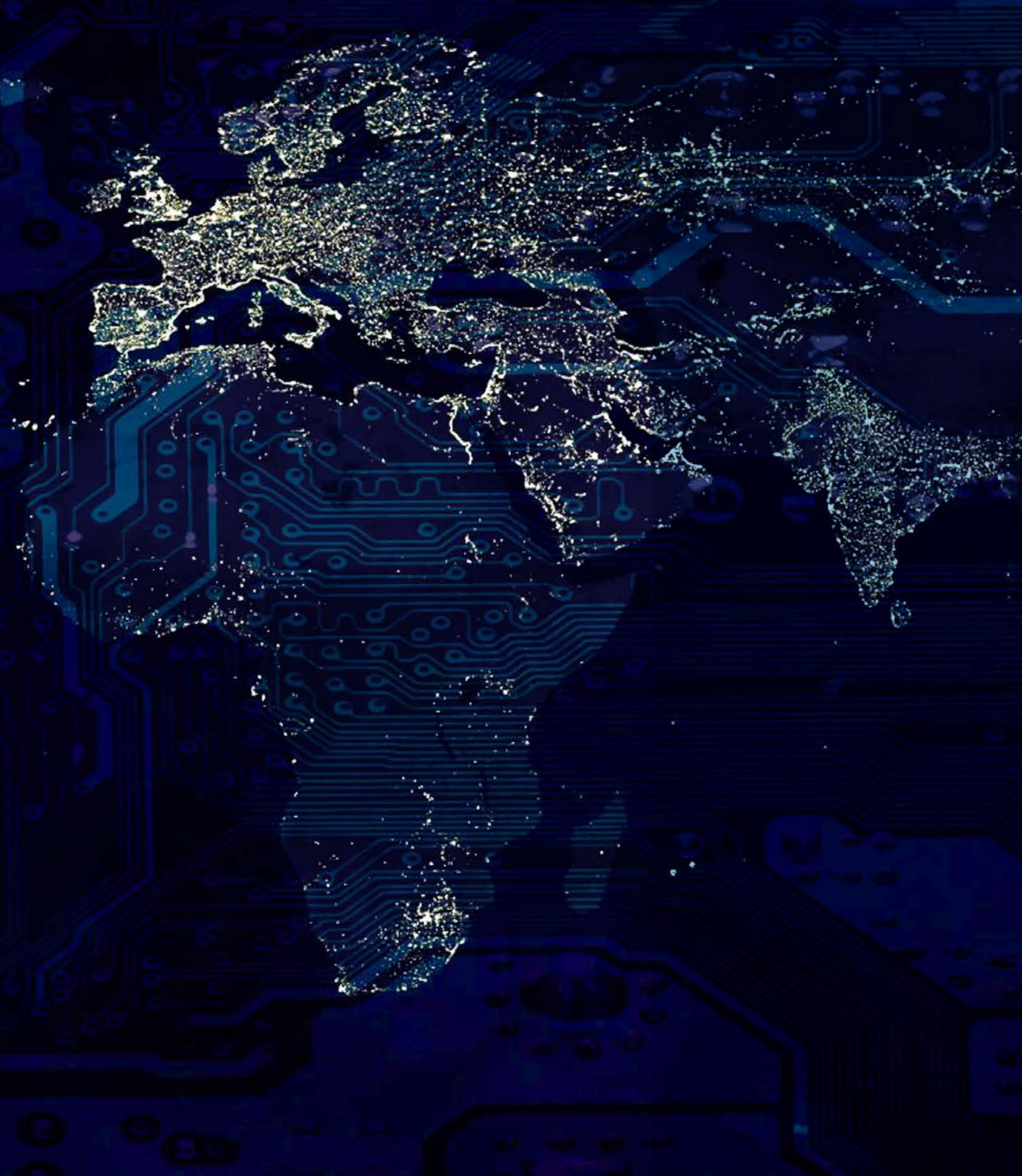
59. [Tbilisi Declaration: Actions for Sustainable Recovery](#)

“Tourism can be a force for good in our world, playing a part in protecting our planet and its biodiversity, and celebrating what makes us human, from discovering new places and cultures, to connecting with new people and experiences. This Executive Council is an important platform of collaboration to explore the way forward and to support the future of tourism on which millions of people’s livelihoods depend. The decisions you take today can help shape the future of tourism, making it more resilient and sustainable, driving green economic growth and supporting jobs.”

António Guterres

UN Secretary-General

**Delivering
for Members
in Every Region**



Agenda for Africa

The UNWTO Agenda for Africa;⁶⁰ Tourism for inclusive growth is a policy document which outlines the ten priority areas of tourism development in the African continent. Launched in 2019 with the enthusiastic support of African Members, it is a dynamic project and was notably revised to reflect the new challenges and opportunities brought by the pandemic.

“The Agenda for Africa ... aims to enhance Africa’s tourism Infrastructure, boost air connectivity, ease visa facilitation, ensure the safety and security of tourists, invest in the development of human capital development, and improve the image of Africa to the rest of the world. We celebrate Africa’s rich heritage, its people, cultural diversity, and exciting gastronomy.”

Responding to feedback from Members, UNWTO focused on working with them to establish a new narrative for African tourism. To advance the “Brand Africa” initiative, the UNWTO Inspiration Africa Branding challenge⁶¹ was launched in 2020 to realize tourism’s potential to drive recovery. The challenge formed part of a holistic approach to create a positive image of Africa as a tourism destination that supports the efforts of individual countries and companies, tells the many positive stories about Africa and makes tourism a driver of development.

