

WORLD TOURISM ORGANIZATION

**GENERAL
ASSEMBLY**



A/18/11
Madrid, July 2009
Original: English

Eighteenth session
Astana, Kazakhstan, 5 - 8 October 2009
Provisional agenda item 11

**REPORT ON IMPLEMENTATION OF THE ORGANIZATION'S GENERAL
PROGRAMME OF WORK FOR THE PERIOD 2008-2009**

Note by the Secretary-General

In the attached document the Secretary-General reports to the General Assembly on the implementation of the General Programme of Work for the biennium 2008-2009.

**REPORT ON IMPLEMENTATION OF THE ORGANIZATION'S GENERAL
PROGRAMME OF WORK FOR THE PERIOD 2008-2009**

Introduction

1. This document presents the information concerning the implementation of the General Programme of Work for 2008-2009. It describes briefly the main activities carried out during 2008, as well as those undertaken in the first half of 2009. A separate document (A/18/11 (b)) reports on the evaluation of these activities.
2. The information regarding the implementation of the programme of work is presented according to the programme's strategic objectives (A, B, C and D), then by specific objectives and by areas of activity, following the structure of the document A/17/7 Rev. "*Programme of Work and Budget of the Organization for the Period 2008-2009*" approved by the General Assembly.
3. During 2008, the Secretariat carried out in full all the activities planned and included in the Programme of Work for that year. In addition, two fresh areas of activities were initiated during this programme year, without any budgetary implications: a) a survey on employment in tourism issues was conducted among Member States, in order to respond to UN-wide imperatives and to prepare the UNWTO Conference on the subject held in April 2009; and b) a series of new actions were put in place with a view to monitor impacts and respond to the global financial and economic crisis that exploded in mid-2008, which included among others, a periodic analysis of impacts of the crisis on tourist flows, reporting to Member States and to the UN, and setting up the Tourism Recovery Committee
4. In the first half of the current year, the Secretariat continued its work in advancing research on various key issues, undertaking studies on tourism trends, providing technical cooperation to developing country members and in furthering efforts on internal coherence and coordination at the UNWTO Secretariat. Especially in respect of programme and development assistance activities. The major technical event of 2009 has been the Fifth International Conference on Tourism Statistics: Tourism, an Engine for Employment Creation held in Bali, Indonesia, in March-April 2009.
5. In the following tables, actions completed and currently underway are reported.

Strategic Objective A

Ensure the continuous improvement of competitiveness of destinations, through updated information and data on market trends, preparedness to face crises and adequate evaluation of the economic contribution of tourism, highlighting its significance.

Specific Objective A1: To foster the comparability of tourism statistics and the macroeconomic analysis of tourism activities by means of internationally agreed standards, and to design the required guidance, initiatives and tools (e.g. TSA) for their implementation.

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>A1-1: Revise and/or update various international standards, design new compilation guidance, both for domestic and international tourism, and reinforce international comparability of data</p>	<p>Participation in the UN Statistical Commission, at its 39th and 40th session (Feb. 2008 & 2009), during which:</p> <ul style="list-style-type: none"> ▪ The revised "<i>International Recommendations for Tourism Statistics 2008</i>" was adopted ▪ An updated version of the "<i>Tourism Satellite Account: Recommended Methodological Framework 2008</i>" was issued ▪ Approval of a document on System of National Accounts (SNA93 rev. 1), which in a specific chapter includes the Tourism Satellite Account (TSA) <p>First set of indicators to enlarge the scope of international comparability released by UN ECLAC with the support of UNWTO (March 2008): UN ECLAC released the second set of indicators (November 2008). Letters sent to all UNWTO member states drawing their attention to the UNWTO Macroeconomic Indicators of Tourism Project (June 2009)</p> <p>Compendium of Tourism Statistics and Yearbook of Tourism Statistics published (May 2008) and 2009 edition (2003-2007 data) released (April 2009)</p> <p>Online database (Tourism Fact book) improved during this first semester (2008), outbound data updated (last update: April 2009)</p> <p>Enzo Paci Papers on Measuring the Economic Significance of Tourism, volume 6, online edition (May 2009)</p> <p>Participation in the IV International Congress on Tourism Research, Toluca, Mexico (24-25 November 2008): dissemination of UNWTO statistics methodology</p> <p>Meeting of UN Task Force on Statistics of International Trade in Services (TF on SITS), Bangkok, Thailand (10-11 March 2009): final steps of the update of Manual on Statistics of International Trade in Services (MSITS), to be submitted to 2010 session of UN Statistical Commission</p> <p>UNWTO Committee on Statistics and Tourism Satellite Account (TSA), 10th meeting, Bali, Indonesia (3 April 2009)</p> <p>UNWTO participated in a Regional Workshop for South East Asian countries – Developing National Systems of Tourism Statistics: Challenges and Good Practices held in Vientiane, Lao (June 2009)</p>
<p>A1-2: On the basis of a collection of case studies, develop guidelines for statistics on: a) employment and decent work in tourism industries, including gender issues, and b) balance of payments</p>	<p>New draft of Balance of Payments Manual 6th edition issued (March 2008) including the first draft of the joint UNWTO-IMF guidelines on <i>travel and passenger transportation items</i> (2009)</p> <p>ILO-UNWTO joint project: first publication "Sources and Methods, Labour Statistics – Employment in the Tourism Industries" published in July 2008</p> <p>Publication of <i>Sources and Methods: Labour Statistics – Employment in the Tourism Industries, Special Edition</i>, with ILO (July 2008)</p>

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>A1-3: Integration of tourism statistics in other international standards and wider UN coordination mechanisms</p>	<p>Participation in the following meetings to further reaffirm UNWTO leadership in the field of tourism statistics and ensure world-wide and institutional-wide consistency of measurements:</p> <ul style="list-style-type: none"> ▪ UN Committee for the Coordination of Statistical Activities (26-29 February 2008) ▪ International Conference on Survey Methods in Transport, Annecy, France (25-31 May 2008) ▪ 12th Meeting of the Committee for the Coordination of Statistical Activities, Tunis, Tunisia (10-11 September 2008) ▪ OECD Working Party on International Trade in Goods and Trade in Services Statistics (WPTGS) and the Task Force on Statistics of International Trade in Services, Paris, France (23-25 September 2008) ▪ 9th International Forum on Tourism Statistics, OECD Headquarters, Paris, France (19-21 November 2008) ▪ OECD Committee on Statistics, Geneva, Switzerland (10-11 June 2009)
<p>A1-4: Technical assistance and capacity-building for Member States on tourism statistics and TSA</p>	<p>Workshops:</p> <ul style="list-style-type: none"> ▪ Regional Workshop on Tourism Statistics in the Statistical, Economic and Social Research and Training Centre for Islamic Countries, Istanbul, Turkey (16-18 June 2008) ▪ UNWTO Technical Workshop on Tourism Statistics and Tourism Satellite Account, Cebu, Philippines (21-22 October 2008): presentation of the new IRTS 2008, the UNWTO proposal for a SCBP in South East Asia, UNWTO guidance on NTA leadership both at national and sub-national levels and the ILO - UNWTO joint project. <p>Capacity-building Programme on Tourism Statistics:</p> <ul style="list-style-type: none"> ▪ Europe: two workshops held in Vienna, Austria (1-4 April, and 3-4 December 2008) ▪ Africa: two workshops held in Pretoria (9-13 June 2008) and in Johannesburg, South Africa, (9-12 February 2009) <p>Missions on tourism statistics and TSA:</p> <ul style="list-style-type: none"> ▪ Oman (May -June 2008): first mission on TSA project ▪ Vietnam (March 2008) ▪ Brunei Darussalam (March 2008), for relevant government agencies as well as members from the private sector ▪ Aruba (March - April 2008) ▪ Tunisia (April 2008) ▪ Uruguay (July- August 2008) ▪ Puerto Rico (August 2008) ▪ Colombia, on border-crossing statistics (September 2008) ▪ Oman (November 2008) ▪ Albania, building a regional tourism database (December 2008) ▪ Nigeria, (January 2009) <p>TSA Project for Central America: second implementation report published and submitted to SEGIB (June 2009) and missions conducted in:</p> <ul style="list-style-type: none"> ▪ Guatemala (February 2008) and follow-up regional meeting held: "Iberoamerican Encounters, 8th meeting" in Antigua (March 2008) ▪ Costa Rica (March 2008) ▪ El Salvador (April 2008) ▪ Honduras (April - May 2008) ▪ Nicaragua (May 2008) ▪ Panama (June 2008) <p>Project started in Botswana for implementation of TSA and further capacity building in TSA development and management (March 2009 for 2 years)</p>
<p>A1-5: Protect TSA brand, produce</p>	<p>Dissemination of TSA data and the corresponding metadata: Document "TSA Data around the World" available on UNWTO website</p>

