

FOR DECISION

Agenda item 4(a)
**Implementation of the General Programme
of Work for 2018-2019**

CE/110/4(a) rev.1
Madrid, 17 June 2019
Original: English

Executive summary

At its 108th session in San Sebastián, Spain, the Executive Council approved the Management Vision proposed by the Secretary-General (CE/DEC/6(CVIII)), which specified clear objectives and priorities for the programme of work of the Organization for 2018-2019.

This document chronologically follows the document CE/109/3(a) rev.1 presented at the 109th session of the Executive Council (Bahrain), covering the period October 2018 - March 2019. It recalls some key UNWTO strategic points and presents the operational activities and achievements responding to the programmatic priorities, as well as some elements regarding the way forward.

The focus on innovation is still strong during the period covered by the report, notably through the organization of several Tourism Tech Adventures Fora and the launches of Tourism Startup Competitions. In the field of education, the Academy is taking shape and 2019 was designated the *UNWTO Year of Education, Skills and Jobs*. In the area of travel facilitation, UNWTO has joined forces with ICAO during the First Ministerial Conference on Tourism and Air Transport in Africa. Finally, in response to the fifth priority "Protect our heritage and planet", progress has been made in several UNWTO initiatives and areas of work: Measuring Sustainability in Tourism (MST), UNWTO International Network of Sustainable Tourism Observatories (INSTO), One Planet Sustainable Tourism Programme, Gender equality and Tourism, Framework Convention on Tourism Ethics, etc.

Annexes I and II respectively include the lists of UNWTO events and publications. Annex III contains the report of the Statistics Committee, notably the recent developments on the Measuring the Sustainability of Tourism (MST) initiative. Annex IV focuses on the United Nations Reform. The Secretary-General explains the implications for UNWTO of the United Nations Reform, and UNWTO membership to the United Nations Sustainable Development Group (UNSDG), including its financial liability and related benefits, for decision by the Executive Council. Annex V includes the UNWTO Recommendations on Urban Tourism.

Action by the Executive Council

DRAFT DECISION¹

The Executive Council,

Having examined the report of the Secretary-General on the Programme of Work and its different annexes,

¹ This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

1. *Takes note* of the activities implemented and progress achieved;
2. *Endorses* the UNWTO Recommendations on Urban Tourism and requests the Secretary-General to submit them to the General Assembly for approval;

Having taken cognizance, in particular, of the activities related to the initiative Measuring the Sustainability of Tourism and the Report of the Statistics Committee,

3. *Encourages* UNWTO Members to support the international consensus process towards the approval by the United Nations of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) by:
 - (a) Liaising with their country's respective National Statistical Institute at the highest level to raise awareness and garner support in preparation to the UN Statistical Commission's fifty-first session in March 2020, and
 - (b) Becoming active at any stage in the MST project through for example nominating experts for partaking in the Working Group of Experts on MST, ensuring their country's contribution to the global consultations and pioneering the implementation of the SF-MST through the development of a pilot study;
4. *Thanks* the Committee for its continued contribution to the Organization statistical work;
5. *Commends* the countries that have implemented the Tourism Satellite Account and carried out pioneering work in the implementation of the SF-MST;
6. *Accepts* the Secretariat's suggestion to rename the Committee on Statistics and the Tourism Satellite Account as the "Committee on Statistics"; and

Having heard the explanations of the Secretary-General regarding the implications for UNWTO of the United Nations Reform, and notably, of the UNWTO's membership in the United Nations Sustainable Development Group (UNSDG),

7. Option a) *Decides* that UNWTO shall be part of the UNSDG, and shall assume its corresponding operational and financial obligations including the Resident Cost-Sharing contribution of 200,000 USD per annum for 2020-2021.
8. Option b) *Decides* that UNWTO shall not be part of the UNSDG for the forthcoming biennium, and that UNWTO membership will be reconsidered for 2022-2023.

I. Introduction

1. The present report is a continuation of document CE/109/3(a) rev.1 submitted to the Executive Council in its 109th session (Bahrain). It covers the period October 2018 – March 2019 or so and summarizes the activities undertaken by the Secretariat with its Members and partners with the aim of responding to the objectives and priorities proposed by the Secretary-General in its Management Vision (document CE/108/5(b) rev.1 and approved by the Council.
2. Annexes I and II respectively include the lists of UNWTO events and publications. Annex III contains the Report of the Statistics Committee. Annex IV focuses on the United Nations Reform - Repositioning the United Nations development system - and the implications for UNWTO. Annex V includes the UNWTO Recommendations on Urban Tourism.

II. Programmatic priorities

3. The five priorities set in the Management Vision (document CE/108/5(b) rev.1) are as follows:

Priority 1: Make tourism smarter: innovation and the digital transformation

Priority 2: Grow our competitive edge: investments and entrepreneurship

Priority 3: Create more and better jobs: education and employment

Priority 4: Build resilience and facilitate travel: safe, secure and seamless travel

Priority 5: Protect our heritage: social, cultural and environmental sustainability

Priority 1: Make tourism smarter: innovation and the digital transformation

4. The Secretariat has continued to put a strong emphasis on innovation, bringing together the key stakeholders, including governments, academia, corporations, SMEs and start-ups, investors (business and super business angels, venture capital, etc.) and business development partners (accelerators, incubators, etc.) in order to boost innovation and entrepreneurship.

Partnerships for innovation

5. An important step has been the consolidation of partnerships with innovation leaders.

(a) Agreements were signed with:

- Amadeus: cooperation to contribute to the 2030 Agenda and the 17 Sustainable Development Goals (SDGs) in the context of travel and tourism.
- Basque Culinary Centre: 1st UNWTO Gastronomy Tourism Start-up competition
- Globalia: identifying the most disruptive tourism start-ups.
- IE Business School: strengthening the role of academia in the tourism sector.
- Instituto Tecnológico Hotelero: new technologies, hotel operations, energy efficiency and innovation.
- Niantic: developing innovative tourism experiences through the use of augmented reality and location-based video games.
- Portugal Ventures: boost innovation and support tourism start-ups with great potential to transform the tourism sector in a sustainable manner.
- Unidigital: connecting entrepreneurship ecosystems in the Americas.

- Vynn Capital: encouraging tourism players in adopting a digital strategy,
- (b) Preliminary collaborations in order a) to foster stronger relationships between the private sector and our Member States and b) to further boost the innovation and entrepreneurship ecosystem and promote skills, discussions have been initiated with Affiliate Members (Niantic, ICCA/IMEX, MasterCard, Amadeus, IBM) and innovation leaders (Financial Times, Massachusetts Institute for Technology, Rebus, Trivu, Plug and Play, Atomico, Drore).
 - (c) Stronger relations have been built with Member States regarding innovation with the objective of developing a programme of work that fosters an innovation and investment culture by connecting entrepreneurs and investors. Partnerships have been initiated with Argentina, Bahrain, Brazil, Chile, Colombia, Egypt, Georgia, Panama, Portugal, Qatar, Spain and Thailand.

Creation of the UNWTO Tourism Innovation Hubs Network

6. In line with the UNWTO Innovation and Digital Transformation Strategy, the UNWTO Innovation Hubs Network will unify the leading Innovation Hubs worldwide into one Network dedicated to connecting and scaling up the innovation and entrepreneurship ecosystems of UNWTO Member States. Document CE/110/4(c) is dedicated to this topic.

Sharing innovative solutions

7. UNWTO, through innovation initiatives dedicated to tourism, has brought together all the actors of the ecosystem to boost innovation, entrepreneurship and investment in tourism. Major events and initiatives exist presenting innovative solutions:
 - (a) The UNWTO Awards recognize the contribution of public and private institutions and NGOs to a more innovative, responsible and sustainable tourism sector that works towards achieving the 2030 Sustainable Development Agenda. The 15th UNWTO Awards finalists were announced during FITUR 2019.
 - (b) UNWTO Tourism Tech Adventure (TTA) Forums include High-level Seminars for Ministers, Start-up Masterclasses, one-on-one networking sessions between startups, corporations and investors, hackathons and start-up competitions. TTAs have been held in Bahrain, Argentina and Egypt, and Forums are planned in Colombia, Panama, Georgia and Chile during 2019.
 - (c) UNWTO launched an innovation initiative in Africa, the UNWTO/NEPAD Tourism Tech Adventure: African Tourism Startups, an initiative dedicated to supporting the African startups that will lead the transformation of the tourism sector. Five African startups received sponsorship to learn, pitch and gain exposure to the world's tourism leaders, investors, corporates, academia and supporting business partners. The startups of the initiative received a one-week scholarship with IE Business School to develop their startups and meet other social innovators.
 - (d) UNWTO.QUEST: To strengthen institutional capacities and governance at destination level UNWTO has developed UNWTO.QUEST, a Certification System addressed to Destination Management Organizations (DMOs). Managed by the UNWTO Academy and the Tourism Market Intelligence and Competitiveness Department, its aim is to strengthen three key performance areas of DMOs: Strategic Leadership, Effective Execution and Efficient Governance. Punta del Este Convention Bureau (Uruguay) and Agencia Córdoba Turismo (Argentina) have been the first DMOs awarded with the UNWTO.QUEST Certification (2018-2019). Since not all destinations have a DMO, UNWTO can also accompany UNWTO Members in the creation of DMOs at local and regional level by providing guidance and recommendations.
 - (e) In the wake of the 4th Industrial Revolution, the 1st UNWTO Tourism Startup Competition sought the most disruptive startups that are transforming the way people travel and experience tourism. The first edition of this competition gathered over 3,000 applications representing 133 countries. The winning

startup, Refundit (Israel), was awarded the top prize in January 2019. Given the success of this first competition, other additions of the competition have been launched in 2019, including:

- 1st UNWTO Gastronomy Tourism Startup Competition. The opening call received over 250 applications received from all 5 regions, the winner will be announced among the five finalists to present their proposals in San Sebastian, Spain in May 2019 during the 5th UNWTO Forum on Gastronomy Tourism;
- Tourism Tech Adventures: Sports, in collaboration with Futbol Club Barcelona

- (f) In order to highlight the significant role of the private sector in the advancement of innovative solutions and the deployment of technology in cultural tourism, in collaboration with the Iranian Cultural Heritage, Handicrafts and Tourism Organization, UNWTO organized the 40th UNWTO Affiliate Members Plenary Session: International Seminar on Harnessing Cultural Tourism through Innovation and Technology. The seminar aimed to develop strategic and innovative tourism products by understanding the current social trends and customer needs in the area of cultural tourism.

Priority 2: Grow our competitive edge: investments and entrepreneurship

Improving business environment

8. Activities reported under priority 1 above also contribute to this priority, notably by improving the business environment in UNWTO Member States and by stimulating entrepreneurship and SMEs in tourism and other sectors along the tourism value chain.
9. In addition, UNWTO has developed initiatives enabling business environment such as the 2nd Global Conference on Jobs and Inclusive Growth or the INVESTOUR Forum. The Secretariat is continuously working on driving changes in tourism private sector, not through short-term actions but through long-term impact by generating knowledge, empowering stakeholders and inspiring action for the tourism sector to fully embrace sustainable development. Against this background, the Affiliate Members Department endeavours to have more Affiliate Members and engage them in UNWTO's values, standards and activities.

Venture Capital Network

10. The Secretariat is cooperating with Rakuten, K Fund, Portugal Ventures, Vynn Capital, Motive Partners, THCAP Venture Capital, Dux Capital, Mountain Nazca Colombia, Kaszek Ventures, VARIV Capital, Angel Ventures and Zouyu Capital among others with the aim of boosting an investment culture in tourism.

New Technologies

11. UNWTO is collaborating with Rebus to create a UNWTO Events Webapp with a view to a) Supporting the digital transformation process of the UNWTO Secretariat, b) Creating added value for UNWTO events participants by engaging them before, during and after events and c) Promoting ecosystem development on a global scale and across-sectors.
12. To advance the digitalization of UNWTO, the Organization is preparing a market intelligence dashboard. The UNWTO Tourism Insights Dashboard will be an online platform for Member States and all stakeholders to access UNWTO data and insights.

Promoting tourism competitiveness

13. **Data and intelligence** provided by the *UNWTO World Tourism Barometer* on a regular basis as the only worldwide short-term tool to measure international tourism provides knowledge and contributes to decision-making and the competitiveness of destinations.
14. Benchmarking Study on *New Platform Tourism Services – rules and regulations in the accommodation industry*: the report to be published in July 2019 aims to provide an overview of the rules and regulations in place concerning the private accommodation rental market in selected destinations. The report is expected to contain 20+ case studies from around the world.
15. The UNWTO **Committee on Tourism and Competitiveness (CTC)** is working on the elaboration of the first position paper on the selected factor for competitiveness “**Tourism policy and strategic planning**”. By setting the scene as regards to the conceptual framework on tourism policy and strategic planning, the Committee aims to provide UNWTO Members with a ground work which shall contribute to a successful process of formulation and implementation of sound tourism policies as they are the cornerstone for the competitiveness of a tourism destination.
16. In order to support Member States in becoming more competitive through, among others, the promotion of specific products or segments are supported in UNWTO events, such as:
 - (a) **Gastronomy and wine** tourism, exploring issues related to product diversification, job creation and rural development through tourism. A project for gastronomy tourism development is currently being implemented in Ubud, Indonesia. UNWTO and the Basque Culinary Center (BCC) are co-organizing the 5th UNWTO World Forum on Gastronomy Tourism.
 - (b) UNWTO is currently working on a **shopping tourism** experiences project in the municipality of León, Guanajuato, Mexico. The project includes the development of innovative experiences and the integration of other sectors in the tourism value chain to promote job creation and new opportunities.
 - (c) **Tourism routes**, in order provide insights on how to better market, promote destinations, facilitate travel and ultimately attract investments through transnational tourism experiences and products, with a specific focus placed on the Silk Road: 8th UNWTO International Meeting on Silk Road Tourism.
 - (d) **Urban destinations**, exploring the diverse and innovative segments cities can bring together, with special emphasis on the role of technology, governance and public-private collaboration models and the need to place tourism higher in the urban agenda. UNWTO has organized the First Mayors Forum for Sustainable Tourism in Lisbon, Portugal, as well as the 8th UNWTO Global Summit on Urban Tourism, on 9-12 October in Nur-Sultan, Kazakhstan. UNWTO Recommendations on Urban Tourism are submitted to the Council in Annex V.
 - (e) **Mountain tourism**, notably through the 4th UNWTO Euro-Asian Mountain Tourism Conference that looked look into the future of mountain tourism from the perspective of mature destinations in Europe and new emerging ones in Asia.
 - (f) **Health tourism**: A new UNWTO study developed with the European Travel Commission introduces the evolution of health-related tourism products and services from all around the world and provides insights into the current situation of the industry, as well as the future potential.
 - (g) **Rural tourism**, as a tool for socio-economic revitalization and a way to add value to the natural and cultural resources of communities at a time of depopulation in many developed countries.
 - (h) **Sports tourism**, a growing sub-sector with enormous potential worldwide.

Priority 3: Create more and better jobs: education and employment

UNWTO.Academy

17. As one of the pillars under this priority, UNWTO has rebranded the Themis Foundation into the UNWTO.Academy, working on the establishment of international centres and an online education and training platform to improve skills, education and specialized training programmes. Document CE/110/4(b) is dedicated to the Academy.
18. Strengthening Members' capacity in tourism education is one of the areas of work of the UNWTO Academy, and in this past year 2018, 700 participants have been trained through onsite, online and blended initiatives.
19. Discussions have been held with Saudi Arabia, Portugal, Switzerland, Georgia and Costa Rica to start delivering Executive Education through International Centres in these countries during 2019

Tourism education and skills

20. UNWTO and the Aristotle University of Thessaloniki, Greece, signed a Memorandum of Understanding during the 8th UNWTO International Meeting on Silk Road Tourism focused on strengthening research cooperation, especially in the area of Silk Road tourism development.
21. Organized in the framework of ITB and in collaboration with Google the High-Level Dialogue on Digital Skills in Tourism brought together high-level representatives from across the European region to discuss the importance of digital education and promote the exchange of initiatives and policies that contribute to building digital capacity in tourism. Google will support UNWTO members in addressing the new digital trends and transformation challenges faced by tourism and needed by the sector, to fully harness its development potential and contribution to sustainability.

Job creation

22. UNWTO is advancing research on the impact of tourism on jobs and the future of work in the sector. As requested at the 8th Meeting of the G20 Ministers of Tourism held in Argentina, a report on the subject will be presented by UNWTO at the 9th Meeting to be held in Japan, in October 2019.

Talent development and image of employment in tourism

23. UNWTO is actively working on Talent Development initiatives and will launch, in 2019, a UNWTO Tourism Student's league and other initiatives to strengthen the links between the sector and the Education Institutions and their graduate students.

Priority 4: Build resilience and facilitate travel: safe, secure and seamless travel

24. UNWTO collaborated with the World Health Organization (WHO) to improve countries' preparedness to public health emergencies and participated in WHO's High-level Conference on Preparedness to Public Health Emergencies which took place in Lyon on 3-4 December. The Lyon Conference Statement stresses the need for improved information sharing as required by the International Health regulations and integrated approaches across the actors of air transportation, public health and tourism.
25. The first UNWTO/WAEMU Regional Workshop on Tourism and Security took place in Dakar, Senegal. The UNWTO technical workshop was jointly organized alongside the West African Economic and Monetary Union (UEMOA) and the Government of Senegal. The final recommendations given during the close of the event were aimed at permitting greater cooperation between the participating countries for tourism and security.