UNWTO’s African Member States unanimously endorsed the Windhoek Pledge on Advocating Brand Africa,⁶² under the terms of which they will engage both public and private sector stakeholders as well as local communities to build a new, inspiring narrative for tourism across the continent.

60. [UNWTO Agenda for Africa for Inclusive Growth](#)

61. [UNWTO inspiration Africa Branding challenge](#)

62. [Windhoek Pledge on Advocating Brand Africa](#)



Americas: Stronger, Greener and More Innovative Tourism

The Americas has had one of the most notable recoveries, as Member States focused on plans for sustainable recovery and future resilience, with an emphasis on the potential of digitization and new ideas and in boosting investment in green business models.

Reflecting the dynamic nature of tourism and the sector's ability to adapt, the American Member States collaborated with international organizations such as the Inter-American Development Bank (IDB) designed to promote digital transformation and positive change. The "Beyond Tourism Innovation Challenge"⁶³ identified the best new ideas for the disruption of tourism, with a focus on sustainability and creating opportunities for all.

In May 2021, Tourism leaders in the Americas signed the Declaration of Punta Cana which sealed the commitment of regional leaders to make tourism a pillar of sustainable development and ensure an effective recovery plan post-COVID.⁶⁴

Alongside general recovery, UNWTO has also been working to ensure everyone benefits from tourism's return, including Indigenous communities across the region. Weaving the Recovery – Indigenous Women in Tourism⁶⁵ focuses on empowering Indigenous women through responsible tourism experiences and indigenous artisanship in Latin America. Through this project we enabled market access of indigenous women to tourism and conscious consumers through textiles, fair trade and community entrepreneurship. The project was named one of the 10 Most Promising Projects at The Paris Peace Forum 2020.⁶⁶

63. [Beyond Tourism Innovation Challenge](#)

64. [Declaration of Punta Cana, Dominican Republic](#)

65. [Weaving the Recovery – Indigenous Women in Tourism](#)

66. [Paris Peace Forum 2020](#)



Asia and the Pacific: Enhanced Cooperation

Asia and the Pacific was the first global region to be affected by the COVID-19 pandemic. The sudden and unexpected fall in tourist arrivals has hurt economies, put many jobs at risk and threatened the progress made in sustainable development, especially in those countries that are particularly dependent on tourism.

UNWTO has worked closely with Member States from the region to support them as they remained either fully or partially closed to international tourists.⁶⁷ Looking ahead, the importance of innovation has been placed centre-stage. In June 2022, UNWTO welcomed tourism leaders from across the region Ministerial Roundtable on Tourism Resilience through Innovation and Digitalization in Asia and the Pacific.

At the same time, UNWTO is also working with Member States to diversify their tourism sectors so as to build greater resilience and spread the benefits the sector offers more widely. In 2023, UNWTO will host a two-day Global Summit on Community-based Tourism, bringing public and private sector experts together to focus on the potential of gastronomy tourism, agro-tourism and community-based tourism for sustainable and inclusive development.⁶⁸

This commitment to embracing new trends helped make Asia and the Pacific the ideal hosts for World Tourism Day 2022, with its focus on Rethinking Tourism.

67. [UNWTO: COVID-19 Related Travel Restrictions Report](#)

68. [As Asia and the Pacific Opens Up, Leaders Look to Innovation and Resilient Tourism](#)



Europe: Leading Tourism's Restart

Tourism is a central pillar of European economies, a leading employer, and a source of opportunity for millions of people across the continent. The leaders of European Institutions have signalled their commitment to supporting tourism at this challenging time. High-level leadership and unprecedented levels of cooperation between the Institutions, governments and businesses will be needed to translate good intentions into firm actions and so help tourism lead the continent's recovery from crisis.

As European tourism shows signs of recovery, UNWTO is working with its Members in the region to turn this crisis into an opportunity for shared progress and to contribute to the global economic reactivation of the sector.

The Barcelona Call to Action was designed to become an international benchmark, establishing a framework for a new, more ethical and sustainable tourism model.⁶⁹

“From the activation of the Global Tourism Crisis Committee, and close cooperation with the WHO to the Global Guidelines for Safe Tourism Services, the UN system, and in particular Secretary-General Pololikashvili have played a key role in helping the tourism sector recover. We will continue our efforts working closely with the UNWTO and other international partners.”

Margaritis Schinas

EU Commission Vice-President

⁶⁹. [“Barcelona Call to Action” Maps Way Forward for Tourism](#)



Middle East: Innovation and Digital Transformation

The Middle East is one of the fastest-growing tourism regions of the world. Tourism is helping countries diversify their economies, creating jobs and supporting businesses at every stage of the value chain. The sector is also a leading driver of equality and opportunity across the Middle East. It is a leading employer of women, of youth and a pillar of sustainable development, including for rural communities and indigenous populations.

In May 2021, UNWTO opened a Regional Office for the Middle East,⁷⁰ advancing on its commitment to guiding the development of tourism in every global region. The office is a hub for UNWTO to coordinate policy and initiatives across 13 Member States in the region. At the same time, it hosts an expanded International Tourism Academy, the new UNWTO Tourism for Rural Development Programme with its focus on skills development and destination support, and a specialist Observatory. The “Best Tourism Villages by UNWTO”⁷¹ initiative was launched on the occasion of the opening of the Regional Office.

