

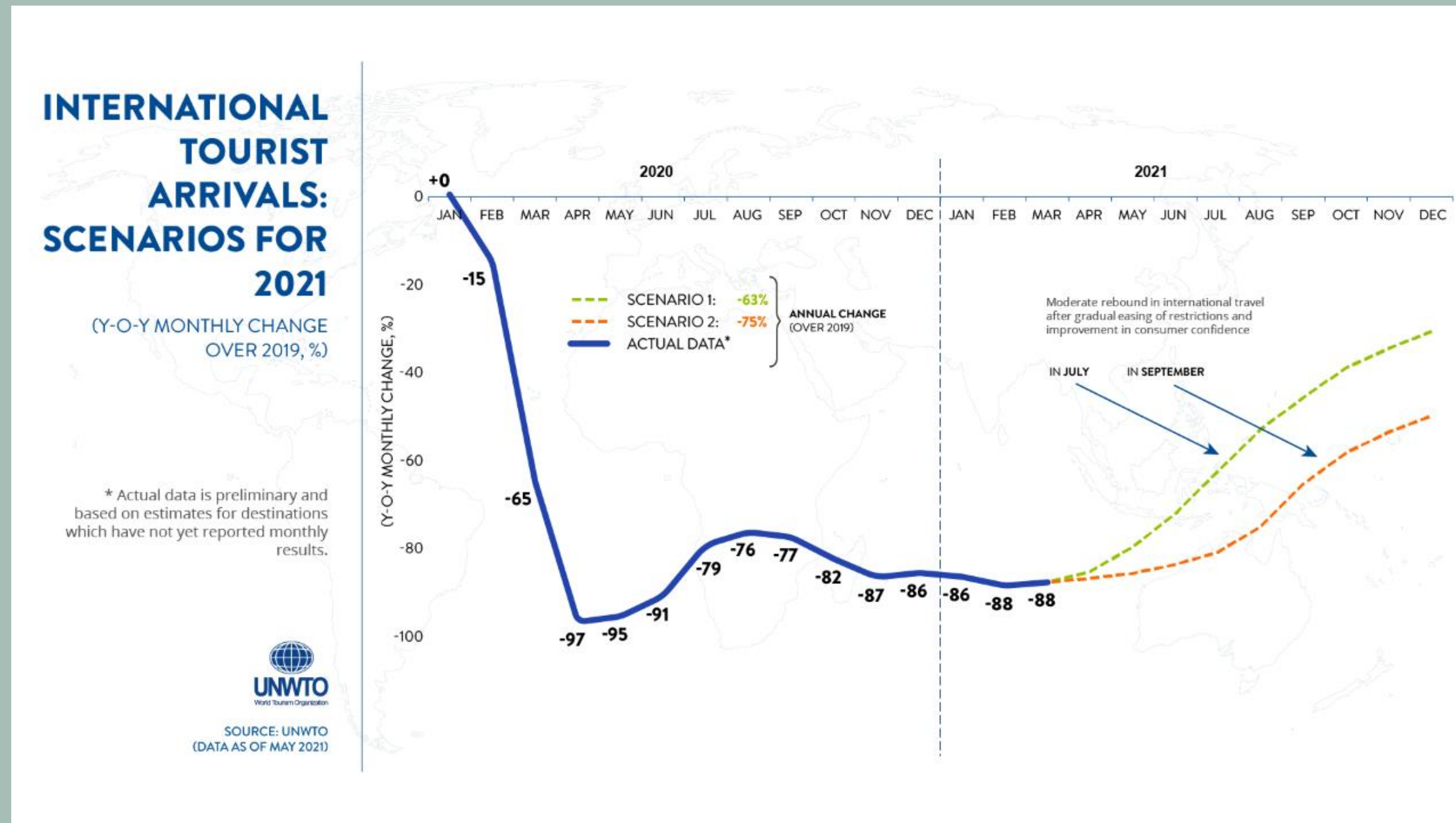
# COVID 19 and Green Economic Recovery: What Roles for Sustainable Tourism?

