

Primo Forum Nazionale sul Turismo Sostenibile

13 novembre 2023
CastelBrando, Treviso

PRESENTAZIONE DI ALESSANDRA PRIANTE



Founding Partner:



REGIONE DEL VENETO



Main Partner:



Partner:



1ST NATIONAL FORUM ON SUSTAINABLE TOURISM IN WORLD HERITAGE SITES

"THE INTERNATIONAL TOURISM SCENARIO
AND WHAT IMPACT IT HAS ON ITALY"

Prof. Alessandra Priante
UNWTO Director for Europe
apriante@unwto.org

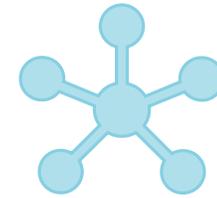


UNWTO:
PROMOTING
RESPONSIBLE,
SUSTAINABLE
AND
UNIVERSALLY
ACCESSIBLE
TOURISM



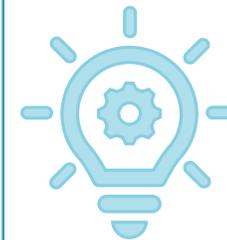
specialized agency of the
United Nations

160 member states
6 associate members
2 observers
500+ affiliate members



tourism as a driver of
economic growth, inclusive
development and
environmental sustainability

offering leadership and
support to the tourism sector
in advancing knowledge and
tourism policies worldwide



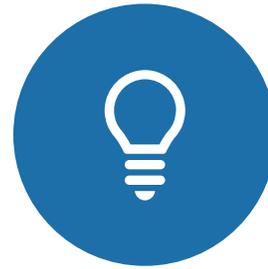
CORE PILLARS OF GLOBAL TOURISM RECOVERY



SUSTAINABILITY



JOB & SKILLS



**INVESTMENTS &
INNOVATION**



**TOURISM FOR RURAL
DEVELOPMENT**

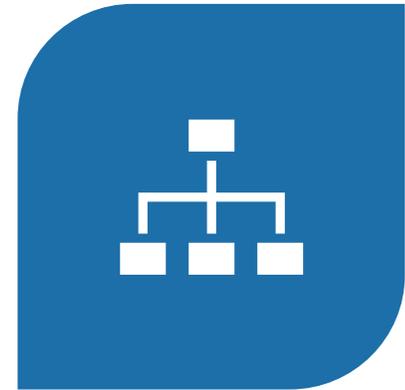
PRE-REQUISITES FOR TOURISM EXCELLENCE



MEASUREMENT



PLANNING



MANAGEMENT

LATEST GLOBAL TOURISM TRENDS

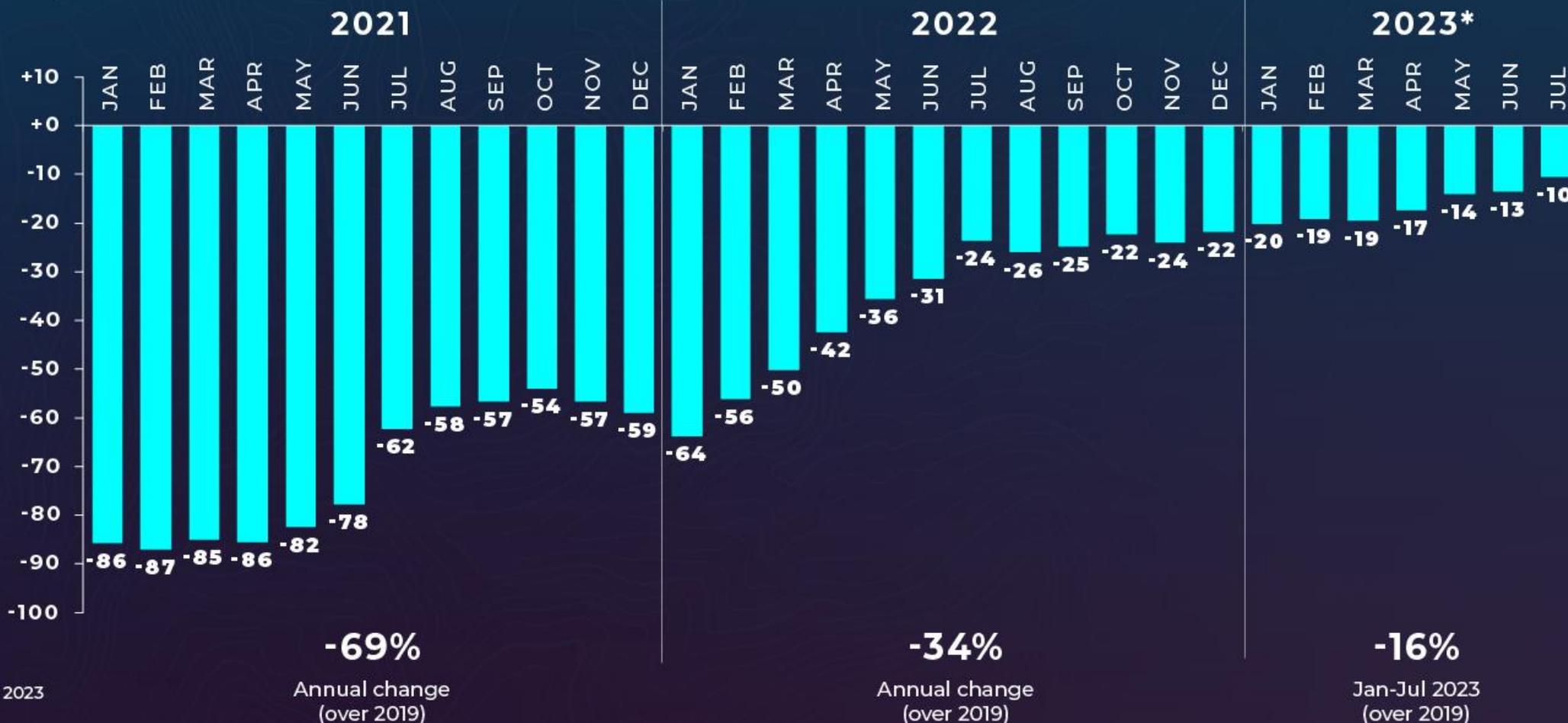
World Tourism Barometer • September 2023