70. [Regional Office for the Middle East](#)

71. [Best Tourism Villages by UNWTO](#)



Harnessing the Power of the Private Sector

Bringing together over 500 companies, educational and research institutions, destinations and NGOs, the UNWTO Affiliate Members provides a space for members to engage in dialogue, share information and take further action.⁷²

The engaged participation of every part of the sector will be needed to restart tourism and drive recovery. From the onset of the crisis, tourism has led the way in adapting to the new reality and putting public health concerns first. Now, tourism needs the support of governments, international organizations and the private sector to grow back stronger and be more resilient, benefitting many millions of people and businesses worldwide. In light of this, UNWTO has continued to expand and broaden its Affiliate Members Network. For example, through welcoming Netflix on board, UNWTO will be able to showcase the importance of the sector to new audiences everywhere.⁷³

At the 24th session of the UNWTO General Assembly held in Madrid, Spain in December 2021, approval was given for the new legal framework of the Affiliate Members, which deepened the prerogatives of the board and paved the way for the strengthening of its role in the organization.

⁷² [UNWTO Affiliate Members: Working with the Private Sector](#)

⁷³ [UNWTO and Netflix Partner to Rethink Screen Tourism](#)



Towards a New Tourism Governance

Governance of the tourism sector came under the spotlight during the pandemic. The unprecedented disruption of the sector required commitments and leadership to rethink how to rebuild back better to address the deficiencies in the sector. UNWTO recognizes the importance of rethinking tourism governance at every level, while at the same time putting systems in place to restore trust in travel and so get the world moving again.



International Code for the Protection of Tourists

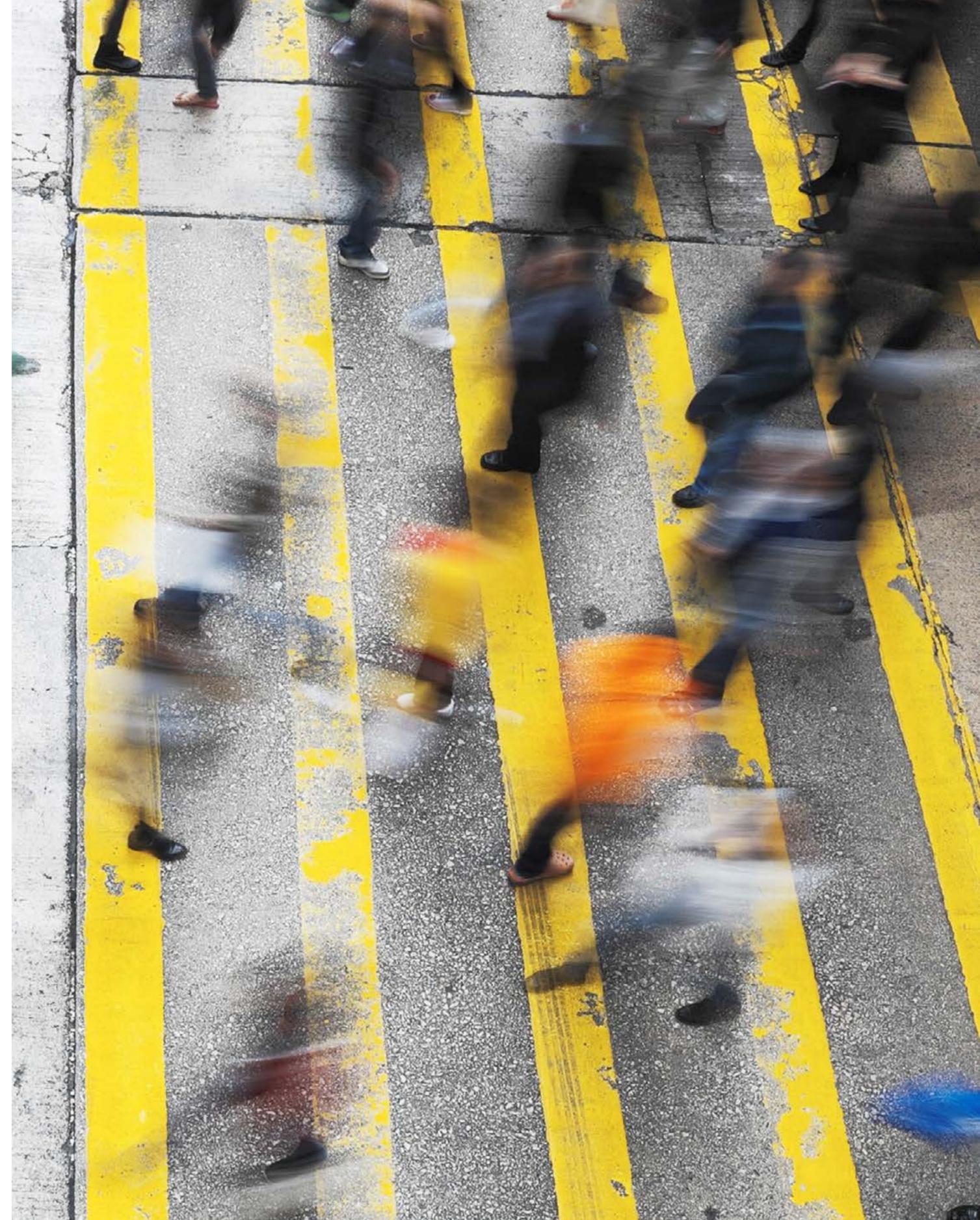
The closure of borders and the cancellation of flights with little or no notice left hundreds of thousands of tourists stranded abroad. Many tourists were left without assistance. The lack of clarity regarding obligations, duties, and responsibilities to provide care and assistance in emergency situations created great uncertainty around tourists' rights, greatly harming confidence in international travel.