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
TSA manual, disseminate TSA data and explore future TSA extension	<p>Measuring the tourism dimension of the Meetings Industry in cooperation with and co-financed by ICCA, MPI and Reed: case studies under preparation in seven countries: Australia, Austria, Canada, Finland, Mexico, South Africa and Spain (preparation of case studies continues)</p> <p>UNWTO international Conference on measuring tourism economic contribution at sub-national levels, Malaga, Spain (29-31 October 2008): future creation of an 'International Network on Regional Economics, Mobility and Tourism (INREMT)</p> <p>5th UNWTO International Conference on Tourism Statistics: "Tourism: an Engine for Employment Creation", Bali, Indonesia (29 March-2 April 2009): "Bali Statement on Tourism Statistics and Employment" and findings available online</p>

Specific Objective A2: Enhance UNWTO Members' ability to operate successfully in the global marketplace through constant competitiveness improvement, innovation and other tools towards excellence at destinations, and support them in multilateral trade and investment negotiations

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>A2-1: Undertake research and provide advise on short-, mid- and long-term tourism market trends, developing quantitative and qualitative forecasts on future prospects and on new products' development</p>	<p>Publication of:</p> <ul style="list-style-type: none"> ▪ "A Practical Guide to Tourism Destination Management" published (January 2008): includes models, guidelines and snapshot case studies. ▪ <i>Tourism Market Trends, 2008 Edition:</i> <ul style="list-style-type: none"> – Africa (September 2008) – Americas (September 2008) – Asia (September 2008) – Europe (September 2008) – Middle East (September 2008) – World Overview and Tourism Topics (November 2008) ▪ <i>UNWTO Tourism Highlights</i> (September 2008) ▪ <i>Turismo en Iberoamérica</i>, in cooperation with SEGIB (October 2008) ▪ <i>UNWTO Barometer:</i> <ul style="list-style-type: none"> – <i>Vol. 6, n°1</i> (January 2008), <i>n° 2</i> (June 2008) and <i>n°3</i> (October 2008) – <i>Vol. 7, n°1</i> (January 2009), <i>Interim Update</i> (April 2009) and <i>n°2</i> (June 2009) ▪ <i>Handbook on Tourism Forecasting Methodologies</i>, with ETC (October 2008) ▪ <i>The Chinese Outbound Travel Market</i>, with ETC (November 2008) ▪ <i>The Russian Outbound Travel Market</i>, with ETC (February 2009) ▪ <i>The Indian Outbound Travel Market (with ETC)</i> (June 2009) <p>ETC / UNWTO Joint International Seminar on Tourism Forecasting and Strategic Planning, Vienna, Austria (12 September 2008)</p> <p>2nd UNWTO Conference on Tourism Trends and Outlook, Guilin, China (17-19 December 2008)</p> <p>Dissemination of information:</p> <ul style="list-style-type: none"> ▪ Seminar on <i>World Tourism Facts & Trends E-Marketing in Tourism – Keeping Pace with the New Challenges</i> held in Madrid, Spain (31 January 2008): presentation of 2007 results and 2008 outlook on international tourism, and of the latest trends on E-tourism and of the UNWTO/Microsoft Partnership. 130 participants. ▪ Participation in the Annual Research Directors Meeting of the European Travel Commission (ETC) in Split, Croatia (February 2008) ▪ Participation in the "XXIX Gran Encuentro de Agentes de Viajes Latinoamericanos", Prague, Czech Republic (20-22 February 2008)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ Support to Japan's Inbound Tourism Seminar on Industrial Tourism, Nagoya, Japan (26 - 27 March 2008) ▪ Support to the 4th International Forum on Chinese Outbound Tourism, Beijing, China (15 - 16 April 2008) ▪ The European Travel Commission and IPK Meeting, Pisa, Italy (6-7 October 2008) ▪ "Bolsa Turística" for the Americas, Medellin, Colombia (15-16 October 2008) ▪ Meeting of the European Travel Commission's Market Intelligence Group, Brussels, Belgium (4-5 November 2008) ▪ Conference on Tourism and the Economic Situation, Paris, France (13 November 2008) ▪ Meetings of the European Travel Commission's Market Intelligence Group, Brussels, Belgium (February and May 2008) ▪ "The Global Tourism Outlook: Threats and Opportunities", 31st Annual Hotel Management Conference, Nicosia, Cyprus (February 2008) ▪ Meeting of the OECD Tourism Committee (April 2008) ▪ "Short & long-term trends in international tourism: the UNWTO perspective", 4th International Scientific Conference of the University of the Aegean - Planning for the Future - Learning from the Past: Contemporary Developments in Travel, Tourism Hospitality, Rhodes island, Greece (April 2008) ▪ Jornadas – Mesa Redonda "Efectos de la crisis sobre el turismo y líneas de actuación", Las Palmas, Spain (May 2008) <p>Presentation of 2008 tourism results and prospect for 2009 at UNWTO events:</p> <ul style="list-style-type: none"> ▪ UNWTO Press Conference (January 2008) ▪ UNWTO Seminar World Tourism Responses to the New Challenges in the Global Economy (FITUR, January 2008) ▪ Technical meeting on Tourism Policy and Governance in an Age of Uncertainty (FITUR, January 2008) ▪ Regional Commission Meeting (Africa, Asia, Europe and Middle East)
<p>A2-2: Analyze the factors that contribute to the enhancement of competitiveness and excellence in tourism, disseminate results and provide advise to Members and DMOs, including mature/declining destinations</p>	<p>UNWTO Asia/Pacific Conference on Metropolitan Tourism, Kobe, Japan (9 June 2008)</p> <p>UNWTO Conference for the Middle East and Mediterranean Region "Tourism: Responding to a Turbulent Economy and a Changing Climate", Sharm el Sheikh, Egypt (23-24 November 2008)</p> <p>Working Session on "Establishing Priorities in the UNWTO European Programme of Work in Times of Crisis", Madrid, Spain (1-2 December 2008)</p> <p>UNWTO 3-day Workshop on Tourism Competitiveness and International Tourism Trends, Thailand (March 2009)</p> <p>UNWTO Technical Seminar on "The effects of the Economic Crisis on European Tourism: Challenges and Responses", Baku, Azerbaijan, (27-28 March 2009)</p> <p>Participation in:</p> <p>Seminar on Competitiveness Strategy in Tourism, San José, Costa Rica (27-29 March 2008)</p> <ul style="list-style-type: none"> ▪ Mediterranean Seminar of the Network of local and regional authorities of social and solidarity tourism, Barcelona, Spain (21-24 May 2008) ▪ Seminar "Turismo Compite" Bogotá, Colombia (30 September 2008) ▪ V International Seminar on Innovation and Tourism, Mallorca, Spain (21 October 2008) ▪ Conference on New Challenges in the Tourism and Hospitality Industry, Budapest, Hungary (24 November 2008) ▪ X Brazilian Conference of Tourism Activity (CBRATUR 2008) on "Tourism and major sport events", Brasilia, Brazil (25 November 2008) ▪ Routes Africa Forum, Marrakesh, Morocco (7-9 June 2009) <p>Cooperation with the World Economic Forum:</p> <ul style="list-style-type: none"> ▪ WEF meeting, Davos, Switzerland (24-27 January and 2-4 June 2008) ▪ WEF meeting for International Organizations and Associations, Geneva, Switzerland (24 April 2008) ▪ WEF meeting for the Middle East, Sharm El Sheikh, Egypt (17-20 May 2008) <p>Publication of</p> <ul style="list-style-type: none"> ▪ <i>Final report of the World Tourism Conference – Tourism Success Stories and Shooting Stars - Kuala Lumpur, Malaysia held in June 2007</i> (October 2008) ▪ Report of the First UNWTO/PATA Tourism Trends and Research Conference: Guilin, China, 29 June – 1 July 2007 (January 2009) ▪ Publication on Tourism Labour Market Study in collaboration with the University of Queensland (March 2009) ▪ A report on how Asia-Pacific countries are confronting the impact of the global economic crisis on their tourism industries (May 2009) <p>Participation in preparation and contribution to The Travel and Tourism Competiveness Report 2009 of the World Economic Forum</p>

