



UN Tourism News #18 - 26 November 2020

The Tbilisi Declaration

Determination and cooperation are the only way forward.

UNWTO has guided the tourism sector since the beginning of the Covid-19 crisis and we will keep calling on the global tourism community to mitigate the economic and social cost of the pandemic with safety and responsibility for millions across the world.

A reliable partner for stronger recovery, we must **#RestartTourism** now.



UNWTO Brings Tourism Sector Together to Plan for the Future

The World Tourism Organization (UNWTO) has once again brought leaders from across the sector together for high-level talks aimed at strengthening cooperation between the public and private sectors.



Global Tourism Plastics Initiative Welcomes 26 New Signatories

The Global Tourism Plastics Initiative has welcomed 26 new signatories, including businesses and organizations from every part of the global tourism value chain.

Official Visits



UNWTO in Uruguay: Celebrating Resilience and Supporting Tourism's Sustainable Restart

Secretary-General Zurab Pololikashvili met with President Luis Lacalle Pou to learn more about his government's work to support tourism businesses and workers, and to agree on deepening UNWTO's collaboration on the ground.



UNWTO Official Visit to Brazil to Support Sustainable Recovery of Tourism

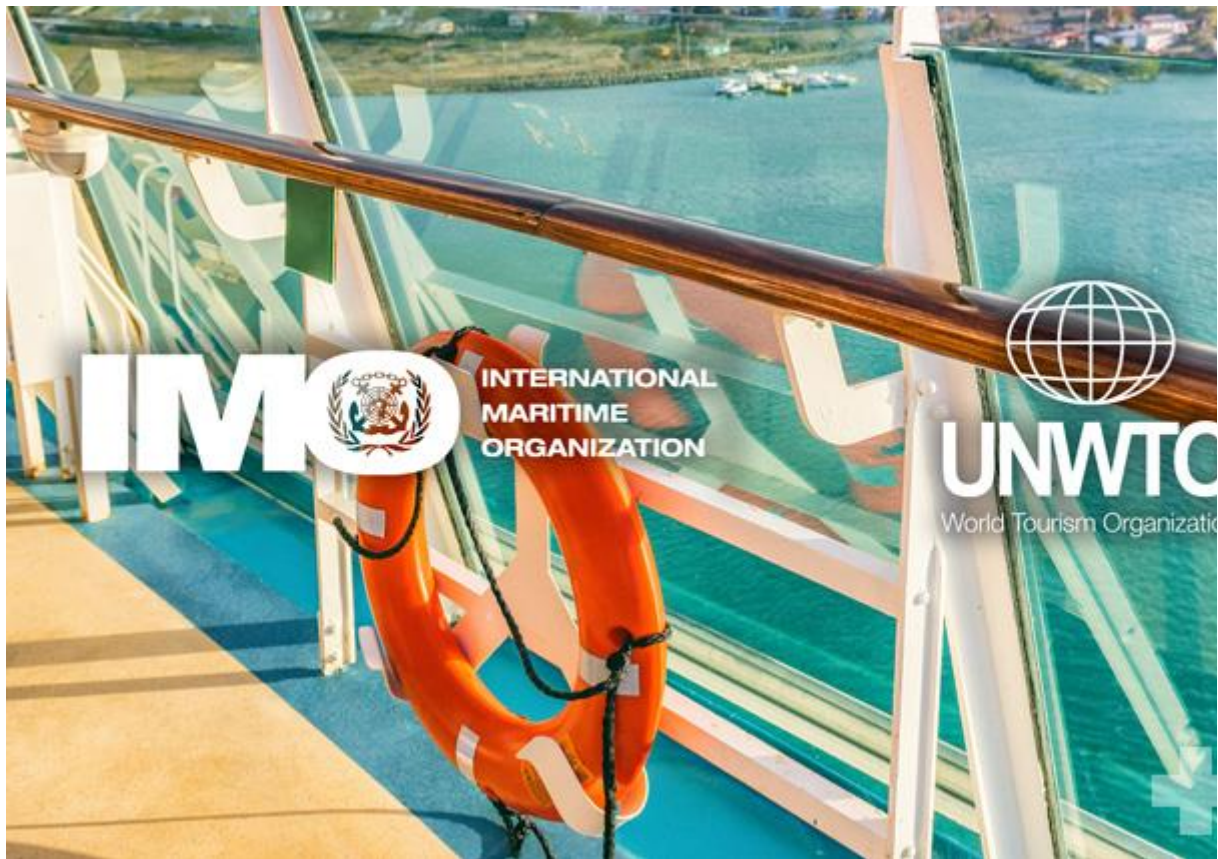
The Secretary-General led a UNWTO delegation to meet with President Jair Bolsonaro and Minister of Tourism Marcelo Álvaro Antônio.