As a result, UNWTO developed the International Code for the Protection of Tourists (ICPT).⁷⁴ This landmark Code provides a set of minimum international standards for the protection of tourists in emergency situations and consumer rights of tourists. Addressed to governments, public and private stakeholders, and tourists themselves, the ICPT aims at restoring consumers' confidence and making tourists feel safer and better protected. As of September 2022, four countries have adopted the Code into their tourism policies, namely Ecuador, Guinea Bissau, Moldova and Paraguay.⁷⁵

The ICPT is a voluntary instrument and features a set of mechanisms for adherence to ICPT by States, for monitoring and reporting on its application within their countries, as well as for the evaluation and interpretation of its principles and recommendations.

⁷⁴ [International Code for the Protection of Tourists \(ICPT\)](#)

⁷⁵ [International Code Informs Efforts to Boost Tourist Confidence In Americas](#)



The UNWTO Convention on Tourism Ethics

UNWTO at its 23rd session (9-13 September 2019, Saint Petersburg, Russia), adopted the proposal to convert the Global Code of Ethics for Tourism,⁷⁶ UNWTO's main policy document, into an international convention in order to reinforce its effectiveness.⁷⁷

All Member States of the UNWTO and of the United Nations are now encouraged to ratify the Framework Convention,⁷⁸ if they so wish and in accordance with their constitutional provisions and practice, therewith committing themselves to formulating policies consistent with the Ethical Principles in Tourism spelled out in the Convention. As of September 2022, four countries (Albania, Lebanon, Nigeria and Seychelles) have taken steps to adopt the Convention into their own tourism policies, while several others are on way to doing so.⁷⁹

The Global Code of Ethics for Tourism provides a set of principles for tourism development towards a more ethical approach. The Code calls on governments, the tourism sector, communities and tourists alike, to help maximize the sector's benefits while minimizing its potentially negative impact on the environment, cultural heritage and societies across the globe.

Understanding Communication Priorities

As part of ongoing shift towards the greater use of digital tools and visual storytelling to make clear the relevance and importance of tourism to economies, societies, and planet, UNWTO announced a partnership with Meta, which owns Facebook, Instagram and WhatsApp, among other leading technology and communications platforms.

The first product of this forward-looking partnership is the "Tourism Recovery Playbook",⁸⁰ designed to help destinations and business harness the power of digital and visual storytelling to reach new audiences and return to growth, launched on 9 November 2021. On the back of this, Instagram again supported UNWTO as an active participant in the first edition of the Global Youth Tourism Summit,⁸¹ and then on the sidelines of the 77th session of the UN General Assembly, showcasing the importance of storytelling in the transformation of tourism. Showcased here, the "See the World Through My Eyes" project is designed to train young people and creators around the world to become tourism ambassadors for their hometowns, and countries using Instagram's smart glasses technology, Ray-Ban Stories.

"With the innovative tools and the unrivalled reach of Instagram, we can bring UNWTO's vision for tourism as a force for good to new audiences all around the world."

Zurab Pololikashvili

UNWTO Secretary-General

76. [Global Code of Ethics for Tourism](#)

77. [The 23rd Session of the General Assembly of the World Tourism Organization](#)

78. [Framework Convention on Tourism Ethics](#)

79. [Indonesia Becomes First Signatory of UNWTO Tourism Ethics Convention](#)

80. [UNWTO And Instagram Partner To Help Destinations 'Recover And Rediscover'](#)

81. [UNWTO Global Youth Tourism Summit](#)

Tourism and the 2030 Agenda for Sustainable Development



For People, Planet and Peace



Tourism is both highly vulnerable to climate change while at the same time contributing to it. Threats to the sector are diverse, including direct and indirect impacts such as more extreme weather events, pollution, water shortages, biodiversity loss and damage to assets and attractions at destinations, among others. Accelerating climate action in tourism is therefore of utmost importance for the resilience of the sector.

The green transformation of the tourism sector is needed, not just for the planet, but also for tourism itself, for boosting competitiveness and increasing resilience.

To mark World Environment Day 2020, the One Planet Sustainable Tourism Programme, which is led by UNWTO, announced its new vision for global tourism- growing better, stronger, and balancing the needs of people, planet and prosperity. The One Planet Vision for the Responsible Recovery of the Tourism Sector⁸² is structured around six lines of action to guide responsible tourism recovery for people, planet and prosperity, namely public health, social inclusion, biodiversity conservation, climate action, circular economy and governance and finance.

UNWTO also focuses on the fight against plastic pollution while effectively facing the public health and hygiene challenges of the COVID-19 pandemic. The Global Tourism Plastics Initiative, led by UNWTO,⁸³ the United Nations Environment Programme (UNEP) and in collaboration with the Ellen MacArthur Foundation, published the Recommendations for the Tourism Sector

to Continue Taking Action on Plastic Pollution during COVID-19 Recovery⁸⁴ illustrating how reducing the plastic footprint, increasing the engagement of suppliers, working closer with waste service providers, and ensuring transparency on the actions taken, can significantly contribute to the responsible recovery of the tourism sector.

