

UNWTO

**PRIORITIES FOR
TOURISM
RECOVERY**

28 MAY 2020



This document was prepared by the World Tourism Organization (UNWTO) with the contribution of the Members of the Tourism Crisis Committee comprised of UNWTO, representatives of its Members States, the International Civil Aviation Organization (ICAO), the International Maritime Organization (IMO), the International Labour Organisation (ILO), and the World Bank (WB), the private sector - the UNWTO Affiliate Members, Airports Council International (ACI), Cruise Lines International Association (CLIA), International Air Transport Association (IATA) and World Travel and Tourism Council (WTTC), and the Government of Spain.

Madrid, Spain, 28 May 2020



NOTE

The UNWTO Priorities for Tourism Recovery are a living guidance document and will be revised as the health situation evolves and more information becomes available on the most effective manners to make travel safe and seamless to all – workers, companies, destinations and travellers.

PRIORITIES FOR TOURISM RECOVERY

1. Provide **liquidity** and protect **jobs**.
2. Recover **confidence** through **safety & security**.
3. **Public-private collaboration** for an efficient reopening.
4. **Open borders** with **responsibility**.
5. **Harmonize** and **coordinate** protocols & procedures.
6. **Added value jobs** through **new technologies**.
7. **Innovation** and **Sustainability** as the new normal.

1. PROVIDE LIQUIDITY AND PROTECT JOBS

- Create dedicated tourism support **schemes for MSMEs, entrepreneurs & self-employed**.
- **Provide exceptions, reductions or/and deferred of social security & fiscal payments** as well as critical bills for companies, self-employed and workers (**especially for the most vulnerable**).
- Set up financial instruments to **facilitate liquidity** (moratoria on loans repayments, loan guarantees or flexible credit loans for working capital).
- **Review cancellation policies** considering consumers' rights and the urgency of liquidity for companies.
- **Expand & extend social benefits** (unemployment insurance benefits, allowances for jobseekers).
- Support workers and jobseekers transition into **new jobs in the new normal**.
- Ensure **dialogue between companies and workers' unions** (international labour standards).

2. RECOVER **CONFIDENCE** THROUGH **SAFETY & SECURITY**.

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- Set proportionated **safety and hygiene protocols** to reduce risks throughout the whole tourism value chain & in each step of the traveller's journey.
- Provide **clear information to travellers on existing measures** in place at destinations & companies
- Give **clear information to travellers** on what to expect (**rights and guarantees** if falling sick while travelling or at the destination)
- Focus on **human-centered communication** – empathy, reassurance and connection
- Create **communication campaigns** geared towards **confidence building** including the safety measures undertaken by the destinations and companies.

3. PUBLIC-PRIVATE COLLABORATION FOR AN EFFICIENT REOPENING

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- Establish mechanisms for public-private collaboration **in the definition and implementation of health related protocols.**
- Create **actionable and proportioned protocols** in full coordination with the private sector and health authorities to ensure they are scientific evidence-based and applicable.
- **Share knowledge and good practices.**
- Set mechanisms to support the **adaptation of companies, destinations and the training of their staff** (financial and training).
- Invest in **better and shared data systems.**

4. OPEN BORDERS WITH RESPONSIBILITY.



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- Introduce and adapt **actionable border processes & procedures** in line with public health evidence based risk assessment.
- **Revise regularly travel restrictions & protocols** to ensure they remain proportionate to the public health risk assessment.
- **Enhance the use of technology** for safe, seamless and touchless travel.
- Provide reliable, consistent & easy to **access information on travel restrictions & protocols** to the private sector and travellers.
- **Define roles & responsibilities** for governments, private sector & travellers.
- Governments & regional blocks to advance travel facilitation **towards e-visa/visa on arrival/no visa policies and remove visa cost temporarily to stimulate demand.**

5. HARMONIZE & COORDINATE PROTOCOLS & PROCEDURES

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- **Harmonize** travel and tourism related health **protocols and procedures at global level.**
- Ensure **regional and international coordination** in the re-opening of borders.
- Implement relevant **ICAO international Standards and Recommended Practices (Annex 9 – Facilitation) and specifications** (Doc 9303) on travel documents to ensure harmonization and interoperability for passenger data exchange, including the set-up of a Passenger Public Health Form (by whom and how data is collected and shared).
- Ensure coordination of common policies among **tourism, health, interior and transport authorities.**
- **Set up visitors' tracing apps** and work towards their international interoperability.

6. ADDED VALUE JOBS THROUGH NEW TECHNOLOGIES.

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- Adopt **national policies that support the digital transformation** of destinations, companies, employees and jobseekers.
- **Support companies** to accelerate digital transformation.
- Embrace **new profiles: cybersecurity, big data analysis, data scientists.**
- Support jobseekers with new skills: **new products, marketing, market intelligence...**
- Provide more and better training and implement **online training to skill up staff** in service delivery, back office, technology, languages, safety measures.
- Provide **free online training for those most affected**, in partnership with universities, tech companies and other educational and training institutions.
- Promote online **free training such as the UNWTO Online Academy** and support the development and marketing of courses in multiple languages.

7. INNOVATION AND SUSTAINABILITY AS THE NEW NORMAL

THE NEW NORMAL REQUIRES A NEW APPROACH - A SYSTEMS AND NETWORK LOGIC

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- **Consolidate the national and global innovation ecosystem.**
- Foster opportunities for **major corporations to work with start-ups** in making new processes easier, quicker to implement and more efficient (open innovation).
- **Promote national challenges** to encourage and award **start-ups and entrepreneurs** to propose innovative solutions.
- **Innovate in business models, communications and experiences.**
- **Investment in the digital transformation** for better destinations' planning & management
- **Accelerate the transition towards a circular economy** in the tourism value chain.
- Transition to **more resource efficient & low carbon tourism** to adapt and mitigate the Climate Crisis.
- Define **carrying capacity & advance effective destination management**: build a more sustainable & responsible tourism sector through added value and better data evidence based tourism measurement & monitoring systems (**UNWTO INSTO Observatories & UN Measuring Sustainable Tourism Initiative**).



**COVID-19
RESPONSE**