

TOURISM: FROM CRISIS TO TRANSFORMATION

UNWTO and the COVID-19 Crisis

Preliminary version for the 24th UNWTO General Assembly

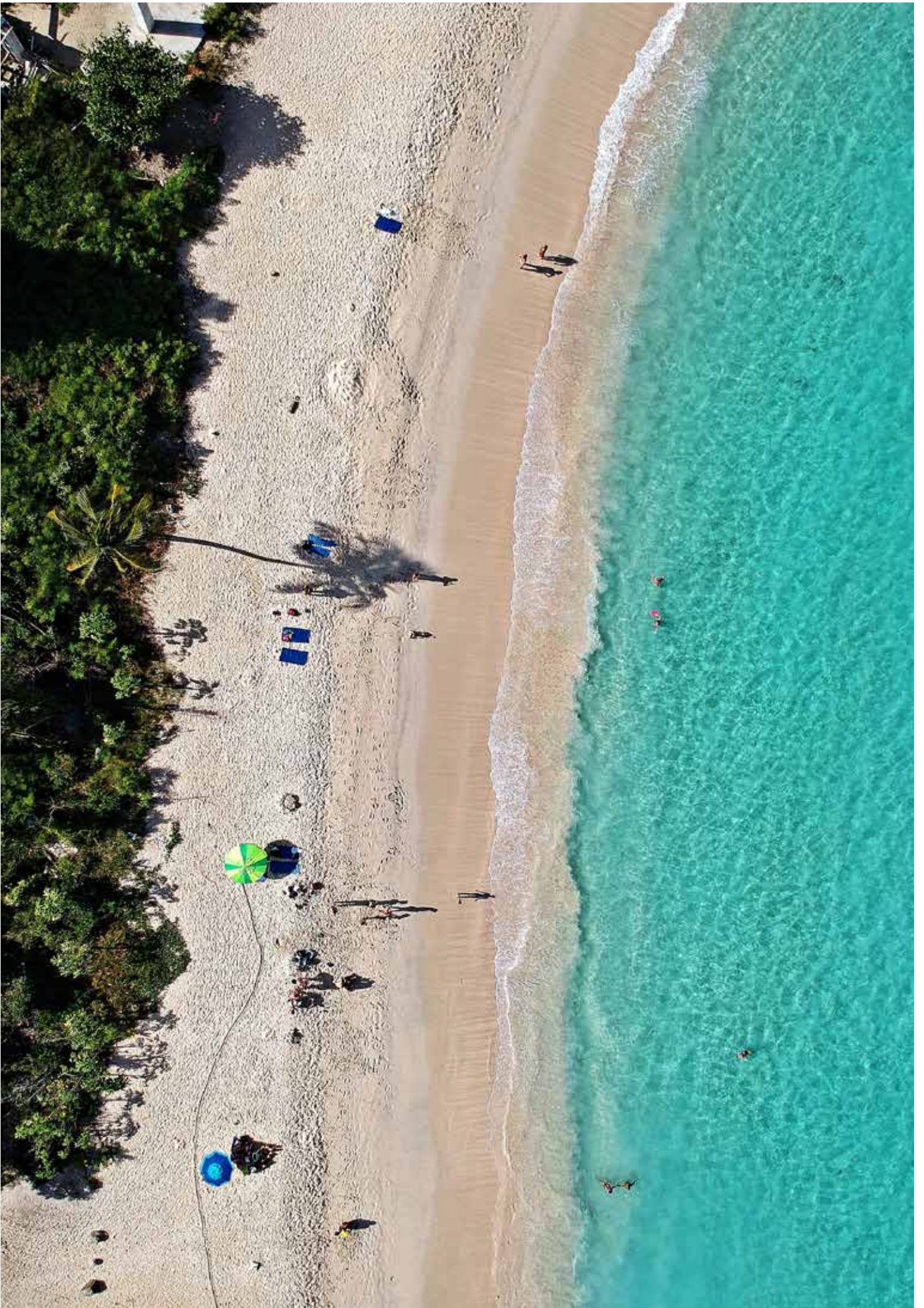
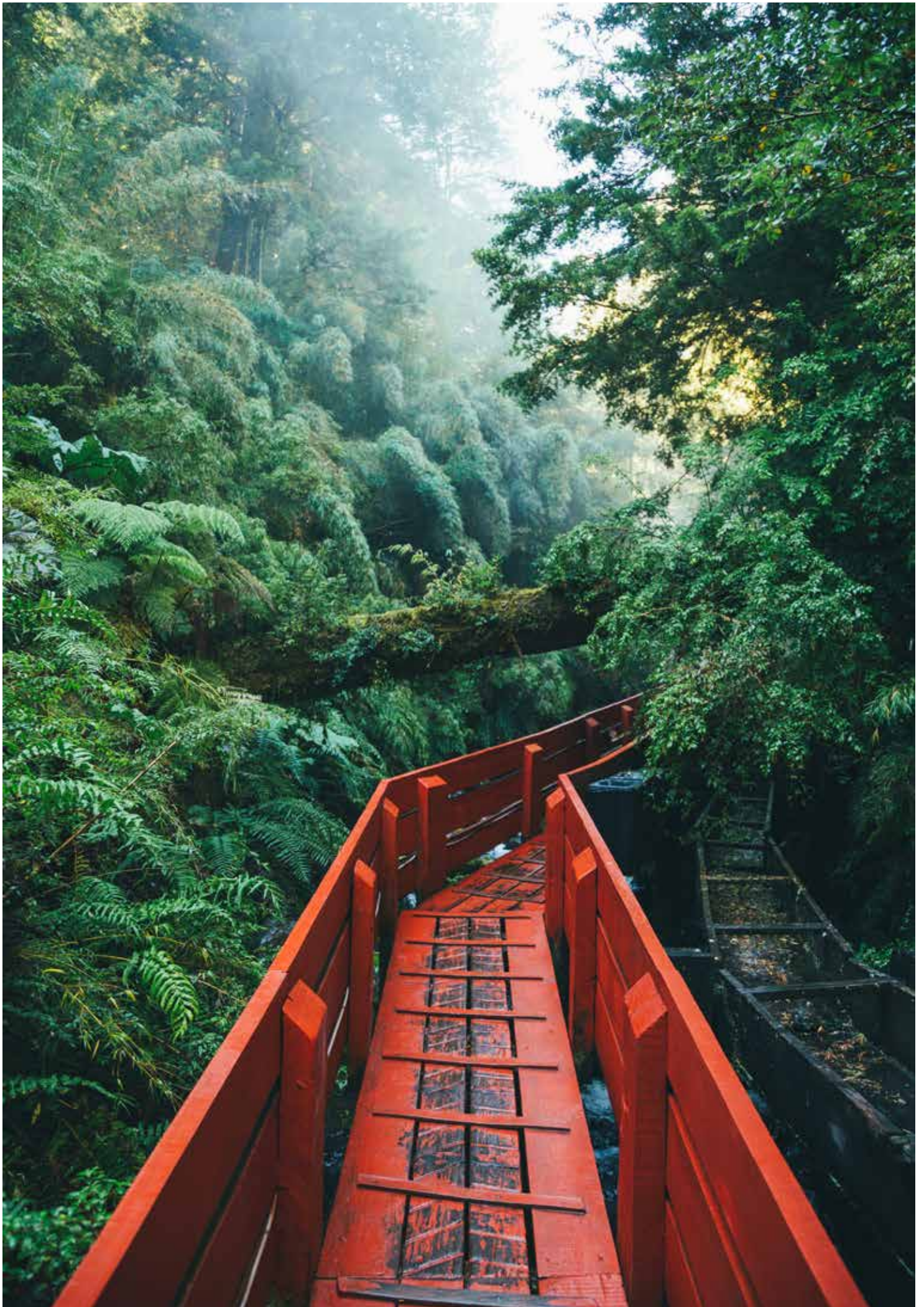


