COVID 19 and Green Economic Recovery:
What Roles for Sustainable Tourism?

COVID 19 Crisis Management and Tourism transformation for Green and inclusive Growth

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100 to 120 million direct tourism jobs at risk

Source: UNWTO World Tourism Barometer, May 2021
What do Experts say: drivers of recovery?

Source: UNWTO World Tourism Barometer, May 2021
Building Recovery and Resilience for People, Planet and Prosperity

**SUPPLY SIDE SHOCK**
Existing constraints disrupt Tourism operations
- Jobs at risk
- Tourism SMEs, Airlines survival
- Lack of insufficient Financial packages/support
- Destinations preparedness

**DEMAND SIDE SHOCK**
Difficulty for Policy makers and industry unlocking demand
- Fear to travel (safely)
- Shrinking purchasing power
- Uncertainty of foreseen return to ‘normal’
- Dependence on source markets travel restrictions
- Spread of virus/control

**COVID-19 SQUEEZED TOURISM CAPACITY OUTBREAK**

**TOURISM & TRAVEL ECOSYSTEM DISRUPTION**

Government's lack of Financial Capacity, need Debt Relief, new financial package for health and socio-economic recovery

**ADAPTIVE MEASURES**

- Coordinate at ALL levels (UN, IFIs, IOs, CSO)
- Monitor Socio-Economic Impacts
- **Boost Competitiveness and Financing**
- Enable Digitalization of the Tourism Ecosystem
- **Foster Safety, Sustainability and Inclusive Green Growth**

**BUILD RESILIENT AND INCLUSIVE TOURISM**

- **ECONOMIC DIPLOMACY** - Advocacy and lobby with IFI, IO, UN and Government to include Tourism in Fin recovery packages
- **BETTER POLICIES** for Jobs, SMEs, Financing, Sustainability, Safety of Tourism Value Chain and suppliers, institutional strengthening for policies changes
- **BUSINESS INNOVATION** and PPP for required changes in business VC operations and process (Health/Safety)

**BUILD CONFIDENCE FOR WORKERS AND MARKETS**
Adapt to changing Gov Measures, BE READY
- **ENSURE SAFETY AND CONSUMER PROTECTION** at all parts of the Journey
- **TRUSTED INFORMATION** from Destinations and Business about Health and Safety
- **DIVERSIFY AN AGILE TOURISM OFFER** - reinvent a new SAFE business model
- **INNOVATION AND DIGITALIZATION** - scale up for Market demand and uptake

**STIMULATING DEMAND**

**AID IS NOT DISAGGREGATED FOR TOURISM**
UNLOCKING TRAVEL & TOURISM

POLICY SUPPORT - Support institutions: Ministries of Tourism, Health, Aviation, Trade, Commerce, Transport, Employment, Culture, Interior, Environment, banks...

Infrastructure Support, Enabling framework
- Construction Material
- Energies (RN)
- Water
- Waste
- Communications
- Education

Construction and Real Estate
- Public Security and Health
- Aviation Authorities
- Airport/Port Authority
- Ministry of Transport
- Immigration Agency
- Customs Office

Aviation Authorities
- Goods and services suppliers, consumables, textiles, food, environmental services, marketing and sales, ICT...
- Furniture and equipment suppliers including environmental and resource Efficiency and ICT equipment

Trade Companies
- Site signalization
- Management financial, legal...
- Technology shops/imports
- Industrial factories

Trade Companies
- Wholesalers’ single suppliers
- Goods, services for tourism consumption in transit
- Promotional activities, ICT, banking, insurance

Waste
- Handicrafts, books, CDs
- Communication, production
- Goods, services for guides
- Wellness services
- Maintenance
- Oil Station

Public Security and Health
- Goods and Services related to promotion
- Maintenance, Environmental Services
- Storage and Distribution
- Agricultural Products, Food, factories, producers in rural areas

Trade Companies
- Oil Station
- Maintenance
- Restoration

Education
- Furniture and equipment suppliers including environmental and resource Efficiency and ICT equipment
- Goods, services for guides
- Wellness services
- Maintenance
- Oil Station

Construction and Real Estate
- Public Security and Health
- Aviation Authorities
- Airport/Port Authority
- Ministry of Transport
- Immigration Agency
- Customs Office

Energies (RN)
- Handicrafts, books, CDs
- Communication, production
- Goods, services for guides
- Wellness services
- Maintenance
- Oil Station

Construction Material
- Handicrafts, books, CDs
- Communication, production
- Goods, services for guides
- Wellness services
- Maintenance
- Oil Station

