

Mountain Tourism – a future agenda

International tourism back to levels of 30 years ago



-73%

International tourist arrivals



Loss in export revenues from international tourism

US\$ 1.1 trillion



International tourism could plunge to levels of

1990s



Estimated loss in global GDP

+US\$ 2 trillion



Loss of international tourist arrivals

1 billion



100 million
direct tourism jobs at risk

2021

JANUARY-MARCH*

INTERNATIONAL TOURIST ARRIVALS

WORLD

2019: (+4%)
2020: (-73%)
JAN-MARCH 2021: -83% (OVER 2020)
JAN-MARCH 2021: -88% (OVER 2019)

AMERICAS

2019 (+2%)
2020 (-68%)
**JAN-MAR 2021
(-71%)**

EUROPE

2019 (+4%)
2020 (-69%)
**JAN-MAR 2021
(-83%)**

AFRICA

2019 (+2%)
2020 (-74%)
**JAN-MAR 2021
(-81%)**

MIDDLE EAST

2019 (+7%)
2020 (-74%)
**JAN-MAR 2021
(-78%)**

ASIA & THE PACIFIC

2019 (+4%)
2020 (-84%)
**JAN-MAR 2021
(-94%)**



SOURCE: UNWTO

* PROVISIONAL DATA (Y-O-Y MONTHLY CHANGE) (DATA AS OF MAY 2021)

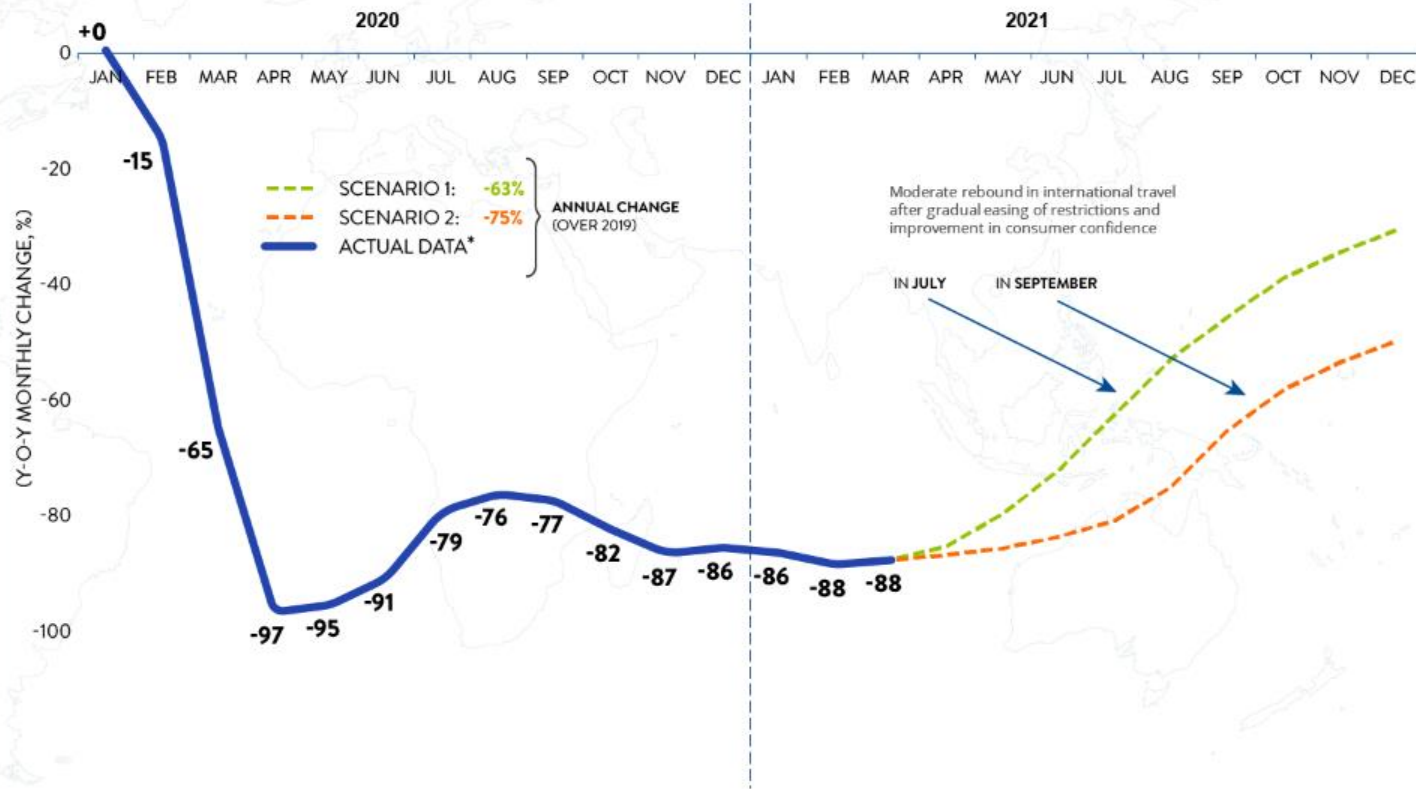
INTERNATIONAL TOURIST ARRIVALS: SCENARIOS FOR 2021