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

ZORITSA UROSEVIC  
DIRECTOR, INSTITUTIONAL RELATIONS AND  
PARTNERSHIPS DEPARTMENT |  
[ZUROSEVIC@UNWTO.ORG](mailto:ZUROSEVIC@UNWTO.ORG)

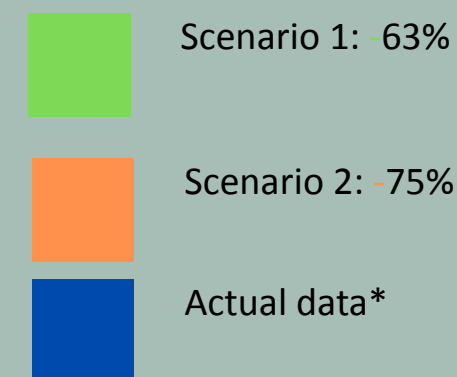


# Scenario for 2021

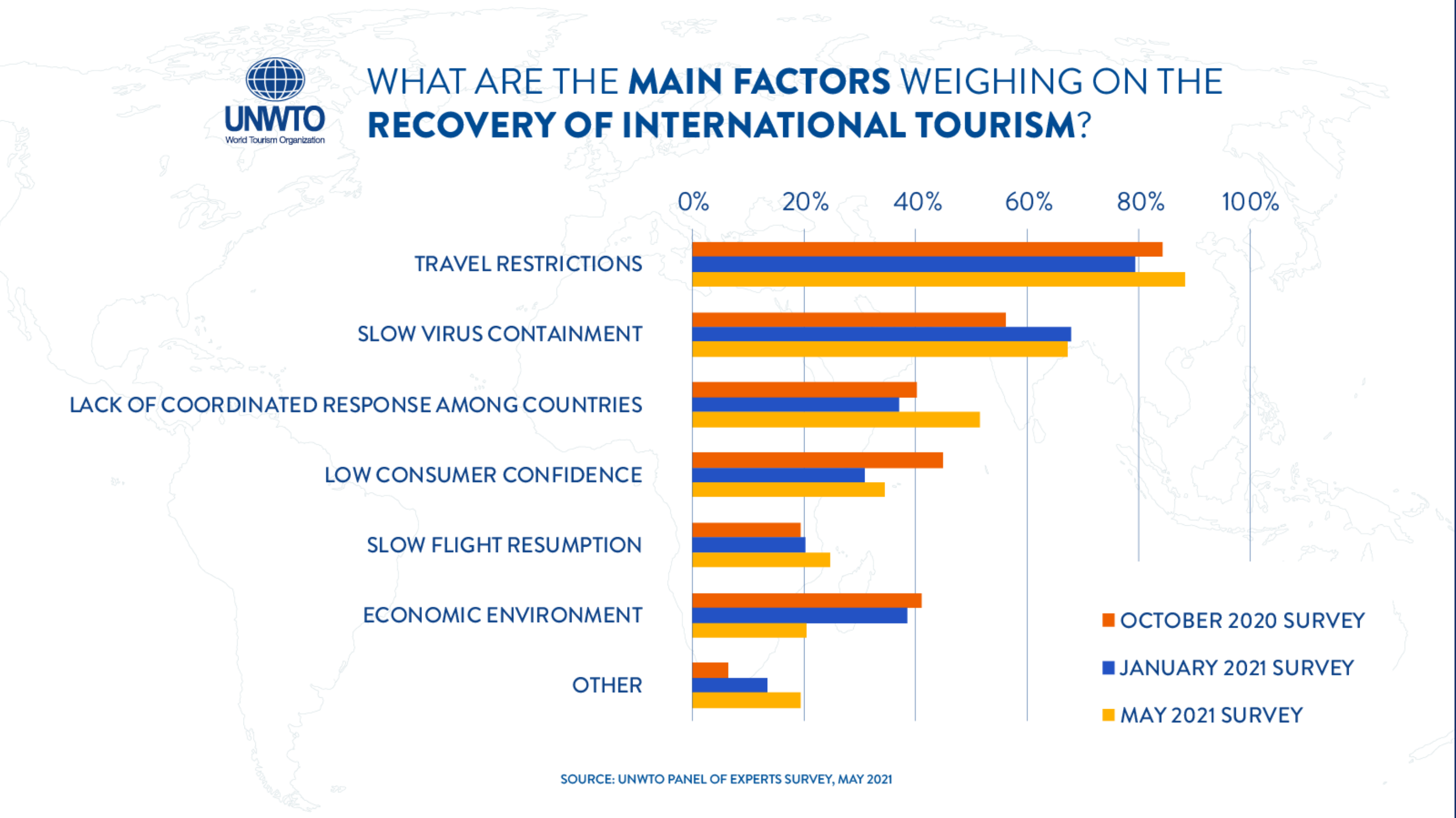


Source: UNWTO World Tourism Barometer, May 2021

100 to 120 million direct  
tourism jobs at risk

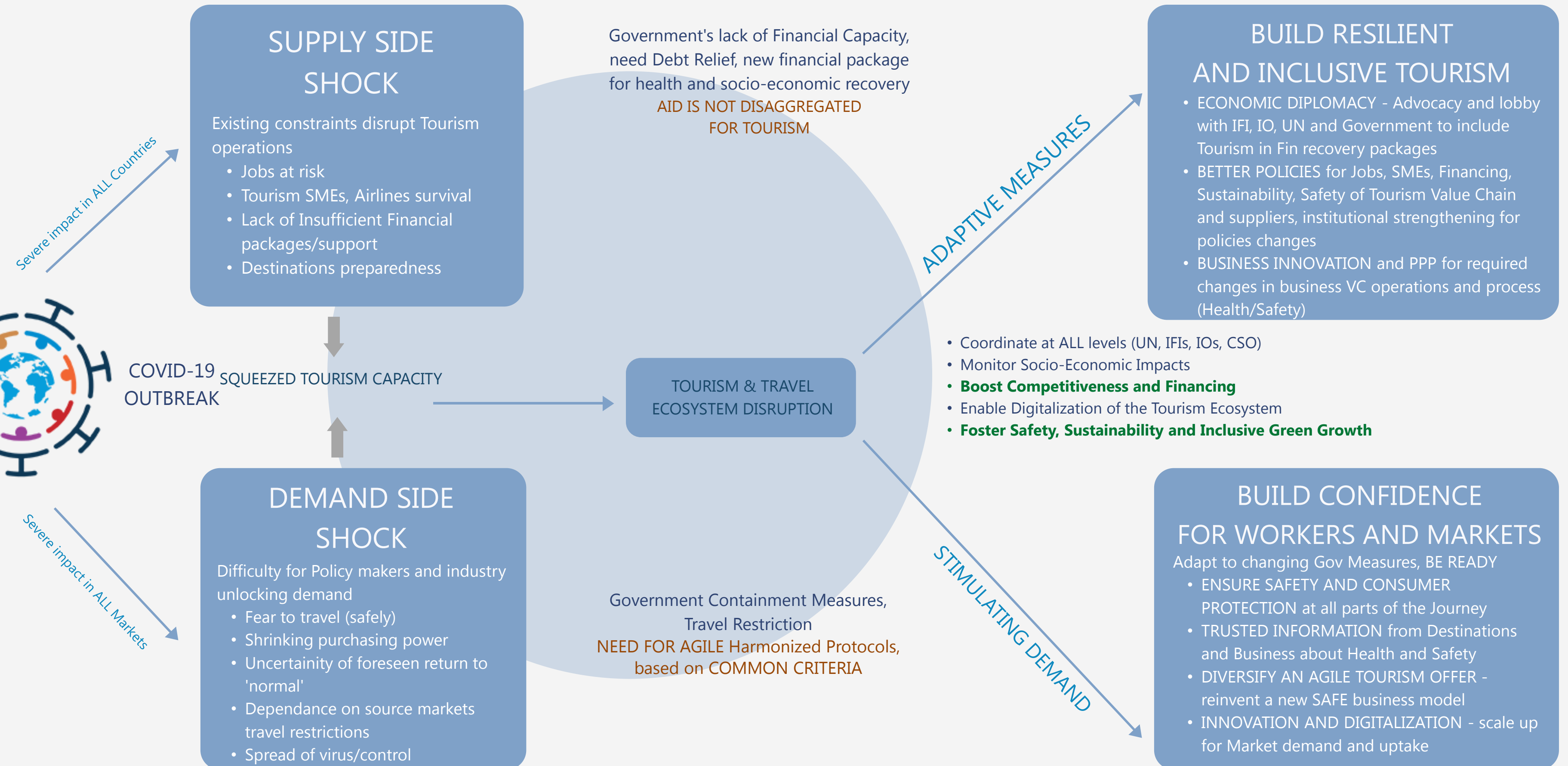


What do  
Experts say:  
drivers of  
recovery?



