



COVID-19 TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE



UNWTO

World Tourism Organization

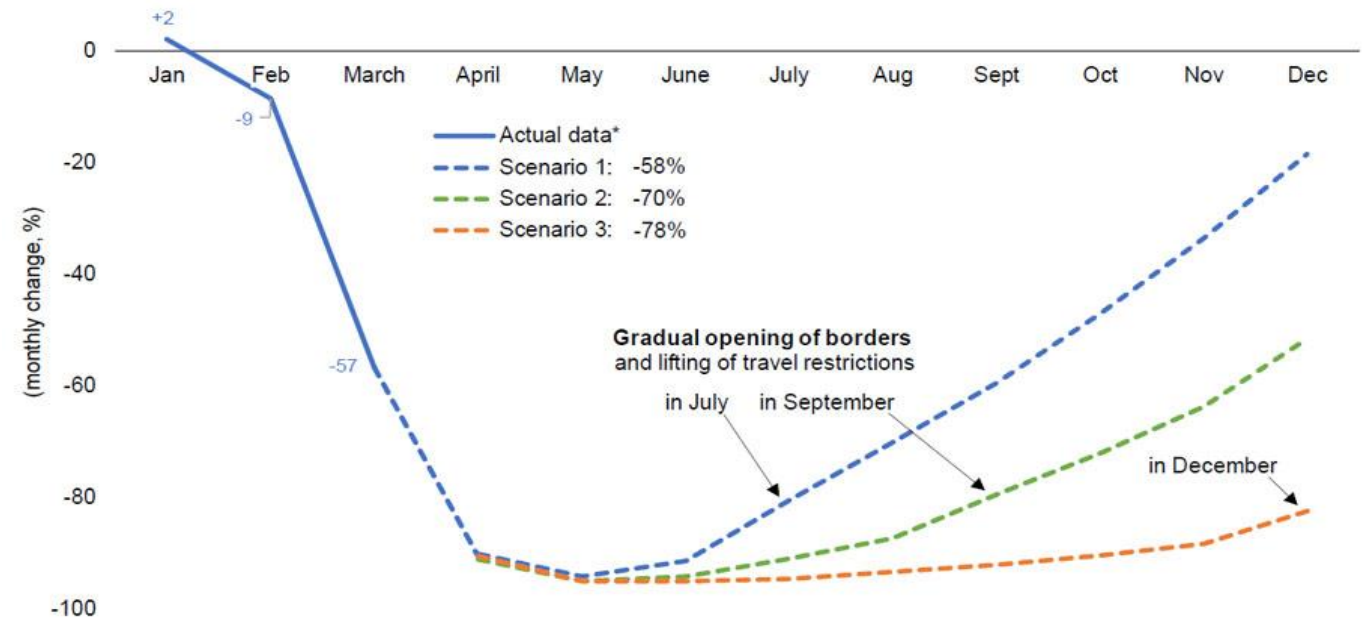
CURRENT SCENARIO

UNWTO Responds: “Targeted Solutions to COVID-19 Tourism Challenges”

As of 27th April, 100% of all worldwide destinations have introduced travel restrictions in response to the pandemic. 156 destinations have completely closed their borders to tourists, while a further 51 are applying other restrictions, such as a partial closing of borders, or quarantine and visa measures.(UNWTO, 2020)

UNWTO forecasts of May 2020 indicate that tourist arrivals could be down by 60% to 80% in 2020 when compared with 2019 figures*.

*Estimate dependent on the COVID-Crisis developments.



FOCUS AREAS

UNWTO Responds: “Targeted Solutions to COVID-19 Tourism Challenges”



Economic Recovery

Marketing and Promotion

Institutional Strengthening and Building
Resilience





OBJECTIVES

UNWTO Responds: “*Targeted Solutions to COVID-19 Tourism Challenges*”

1. Quantify and Qualify the impact of Covid-19 on the tourism sector of Member States and provide strategic recommendations to stimulate economic recovery through tourism and support tourism MSMEs
2. Develop targeted Marketing and Promotion strategies based on the unique characteristics of each Member State and Destination
3. Strengthen capacities of institutions and private sector to adopt and adapt protocols for provision of tourism services in a new, post Covid-19 era, in terms of health, hygiene, safety and security for both tourists and employees alike.



1

ECONOMIC RECOVERY

Technical Assistance (Indicative)

1. Measurement of the impacts of Covid-19
2. Country-Specific Tourism Recovery Plans
3. Support Programme for Tourism MSMEs
4. Reorienting the value chain towards sustainability



2

MARKETING AND PROMOTION

Technical Assistance (Indicative)

1. Review of Growth Scenarios and Priority Markets
2. Marketing Strategy (international, regional, domestic, thematic, digital)
3. Tourism Diversification Strategy
4. Incentives Programme to Stimulate Travel.



3

INSTITUTIONAL STRENGTHENING AND BUILDING RESILIENCE

Technical Assistance (Indicative)

1. Building Resilience of Tourism Enterprises to Adapt to the COVID-19 (including safety and hygiene)
2. Public-Private Partnership for Tourism Recovery (national level and for destination management organizations)
3. Crisis Response Communication Strategy and Media Training
4. Tourism Human Capital (strategy development and capacity building for tourism officials on accelerating recovery)
5. Strengthening participation of disadvantaged groups in tourism recovery and development (communities, women, youth)



“

We must support the sector now while we prepare for it to come back stronger and more sustainable. Recovery plans and programmes for tourism will translate into jobs and economic growth.

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*UNWTO Secretary-General
Zurab Pololikashvili*



UNWTO

World Tourism Organization

Technical Cooperation and Silk Road Department

For further information Email: teco@unwto.org