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<p>Tourism Resilience Committee (TRC)</p> <ul style="list-style-type: none"> ▪ 1st Meeting of the TRC (Madrid, January 2009): report published ▪ 2nd Meeting of the TRC (Berlin, March 2009): report published ▪ 1st Meeting of the Core Group of the TRC (Madrid, May 2009) <p>Publication of:</p> <ul style="list-style-type: none"> ▪ Report "Tourism and Economic Stimulus – Initial Assessment" (ongoing project with monthly updates) (May 2009) ▪ Report on "Global Financial and Economic Crisis: What are the Implications for World Tourism?" (January and May 2009) <p>Creation of a dedicated website: www.unwto.org/trc</p> <p>Promotion of the Roadmap for Recovery (see http://www.unwto.org/pdf/brochure_TRC_roadmap.pdf – ongoing/final document to be presented at the GA)</p> <p>Dissemination of UNWTO message on tourism as a driver of jobs and economic recovery on the occasion of the G20 Summit (see http://www.unwto.org/G20.php?lang=E)</p> <p><i>Note: A complete report on this activity will be delivered by the SG a.i. at the GA (under point 8)</i></p>
<p>A2-3: Examine innovative marketing and promotion techniques and provide assistance to Members and DMOs in this area</p>	<p>Seminar on "Tourism Marketing - Challenges and Opportunities" held Vilnius, Lithuania (27-28 February 2008). 150 participants</p> <p>UNWTO Conference on Increasing the flow of Tourists between Asia and the Middle East, Tehran, Iran (2 March 2009). It was organised within the framework of the 21st UNWTO CSA/CAP Joint Meeting</p> <p>Technical Seminars on Tourism Marketing Planning held, including one day consultation with Tourism authorities and the private sector:</p> <ul style="list-style-type: none"> – Hanoi, Vietnam (13-14 March 2008). 80 participants – Bandar Seri Begawan, Brunei (17-18 March 2008). 45 participants <p>Regional Seminar on "How can marketing techniques contribute to enhance African Destinations?" held in the framework of the 47th CAF Meeting, Abuja, Nigeria (15 May 2008)</p> <p>UNWTO Fourth International Conference on Destination Management and Marketing: two strategic tools to ensure quality tourism, Bordeaux, France (16-17 September 2008)</p> <p>First meeting of the Silk Road Eminent Persons Group, UNWTO Headquarters (4-6 December 2008): UNWTO and UNDP launched the UN Silk Road City Awards for the Silk Road Initiative (SRI)</p> <p>4th Silk Road Mayors' Forum, Republic of Korea (25-30 May 2009)</p> <p>Seminar on "How can African destinations make the most out of 2010: Branding Africa in the Global Market", CAF Meeting, Cameroon (April 2009)</p> <p>ETC / UNWTO Joint Seminar on Tourism Destination Branding, Stockholm, Sweden (18 June 2009)</p>
	<p>UNWTO has participated in, and/or contributed to the following events:</p> <ul style="list-style-type: none"> ▪ Seminar on "Spa and Wellness Industry Development in the Modern Environment", Moscow, Russian Federation (17 March 2008), ▪ Session on "Destination Branding Strategies" organized within the 2008 KOREA Travel Conference, Cheongju, Republic of Korea (26–27 March 2008) ▪ Seminar on Challenges and Opportunities for the Cruise Industry in Mexico and Central America, Cozumel, Mexico (3-5 April) ▪ International Congress on Gastro-Tourism, Puebla, Mexico (10-11 April 2008) ▪ Conference "Routes Africa 2008", Dakar, Senegal (23-27 May 2008) ▪ Third Edition of the Brazilian Tourism Routes Fair, Sao Paulo, Brazil (18-20 June 2008) ▪ Trail of Civilization (Cultural Buddhist Tourist Circuit promoted by Indonesia, Thailand, Cambodia, Vietnam and Myanmar), Yogyakarta, Indonesia (26 July) ▪ Silk Road Mayors' Forum, Almaty, Kazakhstan (2-4 September 2008) ▪ Conference on "Promoting the Great Silk Road on the World Tourism Market" and Roundtable on the "Ways to Develop and Promote Cultural Tourism in Countries Along The Silk Road". Tashkent, Uzbekistan (18 October 2008) ▪ International Conference on Cultural and Event Tourism, Antalya, Turkey (6-8 November 2008) ▪ Meeting of the Organization Committee of Euroal, Torremolinos, Spain (17-18 November 2008)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ Seminar on Domestic Tourism and Marketing, Moscow, Russian Federation (March 2009) ▪ Second International Symposium on Tourism and the Economy, Osaka, Japan, (10 March 2009). Keynote presentation ▪ Sixth China Tourism Forum, Chengdu, China (12 May 2009) ▪ Delivery of keynote speech during the High-level Forum on Global Tourism within the context of on-going Financial and Economic Downturn, Hainan, China (19 April 2009) <p>Missions on marketing and promotion:</p> <ul style="list-style-type: none"> ▪ Mission conducted to Albania (November-December 2008) for the formulation of a marketing and product development strategy. ▪ Field study conducted on restructuring the tourism Industry of Guangdong Province and Jiangsu Province within the context of the economic downturn. A two-week mission to provide the two provinces with good practices and measures about how to confront the economic crisis (13-26 April 2009). Four provinces in China have now joined the STEP programme <p>Data base on all tourism destinations in cooperation with Silk Road Office (21-23 April 2008)</p> <p>Publication of :</p> <ul style="list-style-type: none"> ▪ <i>Handbook on E-marketing – A Practical Guide for Tourism Destinations</i>, with ETC (October 2008) ▪ <i>Structures and Budgets of National Tourism Organizations, 2004 – 2005: Arabic version</i> (March 2009) and Russian version (June 2009)
<p>A2-4: Develop awareness and provide advise on strategies regarding tourism and air transport in multilateral trade and investment negotiations</p>	<p>Participation in:</p> <ul style="list-style-type: none"> ▪ Round Table on Tourism and the Doha Development Round held in Madrid (31 January): organized with the support of the International Chair WTO/Regional Integration and the European Society of International Law ▪ 5th APEC Tourism Ministerial Meeting, Lima, Peru (April): Secretary-General briefed the APEC ministers on the UNWTO programme of work ▪ XII UNCTAD Conference: participation of UNWTO to stress the importance of tourism in trade and development, as well as to raise awareness on ST-EP, Accra, Ghana (April) ▪ Hotel and Tourism Investment Development Conference, Dubai (8 October 2008) ▪ 2nd International Meeting on Investment Opportunities in Tourism, Tehran, Iran (8-9 November 2008) ▪ Tourism Investment Promotion workshop, Fifth International Tourism Investment Forum and First Arab Tourism Investment Forum, Damascus, Syria (April 2009)
<p>A2-5: Identify criteria for excellence at destinations and provide support to least developed countries for achieving excellence at their destinations, in cooperation with the CED</p>	<p>Regional Workshop for the Middle East: Tourism Destination Management: Strategies and Actions for Competitiveness, Saudi Arabia (13-14 January 2009)</p> <p>4th Meeting of the Destination Council: "Resilience, Stimulation-New Green Economy", Berlin, Germany (12 March, 2009)</p> <p>Preparatory work for the 5th International Conference on Destination Management: Weathering the Storm of Global Recession- The Challenge for Destination Management", Hangzhou, China, (21-22 September 2009)</p> <p>Survey on "The Impact of the Current Economic Crisis on Local Tourism Destinations", (May-June 2009)</p> <p>Pilot capacity building programme on destination management and assessment of capacity needs and Requirements of Provincial Tourism Organization, Jizan, Saudi Arabia (January 2009)</p> <p>Worshop on Destination Management: Tourism Product Design and Marketing, Panamá (25-28 mayo 2009)</p> <p>A summary of activities undertaken by the CED will be reported to the General Assembly within the Report of the Secretary-General</p> <p>Work on SMED (System for Measuring Excellence in Tourism Destinations) undertaken is being tested in pilot destinations:</p> <ul style="list-style-type: none"> ▪ First SMED Evaluation, Douro Valley, Portugal (4-11 May 2008) ▪ Final reports have been presented in Douro Valley, Portugal; Mexico City, Mexico; Cantons-de-l'Est, Canada; Andorra ▪ Field work for SMED has been conducted in Madeira, Portugal; Jeddah, Saudi Arabia; Chengdu, China and Tela, Honduras ▪ Final reports will be presented before the end of 2009

Specific Objective A3: Enhance the ability of Member States, DMOs and tourism companies to anticipate, prevent, manage and recover from crisis situations