Tourism and Air Transport

26. As recalled in the Joint Statement on Aviation and Tourism: Hand in Hand for Sustainability, signed on 18 March 2013, and in the [Medellín Statement on Tourism and Air Transport for Development](#), adopted on 14 September 2015 by the International Civil Aviation Organization (ICAO) and the World Tourism Organization (UNWTO), air transport and tourism are major contributors to global economic prosperity, generating numerous socio-economic benefits and spin-offs.
27. The [First UNWTO/ICAO Ministerial Conference on Tourism and Air Transport](#) in Africa took place in Cabo Verde aiming at building on progress and advancements achieved in both sectors as well as to generate pragmatic solutions that will enable African States to maximize the benefits of tourism development and air transport services in the continent. As part of the conference preparations, UNWTO prepared a dedicated report on 2019 Visa Openness for Africa, which was released during the conference and is available [here](#).

Priority 5: Protect our heritage: social, cultural and environmental sustainability

Measuring the Sustainability of Tourism

28. The [Measuring the Sustainability of Tourism](#) (MST) project is expanding the field of tourism statistics beyond the measurement of volumes and economic impacts to include also social and environmental aspects. Led by the multidisciplinary Working Group of Experts on MST, under the auspices of the UNWTO Committee on Statistics and supported by the UN, MST aims at better understanding the status of tourism sustainability and monitor progress. This is especially relevant in the era of Sustainable Development Goals.
29. UNWTO, through its [Committee on Statistics](#)² (see also report of its January 2019 meeting in [Annex III](#)), has been responsible for the development of the only two international standards available in tourism, and it is now pioneering what could become the third: the Statistical Framework for Measuring the Sustainability of Tourism. The Statistical Framework for MST has undergone various drafts and consultations, as well as pilot testing in countries (including both UNWTO Member States and non-Member States). The UN Statistical Commission (at its 50th session held in March 2019) supported the proposed process to finalize the Statistical Framework with the objective of submitting the document to the Commission for UN approval in March 2020. Because the development of any statistical standard is as much a political endeavour as it is a technical development, National Tourism Administrations can play a crucial role by liaising with their respective National Statistical Institutes at the highest level to ensure they voice their support to MST at the UN Statistical Commission.
30. With regard to the implementation in countries of international standards, UNWTO is currently developing a [Tourism Satellite Account \(TSA\) Compilation Guide](#) in coordination with the UN Statistics Division and continues its [capacity building activities](#) on basic tourism statistics and TSA. It also maintains the most comprehensive database available on the tourism sector.
31. The [UNWTO International Network of Sustainable Tourism Observatories \(INSTO\)](#) welcomed the establishment of three new observatories in 2018. The Alentajo region in Portugal, the South Tyrol Sustainable Tourism Observatory, in Italy, and the Observatory of the city of Panama, in Panama joined the network as partners of committed destinations monitoring sustainable tourism development. In January 2019, during FITUR, joined the first Observatory in Spain (Navarra).
32. The [2018 Global INSTO Meeting](#) was held at UNWTO Headquarters in Madrid. Continuing the tradition of the previous years, the meeting offered discussion rounds and workshops in order to exchange knowledge on achievements and challenges in measuring social, environmental and economic tourism impacts at destinations. In keeping with UNWTO's priority of promoting technological innovation that fosters

² At the Committee meeting, the Secretariat suggested to rename the Committee on Statistics and the Tourism Satellite Account as the "Committee on Statistics"

sustainable tourism, attendees took part in three workshops on the potential of geo-referenced information for destination planning.

Sustainable consumption and production in the tourism sector

33. Providing tools and solutions for the shift to SCP: The Sustainable Tourism Programme has also continued tacking stock and raising awareness of ongoing projects, tools and solutions to accelerate SCP in the tourism sector. In 2018, over 100 initiatives and resources were connected to the [programme's online portfolio](#) covering a variety of topics such as local economic development, the inclusion of women's groups through upcycling, creating linkages with MSMEs in the tourism supply chain, food loss and waste reduction, sustainable resource use or sustainable destination management. As part of the ongoing [webinar series](#), the Coordination Desk with support from UN Environment and the French government organized three additional sessions with the following titles: "Sustainable business models on circularity in the built environment", "Circular economy – exploring an innovative approach for the tourism sector" and "Circularity in sports events".
34. In March 2019, UNWTO was appointed by the One Planet Secretariat (UN Environment) to continue leading the One Planet Sustainable Tourism Programme for the period 2019 - 2022. The Government of France (Ministry for the Ecological and Inclusive Transition) was also renewed as Co-lead. The expressions of interest received for the two additional Co-lead seats are under discussion and evaluation.
35. UNWTO in collaboration with UN Environment and with support from the French Government researched national tourism policies with the objective to gain insights on the integration of Sustainable Consumption and Production (SCP) patterns into tourism policies. The report sets a baseline which can contribute to substantiate the progress achieved towards the implementation of SDG Target 12.b. and to better visualize the connections between national tourism policies and the rest of targets under SDG 12. The full report is available [here](#).

UNGA Sustainable Tourism Report and Resolution

36. Based on the [report](#) prepared by UNWTO (July 2018), the UN General Assembly adopted, on 20 December 2018, by consensus, the resolution entitled, "*Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection*" (A/RES/73/245). The resolution, which was sponsored by a total of 94 delegations recognizes that sustainable tourism, including ecotourism, is a cross-cutting activity that can contribute to the three dimensions of sustainable development and the achievement of the SDGs and underlines the importance of ensuring responsible resource management, addressing the negative impacts of unbalanced tourism, respecting environmental and sociocultural capacities and stresses, among others, the need to ensure the integration of sustainable consumption and production patterns in the tourism sector.

Tourism and climate change

37. A [report](#) comprising a summary of the proceedings and the presentations made during the UNWTO Regional Seminar on Climate Change, Biodiversity and Sustainable Tourism Development is now available. It examines the effect of climate change on tourism development, the link between sustainable tourism development and biodiversity conservation, and how this translates into governance arrangements in their respective destinations. The regional seminar and associated report were supported through the [UNWTO/Chimelong Initiative](#).
38. UNWTO, together with the International Transportation Forum (ITF) is working on an updated estimate, from a transport perspective, of the overall contribution of the tourism sector to GHG emissions, with actionable policy recommendations. The results of this research are expected in mid-2019. Within the framework of the study, an in-house retreat, with the participation of ITF, Amadeus, Innovation Norway and the Western Research Institute, was held at UNWTO headquarters on 19-21 November 2018. The meeting aimed at analysing tourism and related air transport demand as well as brainstorming and advancing on the scenarios-policy implications for reduced emission

intensity and actionable tourism policy recommendations which are the main expected outputs from the study.

Gender equality and Tourism

39. The importance of gender equality and the empowerment of women and girls has been underscored in the United Nations' Sustainable Development Goal 5 - Achieve gender equality and empower all women and girls by 2030. Tourism being an industry, in which women make up the majority of the workforce, although still concentrated in lower-paid, more vulnerable employment, is particularly concerned towards gender equality.
40. Against this backdrop and in view of the success of the First Edition of the Global Report on Women in Tourism, UNWTO has partnered again with UN Women for a Second Edition of the Report which has counted with further backing from new partners: GIZ (the German Development Agency), World Bank and Amadeus.
41. Moreover, prompted by 12 women Ministers of Tourism in Africa, the UNWTO Leadership Taskforce on Women Empowerment in the tourism sector was created in 2018. The Taskforce has thus far held three meetings and agreed its Terms of Reference.
42. In the same context and with the aim of underscoring the need for a level playing field in the tourism sector to achieve equality, the First UNWTO Regional Congress on Women Empowerment in the Tourism sector will be hosted by the Government of the Republic of Ghana, in November 2019, with a focus on Africa.

Tourism and Culture

43. Cultural tourism is seen as an important driver for supporting heritage conservation, safeguarding cultural expressions and economic development. The Declaration of the 3rd UNWTO/UNESCO World Conference on Tourism and Culture, which was held in Istanbul in December 2018, highlighted the importance of strengthening synergies between tourism, culture and local community stakeholders in order to maximize the reach of the benefits of tourism. The next World Conference on Tourism and Culture is planned to be held in Kyoto, Japan.

Accessible Tourism for All

44. UNWTO continues to collaborate on Accessible Tourism with the Spanish ONCE Foundation for the Social Inclusion of Persons with Disabilities as a central part of responsible and inclusive tourism development. Further, together with the Ministry of Tourism of Ecuador, UNWTO is organizing the First UNWTO International Conference on Tourism and Accessibility which will be held Quito, Ecuador during the second half of this year.
45. UNWTO and Fundación ONCE signed a letter of intent for the preparation of a pilot project for labour insertion for persons with disability. The full pilot project is currently being discussed by the parties.
46. Work is also under way for the launching of the "UNWTO Recognition of Accessible Tourism Destinations", which is being coordinated with Fundación ONCE, in order to recognize and promote accessible tourism destinations. The first recognition may be granted during 2019.