From 93 companies and organizations, a further 32 signatories were welcomed on board during 2021 and 2022,⁸⁵ among them TUI Group, Palladium Hotel Group, Sustainable Hospitality Alliance, Hostelling International, Thompson Okanagan Tourism Association and Visit Valencia. To mark the confirmation of the new signatories, UNWTO and the United Nations Environment Programme, in conjunction with the Ellen MacArthur Foundation, held a special panel discussion with the theme Eliminate. Innovate. Circulate. Strategies from the Global Tourism Plastics Initiative.⁸⁶

Another key initiative designed by UNWTO is International Network of Sustainable Tourism Observatories (INSTO),⁸⁷ a network of tourism observatories monitoring the economic, environmental, and social impact of tourism at the destination level. The initiative is based on UNWTO's long-standing commitment to the sustainable and resilient growth of the sector through measurement and monitoring, supporting the evidence-based management of tourism. Since its establishment in 2004, as of September 2022, a total of 33 observatories⁸⁸ have joined the UNWTO INSTO network, including five that joined during the pandemic, Mallorca, Barcelona, Yukon, and Bogotá and Malaga). The INSTO observatories are required

82. [One Planet Vision for the Responsible Recovery of the Tourism Sector](#)

83. [Global Tourism Plastics Initiative, led by UNWTO](#)

84. [Recommendations for the Tourism Sector to Continue Taking Action on Plastic Pollution during COVID-19 Recovery](#)

85. [32 new signatories](#)

86. [Eliminate. Innovate. Circulate. Strategies from the Global Tourism Plastics Initiative](#)

87. [International Network of Sustainable Tourism Observatories](#)

88. [31 observatories](#)

to monitor 11 mandatory issue areas:⁸⁹ tourism seasonality, employment; destination economic benefits; energy management; water management; waste (sewage) management; solid waste management; climate action; accessibility; local satisfaction; and governance.

UNWTO served as the voice of tourism at the UN Climate Change Conference (COP26) (4 November 2021, Glasgow, Scotland), launching the Glasgow Declaration on Climate Action in Tourism⁹⁰ geared to commit the tourism sector to take strong to reduce emissions by at least half over the next decade and to reach net zero emissions as soon as possible before 2050.

The “Glasgow Declaration: A Commitment to a Decade of Climate Action in Tourism”⁹¹ sets out a clear and coherent sector-wide message and approach to climate action over the next decade, in line with the broader scientific framework and the urgency to act now.

The commitments that the Glasgow Declaration proposes to its signatories are:

- 1.** Support the global commitment to at least halve emissions by 2030 and reach zero by 2050. Deliver climate action plans within 12 months of signing up (or updating existing plans) and implement them.
- 2.** Publicly report on targets on an annual basis.
- 3.** Align with 5 shared pathways to accelerate tourism’s transformative capacity. These are: measure, decarbonise, regenerate, collaborate and finance.
- 4.** Work in a spirit of collaboration, share good practices and solutions, and disseminate information.

Up to September 2022 more than 600 signatories had committed to the Declaration, including many important players such as the World Travel and Tourism Council (WTTC), leading global Hotel group., Accor, the Pacific Asia Travel Association (PATA), as well as Booking, Expedia, Intrepid and others.⁹²

“The historic deal is the beginning of decarbonization the world via tourism. Our main four pillars to enforce the declaration will be to measure, decarbonize, regenerate, and unlock innovative financing. This is the initial start, and we will work to attract more private companies. When there is a crisis, there is always an opportunity to invest, learn, and develop sustainably.”⁹³

Zurab Pololikashvili

UNWTO Secretary-General

89. [11 mandatory issue areas](#)

90. [Glasgow Declaration on Climate Action in Tourism](#)

91. [The Glasgow Declaration: Climate Action in Tourism](#) (English)

92. [One Planet Network: Glasgow Declaration Signatories](#)

93. [BBC World News, 6 November 2021](#)

Innovation and Digital Transformation

From the very start of the current leadership mandate, in 2018, UNWTO has emphasized the importance of embracing and investing in new ideas. A new department was created in the Organization to deliver on the potential of innovation through promoting entrepreneurship, recognizing leading innovators and providing them with the practical and financial support they need to turn ideas into action.

To anticipate, address and overcome the new challenges and trends of the tourism sector, UNWTO is currently focused on a strategy on Innovation, Education, Digital Transformation, and Investments. The UNWTO Innovation Network⁹⁴ works to promote exchange of knowledge among actors and change-makers with the objective of contributing to the promotion of the United Nations Sustainable Development Goals.

The enormous interest in UNWTO's innovation ecosystem and start-up competitions keeps growing, showcasing the talent unleashed and our shared readiness to hear new voices and embrace new ideas. Up to September 2022, the UNWTO global innovation ecosystem counts on than 12,000 start-ups from 160 countries, with US\$83 million mobilized and 300 corporate partners working on new tourism technologies.⁹⁵

94. [UNWTO Innovation Network](#)

95. [UNWTO: Innovation, Education and Digital Transformation](#)



Tourism for Investments and Entrepreneurship



Entrepreneurship in tourism is built on collaboration between governments, academia, corporations, micro, small and medium enterprises (MSMEs) and start-ups, as well as investors, supporting business partners and other stakeholders. Restarting tourism is unthinkable without investments that boost economic growth, job creation and sustainability.

