**Assessment on the Background Guide**

**(United Nations World Tourism Organization)**

**Instructions:** Please complete the following assessment **by yourself** based on your reading of the Background Guide. The result of the assessment will be part of the reference for country/ role assignment. Please NOTE that **plagiarism, inappropriate citation and other academic misconducts** are strictly **prohibited** in BIMUN. Each paper will go through the plagiarism check, and **your paper will be invalid if the originality rate is below 80%.** Those who violate the rule would receive severe punishments up to the rescinding of delegate or school delegation qualifications. For the sake of fairness consideration, please **DO NOT** include your institution name in any document, and make contact with Directors **via e-mail or other public means**. It is required by the Secretariat that all private communication and **exchange of gifts or souvenirs** between Directors and conference participants are forbidden.

**Part I Multiple Choice**

**Direction:** *In this part, you are required to choose* ***one or more*** *choices for the following questions. You cannot get full mark unless you mark all the correct answers.*

1. Which following statement is TRUE about the impacts that COVID-19 has brought to the tourism industry?

A．There is a sharp decrease in the number of tourists, but tourism employment was largely unaffected.

B．The value of import and export related to the tourism industry was going through a steep downhill.

1. A wide variety of tourism attractions across the world are facing a gigantic deficit and huge pressure is laid on cultural heritage preservation.
2. Some countries and regions, where the tourism industry is the backbone of the industrial structure, endured a heavy hit on the socio-economic level.
3. Which statement below is NOT true about the attitude and measures taken by UNWTO towards tourism during the post-pandemic era?
4. UNWTO Executive Council has established a Global Tourism Crisis Committee after the outbreak of the COVID-19 pandemic.
5. During the containment efforts towards the pandemic, UNWTO has been cooperating with many other international and regional organizations like World Health Organization.
6. To stimulate the recovery and make tourism “grow back better, UNWTO is taking an active part in the campaign of calling all areas to lift their travel restrictions completely.
7. UNWTO is providing assorted resources and supports for the recuperation of tourism, such as professional policy recommendations and policy panels that show different policies currently taken by many other countries in the world.
8. What are the requirements of information acquiring and sharing according to UNWTO TERN?
9. Share real time information and ideas.
10. Give clear and geographically specific public messages.
11. Seek close media liaison to better spread information as necessary.
12. Work closely with airlines, airports and tourism accommodation providers.
13. Which one of the following actors does NOT demonstrate its crisis management capability?

A. Government A: As the Covid-19 pandemic severely hit the country’s largest tourism city, Government A declared a state of public health emergency and put the city into lockdown immediately.

B. Government B: Having realized a post-coronavirus economic downturn, Government B exclusively focused on reviving tourism to promote local employment and incomes.

C. Organization C: Soon after Organization C noticed the symptom of a rebound in Covid-19 cases, it informed policymakers of the precise data with a practical forecasting plan.

D. Organization D: At the end of 2020, Organization D released a portfolio of research documents that manifest Covid-19’s socio-economic impact on global tourism.

1. Which following statement is TRUE about previous actions of resilience building for tourism sector and problems still existing?
2. WHO cooperated with UNWTO to advance the knowledge and coordination capability to respond the COVID-19 global pandemic, and UNWTO updated guiding principles for their cooperation.
3. WTTC holds weekly in-person meetings to provide a communication bridge among private sectors and business associations for economic recovery through tourism revitalization.
4. The “Let’s Go There” campaign launched by NATA encourages all American people to travel more often during the pandemic.
5. With those campaigns and projects mentioned in background guide initiated during the pandemic or in post-pandemic era to some countries, all people are more prone to travel and go outside because of the lessening risk of COVID-19 virus.

6. Which section is not mandatory to include on a project application form?

A. Target market assessment.

B. Background information of your designated country.

C. Project objectives.

D. An appendix that can visualize the implementation process of your project.

**Part II Short-Answer Questions**

**Direction:** *In this part, you are going to answer the questions with* ***no more than 50 words****. All the questions are concerning the general idea or details of the Background Guide.*

1. What are the fundamental characteristics of a public health emergency?
2. What should effective crisis management strategies be like?
3. Please list the benefits of the synergy between the tourism sector and the public health sector.
4. What is digital tourism?

**Part III Essay Writing**

**Direction:** *In this part, you are going to write an essay with* ***no more than 500 words*** *under one of the following topics. Your essay is scored based on the originality, language, structure and content. Please use the Chicago Style of citation if needed; otherwise, you are plagiarizing. The originality rate of your essay shall be above* ***80%****;* *otherwise, your paper is* ***INVALID****.*

TOPIC A: Choose one country or region you are interested in and introduce its tourism resilience policy against public health emergencies. In your essay, you should include:

* The current tourism situation of this country or region;
* Try to analyse why it adopts this policy;
* Make your own comment on its tourism resilience policy;
* What can other countries or regions learn from it.

TOPIC B: How is tourism in the post-COVID era different from tourism before? Is there a shift in market or consumer preference? Choose one country or region as an example to elaborate your answers.

**-THE END-**

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| **ANSWER SHEET (UNWTO)** |
| Name in Chinese (if any): | Name in Pinyin/English: |
| **Part I Multiple Choice** |
| 1. | 2. | 3. |
| 4. | 5. | 6. |
| **Part II Short-answer questions** |
| 1. |
| 2. |
| 3. |
| 4. |
| **Part III Essay** |
| Essay Question Number: |  |
| Essay Question Answer: Word Count:  |
| References: |
| *Thank you so much for completing the assessment. We appreciate your cooperation. Please write down THREE choices of countries/roles that you would like to represent. Please note that this chart does not act as a guarantee.* |
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\*If you have finished the assessment, please change the file name into “UNWTO- Your Name” (For example, “UNWTO – Li Lei”), and send it to **UNWTO@bimun.org.cn** before **21:59 GMT+8, March 28th, 2021**. Please submit this file in **doc or docx** format. This e-mail address shall only be used for academic purpose. If you have other questions, please contact our members of the Department of Liaison.