Water
- Handicrafts, books, CDs
- Communication, production
- Goods, services for guides
- Wellness services
- Maintenance
- Oil Station

Waste
- Handicrafts, books, CDs
- Communication, production
- Goods, services for guides
- Wellness services
- Maintenance
- Oil Station

Communications
- Handicrafts, books, CDs
- Communication, production
- Goods, services for guides
- Wellness services
- Maintenance
- Oil Station

Health & Safety Measures to be introduced - Innovation, Digitalization and New Low Carbon Business Model to be developed

**EMPOWER TOURISM GOVERNANCE**

- Coordinate at ALL Levels
- Monitor Socio-Economic Impacts
- Boost Competitiveness and Financing
- Enable Digitalization of the Tourism Ecosystem
- Foster Sustainability and Inclusive Green Growth

**TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE**

- Structured around 3 main pillars: Economic Recovery, Marketing and Promotion and Institutional Strengthening and Building Resilience

**TOURISM Ecosystem Disruption - Monitoring Impacts, Providing Intelligence, Guidelines, Collaboration**

- RECOMMENDATION FOR ACTION
  - Supporting Jobs and Economies through Travel & Tourism
  - A call for action to mitigate the socio-economic impact of COVID-19 and accelerate recovery

- LATEST IMPACT ASSESSMENT
  - The UNWTO World Tourism Barometer monitors short-term trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism

- UNWTO GLOBAL TOURISM DASHBOARD
  - Provides statistics and insights on key indicators for inbound and outbound tourism
  - Data covers tourist arrivals, tourism share of exports, contribution to GDP, etc.

- REPORT: TRAVEL RESTRICTIONS
  - The UNWTO Travel Restrictions Report provides a comprehensive overview of the regulations in place in 217 destinations worldwide.

- MEASURES TO SUPPORT TOURISM
  - A compilation of country and international policy responses monitoring worldwide measures to mitigate the effects of COVID-19 crisis and accelerate recovery

- COURSES, WEBINARS & RESOURCES
  - Improving skills and knowledge through webinars delivered by UNWTO and those created and delivered directly by our partner institutions and experts.

Accelerate Safe, Inclusive and Green Recovery / Policy and Industry Support and Technical Assistance for Tourism Recovery for People, Planet and Prosperity

https://www.unwto.org/tourism-covid-19
"It is imperative that we rebuild tourism in a safe, equitable and climate friendly way."

UN Secretary-General António Guterres
25 August 2020

Launched on 25 August 2020, The Brief is part of a series of UN SG Policy Briefs, providing an overview of the impacts of the pandemic on tourism, including the millions of livelihoods it sustains.

UNWTO was pen holder of the brief, with 14 other UN agencies contributing to the policy document, highlighting the unique importance and scope of the sector.
The Recommendations, which builds on the One Planet Vision for a Responsible Recovery of the Tourism Sector, represent a common vision for better tourism for people, planet and prosperity.
Pillars of UNWTO Work in Tourism Statistics -MST

**STANDARDS**
Multilateral coordination and technical developments for improving tourism measurement

**CAPACITY**
Translating standards into practical implementation guidance & direct support to countries

**DATA**
Worldwide data collection, processing and dissemination to support policy and decisions
1. UNWTO Database
   - inbound, outbound, domestic
   - Tourism industries
   - Employment
   - Macroeconomic indicators
2. SDG Indicators
   - Tourism GDP
   - Level of Implementation
3. Measuring the Sustainability of Tourism
   - Environmental: emissions, water, energy, waste, land
   - Social: decent work, health, education, culture, heritage
   - Economic: industries, establishments, employment
Priorities for Global Tourism Recovery

- Provide liquidity and protect jobs
- Recover confidence through safety and security
- Public private collaboration for an efficient reopening
- Harmonize and coordinate protocols and procedures
- Added value jobs through new technologies
- Innovation and Sustainability as the new normal
- Financial Resources and investments for building an inclusive and low carbon Tourism sector
“The pandemic and its impact on tourism, jobs and revenues, offers an unprecedented reminder of the need to rebalance our relationship with people, planet and prosperity. The green transformation of the sector is needed, not just for the planet, but also for tourism itself, boosting competitiveness and increasing resilience.”

UNWTO Secretary-General Zurab Pololikashvili

NOW!
GLOBAL SURVEY OF CLIMATE ACTION IN TOURISM

https://www.unwto.org/climate-action-tourism-survey
The survey is led by UNWTO in collaboration with UNFCCC