Source: UNWTO World Tourism Barometer, May 2021

# Building Recovery and Resilience for People, Planet and Prosperity





# UNLOCKING TRAVEL & TOURISM

INNOVATION FOR SAFETY & HEALTH IN THE TOURISM VALUE CHAIN (VC)



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

**Tourism Recovery**



**PEOPLE**

**Workers and Tourists**

**PROSPERITY**



**Socio economic growth**

**PLANET**



**Nature and culture preserved**

**UNWTO & Partners**

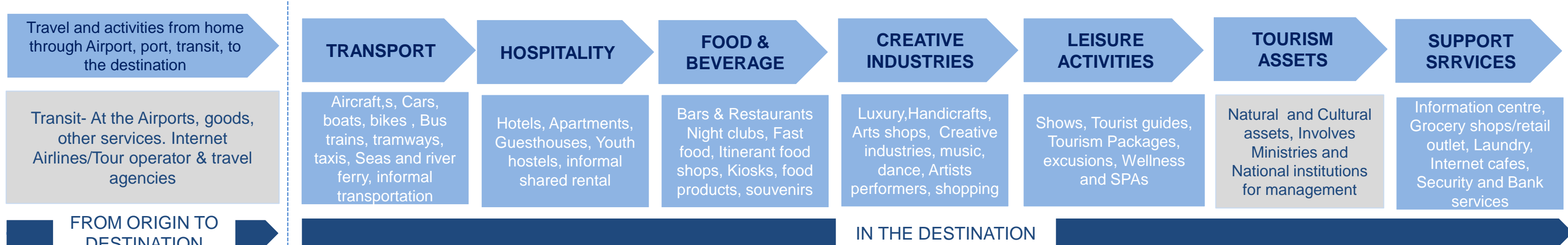
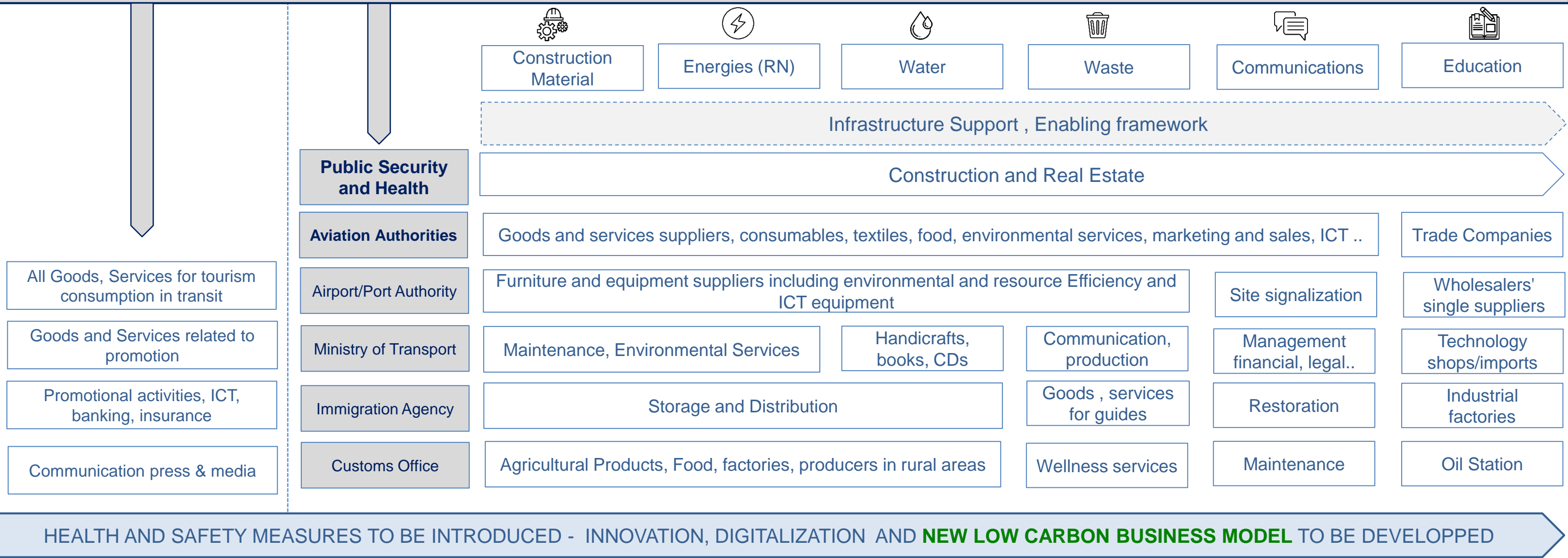
**Health & Safety**  
Destinations and Private Sector