Global Code of Ethics for Tourism

47. The World Committee on Tourism Ethics (WCTE) is the impartial body responsible for interpreting, applying and evaluating the provisions of the Code. The membership of the WCTE is renewed by half every two years in accordance with resolution 636(XX) of the General Assembly. In this regard, four vacant positions are to be filled by September 2019 for a mandate of four years (2017-2021).
48. As part of the activities to promote the Global Code of Ethics for Tourism, the WCTE acts as jury of the UNWTO Ethics Award which is open to all companies and associations that

are official signatories of the Private Sector Commitment to the Code of Ethics and have reported on its implementation. The laureate of the 2019 edition is the Brazilian entity Serviço Social do Comércio (Sesc) which is strongly committed to the principles of environmental and social responsibility and organizes a wide range of activities linked to Social Tourism.

49. The English version of the Framework Convention on Tourism Ethics - which is based on the Code of Ethics - was approved by the General Assembly in 2017. Following resolution 707(XXII), the Secretariat has coordinated the translation and validation of the text in all UNWTO official languages in order to present the Convention for adoption at the 23rd General Assembly (Saint Petersburg, Russian Federation, 2019). If adopted, this would be the first International Convention of UNWTO.

Tourism and SDGs – contributing to the 2030 Development Agenda

50. UNWTO is organizing a “Tourism Donors Round Table for the 2030 Agenda” aiming at scaling up International Aid flows for Tourism Financing for the 2030 Agenda, during the WTO-OECD Aid for Trade Review (3-5 July 2019) in Geneva, in partnership with other development partners and UNWTO Member States.

United Nations Reform - Repositioning the United Nations development system - and the implications for UNWTO

51. This issue was already presented to the Council at its 109th session in Bahrain (document CE/109/3(a) rev.1). UNWTO’s contribution to the cost sharing of the UN Resident Coordinator System – UNSDG shall overall enhance UNWTO’s delivery for developing Member States at country level. Operational and financial obligations and related benefits for UNWTO are detailed in the Annex IV.
52. The Secretary-General recalls to the members of the Executive Council that the UN Resident Cost sharing amount of 100,000 USD per annum was neither planned nor included in the 2016-2017 UNWTO Programme of Work and Budget, nor was it included for the biennium 2018-2019. The potential liability for past amounts needs to be clarified with the financial and legal teams and a solution found with the UNSDG.
53. As from 2020-2021, the Secretary-General recalls to the members of the Executive Council that under the UN Resident cost-sharing arrangement, as per the UN Resolution 72/279 Art II.10 (b), UNWTO’s annual contribution to the UNSDG shall be of 200,000USD per annum, amounting to a total of 400,000USD for the period of 2020-2021.
54. Additionally, the executive decision to contribute to the UNSDG - RC system will require UNWTO to significantly revise the modus operandi of the Regional Departments and make additional provisions for Human Resources to manage new coming opportunities from UNCT. Furthermore, Member States would need to be better prepared and empowered to leverage the benefits of the RC System at the country level.

Annex I: List of UNWTO events**2018****October**

Oct. 2018 – July 2020	UNWTO-UOC Master course on “Strategy and Sustainable Management of Tourism Destinations” at the Open University of Catalonia	Spain
1-28	UNWTO Training Programme in the Kingdom of Bahrain on Tour Guiding	Manama, Bahrain
2 nd week	UNWTO Workshop on Tourism Growth Management	Mongolia
10-12	8th UNWTO International Meeting on Silk Road Tourism	Thessaloniki, Greece
15-16	UNWTO Conference on City Breaks: Creating Innovative Tourism Experiences	Valladolid, Spain
22-23	Global INSTO Meeting	UNWTO Headquarters, Madrid, Spain
24-25	Second Meeting of the Working Group of Experts on Measuring the Sustainability of Tourism	UNWTO Headquarters, Madrid, Spain
26	First Meeting of the Editorial Board on Statistical Framework for Measuring the Sustainability of Tourism	UNWTO Headquarters, Madrid, Spain
25-27	12th UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China
30-31 Oct. 31 Oct. – 1 Nov.	Executive Council - 109th session UNWTO Tourism Tech (Ad)venture Forum	Manama, Bahrain

November

5-9	UNWTO course - Tourism and Digital Transformation: Impact on the Development of the Tourism Model	Zacatecas, Mexico
6	UNWTO & WTM Ministers' Summit 2018	WTM, London, United Kingdom
11-15	UNWTO/WAEMU Regional Workshop on Tourism and Security	Dakar, Senegal
12	47th Meeting of the Board of Affiliate Members	Hamedan, Iran
12-14	International Seminar on Harnessing Cultural Tourism through Innovation and Technology 40th UNWTO Affiliate Members Plenary Session	Hamedan, Iran
15-16	2nd International Congress on World Civilizations and Historic Routes	Sofia, Bulgaria
26-28	UNWTO/Chimelong Sub-region Capacity Building Workshop on Nature based Tourism for Mekong Sub-region Countries	Pakse, Lao PDR

December

1-2	21 st Meeting of the World Committee on Tourism Ethics	Istanbul, Turkey
3	UNWTO.TedQual Certification International Seminar	Tokyo, Japan
3-5	3rd UNWTO/UNESCO World Conference on Tourism and Culture: Benefits for All	Istanbul, Turkey
11-12	UNWTO Tourism Tech Adventure: The Americas	Buenos Aires, Argentina

2019

January		
14-18	ASEAN Tourism Forum 2019	Ha Long Bay, Viet Nam
23-27	UNWTO events at FITUR	Madrid, Spain
24	10th edition of the Tourism Investment and Business Forum for Africa (INVESTOUR)	Madrid, Spain
29	2nd Global Conference on Jobs and Inclusive Growth: Small and Medium Tourism Enterprises (SMTEs)	Jamaica
February		
19-21	UNWTO/Chimelong Initiative: Sub-regional Capacity Building Workshop on Sustainable Tourism & Biodiversity Conservation for the Mekong Sub-region Member States (Pakse, Lao PDR)	Pakse, Lao PDR
25	First meeting of the Expert Group on the Tourism Satellite Account Compilation Guide	UNWTO Headquarters
26-27	19 th meeting of Committee on Statistics and the TSA	UNWTO Headquarters
27	Second Meeting of the Editorial Board on Statistical Framework for Measuring the Sustainability of Tourism	UNWTO Headquarters
March		
2 – 5	4 th UNWTO Euro-Asian Mountain Tourism Conference	Berchtesgaden, Germany
6	9 th UNWTO Silk Road Ministers Meeting	Berlin, Germany
6	48th Meeting of the Board of Affiliate Members	Berlin, Germany
6	Pre-Launch Event of the Global Report on Women in Tourism, Second Edition	Berlin, Germany
7	High-Level Dialogue on Digital Skills in Tourism	Berlin, Germany
7	8 th UNWTO Silk Road Tour Operators Forum	Berlin, Germany
24-25	45th Meeting of the Regional Commission for the Middle East UNWTO Tourism Tech Adventure: Middle East	Cairo, Egypt
26	UNWTO Forum: Facing the Demographic Challenge Through Tourism and Innovation	Segovia, Spain
27-29	UNWTO/ICAO Joint Ministerial meeting on Tourism and Air Transport in Africa	Sal, Cabo Verde
April		
5	UNWTO Mayors Forum for Sustainable Urban Tourism (by invitation only)	Lisbon, Portugal
9-11	UNWTO Executive Education Workshop on “Sustainability in Tourism Destinations”	Dubai, UAE
26	UNWTO Tourism Tech Adventure: Innovating for the Sustainable Development Goals	Panama City, Panama
28-29	UNWTO Tourism Tech Adventure: Scaling up	Cartagena de Indias, Colombia
May		
2 – 3	1 st UNWTO Gastronomy Tourism Start-up Competition	San Sebastian, Spain
2-3	5 th UNWTO World Forum on Gastronomy Tourism	San Sebastian, Spain
15-17	64 th Meeting of the Regional Commission for the Americas and Seminar on	Guatemala