Table of content

Tourism: From Crisis to Transformation	5
1 An unprecedented shock	7
2 A long and winding road	10
UNWTO Global Tourism Crisis Committee (GTTC) – Uniting the sector	10
Together we restart tourism	11
Accelerating the transformation – An opportunity to rethink and restart	11
3 From crisis to transformation	13
Crisis management	13
Restart tourism	16
Accelerating transformation	19
Annex: Main UNWTO 2020–2021 outcomes	23
International Coordination and Leadership	23
Policy Guidance	24
Harmonization of safety and security protocols at destinations	25
Tourism recovery packages in members states	26
Supporting jobs, training and skills development	28
Technical guidelines	29
Communication and outreach	30
Competitions and challenges	31



Tourism: From Crisis to Transformation



“Tourism is one of the world’s most important economic sectors. It employs one in every ten people on earth and provides livelihoods to hundreds of millions more.”

“It is imperative that we rebuild the tourism sector in a safe, equitable and climate friendly manner.”

– António Guterres, Secretary-General, United Nations



“This crisis is an opportunity to rethink the tourism sector and its contribution to people and planet; an opportunity to build back better towards a more sustainable, inclusive and resilient sector that ensure the benefits it delivers are enjoyed widely and fairly.”

– Zurab Pololikashvili, Secretary-General, UNWTO



1 An unprecedented shock





The COVID-19 pandemic has been the greatest health, economic and social crisis of our time. For tourism it brought unprecedented disruption, with a massive drop in travel resulting from a global lockdown and widespread restrictions put in place to curb the spread of the virus. As of 6 April 2020, 96% of all worldwide destinations had introduced travel restrictions in response to the pandemic.

There is little doubt that tourism was the most affected of all sectors, with businesses, and livelihoods around the world severely impacted. This is particularly true for many developing countries, especially small island developing states (SIDS), as well as for women and youth, for whom tourism is a leading source of opportunity.

In 2019, global international tourist arrivals reached 1.5 billion on the back of a decade of uninterrupted growth. Arrivals increased 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 world GDP.**¹ The sector supported millions of jobs, either directly and indirectly, and was established as a leading employer of women and youth.

Millions of livelihoods at risk

	2019	COVID-19 Impact (2020)	2020	2021(e)
 International Tourist Arrivals	1.5 billion	↓ -1.1 billion (-73%)	402 million	370-420 million
 Tourism Direct Gross Domestic Product (TDGDP)	USD 3.5 trillion	↓ -USD 2.0 trillion	USD 1.6 trillion	USD 1.9-2.0 trillion
 Tourism’s Share of World GDP	4.0%	↓ -50%	1.8%	2.0%
 International Tourism Export Revenues	USD 1.7 trillion	↓ -USD 1.1 trillion	USD 635 billion	USD 700-800 billion

(e) Estimates as of November 2021

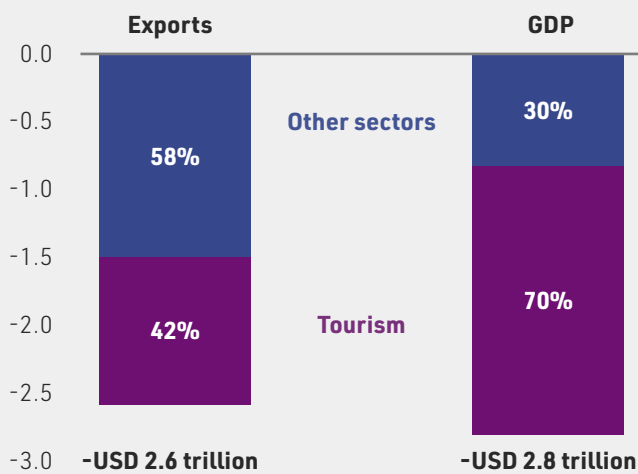


© David Gardiner | Unsplash

2020 brought international tourism back to the levels of 30 years ago. **International arrivals declined by 73%, from 1.5 billion to 402 million**, by far the largest annual fall in the sector’s history. This compares with the fall of just 4% drop registered at the peak of the 2009 global economic crisis.

The economic contribution of tourism, which amounted to **USD 3.5 trillion in 2019**, or 4% of world GDP, measured in tourism direct gross domestic product (TDGDP) was **cut by more than half in 2020**,² plunging by USD 2.0 trillion, to 1.8% of world GDP. This represents **about 70% of the overall decline in world’s GDP in 2020**. Additionally, **USD 1.1 trillion were lost in export revenues** from international tourism in 2020, a 63% drop in real terms and a share of **42% of the total loss in international trade in 2020**.³

Figure 1: **Decline in global exports and GDP, 2020 (USD trillion)**



Tourism’s halt spurs 70% of the loss of the world’s GDP in 2020.