(Y-O-Y MONTHLY CHANGE
OVER 2019, %)

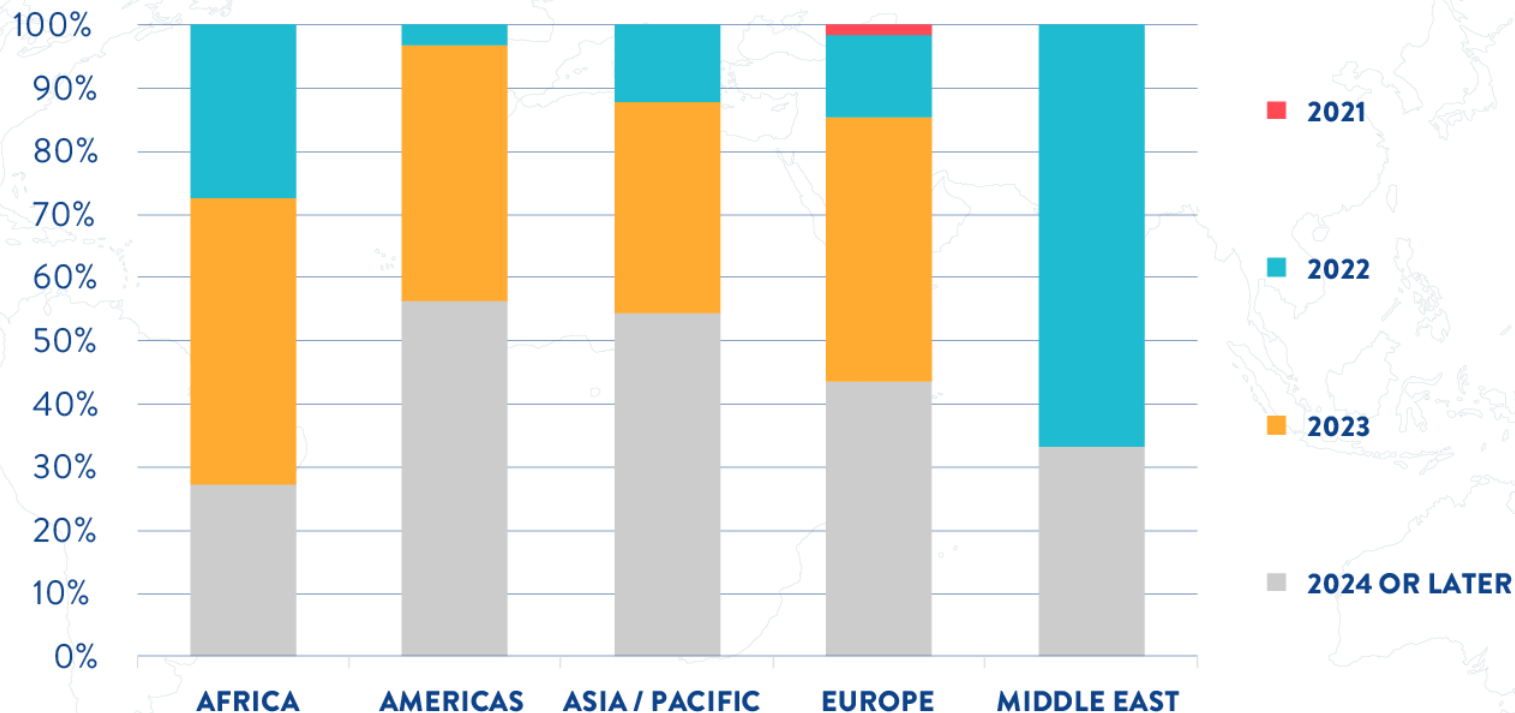
* Actual data is preliminary and
based on estimates for destinations
which have not yet reported monthly
results.