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>A3-1: Support Members to identify, prevent and mitigate global and local risks related to tourism and plan and implement crisis management systems (including SAFE Initiative)</p>	<p>Coordinate development, planning and implementation efforts at international level to ensure common approach:</p> <ul style="list-style-type: none"> ▪ Participation at: <ul style="list-style-type: none"> – IATA Emergency Task Force meeting, Madrid, Spain (February 2008) – UN System Inter-Agency Technical Working Group On Influenza, New York, USA (11-13 February 2008) – Table Top Exercise on Pandemic Influenza and Humanitarian Response for UN Agencies, Geneva, Switzerland (19-20 May 2008) – National symposium on Tourism and Security Seminar organized by the Spanish National Police, Madrid, Spain (17 June 2008) – ITB Berlin, (March 2009); Reisepavillon München, (March 2009) – Meeting of the Issue Working Group for a post 2010 biodiversity scheme of the Environmental Management Group of the UN – Round table on climate finance and climate change training at the Climate Talks, Bonn, (June 2009) ▪ UNWTO-UNSIC Workshop on the Integration of Tourism into the National Emergency Plan, Jakarta, Indonesia (22 July 2008) ▪ UNWTO-UNSIC Workshop on the Integration of Tourism into National Emergency Management held during the International Disaster and Risk Conference 2008, Davos, Switzerland (25 August 2008): analysis of the results of the UNWTO survey on the Integration of tourism into national emergency plans ▪ 3rd UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy, June 2009 <p>Continue cooperation with ICAO, IATA, ASEAN, ISDR, OECD, FIA, UNEP: regular teleconferences and videoconferences held</p>
	<p>Capacity building:</p> <ul style="list-style-type: none"> ▪ Through training, distance learning and simulation of crises, Indonesia (funding of the Government of Macao) ▪ Courses on crisis management in tourism, Innsbrück, Austria (27-28 March 2008) and Lugano, Switzerland (15-17 May 2008) ▪ Local consultant appointed to advise the MCT on crisis communications and to train Ministry personnel ▪ Workshop on “Coordination in Times of Crises” held Bali, Indonesia (1-2 April 2008). Over 100 participants ▪ Jakarta based working group to be established followed by a smaller scale workshop: integration of tourism into the national emergency plan ▪ UNWTO AHI Simulation Exercise, Bangkok, Thailand (19-20 September 2008) ▪ UNWTO International Conference on Revitalization of Tourism and Confronting Crisis, Chengdu, China (16-18 November 2008) <p>UNWTO practicum seminar (5-day training course) on risk and crisis management for Member States officials (18-22 May 2009), including a visit to the crisis cell of the Spanish National Police</p>
	<p>Support crisis management efforts at international level through the establishment and maintenance of a central emergency platform in cooperation with IGOs, NGOs and industry partners:</p> <ul style="list-style-type: none"> ▪ Emergency notification system (ENS) on Avian and Human Influenza (AHI) developed together with UNDPI: UNWTO formed part of the sub-committee of the task force on AHI of UNDPI ▪ Collaboration with the UN System Influenza Coordination (UNSIC): regular participation in UNSIC events: UNSIC has fully endorsed and funded two of UNWTO proposals for targeted communications built around SOS.travel ▪ Redesign and specification process of the SOS.travel portal presented at the Regional Commission meetings (May-June 2008) ▪ Back-to-tack ASEAN plus Three EID/UNSIC Workshop on Health & Tourism, Bangkok, Thailand (17-18 September 2008): keynote speech delivered ▪ FIA Foundation International Tourism and Road Safety Seminar, Paris, France (24 September 2008): keynote speech delivered ▪ UNSIC Table Top Risk and Exercise on Pandemic Influenza and Humanitarian Response for UN Agencies, Geneva, Switzerland (26 September 2008) ▪ WHO Conference On "Cities and Public Health Crisis", Lyon, France (29-30 October 2008) <p>An experience report on the activities undertaken in Thailand and Indonesia by the Bonn <i>UNWTO Consulting Unit on Biodiversity and Tourism for Tsunami</i></p>

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<p><i>Affected Countries</i> produced</p> <p>Intensifying and expanding of the Tourism Emergency Response Network (TERN) currently comprising of 27 peak global travel and tourism network associations</p> <ul style="list-style-type: none"> ▪ Finalization of the study on the local Economic Impact on Avian and Human Influenza ▪ Publication of the Third International Avian and Human Influenza Simulation Exercise <p>Convening the TERN network and providing regular updates as the situation develops</p> <p>Communication campaign under the project for Targeted Communications for Travellers, the Travel Industry and Tourist Destinations</p> <p>UNWTO Consulting Unit on Biodiversity and Tourism for Tsunami Affected Countries:</p> <ul style="list-style-type: none"> ▪ Elaboration of three Tourism Management Plans for participatory tourism management in Thailand and Indonesia ▪ Conduction of 6 training workshops on tourism and biodiversity and development of Destination Management Organizations ▪ Initializing the establishment of three Destination Management Organization in Thailand Indonesia ▪ Initializing the elaboration of 15 biodiversity based tourism products in Thailand and Indonesia ▪ Launching of the project "Energy Efficiency in Hotels on Koh Kho Khao, Thailand, financed by the German Climate Initiative ▪ Initializing cooperation with the Tour Operator Initiative at the Thai Andaman Coast <p>Publication of the brochure "Linking Tourism and Biodiversity"</p>
<p>A3-2: Emergency assistance to members in coordination with UN system</p>	<p>Support Members with mitigation strategies, actions and instruments:</p> <ul style="list-style-type: none"> ▪ Pilot project sites identified: two in Phang Nga Province, Thailand, and one in Pangandaran, Indonesia. Funded by UNWTO Consulting Unit on Biodiversity and Tourism for Tsunami Affected Countries located in Bonn, Germany ▪ 8 missions: 4 to Thailand and 4 to Indonesia (November 2007 to April 2008), including workshops, training programmes and site assessments: public and private project partners identified and contacted ▪ Assistance and participation in RCM planning: <ul style="list-style-type: none"> - Venezuela, Seminar "For a Secure Tourism and Disaster Situations" held (February 2008) - Oman Regional Conference on Risk and Crisis Management held (April 2008): use of replicable course design and first experience of "learning-by-doing" - Advisory missions to Oman, Saudi Arabia and Yemen undertaken (April – May 2008) ▪ Project formulation mission conducted to Palestine for the recovery and development of the Palestine Hotel Industry (19-31 July 2008) ▪ Technical assistance mission on risk and crisis management, Sana'a, Yemen (1-4 September 2008) ▪ Visits conducted and meetings held with various Foreign Ministries on the role of crisis cells, and diplomatic relations concerning sensitive issues <p>UN System coordination:</p> <ul style="list-style-type: none"> ▪ Management of current influenza A(H1N1) outbreak inside the UN-system ▪ Engaging in top-level coordination effort with the World Health Organization (WHO), the International Civil Aviation Organization (ICAO) and the United Nations System Influenza Coordination (UNSIC) to ensure that tourism interests and concerns are effectively factored into the decision making process ▪ Development of standardized messages and ensuring common communication approach ▪ Meeting among the UNSIC agencies to discuss challenges around the Avian and Human Influenza fatigue and to adjust UNWTO's activities to those challenges, Geneva, Switzerland (20 March 2008) ▪ ICAO Pandemic Preparedness Planning, Lima Peru (1-3 April 2008) ▪ WHO Consultation on Strategies for International Travel and Health, Budapest, Hungary (22-23 May 2008) ▪ First meeting of the Steering Committee of the ICAO Cooperative Arrangement for the Spread of Communicable Disease Through Air Travel, Mexico City, Mexico (25-26 June 2009)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>A3-3: Provide advise to governments of both generating and recipient countries on travel facilitation and travel advisories</p>	<p>Travel advisories: best practices, further development of guidelines, standards, clearance and conciliation systems: closer links established with Foreign Ministries of outbound countries</p> <p>Meeting of the Working Group on Facilitation, UNWTO Headquarters, Madrid, Spain (29-30 May 2008)</p> <p>UNWTO Fourth meeting of the Working Group on the facilitation of tourist travel, UNWTO Headquarters (24 September 2008)</p> <p>Health information and formalities in international travel (HIFIT): Cooperation with WHO on the new International Health Regulations (IHR): agreement reached that UNWTO together with ICAO and IMO will have full access to the IHR event data base to reflect the specific tourism needs</p>

Strategic Objective **B**

Promote the sustainable development of tourism in Member States in line with the Global Code of Ethics, to contribute to the Millennium Development Goals and to worldwide socio-economic development.

Specific Objective B1: Facilitate the integration of sustainability and quality criteria in national, regional and local tourism policies and development plans. Apply these criteria to different types of destinations and encourage their application by the private sector