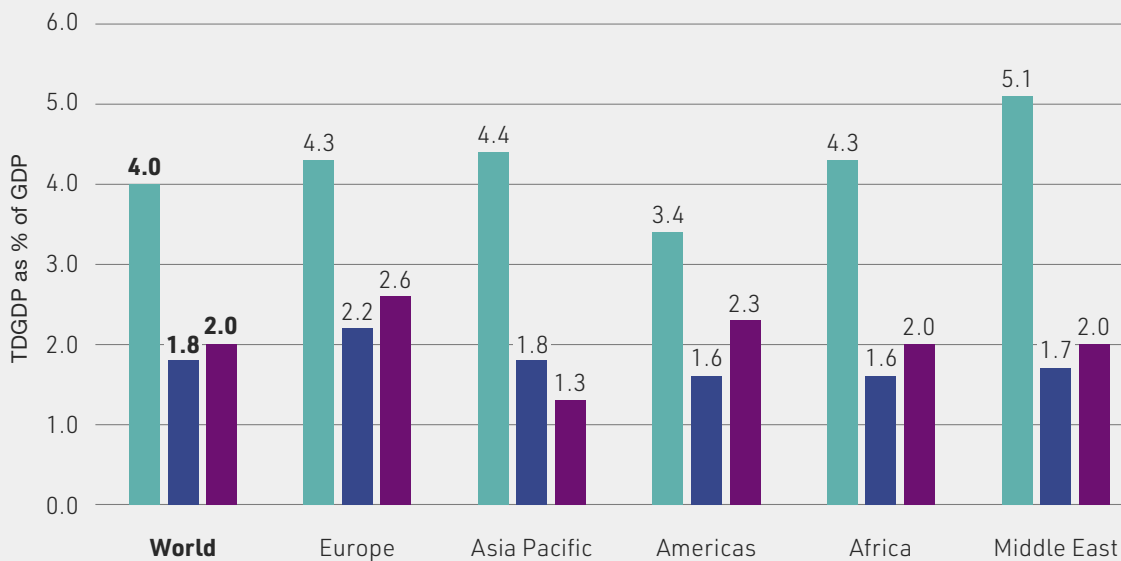
Source: World Tourism Organization (UNWTO) and World Trade Organization (WTO)



2021 has brought positive news. In an unparalleled achievement, less than two years after the declaration of a pandemic by the World Health Organization (WHO), various vaccines were approved, and 50% of the world’s population has received at least one dose. While vaccine equity remains far away, the progress that has been made, alongside increased coordination among governments, has resulted in a significant easing of travel restrictions and rising consumer confidence.

However, the crisis is far from over. For the period **January–September 2021 the decline in international tourist arrivals is estimated at 76% when compared to 2019**. UNWTO estimates 2021 will end with a fall of between 70% and 75%. At the same time, direct tourism GDP **is expected to slightly increase to 2% of global GDP by the end of 2021** following the rebound of domestic tourism and higher spending in both domestic and international travel.

Figure 2: **Tourism Direct Gross Domestic Product (% of GDP), 2019–2021(e)**



**Direct
Tourism
GDP cut
by half in
all regions.**

Source: UNWTO
(e) Preliminary estimates.

Legend: 2019 (teal), 2020 (dark blue), 2021 (e) (purple)
(e) Preliminary estimates (Data as of October 2021)

2 A long and winding road

UNWTO Global Tourism Crisis Committee (GTCC) – Uniting the sector

On 9 March 2020 a UNWTO delegation led by the Secretary General met in Geneva with the Director General of WHO. A few days later the world went into a complete lockdown, planes were grounded and hotels closed. The world was facing an unprecedented global health emergency. The containment of the pandemic was the utmost priority, and the tourism sector was fully committed to support all measures taken to curb the outbreak. **UNWTO worked closely with WHO, its Members States and the sector to ensure a coordinated and effective response.** The first meeting of the UNWTO Global Tourism Crisis Committee was convened on 20 March. Over the course of 20 months the Committee held 11 meetings, providing guidance to the sector and a unique coordination mechanism worldwide. From the outset

of the crisis UNWTO has taken immediate steps to address the most pressing challenges – support the fight against the pandemic, unite the sector and sustain threatened jobs and companies.

The GTCC comprises representatives of UNWTO's Member States and Affiliate Members, the World Health Organization (WHO), the International Civil Aviation Organization (ICAO), International Labour Organization (ILO) and the International Maritime Organization (IMO). The private sector is represented by Airports Council International (ACI), Cruise Lines International Association (CLIA), International Air Transport Association (IATA) and World Travel & Tourism Council (WTTC).



7th Global Tourism Crisis Committee, Lisbon December 2020

Together we restart tourism

The magnitude, volatility and unparalleled nature of the crisis required an unprecedented level of coordination and adaptation as well as of economic support for the sector. **Restoring consumer confidence, advancing safe mobility and establishing safety at destinations were top priorities.**

UNWTO has worked with WHO, ICAO, the European Commission and ISO to support and advance the harmonization of travel protocols and create common sets of regulations while at the same time continuing to call for the financial support to jobs and companies stressing in particular the impact on the most vulnerable such as women and youth. UNWTO and CNN also partnered to tell the world we need to #RestartTourism.

Accelerating the transformation – An opportunity to rethink and restart

The Global Tourism Crisis Committee brought the sector together to face up to the biggest challenge in its history. As well as addressing the issues of the present, members also looked to the future. Out of crisis can come opportunity, with a chance to accelerate the progress global tourism had been making in key areas such as sustainability and inclusivity before the pandemic hit.



Global Tourism Crisis Committee



A circular view from an airplane window, showing the wing of the plane on the left and a vast, hazy mountain range below. The scene is captured during the golden hour, with warm light illuminating the landscape. The mountains are layered, creating a sense of depth and scale. The sky is a pale, clear blue, and the overall atmosphere is serene and expansive.

Under the leadership of the Global Tourism Crisis Committee, UNWTO has coordinated the sector's response to the crisis, to advance safe mobility and restart travel while ensuring that the recovery leads to a more inclusive, sustainable, and resilient tourism.