SOURCE: UNWTO
(DATA AS OF MAY 2021)



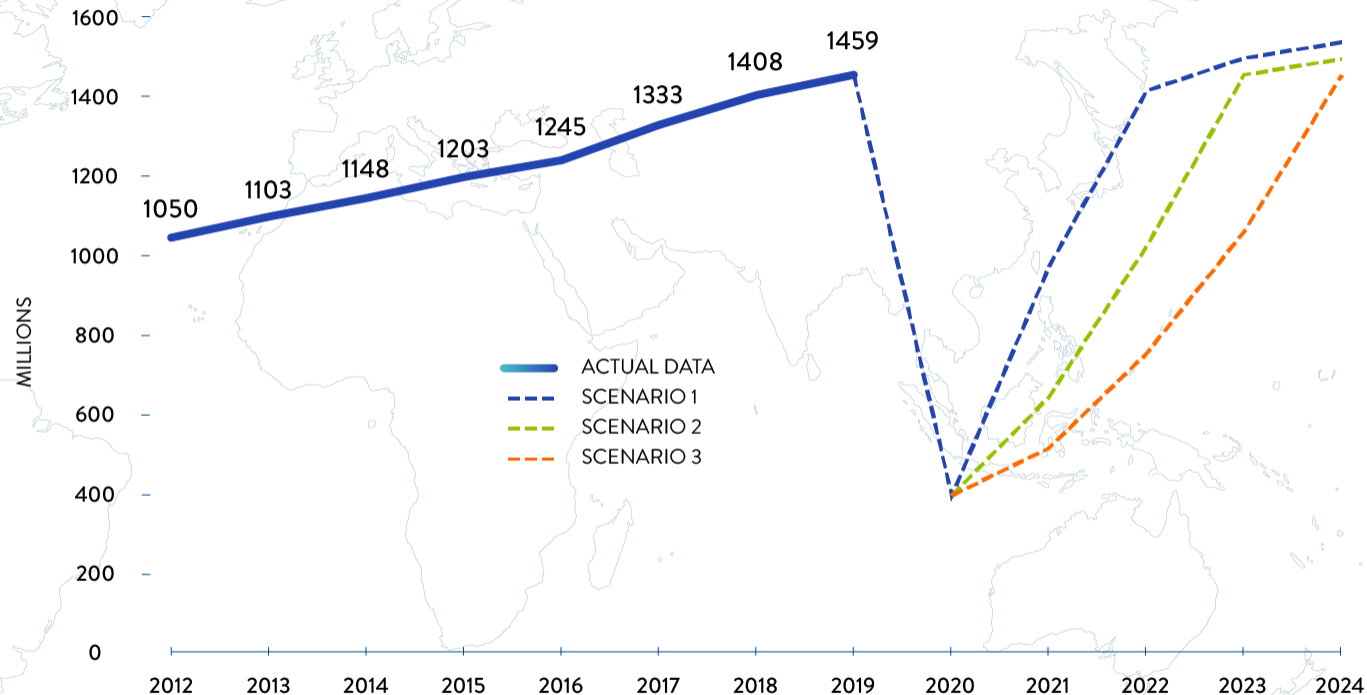
WHEN DO YOU EXPECT **INTERNATIONAL TOURISM TO RETURN TO PRE-PANDEMIC 2019** LEVELS IN YOUR COUNTRY?



2021-2024 SCENARIOS

2 ½ TO 4 YEARS
TO RECOVER 2019 LEVELS

INTERNATIONAL TOURIST
ARRIVALS



SOURCE:
WORLD TOURISM ORGANIZATION (UNWTO)
DECEMBER 2020

An aerial photograph of a village built into a hillside. The houses are mostly made of dark stone or brick with dark roofs, though some have orange-tiled roofs. A prominent white church with a red roof and two spires is visible on the right side of the village. The village is surrounded by green trees and vegetation. A white rectangular border frames the central part of the image, and the text "Key steps..." is overlaid in white.

Key steps...

A first-person perspective shot of a person lying on their back on a grassy mountain slope. Their legs are extended forward, wearing olive green hiking pants and two pairs of hiking boots. The boots on the left are light grey with brown laces, and the boots on the right are teal with orange accents and teal laces. The background shows a vast, hazy mountain range under a clear sky. A white rectangular border frames the central text.

1. Know your customer

People are
incredibly
adaptable - the
answer to every
problem is almost
always innovation...

- #1 **Wilderness Tourism**
Celestial escapes - **going wild** & giving back
- #2 **Eco Tourism**
Culti vacations - **eco-minded** 'goat villages'
- #3 **Nomadic Tourism**
Glampervan journeys - **living** like a desert nomad
- #4 **Wellness Tourism**
Longevity retreats - **natural** medicine
- #5 **Authentic Tourism**
Community immersion - **a taste** of buddhist life
- #6 **Mindful tourism**
Co-working camps - **the blue train** takes the strain





2. Empower local communities

A person wearing a blue jacket and a backpack is riding a motorcycle on a paved road that curves through a desolate, open landscape. The road is flanked by yellow markers. In the background, there are mountains and a body of water under a dark, cloudy sky. The text "3. Build strong governance models" is overlaid in white on a dark rectangular background.

