



# United Nations Educational, Scientific and Cultural Organization (UNESCO)

*Topic 3: Measures to promote culture and support tourism during the pandemic*

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## Definition of Key terms

**Pandemic:** disease spread all over the world

**UNESCO heritage:** places or traditions that have some cultural, historic, scientific or natural-istic relevance worldwide

**Crisis:** situation in which something or someone is affected by one or more very serious problems

## Introduction



When we talk about measures to promote culture and support tourism during the pandemic we mean all the actions, such as providing funds and making advertising campaigns, aimed at helping these two sectors of the economy. Tourism and activities that concern culture were so badly hit during the time of the pandemic because international flights for touristic reasons have been stopped for a long time during 2020 and museums, music halls, theatres and cinemas have been closed, in order to prevent the spread of the disease through gatherings of people in closed spaces.

In this precise moment UN needs to act as quickly as it can, even though the pandemic that is occurring due to Covid-19 is not over yet. UN must act to prevent the loss of many job opportunities (about 100-120 millions) and, not less important, to reduce the risk of losing plenty of natural and cultural heritages worldwide.

## Background informations

We have to take into consideration the fact that this problem is being faced for the first time in human history. Differently from the time of other pandemics, we are battling this disease in the age of globalization and travelling. Taking note of the fact that from the last time that a major plague outbreak hit the world, in 1920 with the Spanish flu, the number of international travellers has increased and technologies have developed a lot.

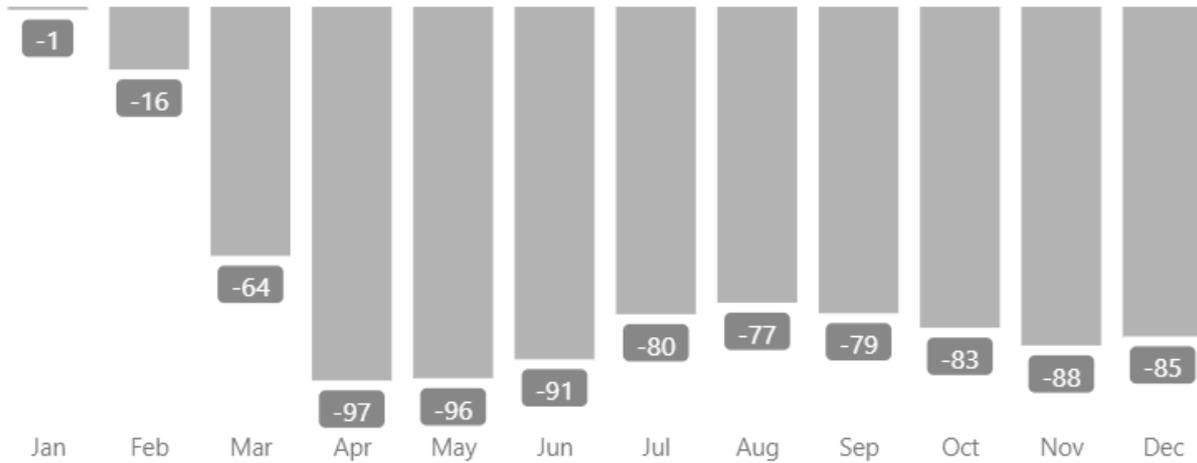
So, with the help of technology, e.g. social medias, streaming platforms and private sites, people can keep on spreading culture and visiting places around the world in a virtual way, as it already happened many times during this pandemic. Concerts and shows, for example, were performed through social medias, or visits at the museums have been done on the museums 'sites.

## Most involved countries

We cannot distinguish the most involved countries because we're talking about a world's problem but for sure we can say that countries that base a big share of their economy on activities that concern UNESCO heritages or on cultural and naturalistic interests are the ones that have been hit the most by the crisis caused by Covid 19.

Talking about data from the start of the Covid-19 pandemic, the whole touristic sector and consequently the cultural one have lost from 850 million to 1.1 billion travellers with a percentage of loss that reached in April 2020 the -97% of tourists. Among all the countries we can distinguish the ones with the highest number of UNESCO heritages and the most visited ones in the years preceding 2020.

Change of international arrivals (%) Jan-Oct 2020 in the world



Short_month	change (%)
Jan	-1
Feb	-16
Mar	-65
Apr	-97
May	-96
Jun	-91
Jul	-80
Aug	-77
Sep	-80
Oct	-83

### Italy

Italy has lost, during 2020, a percentage of tourists of -56,2% (245 million people less compared with 2019) of which the 67% are from abroad (165 million people) and 33% (80 million people). Italy is trying to sustain the touristic sector with funds for entertainment and tourism workers. To encourage people to go on holiday the government has allocated some vacation bonus for a determinate range of the population.

### China

The Chinese government has started with encouraging internal tourism by lowering the prices. Thanks to this strategy Chinese tourism in China has increased of 230% from March 1st and compared to February. The Chinese Government has then supported international tourism by giving a small bonus for every kilometre/occupied seat to the airline companies that decided to start again flying in China.

### France



France was the most visited country in the world in 2019 and tried to face the situation by promoting a campaign called “This summer I’m visiting France” to encourage internal tourism. To encourage tourism as a whole the French government has allocated a big amount of funds to recover from the crisis

## UN involvement

In the short time that they had until now to develop a solution to the problem of the non-possibility of tourism and culture sectors to operate, the UN made some steps forward developing a list of suggestions to support jobs and economies through travel and tourism, to mitigate the socio-economic impact of Covid-19 and to boost recovery. The UN has also defined five priority areas to aid recovery, that are:

- Mitigate socio-economic impact of Covid-19’s crisis
- Build resilience across the entire tourism value chain
- Maximize the use of technology in the tourism sector
- Promote sustainability and green growth
- Foster partnerships to enable tourism to further support the Sustainable Development Goals (SDGs).

## Timeline of events

This is the timeline of the most important Covid-19 related events that eventually led to the stop of the most part of national and international travels and to the closing of many cultural sites.

- First case of Covid-19 in Wuhan, China: December 8th 2019
- W.H.O declares world health emergency: January 30th 2020
- 100.000 cases of Covid-19 worldwide: March 4th 2020
- 1.000.000 cases of Covid-19 worldwide: April 1st 2020
- 100.000 dead caused by Covid-19: April 9th 2020
- 10.000.000 cases of Covid-19: June 25th 2020

## Useful links/ bibliography

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