3 From crisis to transformation

Crisis management

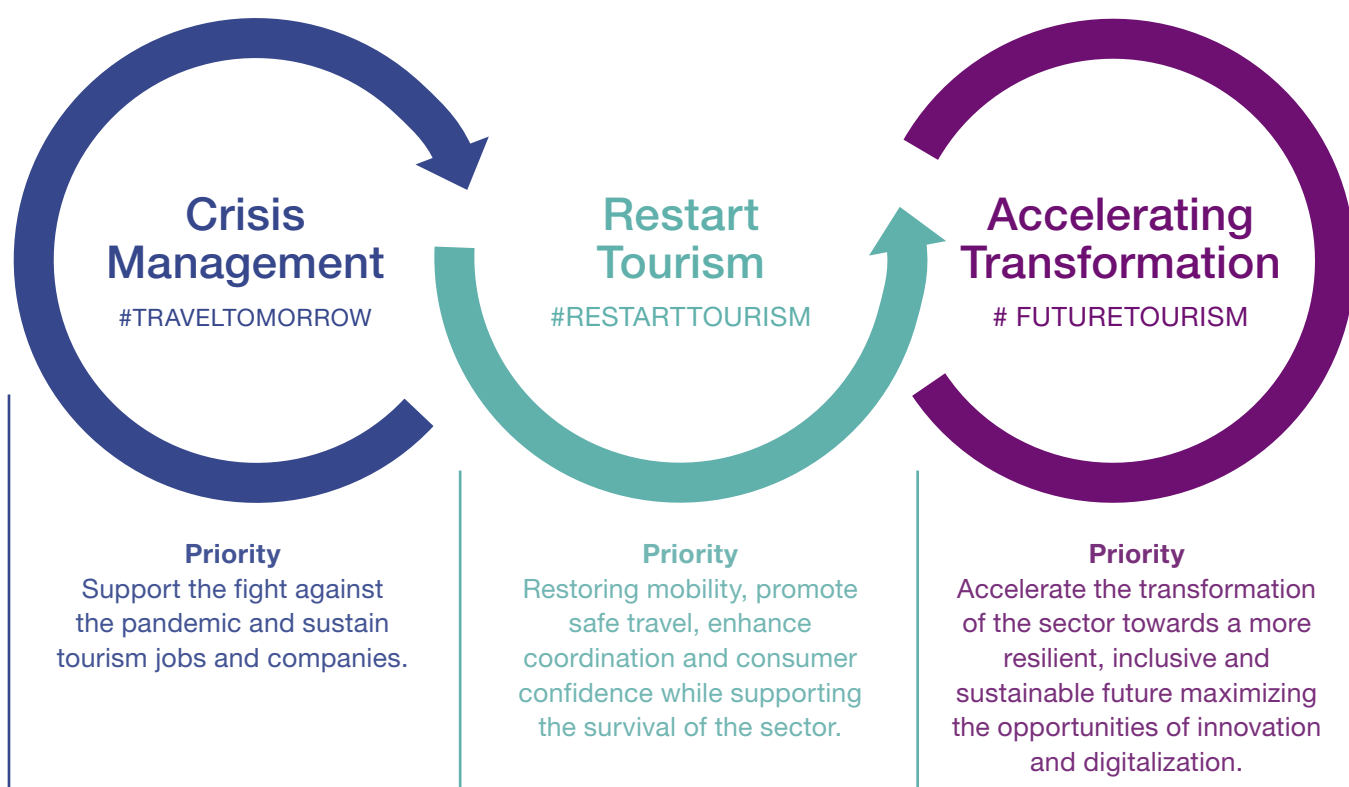
Reflecting the immediate impacts of the crisis, UNWTO's efforts were deployed with a focus on the following priorities:

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 the global efforts in curbing the spread of the pandemic while supporting the millions of livelihoods dependent on tourism. In this context, the UNWTO Global Tourism Crisis Committee, gathering UN agencies including WHO, UNWTO Members States and the major private sector associations, provided a unique coordination mechanism. Alongside the activation of the Committee, UNWTO played an active role in representing the interest of its Members States at other intergovernmental mechanisms, namely at WHO's working group and at the International Civil Aviation Organization (ICAO) Council Aviation Recovery Taskforce (CART).

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;
- 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. Understanding the true impact of the crisis and providing reliable and up to date intelligence – UNWTO provided the clear and trusted data to help guide tourism policies and business decisions.



Main outcomes



Supporting Jobs and Economies Through Travel and Tourism – A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery

The Recommendations were the first comprehensive set of actions aimed at governments and private sector to help societies and whole countries recover from this crisis.

► <https://doi.org/10.18111/9789284421633>



UNWTO Policy Tracker

Online dashboard with up-to-date policy responses by countries and international institutions covering 220 countries and territories and more than 30 international and regional institutions.

► unwto.org/covid-19-measures-to-support-travel-tourism





First Assessment of the Impact of COVID-19 on Tourism

On March 2020 UNWTO published the first comprehensive impact assessment of the crisis on tourism indicating an estimated 20% to 30% decline in international tourism. Few months later in May UNWTO was the first organization to indicate tourism would decline by 80% end of 2020. 2020 ended at -73%.

► unwto.org/market-intelligence



First Assessment of Travel Restriction Worldwide

As of 6 April, 96% of all worldwide destinations had introduced travel restrictions. UNWTO was the first organization to provide a complete assessment of the restrictions implemented around the world. UNWTO would keep monitoring travel restrictions on a bi-monthly basis.

► unwto.org/covid-19-travel-restrictions



United Nations Secretary-General Policy Brief COVID-19 and Transforming Tourism

UNWTO led the work with the Office of the United Nations Secretary-General and the UN system in the development of the UN Secretary-General Policy Brief on Tourism which constitutes a landmark in the advocacy of the role of the sector and the need to support it in the recovery as well as in its contribution to advance the SDGs.

► unsdg.un.org/resources/policy-brief-covid-19-and-transforming-tourism



UNWTO Inclusive Recovery Guide – Sociocultural Impacts of COVID-19, Issue III: Women in Tourism

UNWTO and UN Women guidelines aim at gender equality and equal opportunities for women which were particularly affected by the impact of COVID-19 on tourism

► <https://doi.org/10.18111/9789284422616>

Restart tourism

Under the leadership of the Global Tourism Crisis Committee, UNWTO has focussed its actions on:

- Promoting the **harmonization of travel protocols** and safety and security measures at the destinations;
- **Building Recovery Packages** for its Member States;
- **Setting global guidelines** to restart tourism;
- Providing the **most up-to-date market intelligence** on travel patterns and border restrictions;
- Ensuring recovery measures and safety protocols **promote a sustainable and inclusive recovery**, protecting the most vulnerable and minimizing the impact on the environment;
- **Promoting jobs and skills development.**

Main outcomes

Promoting Travel and Mobility



ICAO CART

UNWTO was an active part in ICAO's COVID-19 Aviation Recovery Task Force (CART), working to identify and recommend strategic priorities and policies for countries and aviation industry operators and representing the wider tourism sector.

ISO/PAS 5643:2021

UNWTO was part of the development of the ISO PAS5643, the only worldwide global harmonized standard for COVID-19 protocols for tourism covering the whole tourism value chain including 20 subsectors.

With the Inter-American Development Bank (IDB) and the Organization of American States (OAS), UNWTO supported the development of harmonized Biosafety Protocols in Tourism for Latin America and the Caribbean.

Policy Guidance



Global Guidelines to Restart Tourism

UNWTO Guidelines provided both governments and businesses a comprehensive set of measures designed to help them open tourism up again in a safe, seamless and responsible manner. They are the product of shared knowledge and inputs from across the public and private sectors and from several UN agencies.

UNWTO/G20 Tourism Working Group Alula Framework for Community Development

Under the leadership of the 2020 G20 Saudi Presidency, UNWTO and the G20 Tourism Working Group developed the AIUa Framework for Inclusive Community Development through Tourism to help fulfil the sector's potential to contribute to and achieve inclusive community development and the Sustainable Development Goals.

Supporting Members States Recovery



48

Tourism Recovery Plans active in UNWTO Members States

Supporting Jobs and Skills



UNWTO JOBS Factory

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, being the perfect solution for hospitality recruitment.

