



UNWTO

World Tourism Organization

109th session of the Executive Council

31 October 2018, Manama, Bahrain



TOURISM IN THE STATE'S POLICY

Political
Agenda

National

Sub-
national

Private
Sector

Phase 1
INTERVENTION

Phase 2
PROMOTION

Phase 3
COORDINATOR

Phase 4
SUSTAINIBILITY

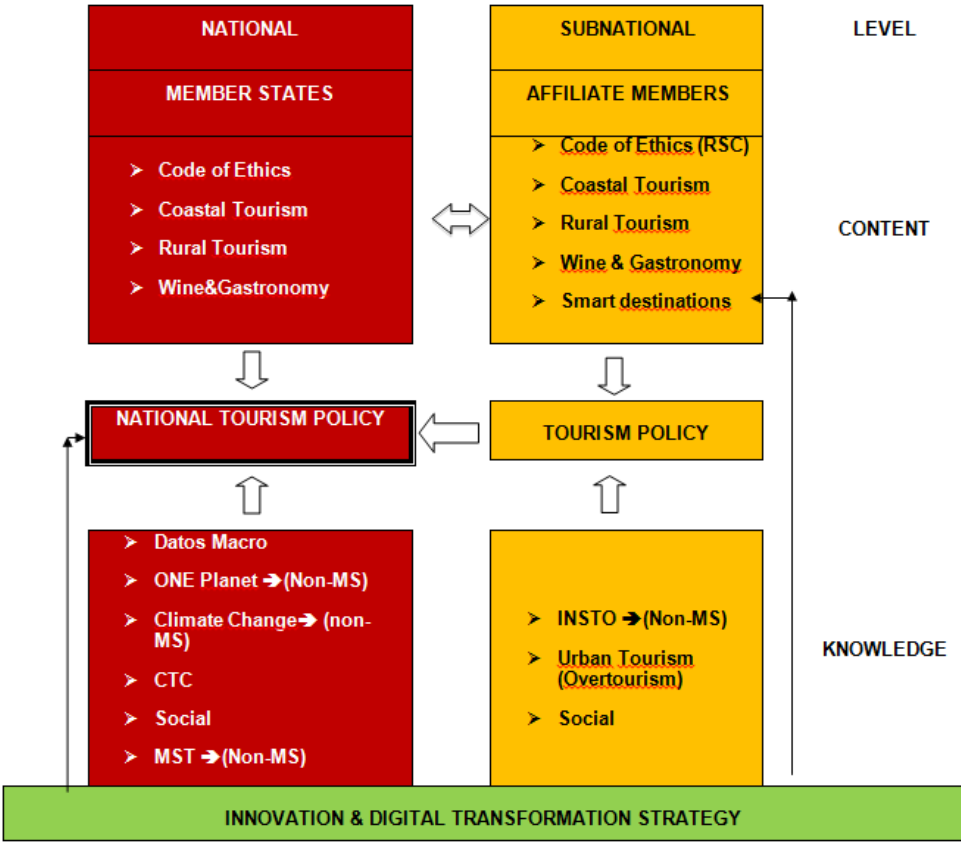
Saudi Commission for Tourism and National
Heritage

UNWTO differs and is unique

- For being a UN Specialized Agency
- 2030 Agenda → **SUSTAINABILITY** (SDG's 8, 12 and 14)
 - ❑ INSTO
 - ❑ ONE PLANET
 - ❑ MST

TO BE COMPETITIVE YOU HAVE TO BE SUSTAINABLE

Relationships



Applied Principles

- To narrow the focus while broadening the reach and the impact.
➔ Attract new/former MS, while serving current MS.
- *“If you can’t measure it, you can’t improve it”* - Peter Drucker.
(UNWTO’s Reform: transparency).

Priorities for 2019-21

To narrow the focus while broadening the reach and the impact.

SDTR	<ul style="list-style-type: none">• International Network of Sustainable Tourism Observatories - INSTO• SDG 12 & One Planet (former 10YFP)• Climate Change• Travel facilitation• Connectivity
STTC	<ul style="list-style-type: none">• MST• Extension of Statistics implementation & TSA
ECSR	<ul style="list-style-type: none">• Tourism Ethics Code (CRS)• Accessibility• Cultural Tourism• Gender
TMIC	<ul style="list-style-type: none">• Knowledge: Market Intelligence and Tourism Long-Term Forecast.• Policy, Competitiveness and Destination Management:<ul style="list-style-type: none">○ Job creation: the future of work in tourism (SDG 8)○ Analysis of Value Chain (Tourism Insight on Accommodation)○ Policy Papers (CTC)• Products: Rural, Coastal, Wine&Gastronomy, City

Goals for 2019-21

If you can't measure it, you can't improve it

	PoW 2019	PoW 2020	PoW2021
SDTR	1.Xxxx 2.Yyyy 3.Zzzz	1.Xxxx 2.Yyyy 3.Zzzz	1. Xxxx 2. Yyyy 3. Zzzz
STSA	1.Xxxx 2.Yyyy 3.Zzzz	1.Xxxx 2.Yyyy 3.Zzzz	1. Xxxx 2. Yyyy 3. Zzzz
ESDT	1.Xxxx 2.Yyyy 3.Zzzz	1.Xxxx 2.Yyyy 3.Zzzz	1. Xxxx 2. Yyyy 3. Zzzz
TMIC	1.Xxxx 2.Yyyy 3.Zzzz	1.Xxxx 2.Yyyy 3.Zzzz	1. Xxxx 2. Yyyy 3. Zzzz