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>B1-1: Undertake research, develop manuals and provide training to national and local officials and other tourism stakeholders on: a) sustainable tourism policies and tools and b) their application to specific destinations and types of tourism resources: coastal areas, cities, heritage sites, natural parks, rural areas, SIDS, intangible heritage, etc.</p>	<p>International Conference on "<i>Challenges and Opportunities of Sustainable Tourism Development in the Arab World</i>", Amman, Jordan (16-18 June 2008) in conjunction with the 31st meeting of the UNWTO Commission for the Middle East</p> <p>UNWTO has participated and contributed to the following events:</p> <ul style="list-style-type: none"> ▪ 3rd Meeting of the International Marrakech Task Force on Sustainable Development of Tourism and Technical Workshop on Financing Sustainable Tourism Development, Paris, France (December 2007): SIFT network (Sustainable Investment and Financing in Tourism) suggested by UNWTO ▪ 15th Meeting of the "<i>Contracting Parties to the Convention for the Protection of the Marine Environment in Coastal Region of the Mediterranean and its Protocols</i>", Almeria, Spain (15-16 January 2008) ▪ 2nd Forum "<i>Sistema Turismo Italia</i>", Naples, Italy (17 January 2008) ▪ "<i>FITS Méditerranée</i>", Marseilles, France (17-18 January 2008) ▪ Tourism Sustainability Group (TSG) Meeting, Brussels, Belgium (23-24 January 2008): framework for reporting process of EU Member States for the "Agenda for sustainable and competitive European Tourism" reviewed ▪ "<i>Assises nationales et internationales du tourisme</i>", Algiers, Algeria (10-11 February 2008) ▪ Forum "<i>The new challenges – Economy, Sustainable Development and Tourism</i>", Andorra (21-22 February 2008) ▪ International Forum on "<i>Tourism and World Harmony</i>", Nanjing, China (27 – 29 February 2008): with CNTA, Jiangsu Province and Nanjing Tourism Bureau ▪ Conference on Responsible Tourism, Kochi, India (20-25 March 2008) ▪ Scientific Committee "<i>International Seminar on Innovation and Tourism</i>", Palma de Mallorca, Spain (28 March 2008) ▪ EU Intelligent Energy Project meeting, Madrid, Spain (31 March 2008): UNWTO Proposal approved ▪ National seminar on sustainable tourism, Malaga, Spain (4 April 2008) ▪ Round Table on Foreign Investment and Sustainable Development, XII UNCTAD Conference: Accra, Ghana (April 2008) ▪ Seminar on sustainable development of tourism, Asiago, Italy (10-11 April 2008) ▪ Seminar on the "<i>Agenda for a Sustainable Competitive European Tourism</i>", Lipica, Slovenia (15 April 2008) ▪ Rainforest Alliance/UNEP Workshop on Sustainable Tourism Stewardship Council, Paris, France (24 April 2008) ▪ Meeting of the International Blue Flag Jury, Copenhagen, Denmark (25 April 2008) ▪ Seminar on Strategies of Sustainable Tourism Development, Vigo, Spain (28 April 2008) ▪ UN Commission On Sustainable Development (CSD-16), New York (6-9 May 2008) ▪ International Festival of Art, Culture and Sustainable Development, Formentera, Spain (23-24 May 2008) ▪ Tourism Futures, Brisbane, Australia (2-3 June 2008)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ World Environmental Day, Wellington, New Zealand (5-6 June 2008) ▪ "<i>Grenelle du tourisme</i>", Paris, France (4 June 2008) ▪ 6th Meeting of the UNWTO SDT Committee, Athens, Greece (3-5 June 2008) ▪ IV Meeting of the Task Force for Sustainable Tourism and Seminar "Connecting the Dots Linking Sustainable Tourism Efforts in Costa Rica with International Initiatives", San Jose, Costa Rica (12 June 2008) ▪ "<i>Les Assises nationales du tourisme</i>", Paris, France (17-18 June 2008) ▪ Participation in the Seminar on Promoting Sustainable Tourism in the Mediterranean, Nice, France (1-2 July 2008) ▪ Milestone Meeting of the National Sustainable Tourism Strategic Plan, Cairo, Egypt (16 July 2008) ▪ IX Forum of Tourism Development and Integration, Panama City (24-25 August 2008) ▪ VII Seminar on Tourism and Sustainability, Cancun, Mexico (11 September 2008) ▪ UNESCO Conference "Towards Sustainable Tourism Development through Cultural Tourism", Bucharest, Romania (25-26 September 2008) ▪ OECD High-Level Meeting on Tourism, Riva del Garda, Italy (9-10 October 2008) ▪ Seminar on Management of Protected Areas as a Tourism Resource, Plitviče Lakes National Park, Croatia (9-10 October 2008), keynote presentation, conclusions and recommendations from debate session ▪ II Annual Tourism Conference, Madeira, Portugal (17 October 2008): key note speech delivered on tourism and environment ▪ 3rd International Forum on Solidarity Tourism, Bamako, Mali (20-22 October 2008) ▪ 1st IIPT European Conference on Bridging the North South Divide Through Sustainable Tourism Development, Amsterdam, The Netherlands (23-24 October 2008): key note speech delivered on tourism and poverty alleviation ▪ III Conference on "Euro-Asia World Heritage Cities", Solo, Indonesia, (26-27 October 2008) ▪ UNESCO WHC International Workshop on Sustainable Tourism at World Heritage Sites, Blatten, Switzerland (28-29 October 2008): presentation on community benefits from WHS tourism ▪ XI Mediterranean Exchange for Archaeological Tourism, Naples, Italy (14-15 November 2008) ▪ Inter-Agency Inception Meeting GEF-UNIDO: Regional Project in Africa on Sustainable Tourism in Coastal Areas, Nairobi, Kenya (24-26 November 2008): workplan for inception phase agreed ▪ VI Euromeeting and II International Conference on Sustainable Tourism, Rimini, Italy (27-28 November 2008): key note speech delivered on instruments for sustainability; launching of the Italian version of the UNWTO Guidebook on Indicators of Sustainable Development for Tourism Destinations ▪ II Herity Conference: Tourism Use and Preserving the Values of Cultural Heritage, Rome, Italy (4-5 December 2008) ▪ International Conference for Decision Makers on Standards for Sustainable Tourism in the Middle East "Egypt on the Way to a Sustainable Destination", Hurghada, Egypt (17-19 December 2008) declaration adopted in support of global criteria for sustainable tourism. Start of pilot project for application of GSTC ▪ International Seminar on Environment and Tourism, Kyoto, Japan (3 February 2009). Keynote presentation on Sustainable Development of Tourism: Responding to Global Environmental Challenges ▪ Tourism Destination Management: Strategies and actions for competitiveness Farasan Island, Saudi Arabia, (13-14 January 2009). Keynote presentation on Principles and Indicators of Sustainable Destination Management. The case study of Jeddah ▪ Tourism Sustainability Group Meeting, Brussels, Belgium (23 February 2009 and 3-4 June 2009). Presentation on Global Sustainable Tourism Criteria and presentation on Global Code of Ethics in Tourism and Responsible Tourist ▪ Sustainable Tourism Roundtables - Reisepavillion Fair 2009, Munich, Germany (27 February 2009). Introduction speech ▪ Symposium on the Sustainable Development of Tourism, Montreal, Canada (15-18 March 2009) ▪ UNESCO Workshop on Sustainable Tourism, Communities Empowerment and WH Sites Management, Bangalore, India (14-18 April 2009)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ International Task Force on Sustainable Tourism Development meeting, Marrakech, Morocco (19-22 April 2009). Policy paper for UN CSD approved ▪ Workshop organized by the League of Arab States on enhancing the contribution of community-based sustainable tourism to poverty alleviation in less privileged regions, Amman, Jordan (May 2009) ▪ Asia-Pacific Creative Forum on Culture and Tourism, Jeju, Republic of Korea (4 June 2009). Keynote presentation ▪ 5th Africa-Asia Business Forum: Forging Business linkages for Sustainable Tourism Development in Africa, South Africa (16-17 June 2009) ▪ Symposium on Tourism, Territorial Dynamism and Sustainable Development Algiers, Algeria, (21-23 June 2009) ▪ UNESCO World Heritage Tourism Initiative. In parallel with the World Heritage Committee Meeting, Seville, Spain (22 June 2009) <p>Support and coordinate with private sector initiatives:</p> <ul style="list-style-type: none"> ▪ TOI/WWF Cooperation Agreement presented at the following meetings/events: <ul style="list-style-type: none"> - Responsible Tourism Day, World Bank Headquarters, Washington D.C. (9-10 January 2008) - Fair trade Reisepavillon, Stuttgart, Germany (18-20 January 2008) - ITB Berlin (March 2008) ▪ WWF-TOI-CI-MARTI Pilot Project in the Riviera and Costa Maya, Mexico, supported by UNEP and UNESCO: first meetings and field visits (25-31 January 2008). Meeting with high-level Federal Officials (April 2008). Third meeting held in Playa del Carmen (25 June 2008) ▪ TOI/WWF Core Group Meetings (to monitor progress achieved by the TOI/WWF cooperation), Helsinki, Finland (3-4 July 2008) ▪ TOI/WWF Core Group Meeting (20 November 2008) and meeting with WWF Mediterranean Programme Office (21 November 2008), Rome, Italy, to start the identification of a project destination in the Mediterranean region ▪ TOI Board Members and strategic Meeting, Cologne, Germany (3-4 June 2008), Munich, Germany (26 September 2008), Frankfurt, Germany (12 December 2008), Cologne, Germany (29 January 2009) and Paris, France (2-3 April 2009) and TOI Annual General Meeting, Geneva, Switzerland (27 October 2008) ▪ Andaman Sea Eco-region Project - first field visit and meetings, Phuket, Kao Lak, Krabi, Thailand (4-7 February 2009) <p>Publication of:</p> <ul style="list-style-type: none"> ▪ <i>Final Report on the International Forum on Rural Tourism – Guiyang, Guizhou Province, China</i>, held in 2006 (September 2008) ▪ <i>Sustainable Tourism Management at World Heritage Sites</i> (in cooperation with UNESCO) (March 2009) <p>Support the application of sustainable tourism practices in natural and ecotourism destination, in rural and community tourism:</p> <ul style="list-style-type: none"> ▪ Participation at the 2nd Meeting of the "Ad Hoc Open-ended Working Group on Protected Areas" (WGPA2) – CBD, Rome, Italy (11-15 February 2008) ▪ Global Baseline Criteria Initiative in cooperation with UN Foundation, UNEP and Rainforest Alliance: launched at the IUCN Conservation Congress, Barcelona, Spain (October 2008)
<p>B1-2: Provide guidance to Members on regulatory and voluntary instruments for sustainability and quality in tourism, such as certification schemes, labels, awards, etc. and on ways to encourage private companies, especially SMEs, to adopt these instruments</p>	<p>Application of the "Moderniza" Programme on improving SME's production and management in 6 American countries: meetings held with national authorities of El Salvador, Honduras, Mexico and Nicaragua (18-24 April 2008) for programming purposes</p> <p>Support to Argentina, Chile and Colombia for their participation in the Seminar on Normalisation of Tourism Services: towards quality in tourism services and destinations, Lima, Peru (20-21 August 2008)</p> <p>Study on Standards and Systems for Quality and Sustainability: the experience of the Americas: survey with members completed, first draft under review</p> <p>Participation in and/or support to:</p> <ul style="list-style-type: none"> ▪ Annual Meeting of the ISO Technical Committee, Marbella, Spain (25-26 February 2008) ▪ Seminar on "Protection of the Customers of Tourist Products and Services", Sofia, Bulgaria, (9 December 2008) ▪ National Seminar on Standards for Quality and Sustainability in Venezuela (12-14 November 2008) ▪ Global Sustainability Tourism Criteria and Stewardship Council Joint Meeting, Paris, France (16-18 March 2009). The criteria have been approved and the follow up of this initiative continues