Weaving the Recovery – Indigenous Women in Tourism

Named one of the 10 Most Promising Projects at The Paris Peace Forum 2020

Training and capacity building

+90k
people
trained online

+190
education and
training activities

Market Intelligence



UNWTO Tourism Recovery Tracker

First global open access dashboard with big data on the impact and evolution of the crisis.

UNWTO / IATA Destination Tracker

First and only open source on travel restrictions with daily updates used by airports and other players worldwide.

Regular Assessment of Travel Restriction Worldwide

UNWTO led in the close monitoring of changing travel restrictions and requirements worldwide.



Accelerating transformation

UNWTO identified the challenges standing in the way of tourism's restart and key opportunities to return stronger and better. Building on the progress made before the pandemic hit, UNWTO-led initiatives help to restore trust in travel, and to work with businesses and destinations to embrace the power of innovation and digital.

Alongside this, UNWTO is leading global tourism in facing up to and meeting its climate action responsibilities. UNWTO served as the voice of tourism at the UN Climate Change Conference (COP26) in Glasgow. Here, the Glasgow Declaration on Climate Action was launched, signaling a sector-wide commitment to reduce emissions and work towards net-zero.

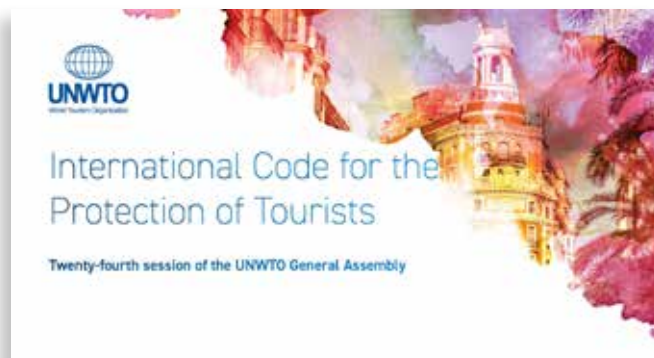
To enable positive change, UNWTO is also leading the implementation of a United Nations Fund for Climate Neutrality of Tourism, an innovative financing instrument designed to respond to the existential threats posed by the climate emergency.



Main outcomes

Glasgow Declaration on Climate Action in Tourism

Launched at the United Nations Climate Change Conference (COP26), the Glasgow Declaration commits signatories to halving their carbon emissions within ten years and reaching net-zero by 2050 at the latest. It is the **first globally consistent approach to climate action in tourism**, bringing together the latest research and global expertise. Already, more than 300 tourism stakeholders have signed up to the Declaration, including leading industry players to destinations, countries and other tourism stakeholders ranging from large to small. The Glasgow Declaration was developed through the collaboration of UNWTO, the United Nations Environment Programme (UNEP), Visit Scotland, the Travel Foundation and Tourism Declares a Climate Emergency, within the framework of the One Planet Sustainable Tourism Programme committed to accelerate sustainable consumption and production patterns.



International Code for the Protection of Tourists

The **first ever global code on the protection of tourists** this is a landmark legal framework designed to restore trust and confidence in travel and make clear the responsibility all stakeholders in the sector. Developed with the contribution of more than 100 countries, alongside international organizations and leading business, the Code will be presented for adoption at the 24th UNWTO General Assembly in Madrid.



Launch of the Glasgow Declaration on Climate Action in Tourism, November 2021.



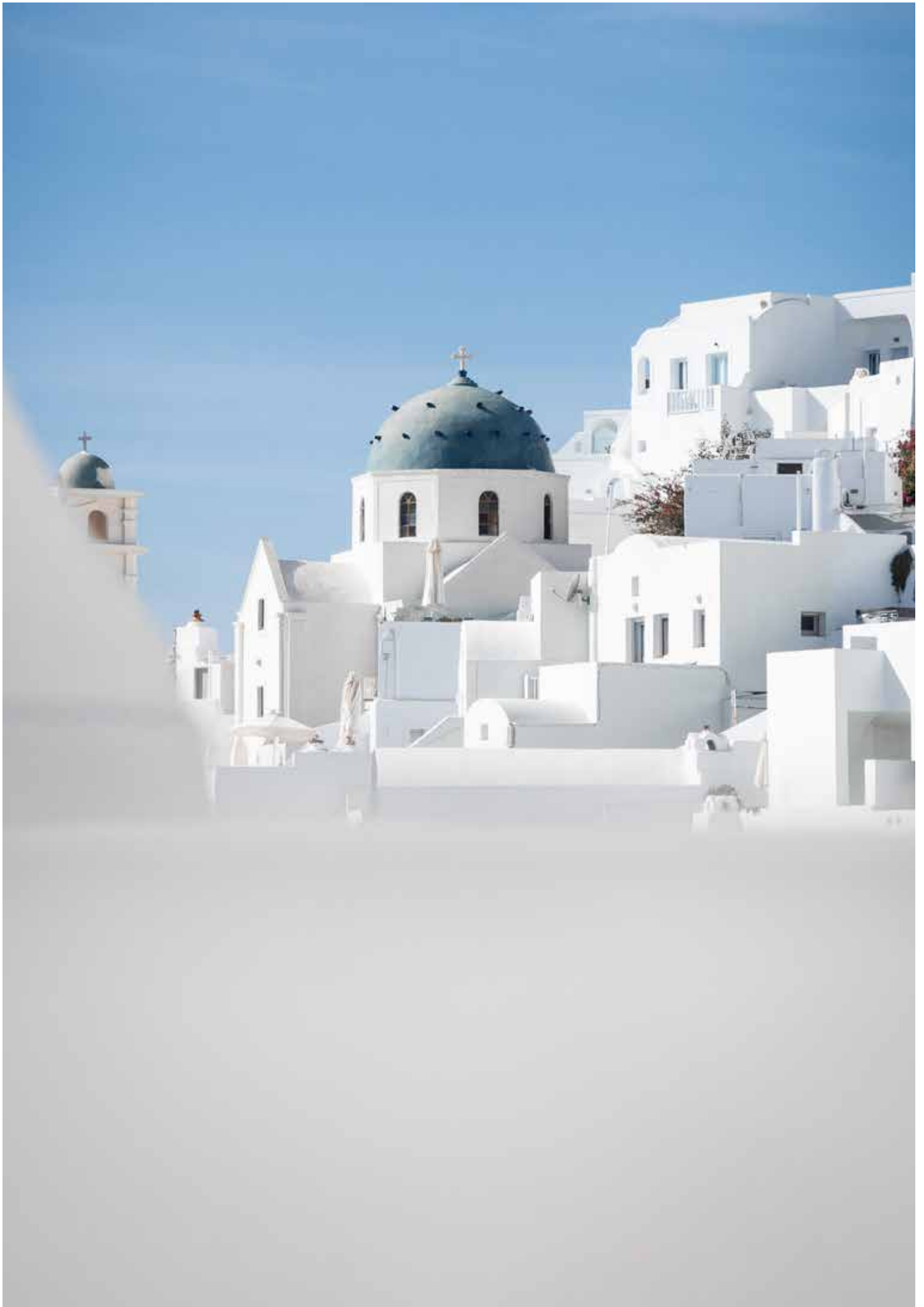
UNWTO Digital Futures Programme

Created to facilitate the adoption of digital technologies, and innovative solutions that improve tourism SMEs' resilience, sustainability, and competitiveness through cooperation within the tourism ecosystem, including public-private partnerships in response to COVID-19.