International tourist arrivals

(monthly change over 2019, %)

(% change over same months of 2019)



Source: UNWTO,
Data as of September 2023

* Provisional data

International tourist arrivals



World



Europe



Asia Pacific



Americas

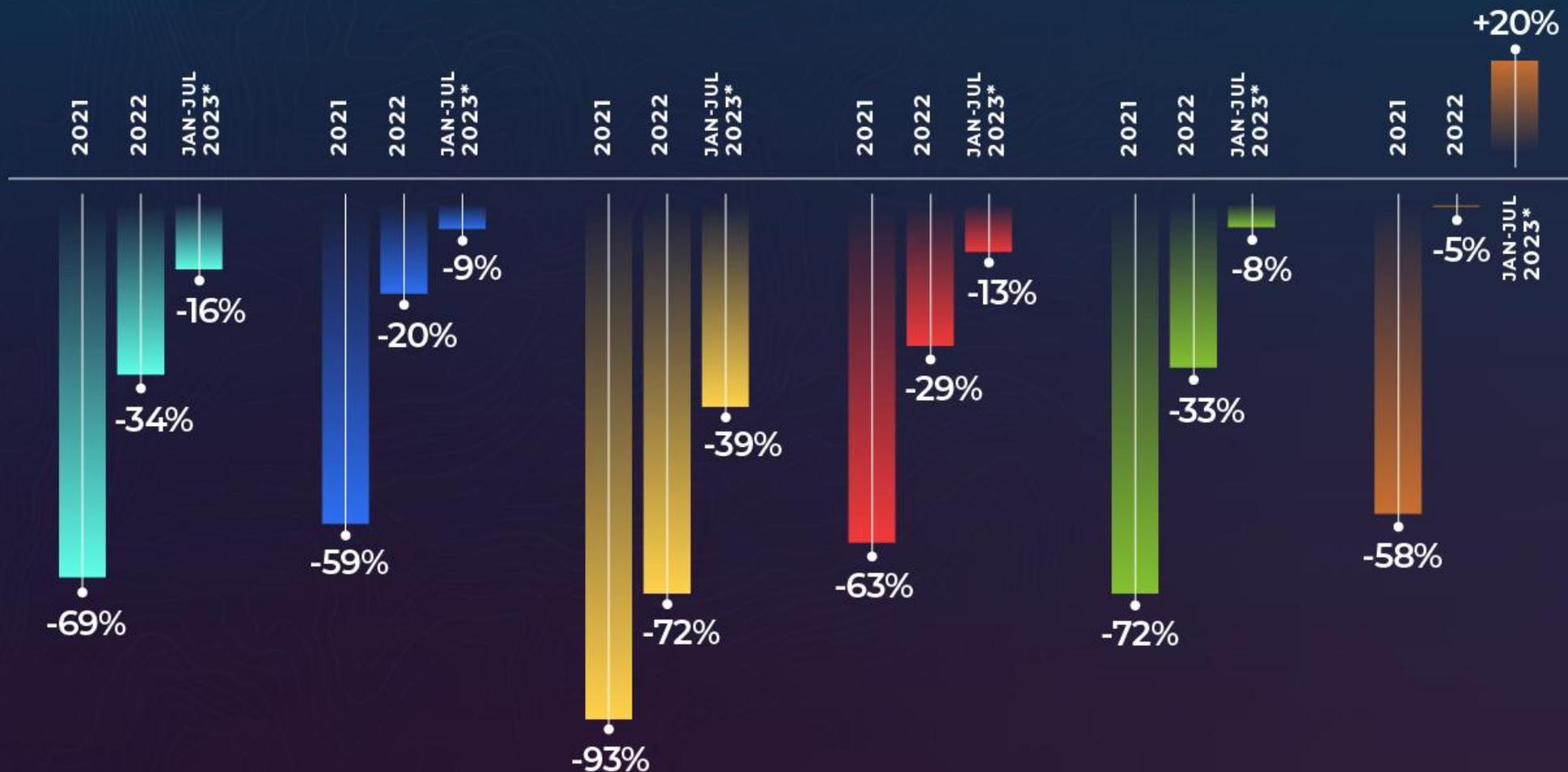


Africa



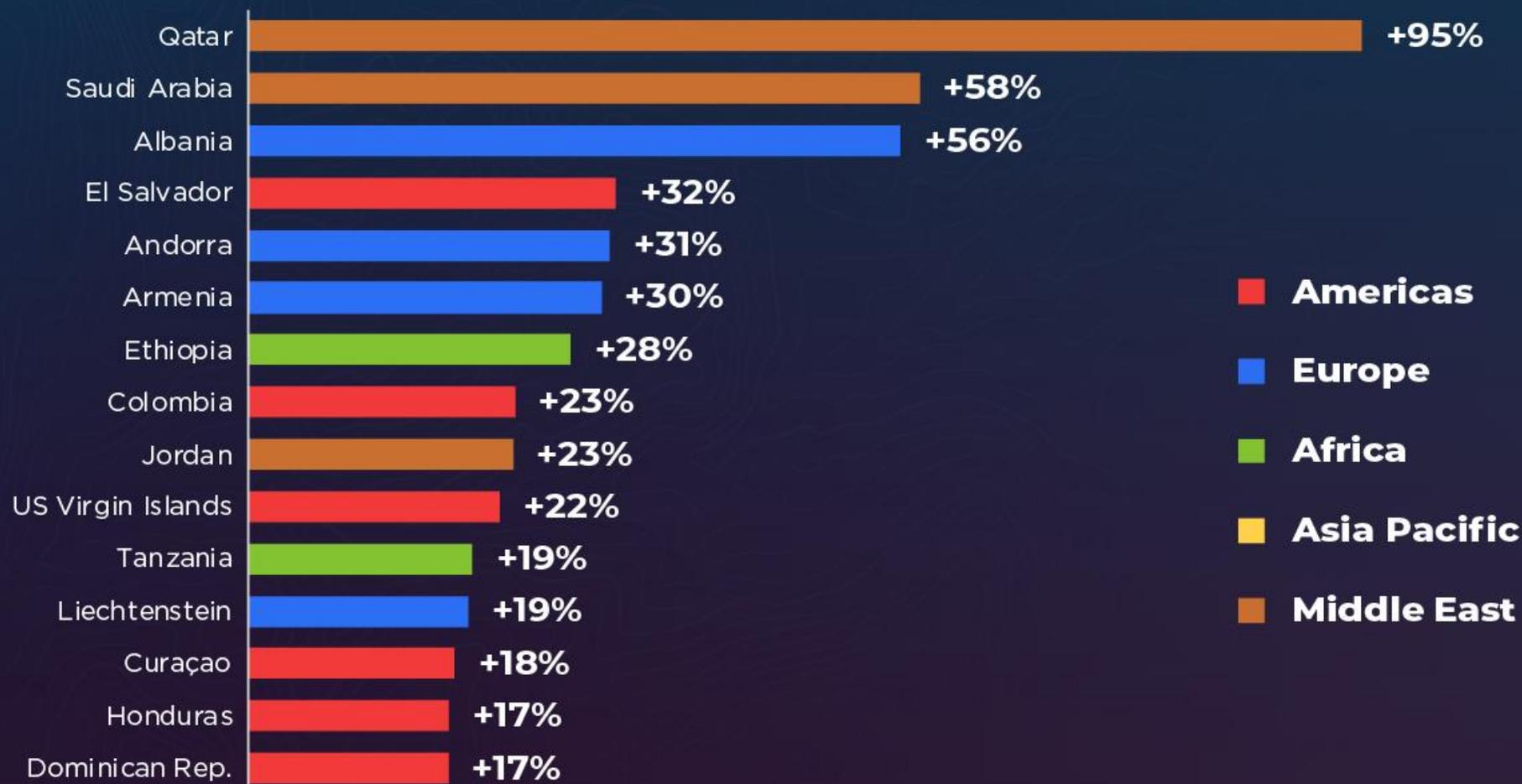
Middle East

(% change
over 2019)