Specific Objective B2: Promote and facilitate the widespread use of indicators of sustainability and quality in tourism destinations; promote the establishment of a tourism sustainability observatory and encourage benchmarking among tourism destinations and companies

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>B2-1: Continue the support to Member States and partner organizations for the application of indicators of sustainability and quality in tourism</p>	<p>Publication of the Indicators Guidebook, "Indicators of Sustainable Development for Tourism Destinations" in Italian, in cooperation with the Municipality of Rimini: contract signed (April 2008) and official launch Rome, Italy (2 April 2009)</p> <p>Promote sustainable tourism development at World Heritage Sites:</p> <ul style="list-style-type: none"> ▪ UNESCO-WHC/UNWTO International Conference on Sustainable Tourism at World Heritage Sites, Huang Shan, China (24-27 March 2008): training programmes for heritage site managers, national and local leaders and policy makers. "<i>Huangshan Declaration</i>" adopted and Huangshan designated as the second UNWTO Sustainable Tourism Observatory. 150 participants ▪ UNWTO-SNV Workshop on Sustainability Indicators for Tourism Destination Management, Paro, Bhutan (8-10 December 2008), workshop report ▪ Participation in: <ul style="list-style-type: none"> ○ UNESCO-WHC 1st Expert Group Meeting within the World Heritage Tourism Programme Policy process, Senans, France (6-7 March 2008) ○ Workshop/seminar on the application of the Agenda 21 and indicators in tourism destinations, Mexico City, Mexico (28-29 May 2008) <p>Monitoring and indicators issues integrated in various events (e.g. Seminar on Management of Protected Areas as a Tourism Resource, Croatia; Seminar on Protected Areas, Mozambique)</p> <p>Advice provided on sustainable tourism indicators to regional and international policy processes (European Commission – Member States Reporting on Sustainable Tourism, Association of Caribbean States – Expert meeting on sustainable tourism indicators and destination monitoring, Global Criteria on Sustainable Tourism – Working Group on Indicators)</p>

Specific Objective B3: Ensure the social and cultural sustainability of tourism, with a special focus on local communities, and provide guidance for the practical implementation of the Global Code of Ethics

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>B3-1: Increase awareness and involvement of the public and private sectors in the protection of children and women against exploitation (sexual and otherwise) and trafficking at tourism destinations and establishments, especially in developing countries</p>	<p>UNWTO has participated in or contributed to the following events:</p> <ul style="list-style-type: none"> ▪ UN-GIFT – Vienna Forum to fight human trafficking, Austria (13-15 February 2008): role of the tourism sector highlighted ▪ 22nd meeting of Task Force and Executive Committee, Berlin, Germany (ITB, March 2008): special session held on practical responses in tourism industry for empowering minors. 80 participants ▪ Code of Conduct Steering Committee Meetings held in Berlin, Germany (ITB, March 2008) and during a meeting of the UNICEF Innocenti Research Centre Florence, Italy (23 April 2008) ▪ XXIII meeting of the International Task Force for the protection of children in tourism – WTM 2008 – London, UK (10 November 2008), Protect Children Campaign launched and various campaign's tools available online ▪ Regional Task Force for the Americas on the Protection of Children in Tourism, Buenos Aires, Argentina (18-19 August 2008): key note speech delivered

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ Meeting of the Steering Committee of the Code of Conduct for the Protection of Children, Rio de Janeiro, Brazil (25 November 2008) ▪ III World Congress Against Sexual Exploitation of Children and Adolescents, Rio de Janeiro, Brazil (25-28 November 2008); key-note speech delivered by DSG on CSR, participation in tourism sector workshop (27 Nov.) and moderation of tourism industry dialogue (28 Nov.) ▪ 24th meeting of the International Task Force for the protection of children in tourism and its Executive Committee – ITB 2009, Berlin, Germany (12-13 March 2009) ▪ Preparation of Round Table for Women in Tourism Task Force, Madrid, Spain (24-25 September 2009); Preliminary meetings held at ITB Berlin (March 2009) and at UNWTO HQ, ▪ "Public Hearing on Child Protection" organized by the European Social and Economic Council, Brussels, Belgium (6 May 2009) ▪ IV Trade Union Conference on Tourism in Southern Europe "Vocational Training as a Factor for Equal Opportunities and against Discrimination of Women in the Hotel Sector", held in Malaga, Spain (29-31 May 2009) ▪ Meetings of the ECPAT Code of Conduct for the Protection of Children: AGM (ITB, Berlin, 14 March 2009), EGM (Madrid, 5 June 2009) ▪ 8th Meeting of the WCTE, San José, Costa Rica (18-19 June 2009): Presentation of the Preliminary Report on the 2008/2009 Survey on the Protection of Children in Tourism <p>Launch of the 4th Survey on the Protection of Children in Tourism. Questionnaire sent to Full and Associate Members of the UNWTO, as well as to non-Member States (October 2008)</p> <p>Baseline Report on state of research on women empowerment in tourism, finalized (June 2009)</p> <p>Preparation of the UNWTO/UNIFEM Triennial Report on the Role of Women in Tourism ongoing: research started in May 2009, study to be finalized by the end of 2010</p>
<p>B3-2: Disseminate guidelines on tourism accessibility and opportunities for people with special needs (senior and disabled)</p>	<p>Promote tourism accessibility and opportunities for people with special needs:</p> <ul style="list-style-type: none"> ▪ Participation in: <ul style="list-style-type: none"> ○ UN International Task Team on HIV-related Travel Restrictions, Geneva, Switzerland: first meeting (24-25 February 2008) and second meeting (30 March 2008) ○ "Inter-agency Support Group for the Convention on the Rights of Persons with Disabilities", Geneva, Switzerland (28 March and 20 June 2008) ▪ UN joint-strategy: UNWTO input included (2008) <p>Input for chapters on "Tourism Travel by Persons with Disabilities" and on "HIV-related travel restrictions" for the 4th meeting of the Working Group on Facilitation of Tourist Travel (September 2008)</p> <p>Liaison and coordination with the Inter-agency Support Group for the Convention on the Rights of Persons with Disability, and with its Task Team on Persons with Disabilities</p> <p>Participation in:</p> <ul style="list-style-type: none"> ▪ Third Meeting of the Inter-Agency Support Group on the Convention on the Rights of Persons with Disabilities, New York, (30-31 March 2009) ▪ Provision of relevant materials and contacts on tourism accessibility for disabled to NTA of Uruguay (1st quarter 2009) ▪ Inclusion of the issue regarding tourism accessibility for disabled in the fourth meeting of the working group on facilitation of tourism travel, UNWTO HQ, Madrid (February 2009)
<p>B3-3: Study the relationship between tourism and migrations</p>	<p>Participation at the Preparatory meeting for the Global Forum on Migration and Development Geneva (26 May 2008)</p> <p>Study on Tourism and Migration (final revision to be completed by the end of June 2009)</p>
	<p>Dissemination of the Cordoba Declaration:</p> <ul style="list-style-type: none"> ▪ Proceedings of Cordoba Conference published in the publication of the <i>Final Report of the International Conference on Tourism, Religions and Dialogue</i>