UNWTO is collaborating with institutions including the World Bank's International Finance Corporation and the Inter-American Development Bank. These partnerships have attracted more than 200 investors as part of UNWTO's global investment network, advancing critical work such as supporting hotel chains from 50 countries in becoming more sustainable.⁹⁶

In 2022, for the third consecutive year, UNWTO partnered with fDi Intelligence from the Financial Times to develop a joint publication on Tourism Foreign Direct Investments (FDI),⁹⁷ analysing data on greenfield investments trends. Using both data from fDi Markets and UNWTO, the Tourism Investment Report 2022 found that while the tourism sector has been showing signs of recovery, foreign direct investment (FDI) into the sector remained low in 2021 and continued a downward trajectory in the first of 2022, outlining the key challenges as well as highlighting the sector's biggest investors.

To further the partnership to grow green investments in the tourism sector, UNWTO and the International Finance Corporation (IFC) launched the Green Investments for Sustainable Tourism. Seven countries participated in the pilot phase (India, Indonesia, Jamaica, Philippines, South Africa, Thailand, and Vietnam), and the initiative will continue to grow. Alongside this, a new UNWTO Investment Guidelines Series:⁹⁸ Enabling Frameworks for Tourism Investment was launched to focus on investment opportunities in several key destinations.

96. [UNWTO Investment Networks](#)

97. [Tourism Investment Report 2022](#) (You may also be interested in the [2020 Report](#))

98. [UNWTO Investment Guidelines Series](#)

Tourism for Gender Equality



UNWTO is committed to enhancing the positive impact of tourism on women's lives, and, in so doing, contributing to the achievement of Sustainable Development Goal 5 – to “achieve gender equality and empower all women and girls”. As a sector with a majority female workforce worldwide (54%) and most women in low-skilled or informal work, women have felt the economic shock to tourism caused by and the pandemic the hardest. As such, UNWTO produced a Series of Recommendations for an Inclusive Response to ensure that women are not left behind.⁹⁹

The UNWTO project ‘Centre Stage: Women’s Empowerment During the COVID-19 Recovery’, is designed to strengthen, coordinate and focus work on gender equality in tourism governmental institutions. It is currently being implemented with the support of the German Society for International Cooperation (GIZ), on behalf of the Federal Ministry for Economic Cooperation and Development of Germany and UN Women.¹⁰⁰

Through the Centre Stage project, UNWTO has supported four National Tourism Administrations, tourism businesses, NGOs and tourism organizations from Jordan, Costa Rica, the Dominican Republic, and Mexico, as they implement a one-year action plan for women’s empowerment. This included targeted training programmes, measures to boost female career progression, improvements to the legal framework and the collection of sex-disaggregated tourism employment data.

Other publications spearheaded by UNWTO include Gender Mainstreaming Guidelines for the Public Sector in Tourism¹⁰¹ and the Gender Inclusive Strategy for Tourism Businesses,¹⁰² a new set of guidelines addressing the needs of women in the tourism sector. These guidelines provide concrete recommendations for governments working to achieve the Sustainable Development Goals and the objectives of international women’s rights treaties such as relevant ILO Conventions and the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW).¹⁰³

Meanwhile, the Regional Report on Women in the Middle East¹⁰⁴ maps the participation of women in the tourism sector across the region prior to the pandemic. In doing so, it assesses the contribution of tourism to advancing the United Nations Sustainable Development Goal 5. The report, compiled to mark the 2020 G20 Saudi Presidency, aims to inform further work on gender equality and equip stakeholders with tools they need to boost women’s empowerment.

99. [Series of Recommendations for an Inclusive Response](#)

100. [UNWTO Centre Stage Project: Women’s Empowerment During the COVID-19 Recovery](#)

101. [Gender Mainstreaming Guidelines for the Public Sector in Tourism](#)

102. [Gender Inclusive Strategy for Tourism Businesses](#)

103. [UNWTO Launches Regional Report on Women and Tourism in the Middle East](#)

104. [Regional Report on Women in the Middle East](#)

Tourism for Social Inclusion



According to WHO, 15% of the world's population (1 billion people) live with some form of disability. Accessibility for all to tourism facilities, products, and services should be a central part of any responsible and sustainable tourism policy. Accessibility is not only about human rights. It is a business opportunity for destinations and companies to embrace all visitors and enhance their revenues.

Recovery should include accessibility as a central pillar in measures to improve destinations' offer and competitiveness, contributing to inclusive environments, services, and employment.¹⁰⁵

UNWTO continues to build on its successful partnership with the Spanish ONCE Foundation and the European Network for Accessible Tourism (ENAT).¹⁰⁶ The joint work will continue to focus on the promotion of good practices during the current crisis, the application of standards,¹⁰⁷ the measurement of accessible tourism, as well as labour inclusion and institutional disability inclusive policies. All three have contributed to the International Standardization Organization (ISO Standards¹⁰⁸) being the first global standard aimed at implementing and improving accessibility throughout the tourism value chain.¹⁰⁹

Launched on the 2020 International Day of Persons with Disabilities, the UNWTO Inclusive Recovery Guide Issue I: Persons with Disabilities,¹¹⁰ suggests measures for the whole tourism value chain to build back better, becoming more accessible and more competitive. Just as other guidelines on the UNWTO series, this document will continue to be updated.¹¹¹

105. [Reopening Tourism for Travellers with Disabilities: How to Provide Safety Without Imposing Unnecessary Obstacles](#)

106. [Partnership with the ONCE Foundation of Spain and the European Network for Accessible Tourism \(ENAT\)](#)

107. [Instruments and recommendations on accessible tourism.](#)

108. [ISO Standards](#)

109. [UNWTO: Accessible Tourism](#)

110. [UNWTO Inclusive Recovery Guide - Sociocultural Impacts of COVID-19, Issue I: Persons with Disabilities](#)

111. [Reopening Tourism for Travelers with Disabilities](#)



Tourism for Youth Development

Young people are disproportionately impacted by interlinked global crises, from climate change to conflicts to persistent poverty. The COVID-19 pandemic has exacerbated these fragilities and has put youth in the spotlight, particularly given the potential social and economic consequences for this demographic, both in emerging and mature destinations.