“We need to work urgently together within a consistent sector-wide approach to accelerate change and therefore I encourage tourism stakeholders to subscribe the Glasgow Declaration on Climate Action in Tourism.”

— Zurab Pololikashvili, UNWTO Secretary-General





Annex: Main UNWTO 2020–2021 outcomes

International Coordination and Leadership

ICAO Strategic Working Group – Council Aviation Recovery Task Force (CART III)

UNWTO contributed to ICAO's COVID-19 Aviation Recovery Task Force (CART), working to identify and recommend strategic priorities and policies for countries and aviation industry operators

► [icao.int/covid/cart/Pages/default.aspx](https://www.icao.int/covid/cart/Pages/default.aspx)

WHO Smart Vaccination Certificate (SVC) Working group

UNWTO is part of the WHO Smart Vaccination Certificate (SVC) working group and has with WHO, and a number of agencies including UNICEF, ITU and the European Commission contribute to this initiative through a multi-sectoral working group, focussed on joint-learning and supporting use of the finalized specifications and standards for digital vaccination certificates, architected for linkage to national and cross-border digital systems.

► [who.int/groups/smart-vaccination-certificate-working-group](https://www.who.int/groups/smart-vaccination-certificate-working-group)

United Nations Secretary-General Policy Brief: COVID-19 and Transforming Tourism

UNWTO has led the work with the Office of the United Nations Secretary-General and the UN system in the development of the UN Secretary-General Policy Brief on Tourism which constitutes a landmark in the advocacy of the role of the sector and the need to support it in the recovery as well as in its contribution to advance the SDGs.

► [un.org/sites/un2.un.org/files/sg_policy_brief_covid-19_tourism_august_2020.pdf](https://www.un.org/sites/un2.un.org/files/sg_policy_brief_covid-19_tourism_august_2020.pdf)

Global Guidelines to Restart Tourism

UNWTO Guidelines provided both governments and businesses a comprehensive set of measures designed to help them open tourism up again in a safe, seamless and responsible manner. They are the product of shared knowledge and inputs from across the public and private sectors and from several UN agencies.

► webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-05/UNWTO-Global-Guidelines-to-Restart-Tourism.pdf

International Code for the Protection of Tourists

In accordance with decision 4(CXII), adopted by the Executive Council at its 112th session, the mandate of the Committee is to develop a proposal for an International Code that includes minimum standards and recommendations for assisting tourists in emergency situations and consumer rights of tourists in the post-COVID-19 scenario. The Code is a non-legally binding instrument intended to provide guidance to governments as to policy, legislation and practices at national level. Additionally, the Code may provide practical guidance for all those, in both the public and private sector, who have obligations, responsibilities, duties and rights in regard to the matters dealt with in the Code. The ICPT Committee will present the final text of the International Code for the Protection of Tourists, as approved by the Committee, to the 24th session to the General Assembly for adoption.

► [unwto.org/news/governments-join-sector-leaders-in-backing-principles-for-international-code-to-protect-tourists](https://www.unwto.org/news/governments-join-sector-leaders-in-backing-principles-for-international-code-to-protect-tourists)

UNWTO COVID-19 Resource Centre

► [unwto.org/tourism-covid-19](https://www.unwto.org/tourism-covid-19)

Policy Guidance

- Supporting Jobs and Economies Through Travel & Tourism – A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery
 - ▶ <https://doi.org/10.18111/9789284421633>
 - UNWTO Policy Tracker
 - ▶ unwto.org/covid-19-measures-to-support-travel-tourism
 - White Paper on Recommendations for Restarting Tourism
 - ▶ webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-06/GREECE_Recommendations_White.pdf
 - Tbilisi Declaration
 - ▶ unwto.org/actions-for-a-sustainable-recovery-of-tourism
 - Declaration of Punta Cana
 - ▶ unwto.org/americas/declaration-of-punta-cana-extraordinary-meeting-of-ministers-of-tourism-of-the-americas
 - Barcelona Call to Action
 - ▶ webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2021-10/211125-the-barcelona-call-to-action-en.pdf
- UNWTO Briefing Notes**
- Issue 1: How are countries Supporting Tourism Recovery
 - ▶ <https://doi.org/10.18111/9789284421893>
 - Issue 2: Tourism in SIDS-in challenge of sustaining livelihoods in times of COVID-19
 - ▶ <https://doi.org/10.18111/9789284421916>
 - Issue 3: Understanding Domestic Tourism and Seizing its Opportunities
 - ▶ <https://doi.org/10.18111/9789284422111>
 - Recommendations on Tourism and Rural Development
 - ▶ <https://doi.org/10.18111/9789284422173>
 - Glasgow Declaration on Climate Action in Tourism
 - ▶ oneplanetnetwork.org/programmes/sustainable-tourism/glasgow-declaration
 - UNWTO / G20 Tourism Working Group Recommendations for the Transition to a Green Travel and Tourism Economy
 - ▶ webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2021-05/210504-Recommendations-for-the-Transition-to-a-Green-Travel-and-Tourism-Economy.pdf



Harmonization of safety and security protocols at destinations

ISO/PAS 5643:2021 – Tourism and related services Requirements and Guidelines to reduce the spread of COVID-19 in the tourism Industry

► iso.org/standard/81500.html

UNWTO was part of work to develop ISO PAS5643. This document establishes requirements and recommendations to prevent the spread of COVID-19 to protect employees' health and to provide safer tourist services and products to tourists and residents. It applies to the whole tourism value chain, including the following 20 subsectors:

UNWTO collaborated with the Inter-American Development Bank (IDB) and the Organization of American States (OAS), by providing technical assistance and support to the development of harmonized Biosafety Protocols in the Tourism Sector for Latin America and Caribbean Countries.