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
B3-4: Promote the contribution of tourism to the Alliance of Civilizations (AOC)	<p><i>of Cultures, October 2007, Cordoba, Spain</i> (December 2008)</p> <ul style="list-style-type: none"> ▪ Participation at the International Congress on Cultural and Religious Tourism, Póvoa de Varzim, Portugal (22-24 April 2008)
B3-5: Monitor the implementation of the GCoE, especially in terms of its incorporation in legislations and in companies' practices	<p>II Implementation Survey for NTAs, tourism industry & education institutions launched (May/June 2008)</p> <p>VII meeting of the World Committee on Tourism Ethics, Rome, Italy (14-15 November 2008): official inauguration of the Permanent Secretariat of this Committee in Rome</p> <p>2nd Survey on the Implementation of the Global Code of Ethics for Tourism:</p> <ul style="list-style-type: none"> ▪ Sent to Full and Associate members, and Members of the UNWTO Destination Council (September 2008) ▪ Finalization of Implementation Survey questionnaires for the UNWTO Business and Education Council (January 2009) ▪ Presentation of the Preliminary Report on findings of the 2008/2009 Survey on the Implementation of the Global Code of Ethics, 8th Meeting of the WCTE, San José, Costa Rica (18-19 June 2009)
B3-6: Provide technical advise, capacity-building and training support to Member States and the tourism industry to put in practice the Global Code of Ethics in their regulatory frameworks and operations	<p>IBLF and other partners: "<i>Tourism and Human Rights</i>" guidelines for industry finalised and currently pilot tested in a number of hotels</p> <p>Improve general awareness on the Global Code of Ethics (GCoE) through distribution of the Code and related material to international tourism community</p> <p>The Business council has undertaken further development of TOURpact.GC: securing interest from new global stakeholders to engage with GCoE.</p>
B3-7: Initiate the application of UNWTO WTD recommendations on women and tourism	<p>UNWTO Forum on Women in Tourism held in Berlin, Germany (ITB, March 2008): UNWTO's Plan of Action proposal discussed</p> <p>Signing of MOU between UNWTO and UNIFEM (October 2008) and preparation for triennial UNWTO/UNIFEM global report on the role of women in tourism</p> <p>Financial contribution pledged by Spanish Cooperation Agency for projects on gender equality and poverty alleviation</p> <p>UNWTO Informal meeting of the "Women in Tourism Task Force", WTM 2008, London, United Kingdom (11 November 2008)</p>

Specific Objective B4: Deepen the knowledge of the contribution of tourism to poverty alleviation and its distribution among different stakeholders and host communities, in order to enhance both, policy formulation by public administrations and management practices by companies.

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>B4-1: Study ways in which tourism can open economic development opportunities for poor people living in or around natural parks and protected areas and disseminate results among Member States and protected areas authorities</p>	<p>Regional Project on Cross-boarder Parks and Protected Areas in West Africa:</p> <ul style="list-style-type: none"> ▪ Official launching of the project by the UNWTO Deputy Secretary-General (Bamako, Mali 21 October 2008) ▪ Missions to the following countries for the implementation of first phase of the feasibility study (14 November – 12 December 2008): Senegal, Guinea, Guinea Bissau, Gambia, Burkina Faso, Niger, Benin, Mali
<p>B4-2: Identify suitable government incentives for enhancing the contribution of tourism to the local economy, especially to women</p>	<p>UNWTO III International Conference on Tourism and Handicrafts, Lima, Peru (24-26 September 2008): Final Report published</p> <p>UNWTO Seminar on Ecotourism and Protected Areas in Africa: Contributing to community development and conservation, Maputo, Mozambique (5-7 November 2008)</p> <p>STEP China Technical Meeting, Beijing, China (6-7 April 2009): It was a follow up to the Memorandum of Understanding on ST-EP China Programme signed between UNWTO and CNTA in Shanghai, China (19 November 2008)</p> <p>UNWTO Special Session on Tourism and Civilisation within the Framework of World Civic Forum, Seoul, Republic of Korea (7 May 2009). Keynote presentation on STEP</p> <p>Publication of <i>Tourism and Community Development – Asian Practices</i> (January 2009)</p> <p>Participation in:</p> <ul style="list-style-type: none"> ▪ II Latin American Forum on Rural Community Tourism organized by Renitural, Catarina, Nicaragua (28-29 August 2008) ▪ II International Rural Tourism Seminar and Business Fair, La Paz, Bolivia (10-11 October 2008)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>B4-3: Undertake research, develop manuals and provide training to national, local officials and community organizations in developing countries (especially those benefiting from the Special Programme for Africa) on: a) integrating tourism into poverty reduction strategies, b) enhancing the contribution of tourism to poverty alleviation and c) influencing the destinations' value chain in favour of the poor, especially women</p>	<p>Report on the "Tehran International Conference on Tourism and Handicrafts" published: contains "Tehran Declaration on Tourism and Handicrafts"</p> <p>UNWTO-SNV Manual on Enhancing Pro-poor Benefits in Tourism Destinations and Value Chains initiated: concept paper developed, UNWTO-SNV MoU signed, first draft of the manual "Tourism and Poverty Alleviation: Practical Steps for Destinations" under revision</p> <p>Regional seminar-workshop on "Tourism and Handicrafts: Two key economic sectors to contribute to poverty reduction and economic development in Africa", Ghana (20-22 May 2008)</p> <p>UNWTO National Conference on Re-launching Tourism Development in Côte d'Ivoire, Abidjan, Côte d'Ivoire (8-10 October 2008)</p> <p>UNWTO Tourism training workshop on Value Chain Analysis for SNV Tourism Advisors, Tirana, Albania (13-24 October 2008)</p> <p>UNWTO/SNV Regional Tourism Meeting, Inhambane, Mozambique (8-9 November 2008)</p> <p>Participation in the ILO Conference on Employment Quality in the Tourism Sector, Tanzania (May 2008)</p>
<p>B4-5: UNWTO-FIFA partnership to help generating benefits for all African countries from World Cup 2010</p>	<p>Meeting held at the UNWTO headquarters with a private sector company for the creation of the website africa.travel, UNWTO headquarters (17 September 2008)</p> <p>Seminar on "How can African destinations make the most out of 2010: Branding Africa in the Global Market" Yaoundé, Cameroon (16-17 April 2009)</p>

Specific Objective B5: Improve the understanding of the relationship between climate change and tourism, and promote the formulation and implementation of adaptation and mitigation policies and measures.

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>B5-1: Conduct further research on climate change trends and potential impacts on tourism destinations and tourists' behaviour</p>	<p>Participation at:</p> <ul style="list-style-type: none"> ▪ WMO Expert Group on Climate and Tourism meeting (January 2008) ▪ 1st Meeting of the World Climate Conference 3 (2009): International Organizing Committee, Geneva, Switzerland (11-15 February 2008) ▪ International Seminar on CC Adaptation and Mitigation in the Tourism Sector: Frameworks, tools and practices at Oxford University (7-10 April 2008) <p>Davos report in collaboration with expert group, UNEP and WMO finalized (April 2008)</p> <p>Publication of "Climate Change and Tourism – Responding to Global Challenges" (August 2008)</p> <p>Publication of leaflets and other awareness-raising materials</p> <p>Ongoing participation in the UN Interagency action oriented approach to the challenge of climate change</p> <p>"Energy Efficiency for the Tourism Sector" project submitted by the UNWTO Business Council to EU (European Agency for Competitiveness and Innovation).</p> <p>Private sector organizations and contributions to international policy processes for the application of adaptation and mitigation measures. The Business Council is implementing a Hotel Energy Solutions (HES) project co-funded by EU and other partners. (1,2 million€). More information at: http://www.hotelenergysolutions.net/</p> <p>Participation in the World Economic Forum industry report: Towards a low carbon travel and tourism sector, launched during the World Business Summit on Climate Change in Copenhagen, Denmark (24-26 May 2009)</p>