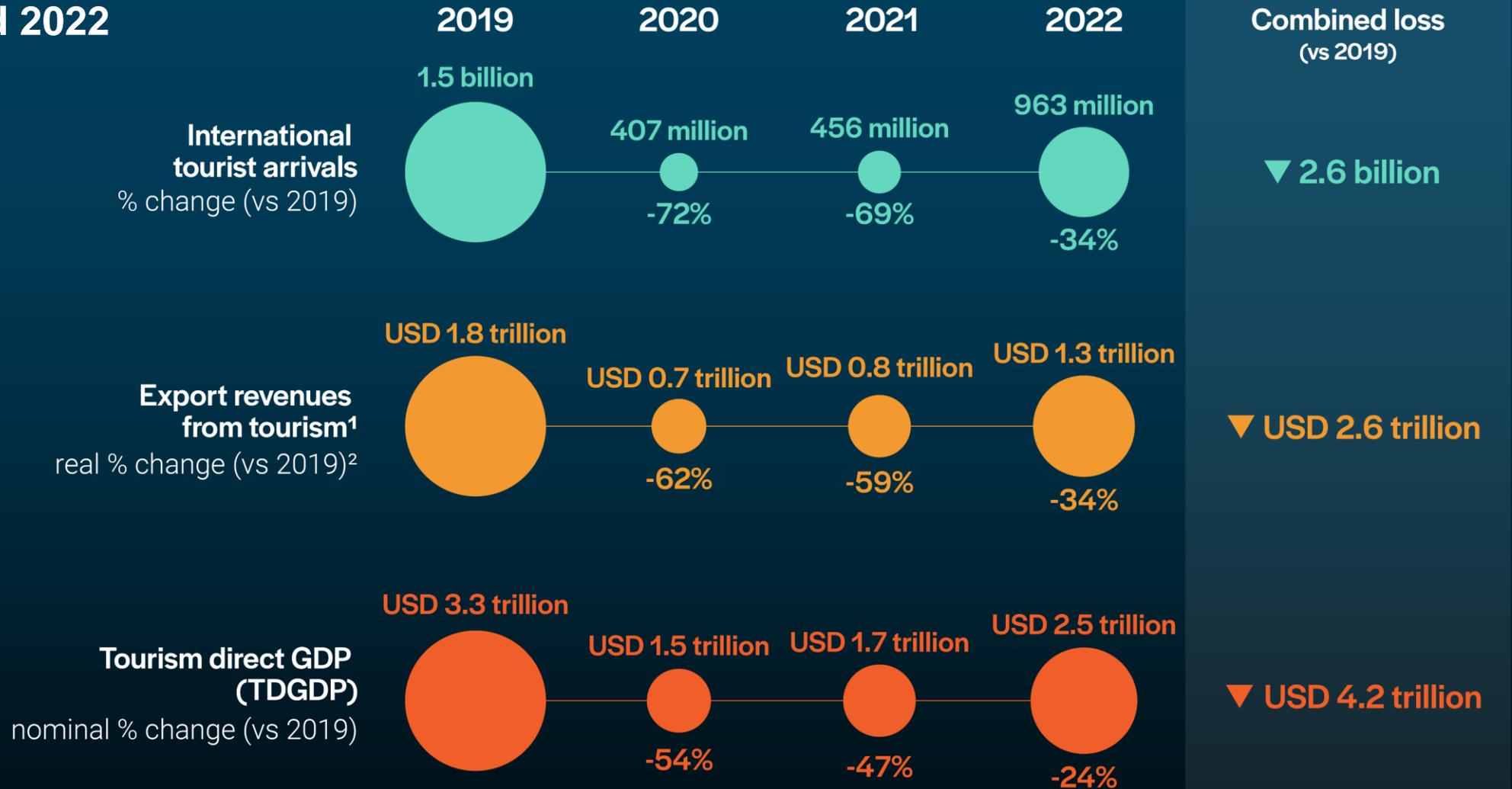


Best-performing destinations in January-July 2023*

International tourist arrivals (% change over 2019)



Impact of coronavirus pandemic on tourism, 2020, 2021 and 2022



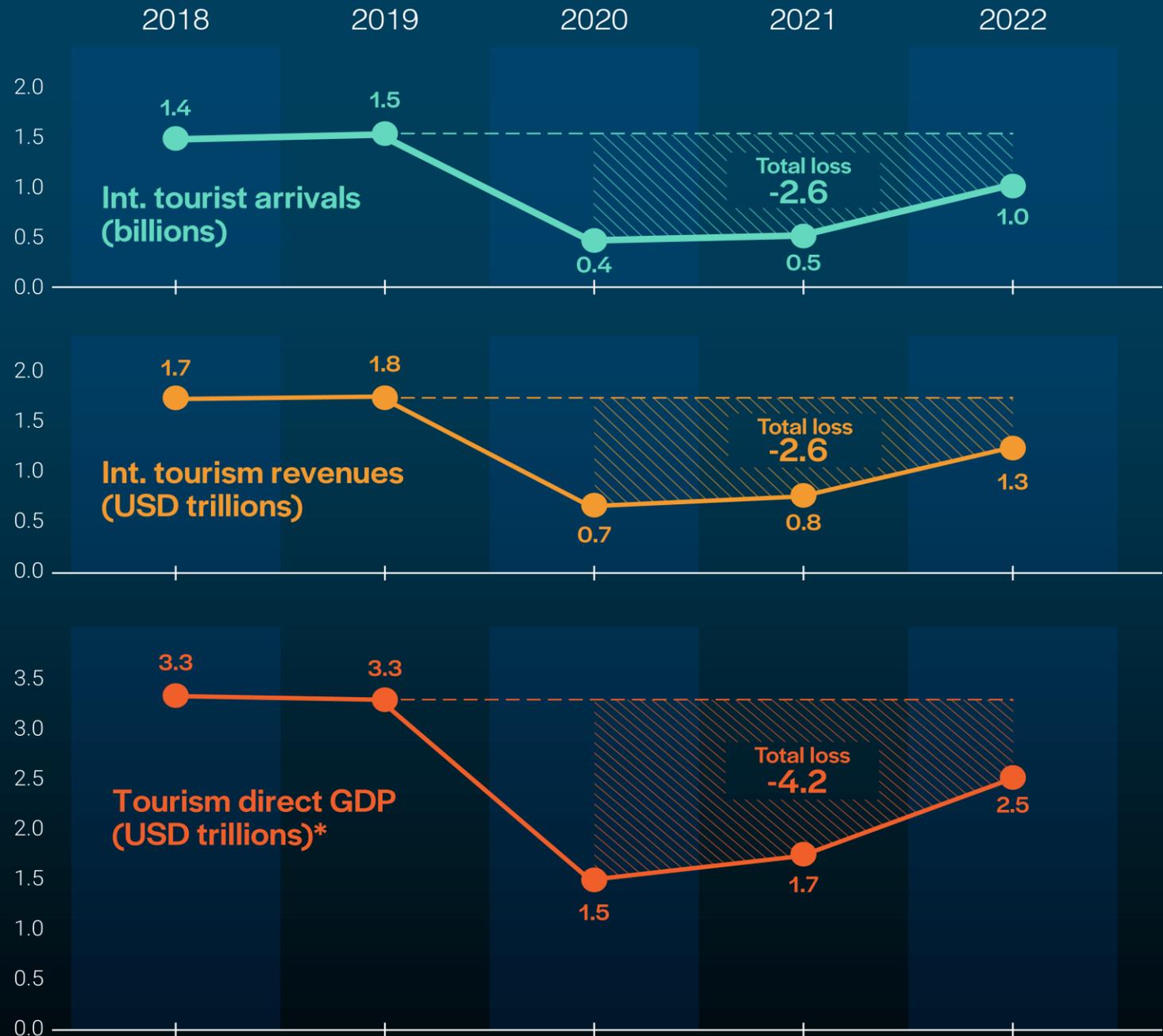
Source: World Tourism Organization (UNWTO)

¹ Revenues include international tourism receipts and passenger transport fares.

² In local currencies and constant prices.