► publications.iadb.org/publications/english/document/Diagnosis-on-Biosafety-Protocols-in-the-Tourism-Sector-of-Latin-America-and-the-Caribbean-Diagnostic-Report.pdf

Recommendations for the Assistance to International Tourists in Emergency Situations

► unwto.org/recommendations-for-the-assistance-to-international-tourists-in-emergency-situations





© Hu Chen | Unsplash

Tourism recovery packages in members states

17 projects were launched with the support of European Bank for Reconstruction and Development (EBRD), the Asian Development Bank (ADB), the Japanese International Cooperation Agency (JICA), the United Nations Development Programme (UNDP):

- Croatia – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Dominican Republic – COVID-19 Tourism Recovery Technical Assistance (JICA)
- Egypt – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Georgia – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Greece – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Jordan – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Kazakhstan/Kyrgyzstan: Common Health and Safety Protocols along the Almaty-Bishkek Corridor (ADB)
- Kazakhstan/Kyrgyzstan: Development of common accommodation classification system, (ADB)
- Maldives – Technical assistance to promote recovery of the tourism activity in the aftermath of the lockdown (JICA)
- Montenegro – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Morocco – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Mongolia – COVID-19 Tourism Recovery (Government of Mongolia)
- Tajikistan – Sustainable Tourism Development Plan (ADB)
- Tunisia – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Turkey – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Uzbekistan – Facilitating Tourism Recovery in the Aftermath of COVID-19 (EBRD)
- Zambia – Socioeconomic impact assessment of COVID-19 in the tourism sector (UNDP)

In addition, UNWTO has supported Fiji, India, Indonesia, Lao People's Democratic Republic, Jordan, Namibia, Malta, Maldives, Mauritius, Namibia, South Africa, Tanzania and Timor-Leste during the pandemic with reviewing COVID-19 protocols, advice and capacity building on policies and recovery strategies, and consulting on current tourism trends. Further, a COVID-19 Tourism Recovery component was also included in 18 projects that have been developed or launched prior to the pandemic.

Market intelligence and impact assessment

- UNWTO Global Tourism Dashboard – International Tourism and COVID-19
 - ▶ unwto.org/international-tourism-and-covid-19
- UNWTO Recovery Tracker
 - ▶ unwto.org/unwto-tourism-recovery-tracker
- UNWTO Destination Tracker
 - ▶ unwto.org/unwto-iata-destination-tracker
- Travel Restrictions Monitoring
 - ▶ unwto.org/covid-19-travel-restrictions

Regular impact assessment –

the *UNWTO World Tourism Barometer*

- Volume 19, Issue 5 (September 2021)
 - ▶ e-unwto.org/toc/wtobarometereng/19/5
- Volume 19, Issue 4 (July 2021)
 - ▶ e-unwto.org/toc/wtobarometereng/19/4
- Volume 19, Issue 3 (May 2021)
 - ▶ e-unwto.org/toc/wtobarometereng/19/3
- Volume 19, Issue 2 (March 2021)
 - ▶ e-unwto.org/toc/wtobarometereng/19/2
- Volume 19, Issue 1 (January 2021)
 - ▶ e-unwto.org/toc/wtobarometereng/19/1
- Volume 18, Issue 7 (December 2020)
 - ▶ e-unwto.org/doi/epdf/10.18111/wtobarometereng.2020.18.1.7
- Volume 18, Issue 6 (October 2020)
 - ▶ e-unwto.org/doi/epdf/10.18111/wtobarometereng.2020.18.1.6
- Volume 18, Issue 5 (September 2020)
 - ▶ e-unwto.org/doi/epdf/10.18111/wtobarometereng.2020.18.1.5
- Volume 18, Issue 4 (July 2020)
 - ▶ e-unwto.org/doi/epdf/10.18111/wtobarometereng.2020.18.1.4
- Volume 18, Issue 3 (June 2020)
 - ▶ e-unwto.org/doi/epdf/10.18111/wtobarometereng.2020.18.1.3
- Volume 18, Issue 2 (May 2020)
 - ▶ e-unwto.org/toc/wtobarometereng/18/2
- UNWTO World Tourism Barometer, May 2020 – Special focus on the Impact of COVID-19 (summary)
 - ▶ <https://doi.org/10.18111/9789284421817>
- World Tourism Barometer, May 2020 – Special focus on the Impact of COVID-19 (full publication)
 - ▶ <https://doi.org/10.18111/9789284421930>

Travel restrictions

- ▶ <https://www.unwto.org/covid-19-travel-restrictions>

Sociocultural impact

- COVID-19 and Indigenous Communities
- Youth and Post COVID-19 Tourism Recovery
- COVID-19 and Women in Tourism
 - ▶ unwto.org/covid-19-inclusive-response-vulnerable-groups

Investment

- Global FDI Greenfield Investments Trends in Tourism 2020 collaborating with fDi Intelligence from The Financial Times
 - ▶ unwto.org/investment/tourism-investment-report-2020
- Global FDI Greenfield Investments Trends in Tourism 2021 collaborating with fDi Intelligence from The Financial Times
 - ▶ fdiintelligence.com/article/80019
- UNWTO Travel and Tourism Tech Start-up Ecosystem and Investment Landscape
 - ▶ webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2021-06/travel-and-tourism-tech-startup-ecosystem-and-investment-landscape.pdf



© Balazs Busznyak | Unsplash

Supporting jobs, training and skills development

- UNWTO Jobs Factory
 - ▶ unwto.org/jobs-factory
- UNWTO Tourism Online Academy
 - ▶ unwto-tourismacademy.ie.edu
- UNWTO-Google Acceleration Programme for Africa
 - ▶ unwto.org/news/unwto-and-google-host-tourism-acceleration-program-in-middle-east
- UNWTO-Google Acceleration Programme for the Middle East (Egypt, Saudi Arabia, EAE)
 - ▶ unwto.org/events/2-unwto-google-tourism-acceleration-programme
- UNWTO-Google Acceleration Programme for Europe
 - ▶ unwto.org/unwto-acceleration-programme
- UNWTO-Google Acceleration Programme for Latin America
 - ▶ unwto.org/unwto-acceleration-programme
- 2020 Global UNWTO Students' League with challenges dedicated to creating solutions for recovery post-Covid 19
 - ▶ unwto.org/students-league
- 2020 UNWTO Students League – The Netherlands
 - ▶ unwto.org/students-league
- 2021 Global UNWTO Students' League
 - ▶ unwto.org/students-league