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Destination Management		
27-30	64 th Meeting of the Regional Commission for Europe	Zagreb, Croatia
TBC	UNWTO Quest Seminar	Japan
June		
3-5	31 st Joint Meeting of the UNWTO Commission for East Asia and the Pacific (CAP) and the UNWTO Commission for South Asia (CSA) 53 rd Commission for East Asia and the Pacific and 57 th Commission for South Asia	Bhutan
4	Seminar on SDG, Sustainable Consumption and Production (SCP) and Gross National Happiness (GNH) through Tourism	Bhutan
17-19	110th session of the UNWTO Executive Council	Baku, Azerbaijan
18-19	UNWTO Tourism Tech Adventure Seminar: A Georgian Gastronomy retreat	Tbilisi, Georgia
17-20	13th UNWTO Asia and the Pacific Executive Training Programme	Republic of Korea
TBC	UNWTO Course on Rural Community Tourism	Jujuy, Argentina
July		
TBC	International Seminar on Tourism	Democratic People's Republic of Korea
1-27	Maestría OMT – Anáhuac: Política y Planificación turística (online and in situ)	Mexico
2-5	Train the Trainers Course for Tourism Educators	Estoril, Portugal
3-5	UNWTO Donors Round Table – Tourism for Development Facility 2030, side event of the World Trade Organization Global Aid for Trade Review Tourism for Economic Diversification and Inclusive Growth in the 2030 Agenda, side event of the World Trade Organization Global Aid for Trade Review (TBC)	Geneva, Switzerland
9-10	2nd UNWTO Tourism Tech Adventure for the Americas (EdTech)	Santiago, Chile
August		
26-28	World Tourism Conference 2019 (5th Edition) - Beyond Tourism, Beyond Expectations	Kuala Lumpur, Malaysia
September		
10	62nd Meeting of the Regional Commission for Africa	Saint Petersburg, Russian Federation
9-13	23rd session of the UNWTO General Assembly	Saint Petersburg, Russian Federation
27	World Tourism Day	India
TBC	UNWTO Academy Regional Workshop in Romania on Tourism Marketing: Designing a promotional strategy	Bucharest & Danube Delta, Romania
TBC	UNWTO Students' League Announcement	TBC
October		
Oct. 2019 – Jul. 2021	UNWTO-UOC Master course on "Strategy and Sustainable Management of Tourism Destinations" at the Open University of Catalonia	Spain
9-12	8th UNWTO Global Summit on Urban Tourism	Nursultan, Kazakhstan

15-16	1st UNWTO Sports Tourism Start-up Competition	Barcelona, Spain
16-17	International Conference on Tourism and Accessibility	Quito, Ecuador
22-23	2019 Global INSTO Meeting	UNWTO HQ, Madrid, Spain
24	3rd Ministerial Roundtable, Tourism EXPO Japan 2019	Osaka, Japan
25-26	9th G.20 Tourism Ministers' Meeting	Kutchan, Hokkaido, Japan
TBC	13th UNWTO/PATA Forum on Tourism Trends and Outlook	Guilin, China
TBC	Face-to-Face, Ministers and Private Sector CEOs Session, Global Tourism Economy Forum	Macao, China
TBC	UNWTO Regional Course (subject tbc)	Mexico
November		
25-30	Regional Conference on Gender Empowerment	Ghana
TBC	UNWTO Regional Conference on Education, Employment and Community Development - Responding to the Attainment of SDG's	Maldives
December		
5-6	4th UNWTO Global Conference on Wine Tourism	Chile
tbc	4th UNWTO/UNESCO World Conference on Tourism and Culture	Kyoto, Japan

Annex II: List of UNWTO Publications

The Gulf Cooperation Council (GCC) Outbound Travel Market with Special Focus on Europe as a Tourism Destination

This report provides a thorough analysis on the current and potential performance of the GCC outbound travel market, comprising six countries. The report also provides in-depth insight into the three main markets, Saudi Arabia, United Arab Emirates and Kuwait, through interviews with the consumer and travel trade. The report concludes with specific recommendations on how to position and market the destination Europe to GCC tourists.

Final Report of the UNWTO Regional Seminar on Climate Change, Biodiversity and Sustainable Tourism Development

This report comprises a summary of the proceedings and the presentations made during the UNWTO Regional Seminar on Climate Change, Biodiversity and Sustainable Tourism Development. The event was held within the framework of the 30th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia in Nadi, Fiji, from 18 to 20 June 2018.

Sustainable Mountain Tourism – Opportunities for Local Communities

Recognizing the potential of mountain tourism for driving the socioeconomic growth and development of local communities, this publication presents a summary of the information generated at UNWTO's mountain tourism events (i.e. World Congress on Snow and Mountain and Euro-Asian Mountain Tourism Conference), including a systematic definition of mountain tourism. In addition, it gives an overview of the development of mountain tourism in different parts of the world over time, and the recent structural changes affecting this segment as a result of new market patterns.

Exploring Health Tourism

The ETC/UNWTO publication on Exploring Health Tourism aims to provide a better understanding of the growing segment of wellness and medical tourism. The study introduces the evolution of health-related tourism products and services from all around the world and provides insights into the current situation of the industry, as well as the future potential. It also includes a comprehensive taxonomy that serves as a common reference for tourism destinations operating in this field, as well as a practical toolkit to assist NTOs and DMOs with their planning and management of health-related tourism activities.

UNWTO World Tourism Barometer

The UNWTO World Tourism Barometer provides a regular update on latest trends in international tourism worldwide covering indicators such as international tourist arrivals, international tourism receipts and international tourism expenditure.

Yearbook of Tourism Statistics, Data 2013 – 2017, 2019 Edition

Understanding, for each country, where its inbound tourism is generated is essential for analysing international tourism flows and devising marketing strategies, such as those related to the positioning of national markets abroad. Deriving from the most comprehensive statistical database available on the tourism sector, the Yearbook of Tourism Statistics focuses on data related to inbound tourism (total arrivals and overnight stays), broken down by country of origin. The 2019 Edition presents data for 197 countries from 2013 to 2017, with methodological notes in English, French and Spanish.

Compendium of Tourism Statistics, Data 2013 – 2017, 2019 Edition

Statistical information on tourism's multiple facets is pivotal in advancing knowledge of the sector, monitoring progress, promoting results-focused management, and highlighting strategic issues for policy decisions. Deriving from the most comprehensive statistical database available on the tourism sector, the Compendium of Tourism Statistics provides statistical data and indicators on inbound, outbound and domestic tourism, as well as on the number and types of tourism industries, the number of employees by tourism industries, and macroeconomic indicators related to international tourism. The 2019 edition presents data for 203 countries from 2013 to 2017.

Walking Tourism – Promoting Regional Development

Walking tourism is now one of the most popular ways to experience a destination. It allows tourists to better engage with local people, nature and culture. It also meets the growing

demand of travellers of outdoor activities in general, including when they travel. Walking tourism can be developed anywhere as a sustainable tourism offer with a relatively small investment. It can bring about social and economic benefits to residents and communities if properly developed and managed. This report showcases various successful examples of walking tourism and aims to serve as a practical reference for destinations with a focus on the role of walking tourism in regional development.

The 21st Century Maritime Silk Road – Tourism Opportunities and Impacts

The 21st Century Maritime Silk Road is a key component of China's Belt and Road Initiative and, as such, can play a crucial role in the development of maritime infrastructure throughout Asia and the Pacific in the coming years. This report, developed with the kind support of Sunny International, looks into the overall impacts of the Maritime Silk Road on tourism and assesses the tourism potential of Maritime Silk Road thematic routes across Asia and beyond. The report shows that cruise tourism, targeted investments in decayed maritime infrastructure and the reutilization of ancient port cities can reinvigorate available heritage, support local communities and help diversify a country's tourism sector.

'Overtourism'? Understanding and Managing Urban Tourism Growth beyond Perceptions Volume 2: Case Studies

The first volume of the report "'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions" examines how to manage tourism in urban destinations to the benefit of visitors and residents alike, showcasing eleven strategies and 68 measures to help better understand and manage visitor growth in cities. This second volume includes 18 case studies across the Americas, Asia and the Pacific and Europe – Amsterdam, Antwerp, Barcelona, Berlin, Besalú, Cambridge, Dubrovnik, Edinburgh, Ghent, Hangzhou, London, Lucerne, Macao (China), New York, Lisbon, Seoul, Porto, Prague and Venice – on how cities are implementing the following eleven strategies: 1. Promote the dispersal of visitors within the city and beyond; 2. Promote time-based dispersal of visitors; 3. Stimulate new visitor itineraries and attractions; 4. Review and adapt regulation; 5. Enhance visitors' segmentation; 6. Ensure local communities benefit from tourism; 7. Create city experiences that benefit both residents and visitors; 8. Improve city infrastructure and facilities; 9. Communicate with and engage local stakeholders; 10. Communicate with and engage visitors; and 11. Set monitoring and response measures.

UNWTO Global Report on Inclusive Tourism Destinations: Model and Success Stories

This publication, prepared in collaboration with Affiliate Member Globaldit, presents a model for inclusive tourism which refers to the capacity of tourism to integrate disadvantaged groups so that they can participate in, and benefit from, tourism activity. Through case studies, the report showcases how tourism can function as a vehicle for sustainable development and the reduction of poverty and inequality in the context of the 2030 Agenda.