3. Build strong governance models

A scenic landscape featuring a green field in the foreground with several horses grazing or resting. In the background, there is a dense forest of trees with autumn foliage in shades of yellow and orange, and a mountain peak visible in the distance. A small building is partially visible through the trees on the right side. The entire scene is framed by a thin white border.

4. Invest in Destination Management

A hand holding a smartphone in a mountain landscape. The hand is wearing a green and black plaid shirt. The phone's screen shows a reflection of the sky and clouds. The background is a scenic view of a lake, mountains, and a forest under a cloudy sky. The entire image is framed by a white border.

5. Innovate : product & marketing

A woman with long brown hair, wearing a light-colored jacket and a backpack, is holding a smartphone up to take a photo of a vast landscape. The landscape features rolling green hills in the foreground and distant mountains under a cloudy sky. The scene is captured in a cinematic style with soft lighting.

6. Sustainability – what is success?

International Mountain Day 2021

Sustainable Mountain
Tourism
Forthcoming report with
Mountain Partnership





SNOW & MOUNTAIN CONFERENCE

ANDORRA
23-25 MARCH 2022



**BEST
TOURISM
VILLAGES**
by UNWTO

4. Invest in Destination Management

BEST TOURISM VILLAGES PILOT INITIATIVE





Our Vision

Make tourism a driver of rural
development and wellbeing



Our Mission

Advance the role of tourism in valuing and safeguarding rural villages along with their associated landscapes, knowledge systems, biological and cultural diversity, local values and activities.

Promote innovative and transformative approaches to the development of tourism in rural destinations that contribute to the three pillars of sustainability - economic, social and environmental - in line with the Sustainable Development Goals (SDGs).

Our Objectives

1. Reduce regional inequalities in income and development
2. Fight depopulation
3. Progress gender equality and women's and youth empowerment
4. Promote rural transformation and strengthen traction capacity
5. Strengthen multi-level-governance, partnerships and the active involvement of communities
6. Improve connectivity, infrastructure, access to finance and investment
7. Advance innovation and digitalization
8. Innovate in product development and value chain integration
9. Promote the relationship between sustainable, equitable and resilient food systems and tourism
10. Advance the conservation of natural and cultural resources
11. Promote sustainable practices for a more efficient use of resources & a reduction of emissions and waste
12. Enhance education and skills

The Best Tourism Villages Pilot initiative

1. Best Tourism Villages Label
2. Upgrade Programme
3. Best Tourism Villages Network



Best Tourism Villages Label

The **Best Tourism Villages Label** aims to recognize a village which is an outstanding example of a rural tourism destination with recognized cultural and natural assets, that preserves and promotes community-based values, products and lifestyle and has a clear commitment to sustainability in all its aspects – economic, social and environmental with the fundamental aim of making tourism one of the drivers of positive transformation, rural development and community



Tourism Villages Upgrade Programme

The Upgrade Programme will benefit a number of selected villages among those that do not fully meet the label criteria. These villages will be receiving support from UNWTO and Partners in improving the destination management - elements of the areas identified as gaps in the evaluation process.

Best Tourism Villages Network

The Network aims to provide a space for exchanging experiences and good practices, learnings, and opportunities. It will include representatives of the villages awarded the Best Tourism Villages by UNWTO Label, the villages participating in the Upgrade Programme as well as experts, public and private sector partners engaged in the promotion of tourism for rural development. The Network will support the work of UNWTO in identifying good practices, developing guidelines and policy recommendations as well as insights and knowledge.

Requisites for application

In line with the UNWTO definition of Rural Tourism, a village must present the following features to be eligible for application:

- Have a low population density and a maximum of 15.000 inhabitants.
- Be located in a landscape with an important presence of traditional activities such as agriculture, forestry, livestock or fishing.
- Share community values and lifestyle.

UNWTO Member States are invited to submit up to a maximum of three applications (villages)

Areas of evaluation



Cultural and Natural Resources



Promotion and Conservation of Cultural Resources



Economic Sustainability



Social Sustainability



Environmental Sustainability



Tourism Potential and Development and Value Chain Integration



Governance and Prioritization of Tourism



Infrastructure and



Connectivity Health, Safety

and Security



**COVID-19
RESPONSE**