Data as of June 2023
(TDGDP as of August 2023)

International tourist arrivals, tourism revenues and tourism direct GDP



Source: World Tourism Organization (UNWTO)
*Tourism direct GDP data for 2022 is preliminary
TDGDP as of August 2023
Data as of June 2023

TOURISM: PROMOTING SUSTAINABLE DEVELOPMENT





One planet
travel with care



Glasgow Declaration
Climate Action in Tourism

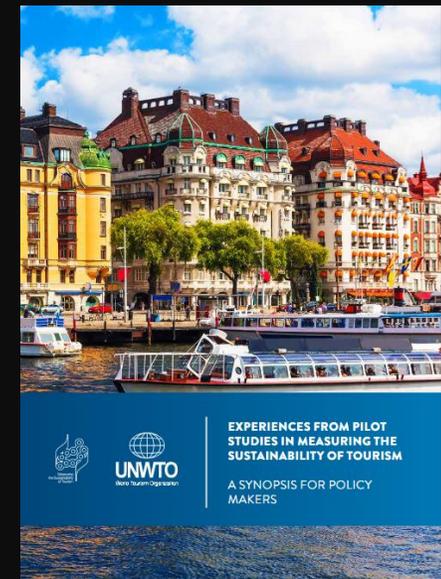
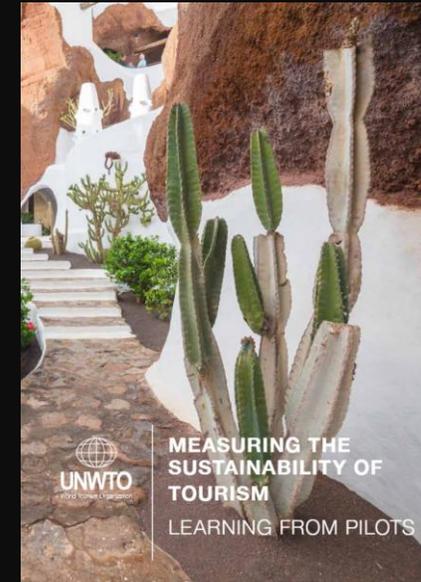


Measuring the Sustainability of Tourism

-
- **develop** an international statistical framework for measuring tourism's role in sustainable development, including economic, environmental and social dimensions
 - **support** the credibility, comparability and outreach of various measurement and monitoring programmes pertaining to sustainable tourism
 - integrated information base to better inform on sustainable tourism, facilitate dialogue between different sectors and encourage locally relevant decision making
-

MST Pilots

- The importance of pilots in advancing the MST Framework.
- Austria, Spain (Canary Islands), the Netherlands, Italy, and Sweden are currently being developed.
- Country experiences from Germany, Spain and Greece.
- Pilots contribute real-world lessons testing the MST Framework from both a policy perspective and in terms of technical feasibility.
- Other pilots from around the world: Canada, Fiji, Mexico, Philippines, Saudi Arabia, and Wales.





Global Tourism Plastics Initiative

- Address the root causes of plastic pollution
- Businesses, governments and other tourism stakeholders
- 157 signatories worldwide
- 58 signatories from 17 European countries



Glasgow Declaration Climate Action in Tourism

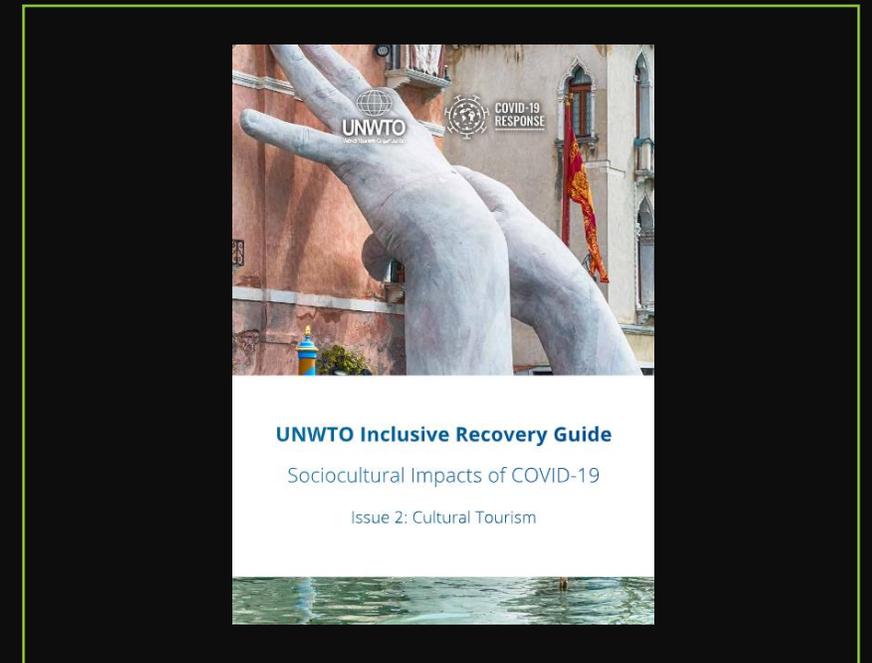
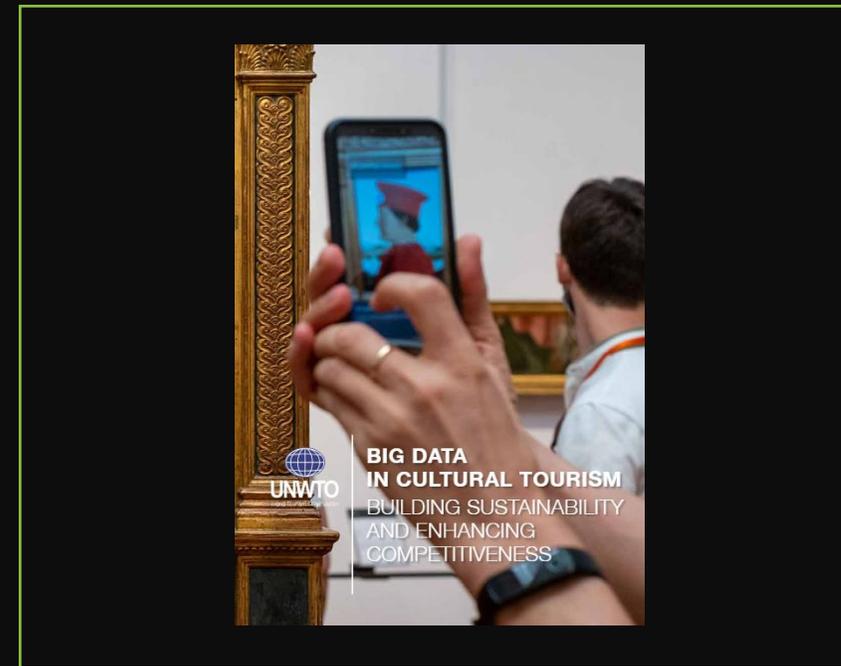
- Cut global tourism emissions by at least a half over the next decade
- Reach net zero emissions as soon as possible before 2050
- 800+ signatories from across 90 countries
- 450 signatories from 32 European countries