The potential of tourism to achieve the SDGs in Ibero-america

This publication was launched on the occasion of the 1st Ibero-American Meeting of Ministers of Finance and Tourism held in La Antigua, Guatemala, in September 2018 and organized by the Ibero-American General Secretariat (SEGIB) and the Government of Guatemala. The publication contains statistical information on the 22 countries that make part of SEGIB (19 American countries and three European countries: Andorra, Spain and Portugal) and refers to the relationship between tourism and the Sustainable Development Goals (SDGs) and how tourism can help achieving the Goals.

2019 Visa Openness Report for Africa, Preliminary Report

This report continues the analysis of visa policies and progress made in visa facilitation over the past ten years, supporting destinations with evidence-based policy making and helping prioritize activities within their facilitation policies. Besides presenting the global perspective, the following report gives specific insights into the temporal changes as well as current context in regard to visa policies implemented by African economies and their impact on temporary visitors. In addition, the impacts of visa policies implemented by countries of other regions on the citizens of African countries are being presented.

Annex III: Report of the Statistics Committee

The nineteenth meeting³ of the Committee took place in Madrid in 26-27 February 2019, at UNWTO Headquarters, Spain. This meeting gathered over 70 participants from 27 countries, including 11 out of the 12 official members⁴ of the Committee and non UNWTO member States Canada and Sweden, as well as UNWTO Affiliate Members, other representatives from academia, the private sector and regional tourism administrations. The UN Statistics Division (UNSD), the International Labour Organization (ILO), the Organisation for Economic Cooperation and Development (OECD), the World Trade Organization (WTO), Eurostat and Statistical Centre for the Cooperation Council for the Arab Countries of the Gulf (GCC-STAT) also participated.

Opening and statement by the Chairs

The meeting was opened by the UNWTO Executive Director, Spain as the Chair of the meeting (Austria is co-Chair of the Committee, having chaired the first two meetings of the 4-year mandate) and the Vice-Chair Georgia. They emphasized that the Committee is not only a robust technical committee, but more critically, an organ of consensus-building where experts can find common ground and come up with workable solutions that can be implemented around the world. The Committee led pioneering initiatives such as the development of the only two UN international standards related to tourism⁵ and the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) currently under development

Recent developments on the Measuring the Sustainability of Tourism (MST) project

UNWTO, as Secretariat of the Working Group of Experts on MST, gave a brief overview on the state of affairs of the project and informed on the outcomes of the 2nd meeting of the Working Group of Experts on MST⁶ (held on 24-25 October 2018 at UNWTO HQ). The Secretariat recalled that MST aims to expand the field of tourism statistics beyond the measurement of volumes and economic effects to include also social and environmental aspects. MST will help to better understand the status of tourism sustainability and to monitor progress, in particular in relation to the Sustainable Development Goals (SDGs).

The project takes a step-by-step approach and includes:

- Development of a Statistical Framework
- Reaching international consensus and approval by the UN
- Supporting implementation of the framework in countries
- Data compilation

In the 2nd meeting of the Working Group of Experts, it was put in evidence that the project is on good track with its aim of getting the statistical framework adopted as the third international standard on tourism statistics, notably through the presentations of recent technical advancements in the research areas identified and also successful MST pilot studies in countries which managed to produce credible and comparable data.

The Secretariat also presented the final version of the Technical Note on linking the Tourism Satellite Account (TSA) and the System of Environmental-Economic Accounting (SEEA), one first step and output of the MST project which provides a methodology and some implementation guidance to measure environmental flows (water, energy, greenhouse gas emissions and solid waste) in tourism industries. The Committee agreed to submit it to the next session of the UN Statistical Commission (5-8 March 2019), as well as to report on the process of developing the Statistical Framework for MST in view of its submission for UN Statistical Commission's approval in 2020. The proposed process towards this UN approval in 2020 includes two rounds of global consultation, reporting to the UN Committee of Experts on Environmental-Economic Accounting and to UNWTO's statutory bodies as well as a meeting of the Working Group of Experts on MST.

³ All detailed information (programme, list of participants, presentations and documents) are available at: http://statistics.unwto.org/committeestat_19thmeeting

⁴ Austria, Brazil, Chile, France, Georgia, India, Mozambique, Peru, Philippines, Saudi Arabia, South Africa and Spain

⁵ The International Recommendations for Tourism Statistics 2008 and the Tourism Satellite Account: Recommended Methodological Framework 2008

⁶ Information on the meeting is available at: http://statistics.unwto.org/event/wge_mst_2ndmeeting

The Committee encouraged its members and participants to raise awareness on the Statistical Framework in their respective National Statistical Offices in order to garner support because it is precisely these institutions which, through top level representation in the UN Statistical Commission, will be tasked with the decision to approve the document in 2020.

The Philippines gave a short introduction on the SF-MST Editorial Board. The mandate of the Editorial Board is to (a) review the papers prepared by the various sub-groups working on key conceptual issues (employment, social dimension and spatial areas); (b) review the draft statistical framework for MST before it is submitted for global consultation; (c) review the comments received through the different rounds of consultations; (d) ensure that the comments received are taken into account; and (e) strive for consensus on solutions on the identified issues. The editorial board, chaired by the Philippines, is composed of experts from Austria, Cabo Verde, Canada, Mexico, Saudi Arabia, Spain, Eurostat, ILO, UNSD and UNWTO. The Committee welcomed the creation of the Editorial Board and recognized its advisory role.

The Committee was informed on the comments received through the 2nd SF-MST consultation⁷. In the discussion on the proposed responses to the comments, the Committee reaffirmed the scope of the project of SF-MST as intended from the beginning (economic, environmental and social dimensions, at national and sub-national scales) and welcomed the drafting of a new chapter dealing with indicators to better equip compilers on how to explain the rationale for accounts-based indicators and also proposing a set of indicators mostly for international comparability purposes. The Committee took note of the interest on eco-tourism and sharing economy but recognized also that these issues might be best dealt with in subsequent revisions of the standard on basic statistics (International Recommendations for Tourism Statistics). It was agreed that the Editorial board would review all the comments received and incorporate them in a new version of the SF-MST as they see fit. The sub-groups on conceptual issues will advise the Editorial board on how to integrate the comments received in their respective areas.

Cooperation between international organizations

OECD informed on the latest advances in their current work on the measurement of tourism trade in Value Added (TiVa) and highlighted that this approach is complementary to the TSA and MST. The Committee took note of the OECD Working Party of Tourism Statistics work and priorities (mega-trends, TSA data collection, evidence-base for policy etc.) and welcomed the outcomes of the OECD/Eurostat 15th Global forum on Tourism Statistics (held on 28-30 November 2018, in Cusco, Peru).

Eurostat informed the Committee of its programme of work, notably the adaptation of the EU Regulation on tourism statistics (the legal basis), the voluntary data collection on TSA, the current projects on big data, and the data collection from online platforms.

Insights to specific sustainability challenges and their evidence-based approaches

The UNWTO Director of Tourism Market Intelligence and Competitiveness introduced the key findings of the report on “Overtourism? Understanding and Managing Urban Tourism Growth beyond Perceptions”. The report examines how to manage tourism in urban destinations to the benefit of visitors and residents alike, showcasing strategies and measures to help better understand and manage visitor growth in cities. It was highlighted that “Overtourism” is a new buzzword for tourism congestion management and carrying capacity, and that the true challenge is not so much the number of visitors but the capacity to manage them.

The UNWTO Director of Ethics, Culture and Social Responsibility presented the Global Report on Women in Tourism, a first attempt to map women’s participation in the tourism industry worldwide, focusing on five main areas: employment, entrepreneurship, leadership, community and education. In the discussion, it was stressed the need for improving gender disaggregated data in tourism statistics which is currently extremely limited or has low coverage.

⁷ Held between October and December 2018 among the members of the Working Group of Experts on MST and the Committee. All comments are available at: http://statistics.unwto.org/sf_mst.

MST research agenda on conceptual issues

As decided in the 18th meeting of the Committee, sub-groups of the Working Group of Experts on MST were established in 2018 to handle research on specific conceptual areas to feed into the development of the SF-MST. Three sub-groups (social dimension, spatial areas and employment in tourism) presented their key advancements.

The focus of the sub-group on the social dimension was how to approach the consideration of the social sustainability of tourism and the areas of specific interest that should guide the way in which SF-MST is structured. Some relevant approaches were identified such as social capital, social inclusion and exclusion, social equity and welfare, social cohesion and well-being. In the discussion, it was acknowledged the particular difficulty of the sub-group's work as social statistics in general are particularly complex and relatively less mature compared to for example the economic statistics.

The employment sub-group expressed its concerns on the limited availability of tourism employment statistics which remain rather fragmented and lack international comparability. Availability and quality of employment data in the sector is a major obstacle to adequately investigating and developing policy responses to sustainable tourism. The sub-group proposed 3 ways to support advancing the measurement of employment in the context of MST: (a) Measuring decent jobs in the tourism sector, (b) Developing an International Classification of Characteristic Tourism Occupations, and (c) UNWTO and ILO enhance their collaborative efforts to improve/standardise tourism employment statistics. As a first quick step to foster the production of employment data, the Committee agreed to consider the TSA Table 7 on employment in the tourism industries as a TSA core table together with tables 1 to 6.