Youth development and engagement are cross-cutting issues in the 2030 Agenda for Sustainable Development, and they can be a powerful catalyst to advance the contribution of tourism particularly for Goal 8 on economic growth and jobs, and Goal 12 on sustainable consumption and production as they can lead a transformation into a more responsible way of traveling. As the leaders of tomorrow, it is pivotal that young people become involved in shaping the global vision for the future.¹¹²

UNWTO recognises youth as the present and future of the sector introduced several youth centred initiatives. Amongst them is the UNWTO Students League.¹¹³ The league is an innovative 360° competition for students that fosters talent development, Bridges the gap between studies and the realities of the sector and produces solutions for the Challenges of the Sector aligned with the SDGs.

Also placing young people at the centre of tourism's future is the Global Youth Tourism Summit (GYTS),¹¹⁴ the first edition was held on 29 June-July 2, 2022, in Sorrento, Italy, and welcomed more than 120 young delegates from more than 61 countries, alongside UNWTO

Ambassadors for Tourism drawn from the worlds of sport, business and gastronomy. The event included a series of international events, workshops, and other educational initiatives, that will give children and youth a unique platform to share and discuss ideas and shape their visions for the future of sustainable tourism within the 2030 Agenda for Sustainable Development.

Out of the Summit, the Sorrento Call to Action¹¹⁵ offers a bold and ground-breaking vision for young people to be active participants in tourism's restart and growth as a pillar of sustainable and inclusive development.



112. [Tourism 4 SDGs Platform](#)

113. [UNWTO Students League](#)

114. [Global Youth Tourism Summit 2022](#) in Sorrento, Italy

115. [Sorrento Call to Action: People, Planet, and Prosperity](#)

Protecting Culture and Heritage

UNWTO promotes resources aimed at strengthening the dialogue between tourism and culture, while also promoting the exchange of good practices showcasing inclusive management systems and innovative cultural tourism experiences.

Tourism and the audio-visual industry are natural bedfellows. Tourists connect directly with the sites where films and television series are made, which gives these places added value to support the sustainable development of the sector. UNWTO and Netflix have partnered on the publication of a report which looks at the role of film and series as drivers for tourism and cultural affinity. The Global Report on Cultural Affinity and Screen Tourism¹¹⁶ explores the growing affection one has towards a particular country or culture displayed on the screen.

Against this backdrop, the cultural expressions of Indigenous peoples feature among the most distinctive features of tourism destinations, making them relevant players within the sector. Despite their global significance, Indigenous peoples have historically been among the most marginalized of population groups. UNWTO has developed measures to give indigenous communities access to relevant information, which may be compromised by linguistic and physical obstacles, or scarce external contacts.¹¹⁷ Previous work with the communities, allowed tourism operators to facilitate information flow between community focal points and crisis-management entities.¹¹⁸

Again, UNWTO and its partners presented the Weaving the Recovery project¹¹⁹ to help Indigenous women benefit from tourism through fair trade and community entrepreneurship. This initiative, which brings together UNWTO, the World Indigenous Tourism Alliance (WINTA), Centro de las Artes Indígenas (CAI) and the NGO IMPACTO, was selected as one of the ten most promising projects among more than 850 initiatives to address the most pressing global challenges. The project will test different methodologies in pilot communities, starting with Mexico, to enable indigenous women access markets and demonstrate their leadership.¹²⁰

116. [Global Report on Cultural Affinity and Screen Tourism](#)

117. [UNWTO Inclusive Recovery Guide, Issue 4: Indigenous Communities](#)

118. [Empowering Indigenous Communities to Drive Tourism's Recovery](#)

119. [Weaving the Recovery project](#)

120. Read more on [UNWTO and Vulnerable Groups](#)



Tourism for Rural Development

Tourism is a lifeline for rural communities, providing jobs, supporting rural businesses and protecting natural and cultural heritage. However, its true force still needs to be fully deployed.

UNWTO designated 2020 as the ‘Year of Tourism and Rural Development’, a theme shared with that year’s World Tourism Day.¹²¹ For the occasion, UNWTO partnered with Google Arts & Culture to bring together a new collection to help anyone to choose their perfect virtual travel experience, with thousands of museums and cultural destinations to explore. Alongside this, the UNWTO Recommendations on Tourism and Rural Development were released to provide expert guidance for a wide range of stakeholders.¹²²

UNWTO then designated World Tourism Day 2021 as a day to focus on “Tourism for Inclusive Growth”. This was an opportunity to look beyond the statistics and acknowledge that, behind every number, there is a person. It was a way to promote the potential of tourism to create jobs and opportunities, to advance inclusion and highlight the role tourism can play in preserving and promoting natural and cultural heritage and curbing urban migration.¹²³