CULTURAL
TOURISM IN
EUROPE & THE
WORLD

Cultural Tourism in Europe and beyond

- Promoting synergies to strengthen the cultural tourism of tomorrow
- Supporting culture as a win-win for tourism destinations
- Strengthening the revival of urban and rural experiences
- Building a more resilient tourism and culture workforce through the digital transition
- Harnessing technology to make cultural tourism more competitive
- Fostering community-based tourism through living heritage
- **Protecting nature as a key to safeguard culture**



Working with
and for
young people



The UNWTO World Tourism Students League, run within the UNWTO Academy, creates an innovative environment to empower and motivate travel & tourism students

GYTS

ABOUT GYTS

The Global Youth Tourism Summit (GYTS) is a platform, developed by the World Tourism Organization (UNWTO), that aims to empower youth to take active part in decision-making processes in the tourism sector.

The GYTS platform includes a series of international events, workshops and other educational initiatives, that give children and youth an opportunity to learn, share and discuss ideas, and to shape their visions for the future of sustainable tourism within the 2030 Agenda for Sustainable Development.

THE SORRENTO CALL TO ACTION



SORRENTO CALL TO ACTION

Youth for Sustainable Tourism

We, the youth of 57 countries gathered on the occasion of the 1st Global Youth Tourism Summit, in Sorrento, Italy, from 27 June to 3 July 2022, organized by the World Tourism Organization (UNWTO) and the Ministry of Tourism of Italy, adopt the following "Sorrento Call to Action: Youth for Sustainable Tourism"

We greatly value the efforts of the hosts, organizers, and partners of this Summit to create the GYTS platform, which allows the voices of the world's youth to be heard in connection with tourism within the global framework of the UN Agenda 2030 and 17 Sustainable Development Goals and, to share our concerns, ideas, visions, and aspirations for a better future for all.

We firmly believe that the current crises create an excellent opportunity for transformation and that tourism enables societies and local communities around the world to prosper in ways that respect for the planet, natural and cultural heritages, as well as promotes mutual understanding.

THEREFORE, RECALLING:

UN General Assembly Resolution 70/1 of 25 September 2015 on Transforming our World: the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals,

United Nations Youth 2030 Strategy: Working with and For Young People of 24 September 2018, the first-ever UN system-wide strategy on youth,

UNWTO Global Code of Ethics for Tourism, adopted by Resolution A/RES/406(XIII) at the thirteenth UNWTO General Assembly in 1999 and acknowledged by the United Nations General Assembly in 2001,