Technical guidelines

- Conceptual Guidance on Tourism Statistics in the COVID-19 Context
 - ▶ <https://doi.org/10.18111/9789284422432>
- Recommendations for the Tourism Sector to Continue taking action on Plastic Pollution During COVID-19 Recovery
 - ▶ wedocs.unep.org/bitstream/handle/20.500.11822/33240/PPCOVID.pdf?sequence=1
- Addressing Pollution from Single-Use Plastics Products: A life cycle approach, key messages for tourism businesses
 - ▶ webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2021-07/210706-Single-use-plastic-products.pdf
- UNWTO Investment Guidelines – Enabling Frameworks for Tourism Investment
 - ▶ <https://doi.org/10.18111/9789284422685>
- UNWTO Investments Guidelines – Strategies to Safeguard Tourism Investments during COVID-19
 - ▶ <https://doi.org/10.18111/9789284422913>
- Reopening Tourism for Travellers with Disabilities: How to provide safety without imposing unnecessary obstacle
 - ▶ webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-08/REOPENING.pdf
- Newsletter on Solutions for restarting tourism
 - ▶ webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-07/newsletter-solutions.pdf
- UNWTO Digital Health Passes Compendium
 - ▶ webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2021-04/Digital-Passes-Compendium.pdf
- UNWTO Top 25 Innovators Working for a More Sustainable and Innovative Tourism
 - ▶ webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2021-06/2021_IDT_25Startups.pdf
- Brand Africa – A Guidebook to Strengthen the Competitiveness of African Tourism
 - ▶ <https://doi.org/10.18111/9789284423071>
- World Committee on Tourism Ethics⁴ Statements and Recommendations
 - ▶ unwto.org/tourism-ethics-a-special-session-on-covid-19-and-tourism
- Statement on Ensuring Global Ethics of Tourism after COVID-19
- Recommendation on COVID-19 Certificates for International Travel
- Revision of the “Tips for a Responsible Traveller”, a response to the COVID-19 pandemic



Communication and outreach

UNWTO has been the single, clear and strong voice of tourism from the start of the crisis. Utilizing its expanded digital platform, building on a new-look website and more dynamic social media channels, UNWTO's message has enjoyed unprecedented reach. At the same time, UNWTO has strengthened existing media partnerships or embarked on new partnerships with key media players, including CNN International, Facebook, Euronews and Xinhua News Agency. As UNWTO leads the restart of tourism, collaboration with Instagram and Netflix will use the power of storytelling to highlight the sector's transformation into a more sustainable and inclusive sector.

- UNWTO and CNN Partner for Global #RestartTourism Campaign
 - ▶ unwto.org/news/unwto-and-cnn-partner-for-global-restarttourism-campaign
- CNN JOINS UNWTO ON #TRAVELTOMORROW CAMPAIGN
 - ▶ unwto.org/news/cnn-joins-unwto-on-traveltomorrow-campaign
- #TRAVELTOMORROW
 - ▶ unwto.org/news/stay-home-today-traveltomorrow
- Stay Home Today, #TravelTomorrow
 - ▶ unwto.org/news/stay-home-today-traveltomorrow

- #RESPONSIBLETRAVEL
 - ▶ unwto.org/traveltomorrow
- HOW WILL YOU #TRAVELTOMORROW?
 - ▶ unwto.org/how-will-you-travel-tomorrow
- 75 Years of the United Nations: Cooperation and Trust as Important as Ever
 - ▶ unwto.org/news/75-years-of-the-United-nations-cooperation-and-trust-as-important-as-ever
- UNWTO and Instagram Partner to Help Destinations 'Recover and Rediscover'
 - ▶ unwto.org/news/unwto-and-instagram-partner-to-help-destinations-recover-and-rediscover

Tourism4SDGs Platform: COVID-19 and Recovery

The Platform, developed with the support of the Switzerland State Secretariat of Economic Affairs (SECO) is an innovative online tool providing the global community a space to co-create and engage to realize the 2030 Agenda through tourism and further. COVID-19 Recovery page was created to share best practices to mitigate the effects of COVID-19 on tourism

- ▶ tourism4sdgs.org/covid19-recovery/



Competitions and challenges

- UNWTO Healing Solutions for Tourism Challenge
 - ▶ unwto.org/healing-solutions-tourism-challenge
- UNWTO Rural Tourism Competition (pilot in Spain)
 - ▶ unwto.org/unwto-rural-tourism-competition
- UNWTO Hospitality Challenge
 - ▶ learn.sommet-education.com/unwto-hospitality-challenge.html
- BID Lab Beyond Tourism Innovation Challenge in collaboration with UNWTO
 - ▶ convocatorias.iadb.org/en/beyondtourism
- UNWTO Sustainable Development Goals Global Start-up Competition
 - ▶ unwto.org/sdgs-global-startup-competition
- Brazil Tourism Innovation Challenge in collaboration with UNWTO
 - ▶ startups.turismo.gov.br
- UNWTO Smart Solutions for Smart Destinations Challenge
 - ▶ athletic-club.eus/en/news/2020/07/27/smart-solutions-for-smart-destinations-challenge
- Reto Riqueza Natural Colombia con el apoyo de UNWTO
 - ▶ colombiaproductiva.com/ptp-comunica/noticias/el-premio-colombia-riqueza-natural-recibe-mas-de-1
- UNWTO Inspiration Africa Branding Challenge
 - ▶ unwto.org/africa/unwto-inspiration-africa-branding-challenge
- UNWTO Global Rural Tourism Start-up Competition
 - ▶ unwto.org/unwto-global-rural-tourism-startup-competition
- IDB Lab Smart Challenge: Jesuitic Routes in collaboration with UNWTO
 - ▶ convocatorias.iadb.org/es/integracion-turistica/smart-challenge-desafio-de-integracion-turistica
- UNWTO and NEOM 'Tourism Experiences of the Future Challenge'
 - ▶ unwto.org/neom-tourism-experiences-of-the-future
- Reto OMT de Innovación: Nuevas Experiencias Turísticas Colombia
 - ▶ <https://www.unwto.org/es/reto-omt-de-innovacion-nuevas-experiencias-turisticas-impulsado-por-procolombia>
- 3rd UNWTO Gastronomy Tourism Start-up Competition
 - ▶ unwto.org/3rd-global-gastronomy-tourism-startup-competition



Endnotes:

- 1 TDGDP follows the Tourism Satellite Account (TSA) Recommended Methodological Framework (2008) developed by UNWTO and the UN Statistics Commission.
- 2 Loss in global GDP was USD \$2.8 trillion in 2020 according to data from World Economic Outlook, October 2021, International Monetary Fund (retrieved October 2021): www.imf.org/en/Publications/WEO/weo-database/2021/October.
- 3 Decline in world trade amounted to USD 2.6 trillion in 2020, based on merchandise and commercial service exports, according to World Trade Organization data (retrieved October 2021): <https://timeseries.wto.org/>.
- 4 The World Committee on Tourism Ethics is an impartial body which reports directly to the UNWTO General Assembly. Its functions are to interpret, apply, and evaluate the provisions of the UNWTO Global Code of Ethics for Tourism, in addition to ensuring the promotion of its ethical principles and the monitoring of its practical implementation by governments and the private sector.