With the vision of making tourism a force for transformation, rural development, and community wellbeing, the ‘Best Tourism Villages by UNWTO’ promotes and enhances the role of tourism in safeguarding rural villages, along with their landscapes, natural and cultural diversity, knowledge systems, and local values and activities. It was launched on the opening of UNWTO’s Regional Office in the Middle East, underscoring the focus of the Office on, among other issues, the role of tourism in rural development. In the first round, 44 villages from 32 countries were granted the recognition, and these will benefit from continued mentoring and be given a platform to share ideas and knowledge.¹²⁴

Parallel to this, and under the leadership of the G20 Saudi Presidency, UNWTO and the G20 Tourism Working Group developed the AIUla Framework for Inclusive Community Development through Tourism to help fulfil the sector’s potential to contribute to and achieve the Sustainable Development Goals. The Framework provides guidance and inspiration to all governments, as well as all other key stakeholders in the tourism sector, empowering local communities with the aim of fostering a truly holistic and integrated approach to development through tourism.¹²⁵

The new UNWTO Tourism for Rural Development Programme, which includes the Best Tourism Villages initiative, will provide training for national governments and municipalities, as well as grants for individual destinations. A first Observatory on Tourism for Rural Development will also provide key data and guide decision-making in the sector.



121. [World Tourism Day 2020](#)

122. [UNWTO Recommendations on Tourism and Rural Development](#),

123. [World Tourism Day 2021](#)

124. [Best Tourism Villages by UNWTO](#)

125. [AIUla Framework for Inclusive Community Development through Tourism](#)

Meeting New Tourism Trends



Tourism continues to evolve, with new travel trends emerging and growing. From mountain tourism, gastronomy and wine tourism, and sports tourism to mention just a few, UNWTO supports its Members to embrace new trends and to diversify their tourism sectors.

Mountain tourism¹²⁶ has significant potential to stimulate local economic growth and social change due to its close links with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand.¹²⁷ For many destinations, food-making as well as winemaking represent an integral part of their history and identity and have become the key elements in their branding. Gastronomy and wine tourism¹²⁸ represents an opportunity to revitalize and diversify tourism, promote local economic development, involve many different professional sectors, and bring new uses to the primary sector.

The Guidelines for the Development of Gastronomy Tourism¹²⁹ have been developed by UNWTO and the Basque Culinary Center (BCC), a UNWTO affiliate member, as part of an ongoing collaboration. The guidelines serve as a practical toolkit to support the development of gastronomy tourism in destinations by providing recommendations on key aspects such as planning and management by national tourism administrations (NTAs), national tourism organizations (NTOs) and destination management organizations (DMOs).

In a further boost to Africa's gastronomy and tourism potential, a dedicated session to celebrate the continent's diverse culinary offering was held during the 6th UNWTO World Forum on Gastronomy Tourism in Bruges, Belgium.

Sierra Leonean Chef Fatmata Binta who participated in the session and subsequently became the first African to win the Basque Culinary World Prize said "It was a significant period in the history of African gastronomy celebrating the continent's diverse culinary culture and opened doors for people to get curious about African gastronomy. It was a brilliant idea and it exposed my project and gave me a platform to move on."

The UNWTO World Forum on Gastronomy Tourism¹³⁰ builds on the Organisation's work in promoting innovation. The Gastronomy Forum similarly represents a unique opportunity for experts from across the growing field of gastronomy tourism to share new ideas and best practices in promoting Rural Tourism and Regional Development. Likewise, the UNWTO Global Conference on Wine Tourism¹³¹ allows leaders in their field to find concrete solutions to build back better and make tourism an enabler of the way forward towards a more sustainable, inclusive and resilient future for rural communities.

Sports tourism¹³² is also one of the fastest growing sectors in tourism. More and more tourists are interested in sport activities during their trips whether sports are the main objective of travel or not. Mega sport events such as Olympics and World Cups can be a catalyst for tourism development if successfully leveraged in terms of destination branding, infrastructure development and other economic and social benefits.

Working together, UNWTO and the Union of European Football Associations (UEFA)¹³³ will build on the potential of sports to celebrate shared humanity, foster friendship across borders and create experiences and opportunities for people everywhere. Tourism and football are natural partners, bringing joy to many millions with benefits going far beyond vacations or single matches.

126. [Mountain tourism](#)

127. [11th edition of the World Congress on Snow and Mountain Tourism 2022 in Andorra](#)

128. [Gastronomy and wine tourism](#)

129. [Guidelines for the Development of Gastronomy Tourism](#)

130. UNWTO World Forum on Gastronomy Tourism (7th edition in [Nara, Japan](#), 6th edition in [Flanders, Belgium](#))

131. UNWTO Global Conference on Wine Tourism (5th edition in [Alentejo, Portugal](#), 6th edition in [Alba, Italy](#))

132. [Sports tourism](#)

133. [UNWTO and UEFA Partner Around Shared Values of Sport and Tourism](#)

Tourism Transformed

Tourism emerged out of crisis at a crossroad. If it is to realize its full potential to drive sustainable and inclusive development while also fulfilling its climate action responsibilities, the sector cannot continue along the same, pre-pandemic path. UNWTO emphasizes the vital importance of rethinking and transforming tourism.

In the build up to World Tourism Day 2022, the determination of both the tourism sector and of tourists themselves to do more and to do better is evident. However, the actions of individual tourists, single businesses and destinations will not in themselves be enough to deliver transformation at the speed or scale required.

Looking ahead, UNWTO emphasizes the importance of whole-government approaches to tourism reform, alongside enhanced public and private partnerships. Tourism can only deliver on its unique power to provide opportunity and drive sustainable and inclusive growth if it is given practical and economic support. The future starts now.