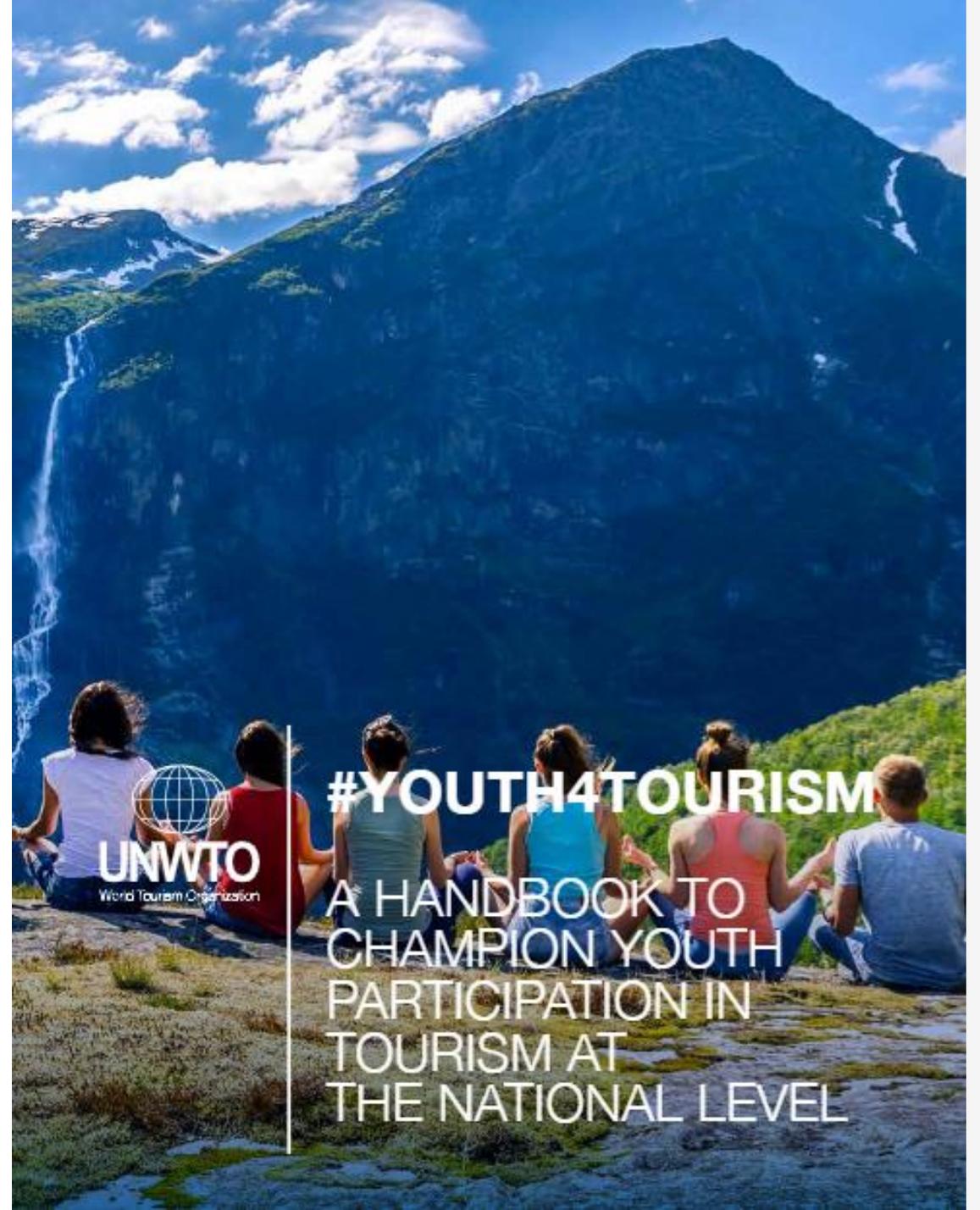
UNWTO Recommendations "Supporting Jobs and Economies through Travel and Tourism – A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery", a set of recommendations calling for urgent and strong support to help the global tourism sector recover from the unprecedented challenge of COVID-19,

UNWTO Priorities for Global Tourism Recovery and the UNWTO Global Guidelines to Restart