UNWTO in Namibia - First Visit to African Member State Since Start of the Pandemic

The three-day official visit to Namibia reaffirms UNWTO's commitment to the continent and featured a series of high-level talks aimed at strengthening existing partnerships and looking to a sustainable, resilient future.

Partnerships:



A Lifeline for Small Island States: UNWTO Joins IMO to Highlight Importance of Cruise Tourism



Ambassadors to Spain Join Call for Collaborative Restart of Tourism

UNWTO Challenges



ATREVIA to work with UNWTO to boost tourism in Africa

The Ubuntu: Africa Invites You To Live campaign, developed by ATREVIA, a global Communication and Strategic Positioning company, won the Inspiration Africa Branding Challenge organized by the World Tourism Organization (UNWTO) in collaboration with CNN International. Its proposal was selected from more than 200 entries received.



The Hospitality Challenge: Supporting the Hospitality Talents of Tomorrow

In June 2020, the World Tourism Organization (UNWTO) and Sommet Education launched the Hospitality Challenge. This was designed to identify ideas and individuals capable of accelerating the recovery of the tourism sector in the wake of the COVID-19 pandemic.

Tomorrow Today – What’s new in Innovation & Investments at UNWTO?

Launch of the UNWTO “[Enabling Frameworks for Tourism Investment Guidelines](#)” to help better understand and generate sustainable investment in the tourism ecosystem, followed by 3 successful webinars of the series “Tourism Investment Guidelines and Frameworks for a Sustainable Recovery” featuring more than 10 expert panelists in the field.

Finalists of the UNWTO Hospitality Challenge announced selected amongst 6000 applications. The top 30 will receive full-board scholarships to world class education programmes.

Winners of the 2nd Gastronomy Tourism announced:

Most Disruptive: FoodieOn (South Korea) - *Initiative to revitalize the local economy through revenue sharing with farmers through local ingredient food tours*
Social Impact: Jiranis Food (Kenya) - *a Platform that allows local communities in Africa share authentic local food and cuisine experiences.*

Winners of the Smart Solutions for Smart Destinations Challenge announced:

Pre-Seed Category: NECSUM Trisom (Spain)- *Technological and innovative tours to attract new visitants, through a virtual guide along the city of Bilbao and San Mamés Stadium, contributing towards the reactivation of tourism through the generation of magical, unique and innovative spaces.*

Early-Stage Category: Orwell Virtual Reality (Italy)- *Cyber Sports games using virtual and augmented reality (VR/AR) offering an immersive experience halfway*

between the world of eSports and traditional sports, promoting sport values and physical activity.

UNWTO media highlights:



[UNWTO chief visits Namibia](#)



[The Hospitality Challenge: Supporting the Hospitality Talents of Tomorrow](#)



[Secretary-General publication on G20 summit hosted by Saudi Arabia](#)



[UNWTO Official Visit to Brazil to Support Sustainable Recovery of Tourism](#)



[The 2020 International Mountain Tourism Alliance Annual Conference Opened On November 18th](#)



[Rebuilding World Tourism for Prosperity - World Conference on Tourism Cooperation and Development Kicked off in Beijing](#)

Most Popular On Social Media:



Our latest barometer shows the urgent need to safely **#RestartTourism**: - International tourist arrivals 70% in the first eight months of 2020. - International arrivals 79% in August. - Loss of US\$ 730 billion in export revenues.



Our Weaving the Recovery project has been selected among 850 worldwide as one of the 10 up scale projects of the **@ParisPeaceForum** ! It tackles the socio-economic inequalities faced by indigenous women providing them with the skills needed to **#RestartTourism** and grow!



Smart Solutions for Smart Destinations



90% of countries closed their World Heritage Sites in response to the pandemic - a serious socio-economic shock for culture & communities reliant on tourist revenues.

The global tourism community must build a coordinated response to **#RestartTourism** and allow our sector to keep generating opportunities for millions and protection our common heritage.



The main barriers for the **recovery of tourism**?

- Travel restrictions
- Slow virus containment
- Low consumer confidence

#UNWTO conducted a global survey in October 2020 among its Panel of Tourism Experts on the impact of COVID-19.



UNWTO
World Tourism Organization