The spatial sub-group presented its findings on some research areas: (a) making the connection between national and subnational level, (b) identifying and delineating sub-national level tourism areas, (c) defining spatial scales and (d) proposing key issues to consider in the development of sub-national level data sets for MST.

The Committee welcomed the technical work led by the sub-groups and clarified that the sub-groups report to the MST Editorial Board and the Working Group of Experts on MST which will decide on the research developments.

UNWTO introduced a research paper on the method to allocate air emissions associated with transport activity. In the discussion, it has been recognized that while the implementation of the method might be difficult in countries in the short-term, it is important for SF-MST development to agree on the conceptual treatment of this issue.

MST on the ground

Sweden presented the results of its recently launched MST pilot study related to tourism's environmental footprint and pointed towards some policy applications.

Mexico showed the progress achieved in its ongoing MST pilot study which scope has been widened to incorporate the measurement of green jobs in tourism industries.

These pilots' experiences⁸ testify to the relevance and feasibility of the SF-MST both in the environmental and social dimensions. The Committee congratulated the excellent work of both countries and encouraged members to pioneer the implementation of SF-MST through pilot studies.

Canada gave an update on the key activities of the MST sub-group on implementation. The sub-group presented a proposed structure for a staged implementation strategy for MST. This included the outline for an implementation toolkit that should comprise: an introductory module on MST in capacity building and technical cooperation initiatives, core tables and indicators, an implementation roadmap for countries, a readiness assessment tool, identification of testing methods, and support for implementation.

⁸ Other countries have, or are in the process of, testing the relevance and feasibility of the Statistical Framework, these include: Austria, Canada, Cabo Verde, Fiji, Germany, Italy, Netherlands, Philippines, and Saudi Arabia.

Austria reported on the work of the MST sub-group on SDG indicators which focuses on the conceptualization and development of SDG indicators in coordination with the formal process of the Inter-agency and Expert Group on SDG (IAEG-SDG). Austria recalled the state of affairs of the 3 SDG indicators for which UNWTO is custodian agency and the proposed replacements for the indicators that are not measurable:

- ⇒8.9.2: Proportion of jobs in sustainable tourism industries out of total tourism jobs (Tier III);
- ⇒12.b.1: Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools (Tier III).

The discussion focused in particular on the concrete metric to propose to the IAEG-SDG to replace the current indicator 8.9.2. The Committee agreed to take a pragmatic approach and proposed an indicator with an established methodology (the IRTS 2008) and with the best country coverage in the UNWTO database: “number of employees in the tourism industries”.

Austria informed the Committee that the sub-group developed a set of indicators proposed to complement the 3 SDG indicators for which UNWTO is custodian agency and which was presented at the meeting of the Working Group of Experts on MST.

Tourism Satellite Account: what’s coming next?

UNSD informed the Committee on the latest advancements on the drafting of the TSA Compilation Guide and the outcomes of the 1st meeting of the Expert Group (held back to back to the Committee meeting). The Expert Group aims to finalize the Compilation Guide by the end of the year for submission to the UN Statistical Commission in 2020. The Committee encouraged TSA implementation and recommended that countries use tourism statistics and TSA data for evidence-based policies and their monitoring.

The UNWTO Programme Manager of Technical Cooperation gave a brief overview of the ongoing and forthcoming technical assistance projects on TSA and basic tourism statistics worldwide.

Annex IV: Actions for UNWTO to benefit from the United Nations Reform – Repositioning the United Nations development system

Background:

1. Recalling the Annex IV document of the 109th Executive Council document on *The United Nations Reform – Repositioning the United Nations development system and the implications for UNWTO* ([click here](#)), the World Tourism Organization (UNWTO) presents the current note to its Member States (MS) in order to recall the importance and relevance of addressing the UN Reform with its executive body and to ensure that specific actions and decisions are taken in this regard.
2. The Annex IV provided a brief background and purpose to a number of the opportunities that exist from being part of the UN system and the on-going UN reform process. The document noted that UN Members States had expressed since several years their concerns for the UN to become more relevant, efficient and impacting, particularly in the context of the development agenda at the country level.
3. As part of the implementation of the *2030 Agenda for Sustainable Development*, the UN Secretariat together with the UN Sustainable Development Group (UNSDG), in charge of country-level coordination and formerly called the UN Development Group (UNDG), has introduced a large-scale reform process and a transition plan towards a more streamlined and effective UN system. This transition has been outlined in the UN General Assembly (UNGA) resolution 72/279 ([click here](#)) in May 2018, entitled, *Repositioning of the United Nations development system in the context of the quadrennial comprehensive policy review of operational activities for development of the United Nations system*.
4. The Resident Coordinator (RC) System is the global UN mechanism for implementation of the joint UN development assistance frameworks (UNDAFs⁹) at the country level and supports the implementation of the 2030 Agenda on the ground. For the UNSDG to successfully implement its mandate for reform and to continue supporting Member States through empowering the RC system, a joint cost-sharing mechanism between all UN entities – including UNWTO – was introduced and implemented starting from 2014, in order to “ensure integrated action towards the Sustainable Development Goals (SDGs)” at country-level. In addition, a Special Purpose Trust Fund (July 2018) has been created specifically for the transition to a fully functional and reinvigorated RC system.
5. Given that UNWTO is a “non-resident” agency (i.e. no office presence at country level), the RC system represents an important UN mechanism to strengthen its capabilities, relations and development support to its developing Member States and take full advantage of the resources and opportunities of the UN system on the ground. Furthermore, the RC system is well placed to contribute to UNWTO’s mandate and programme of work (PoW) considering its global network and resources.

State of affairs:

6. Given UNWTO's mandate and potential to benefit from the UNDG for its Member States through pooled resources at the country level with the UN system – as well as benefit from a strengthened RC system and more engagement on the country-level through UNDAFs – the Secretariat agreed to join the UNDG cost-sharing scheme for the period 2014/15, by signing an engagement up to 31 December 2015 and paid an annual contribution of 50,000 USD/annum.
7. In the current biennium, 2018/19, UNSDG’s foreseen contribution for UNWTO, as for

⁹ UNDAFs are now renamed to United Nations Sustainable Development Cooperation Framework UNSDF

other small entities, was set at 100,000 USD per annum, which represents 0.4 % of UNWTO's total annual budget.

8. As from 2020, the UN Member States have requested that the annual contributions of the cost sharing amongst UN system entities to be doubled, meaning that from 2020 UNWTO's contribution shall be 200,000 USD: as included in the UN General Assembly (UNGA) resolution 72/279 (click [here](#)) in May 2018, entitled, Repositioning of the United Nations development system.
9. The UNSDG office, also known as the UN Development Coordination Office (UNDCO), has since completed an extensive consultation both within the UN system and with its Member States on the creation and implementation of a **Coordination Levy of 1%** to be applied to "tightly earmarked third-party non-core contributions to the United Nations development-related activities [...]". This applies to all UN entities and bodies.
10. The purpose and function of the levy is to help the UN system have a more transparent, systematic and secure funding source through third party non-core contributions that is to be applied to new agreements with funding partners starting from 1 March 2019 until 2020 as a trial period. Such levy will contribute to the Special Purpose Trust Fund mentioned above.
11. In addition, the UN Funding Compact has been discussed between UN Member States and the UN development system. The Funding Compact seeks to improve the quantity and quality of both core and non-core / extra-budgetary resources for UN development operation, recognizing the importance of both types of funding to the realization of the 2030 Agenda and to the UNSDG entities' capacity to deliver on their respective mandates.

Action taken by the Management (January 2018 - April 2019):

12. It is recalled that in June 2018, the UN Secretary-General informed the UNWTO Secretariat of the formal approval by UNGA res. 72/279, adopted in May 2018 by all UN Member States. The resolution confirms that the current UN Resident cost-sharing contribution for all UN entities has been doubled from 2019 onwards - *UN Resolution 72/279 Art II.9 (b) "...Doubling the current United Nations Development Group cost-sharing arrangement among United Nations development system entities"*. UNWTO's annual contribution for 2020 would rise to 200,000 USD (approx. 0.8 % of the annual budget).
13. Anticipating the change, UNWTO Secretary-General submitted two letters in 2018 (July and November) to the UN Deputy Secretary-General, who has been tasked to lead the reform process, to further clarify of UNWTO's position on the RC cost-sharing, aiming at finding a suitable solution for 2018 and 2019 until the issue of the UNSDG is brought for decision to the UNWTO's governing bodies, as requested in the UNGA res. 72/279 "*Art 12. Calls upon all Member States in the relevant governing bodies of all United Nations development system entities to ensure that all entities double their agreed contributions under the current United Nations Development Group costs sharing"*.
14. The letters reiterated the concerns related to the contribution amount and informs that such decision – on such large and non-budgeted expenditure in UNWTO biennium 2018-19 Programme of Work and Budget approved by its General Assembly in 2017 – requires the UNWTO's Member States informed decision to the proposed cost-sharing by the governing bodies and UNWTO General Assembly. No response to the letters has been received yet from the Office of UN Deputy-Secretary General, despite several reminders from the Secretariat.