Tourism, prepared by the Global Tourism Crisis Committee to guide the response of the tourism sector to the COVID-19 crisis and to build the foundations for future resilience and sustainable development,

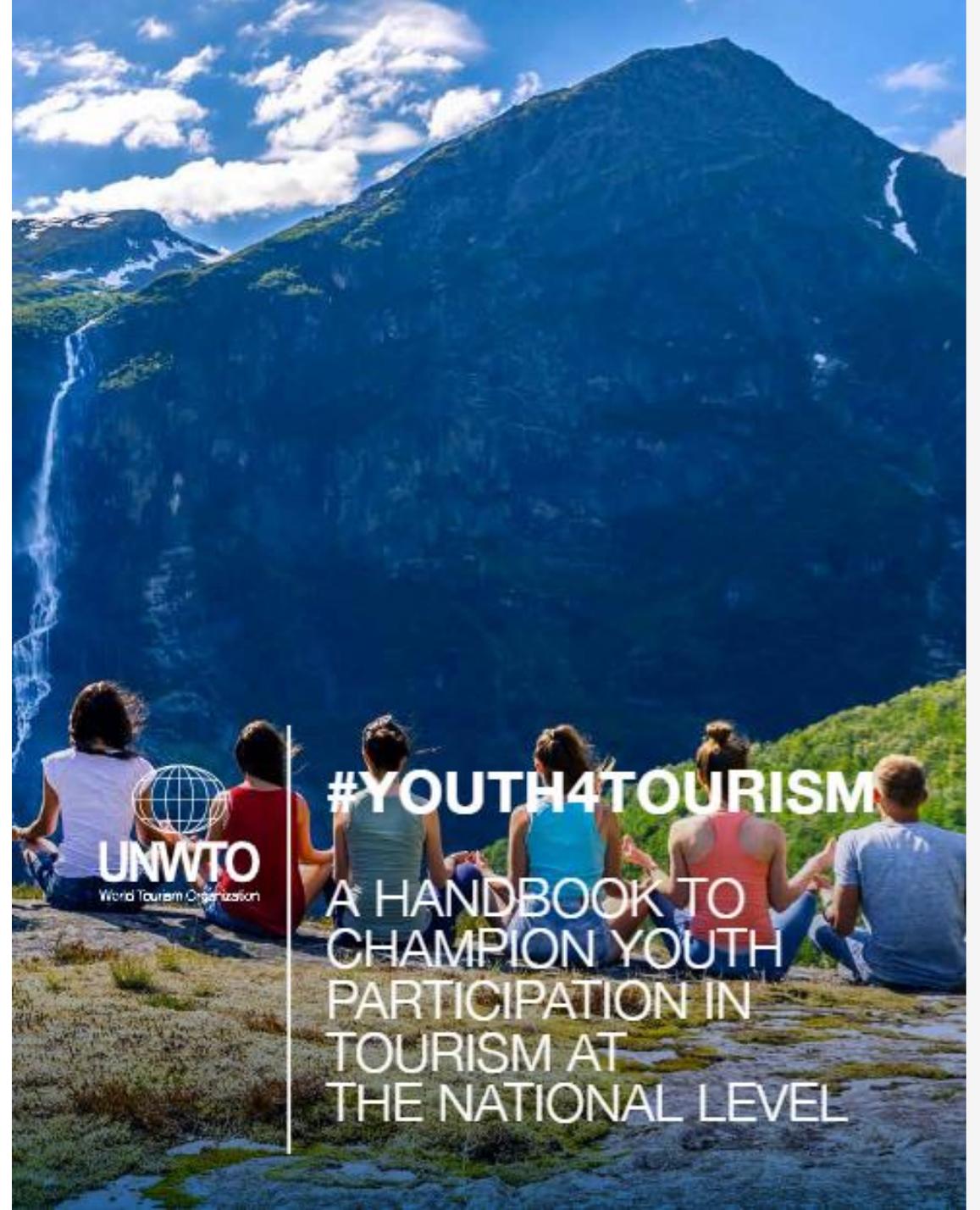
One Planet Vision for a Responsible Recovery of the Tourism Sector, which provides guidance on key lines of actions for responsible tourism recovery for people, planet and prosperity,