**Innovation & Digitalization**  
Provide Solutions

**New Business Model**  
Low Carbon Circular, green Investment

Supplies – Indirect economic Impact

Direct economic impacts





# 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 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 indicator 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



## TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE

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



## 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>

# Tourism in the United Nations Recovery Agenda



**"It is imperative that we rebuild tourism in a safe, equitable and climate friendly way."**

UN Secretary-General António Guterres  
25 August 2020



[un.org/coronavirus](https://un.org/coronavirus) | #COVID19

Policy Brief:  
**COVID-19 and  
Transforming Tourism**

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.

<http://webtv.un.org/watch/ant%C3%B3nio-guterres-un-secretary-general-on-the-launch-of-policy-brief-on-tourism-and-covid-19/6184065623001/>

<https://www.un.org/sites/un2.un.org/files/un-comprehensive-response-to-covid-19.pdf>



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.



**One planet**  
travel with care



[Recommendations for the Transition to a Green Travel and Tourism Economy](#)

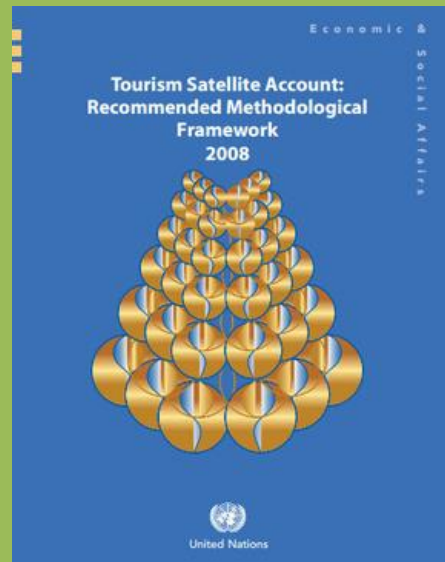


# Pillars of UNWTO Work in Tourism Statistics -MST



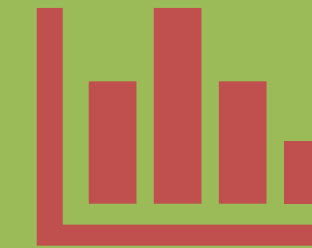
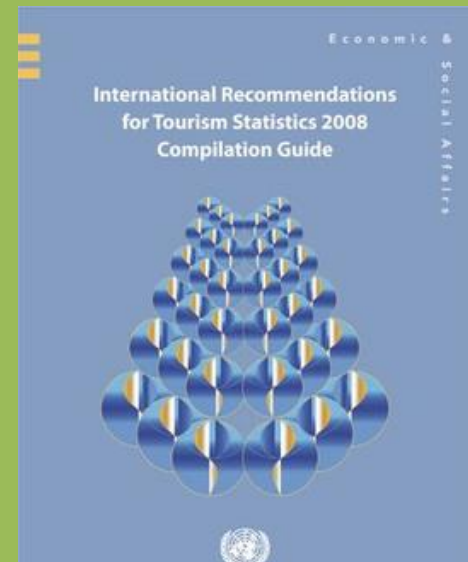
## STANDARDS

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

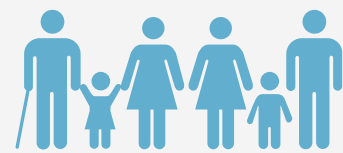
### 2. SDG Indicators

- 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



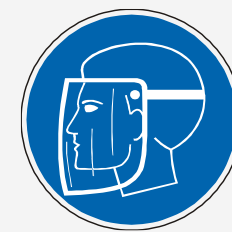
Provide liquidity  
and protect jobs



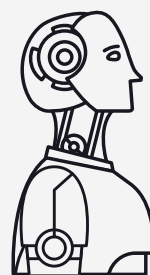
Recover  
confidence  
through safety  
and security



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