Operational and financial obligations and related benefits for UNWTO to be part of the UNSDG Resident Cost-Sharing system:

15. UNWTO's contribution to the cost-sharing of the UN Resident Coordinator System – UNSDG shall overall enhance UNWTO delivery for developing Member States at country level.
16. UNWTO values the United Nations Sustainable Development Group (UNSDG) operations, as this would mainly help in overcoming our non-presence at country or regional level, and Non-Resident Agency status (NRA), by enhancing UNWTO support for developing countries at the country level.
17. UNWTO contribution to the UNSDG shall be of 200,000 USD per annum, for the 2020-2021 biennium, as per UN Resolution 72/279 Art II.9., amounting to a total of 400,000 USD for 2020-2021.
18. Additionally to the annual contribution of 200,000 USD, the Secretariat would need to make provision of financial resources for additional Human Resources; changing the modus operandi of the Regional Departments; building capacity for the Secretariat Staff and Member States to fully take advantage of the UNSDG opportunities at country level.
19. Contributing to UNSDG Resident cost-sharing would mean that UNWTO would be entitled to request services from resident coordinators RC (10 key functions listed below), embedded in four overarching aims (1) Leave no One behind; (2) Human rights, gender equality and women's empowerment; (3) sustainability and resilience; and (4) accountability, all constitute the essential coordination activities performed by Resident Coordinators and UN Country Teams (UNCTs).
20. At country level, ten functions are agreed to constitute the essential coordination activities performed by Resident Coordinators and UNCTs, which this funding supports:
 1. Strategic analysis and planning: allows Regional Departments to better size UNWTO support
 2. Representation of and support of UN Secretariat and UN agencies/NRAs: represent UNWTO in the discussions of the UNCT (UN Country Team). UNSDG has regular sessions for Induction Course for Resident Coordinators, UNWTO should prepare a sound course curriculum so that tourism is well understood and integrated in join UN action.
 3. Oversight of the UN country programming cycle: including UNDAFs and Delivering as One which are essential planning documents for "formally expressing country needs for Resources Mobilization, and priorities of intervention. These planning documents and frameworks should facilitate coherence for planning the UNWTO PoW.
 4. Representation of and support of UN Secretariat and UN agencies/NRAs: represent UNWTO in the discussions of the UNCT (UN Country Team)
 5. Support to national coordination systems and processes: related to benefits of point 1 to 3
 6. Development and management of shared operational support services: Include possible shares/involvement of UNWTO's activities: using UNCT/RC Office and facilities to coordinate TA on the national level, support in the organization of events.
 7. Crisis management preparedness and response: allows for an immediate focal point for UNWTO delivery(/assistance in Crisis Management

8. External communication and advocacy: better understand the importance of tourism for development, in all its dimensions/UNWTO's work.

9. Human Rights and Development: promote the Global Code of Ethics

10. Joint Resource mobilization and fund management: key opportunity for UNWTO efforts in Resources Mobilization, as a large percentage of funds available are disbursed at country level. RC will be mandated to fundraise for UNWTO, mainly through the UNDAFs and DoA mechanisms.

Annex V: UNWTO Recommendations on Urban Tourism

I. Introduction

Considering that

1. According to the United Nations, in 2015, 54% of the world's population lived in urban areas and that by 2030 this share is expected to grow to 60%,
2. Alongside rapid urbanization, the growth of the tourism sector in recent years, driven by affordable transport, increased mobility, travel facilitation, new technologies such as digital platforms for property renting and hospitality services, and a growing middle class, has made cities increasingly popular tourism destinations,
3. The wealth generated from both domestic and international tourism contributes significantly to the socio-economic development of many cities and its surroundings, drives cultural preservation and regeneration and promotes intercultural exchanges,
4. The growth of urban tourism also creates important challenges in terms of the use of natural resources, environmental changes, socio-cultural impact, fair working conditions, pressure on infrastructure, mobility, peace and security, congestion management and the relationship with host communities,
5. In a time of intense debate over the growing number of tourists and the livability and sustainability of cities, it is essential that all stakeholders – residents, visitors, local, regional and national authorities and private sector – work together to respond to the current and upcoming challenges,
6. Creating policies that provide guidance to the sector on how to more effectively develop and manage urban tourism is crucial to the long-term sustainability and development of the tourism sector and urban settings,
7. The principles of the Global Code of Ethics for Tourism,
8. Tourism can make an important contribution to the New Urban Agenda and the achievement of the Sustainable Development Goals, particularly Goal 11 on 'Make cities and human settlements inclusive, safe, resilient and sustainable',
9. These recommendations stem from the series of UNWTO Urban Tourism Summits held since 2012, the Lisbon Declaration on Sustainable Urban tourism, adopted at the First UNWTO Mayors Forum for Sustainable Urban Tourism, held in Lisbon, Portugal, on 5 April 2019, in addition to research conducted by the UNWTO Secretariat in the area of urban tourism¹⁰.

II. UNWTO Recommendations on Urban Tourism

Promote the integration of tourism in the wider urban agenda

1. Tourism should be fully integrated in the wider city agenda as a means ensure its effective contribution to the development of inclusive, resilient and sustainable cities.

¹⁰ World Tourism Organization and IPSOS (2019), *UNWTO/IPSOS Global survey on the perception of residents towards city tourism: impact and measures* (online), available at: <http://cf.cdn.unwto.org/sites/all/files/docpdf/unwtoispsosglobalsurveysummary.pdf> (12-04-19).

World Tourism Organization; Centre of Expertise Leisure, Tourism & Hospitality; NHTV Breda University of Applied Sciences; and NHL Stenden University of Applied Sciences (eds., 2019), 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Volume 2: Case Studies, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284420629>.

World Tourism Organization; Centre of Expertise Leisure, Tourism & Hospitality; NHTV Breda University of Applied Sciences; and NHL Stenden University of Applied Sciences (eds., 2018), 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284419999>.

2. Cities should set governance models and collaboration mechanisms for urban tourism that engage the tourism administration as well as other relevant areas at all levels – national, local and regional, the private sector and local communities.
3. Tourism should be included in cities' monitoring and measurement systems ensuring evidence-based decision making, planning and management.
4. Tourism should be part of the urban policies and strategies to achieve the implementation of the New Urban Agenda and the Sustainable Development Goals, specifically Goal 11 on 'Make cities and human settlements inclusive, safe, resilient and sustainable'.

Foster sustainable policies and practices in urban tourism

5. Urban tourism should promote sustainable practices for a more efficient use of resources and a reduction of emissions and waste within the framework of the circular economy.
6. Cities should implement the concept of smart urban tourism destinations by integrating fully the following pillars in their policies and strategies: governance, innovation, technology, accessibility and sustainability in the three areas – social, economic and environmental.
7. Cities should promote universally accessible urban tourism in line with the UNWTO Recommendations on Accessible Tourism for All.
8. Cities should maximize the use of big data and technology to better plan, measure and manage urban tourism and promote evidence-based decision making on key issues such as infrastructure, carrying capacity, housing, transport and mobility, management of natural and cultural resources and community engagement in tourism.
9. Cities should develop innovative tourism products and experiences and the use of technology to diversify tourism flows in time and space, promote longer stays and attract visitor segments that better contribute to their long-term vision and strategy.
10. Cities should advance the measurement and monitoring of urban tourism in order to ensure sustainable development of destinations in a relevant and timely manner. In this regard, the UNWTO Network of Sustainable Tourism Observatories can be a model to consider as it provides a framework for the systematic, timely and regular monitoring of resource-use and a better understanding of the impact of tourism in nine areas – seasonality; employment; economic benefits; governance; local satisfaction; energy management; water management; waste water (sewage) management; and solid waste management.
11. The sustainability of urban tourism will only be successful if a comprehensive and long-term planning strategy is adopted based on a multi-action and multi-stakeholder participatory approach.

Create cities for all: building cities for citizens and visitors

12. Cities should enhance the full integration of local communities in the tourism planning and management.
13. Cities should promote the inclusion of local communities in the tourism value chain ensuring that tourism benefits translates into community based wealth creation, decent jobs and social inclusion particularly for women, youth and less favoured groups.
14. Cities should promote the contribution of tourism in the creation of cities as spaces that foster urban regeneration, cultural diversity, intercultural dialogue, innovation and the generation and exchange of knowledge.
15. Cities should consider tourists as 'temporary residents' and ensure tourism policy promote the engagement of visitors and residents in a holistic and fully integrated manner.

16. Cities should plan and manage city development and urban tourism in an integrated manner for residents and visitors alike.