United Nations Policy Brief "COVID-19 and Transforming Tourism", launched by the UN Secretary-General on the impact of the COVID-19 pandemic on tourism, which provides recommendations to policymakers for socio-economic recovery measures to integrate decisive and innovative responses for the broad and complex tourism ecosystem,

enhancing youth
empowerment
and
participation in
the tourism
sector



guidelines for
the organization
of physical and
virtual youth-
centred events

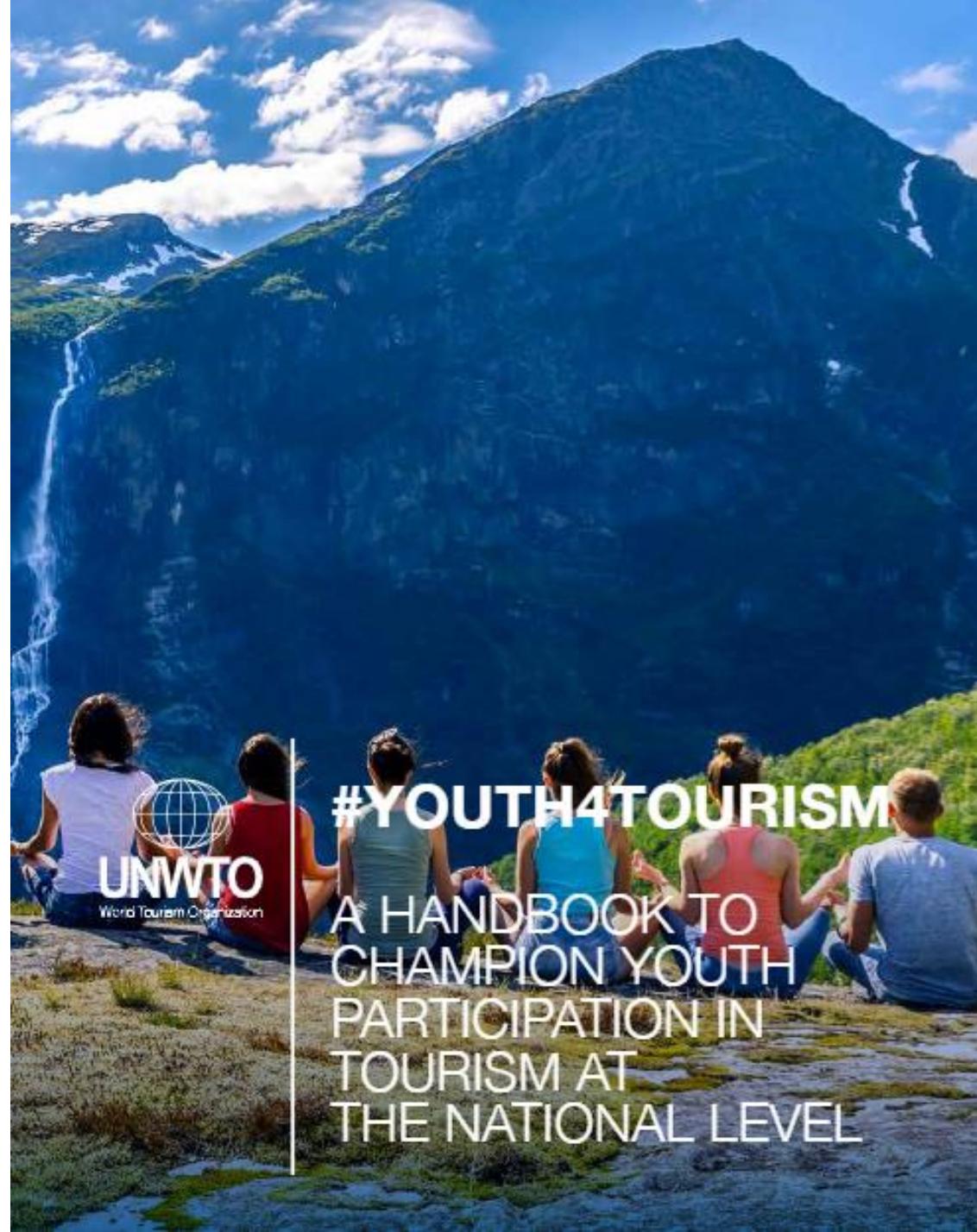


UNWTO
World Tourism Organization

#YOUTH4TOURISM

**A HANDBOOK TO
CHAMPION YOUTH
PARTICIPATION IN
TOURISM AT
THE NATIONAL LEVEL**

5 recommended sessions
+
1 optional session



Thank you!

apriante@unwto.org