<p>B5-2: Continue the pilot testing of adaptation and mitigation measures</p>	<p>GEF pilot projects on CC adaptation and tourism: Initial expert mission conducted and workshop held in the Maldives (15-23 May 2008)</p> <p>Meeting of the GEF Project on Climate Change Adaptation in the Tourism Sector, Male, Maldives (19-23 September 2008): fully formulated project proposal developed and submitted to UNDP-GEF, contacts initiated with finance organizations for co-funding. More information: http://www.unwto.org/sdt/project/en/projects_popup.php?id=1358</p>
<p>B5-3: Develop further awareness on the impacts of climate change on tourism and on the contribution of tourism to climate change, identifying possible mitigation and adaptation measures and provide technical support to Members</p>	<p>World Tourism Day (WTD) 2008. Theme: Tourism responding to the Challenge of Climate Change, Lima, Peru (27 September 2008) and participation in national events related to WTD: Montevideo, Uruguay (27 September 2008); Andorra (26 September 2008); Helsinki, Finland (25 September 2008); Bucharest, Romania (27 September 2008) and Brussels, Belgium (9 October 2008)</p> <p>UNWTO Ministers' Summit on Responding to the Economic Downturn and Staying on Course with the Climate and Poverty Reduction Agenda, and UNWTO UNWTO Seminar on Tourism Climate Change Solutions: improving sustainability and competitiveness, WTM 2008, London, United Kingdom (11-12 November 2008)</p> <p>UNWTO-UNEP-COTELCO Regional Conference on Climate Solutions for the Tourism Industry for the Americas and Caribbean Countries, Bogota, Colombia (3-4 December 2008)</p> <p>Awareness raising, participation in other events:</p> <ul style="list-style-type: none"> ▪ Second Mountain International Forum, Avoriaz, France (17-18 January 2008) ▪ International Mayor's Forum on Tourism, Zhengzhou, China (9 – 10 April 2008): keynote speech delivered ▪ PATA CEO Challenge, Bangkok, Thailand (29 – 30 April 2008): speech delivered ▪ 3rd Seminar on Climate Change, Tarragona, Spain (5-6 May 2008) ▪ International Congress on World Heritage and Climate Change, Ibiza, Spain (21-22 May 2008) ▪ Conference on the EU and its Overseas Entities, Réunion Island, France (7-9 July 2008), presentation on Climate Change and Tourism in Island Destinations ▪ Regional Meeting of Tourism Authorities, Santa Marta, Colombia (4-6 September 2008), presentation on Climate Change and Tourism ▪ 2nd meeting of the International Organizing Committee of the World Climate Conference-3, Geneva, Switzerland (3-5 September 2008) ▪ National Seminar on the Challenges of Climate Change for Local Tourism Destinations, Paris, France (30 September 2008) ▪ Global Compact Caring For Climate, Geneva, Switzerland (21-22 October 2008) ▪ UNFCCC COP14, Poznan, Poland (3-9 December 2008): submission of papers and presentations at: CEB paper on UN responses to CC, UN Adaptation Side Event, UNFCCC Subsidiary Body on Implementation, Nairobi Work Programme on Adaptation - Focal Point Meeting, intervention at UN High-Level Side Event ▪ Poverty reduction and adaptation to climate change: risk and opportunities. Workshop for preparation to the World Conference on Climate 3, Geneva, Switzerland (26 May 2009). Keynote presentation on Tourism in Developing Countries: Responding to the Climate Challenge ▪ Coastal Tourism in the Mediterranean: Adapting to Climate Change, Cagliari, Italy (8-10 June 2009) (UNWTO/SDT co-organizer) Keynote presentation on Tourism Trends in the Mediterranean and on Coastal Tourism in the Mediterranean: a review of key issues ▪ Public-Private Partnership Forum (Climate Change and the Economic Down Turn and Best Practices), Accra, Ghana (24-26 June 2009) ▪ 3rd Climate Change, MDG & World Tourism Summit, Seoul, Republic of Korea (12-13 January 2009)

Strategic Objective C

Ensure that governments, the NTAs, tourism destinations, the private sector and other tourism stakeholders establish: a) the necessary education and training tools, b) suitable partnerships and collaboration frameworks, c) proper governance structures and management systems to optimize results and ensure adherence to the Global Code of Ethics, and d) obtain the necessary technical assistance and financing support.

Specific Objective C1: Increase strategic capacity of UNWTO Members in the areas of tourism education and knowledge management

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>C1-1: Reinforce the UNWTO network of centres specialized in knowledge resources and quality education and training (TedQual, GTAT, TedProm)</p>	<p>Education and training needs assessment and planning:</p> <ul style="list-style-type: none"> ▪ Pilot project initiated in the Asia and Pacific region in cooperation with the University of Queensland (Australia) ▪ Assessment of training needs in the NTA and training plan, Saudi Arabia (18-22 October 2008) ▪ Regional study on supply and demand in HR training for the Ibero-American hospitality and tourism sector (initiated in December 2008): study completed (June 2009) ▪ Study of Human Resources Supply and Demand for the Tourism Sector in Latin America (January-June 2009) ▪ Tourism Manpower & Training Needs Analysis and Human Resources Development Action Plan for the Sultanate of Oman (March 2009) ▪ Study of the Tourism Labour Market in the Middle East and North Africa (June-December 2009) <p>Quality Assurance System for Tourism Education and Training Programmes (TedQual System):</p> <ul style="list-style-type: none"> ▪ Currently broadening the geographical scope of the TedQual Centres, particularly in Africa and Middle East ▪ Themis Foundation Seminar held in Astana, Kazakhstan (May 2008): this seminar scheme will be made available, through the Regional Representatives, to countries wishing to make use of this quality assurance system ▪ TedQual Audit on Programmes of Institute for Tourism Studies- IFT MACAO, Macao, (22-24 September 2008) ▪ TedQual Seminar, Hangzhou, Zhejiang Province, China (25 September 2008) ▪ Seminar to train 4 TedQual Auditors, Hong Kong (29-30 September 2008) ▪ Revision and updating of TedQual Certification System in collaboration with TedQual Institutions: final report due January/February 2009 ▪ Tedqual Certification: 6 TedQual Renewals ▪ Revision and updating of the TedQual Auditing-Certification System. Promotion of the system. 40 Certification Programmes, carried out, initiated or in the pipeline (January-June 2009) <p>International Conference on Addressing the Human Resource Development Challenge, Doha, Qatar (April 2009)</p>
<p>C1-2: Reinforce the UNWTO network of officials and managers applying knowledge management instruments and their application in governance</p>	<p>UNWTO capacity-building initiatives for NTAs:</p> <ul style="list-style-type: none"> ➤ Courses: <ul style="list-style-type: none"> ▪ First course on tourism marketing in Brunei (March 2008) and a second in Argentina ▪ Training Course on Tourism for Diplomats, Baku, Azerbaijan (3-4 March 2008) ▪ Tourism policy and strategy course in Jordan (18-27 May 2008) ▪ UNWTO-Themis Course on Sustainable Tourism Development for Latin American Civil Servants: Instruments for Destination Management, Zacatecas, Mexico (3-7 November 2008): 43 officials trained from 7 Latin American countries

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ Tourism Policy and Strategy Course for central American and Caribbean region, El Salvador (17-21 November) ▪ Tourism Strategic Market Planning blended course: Tenders under examination, scheduled for completion first half of 2009 ➤ Practicum: <ul style="list-style-type: none"> ▪ UNWTO Practicum held at Themis Foundation (Andorra) and UNWTO Headquarters: (24 May to 6 June 2008): officials from 23 Member States from all regions; (22-31 October 2008): 17 officials trained from 17 Member States from Africa, Americas, Europe and Middle East and (14-22 May 2009): Capacity Building Course on Risk and Crisis Management ▪ Practicum Alumni Directory is under preparation: to be placed on the Website ➤ Masters Courses: Master in UNWTO-Open University of Catalonia, Spain (UOC) in Tourism Policy and Strategy for Destination Management (e-learning) now in its third year <p>Internship/Fellowship programmes offered to recent graduates and young professionals in UNWTO Secretariat and the Themis Foundation and for the Tourism Destination Policy and Strategy Management and Masters Courses: Master in UNWTO-Open University of Catalonia, Spain (UOC) in Tourism Policy and Strategy for Destination Management (e-learning) now in its third year</p> <p>Participation in Pan American Conference of Tourism Universities, Santiago de Chile (4 November 2008)</p> <p>Capacity-building for tourism managers: UNWTO/UNESCAP Seminar on "<i>Expansion of Tourism for Socioeconomic Development</i>", Guwahati, Assam, India (24 – 26 June 2008)</p> <p>Destination Management Workshop, Saudi Arabia (work initiated in October 2008, held 13-14 January 2009)</p> <p>Executive Training Programme for Asia And the Pacific Senior Tourism Officials:</p> <ul style="list-style-type: none"> • Maldives (19 – 25 May 2008): organized with the support of the Korean Government under the UNWTO Asia Activity Fund • Langkawi, Malaysia (15-21 June 2009). This was the 3rd session and was attended by 24 participants from 17 Asia-Pacific countries. Confronting crisis and marketing of destinations were the focus.
<p>C1-3: Foster knowledge management in tourism as an instrument for development and sustainability</p>	<p>Application of UNWTO learning programmes to development assistance:</p> <ul style="list-style-type: none"> ▪ Volunteers project Uruguay 2010. Routes in Eastern Uruguay. Tourism Strategic Competitiveness Plan for the municipalities of Maldonado, Rocha and Lavelleja (15 February - 7 March 2008): final report in preparation ▪ Capacity-building course for volunteers updated in order to include sustainable development and poverty alleviation issues ▪ Tedqual Volunteers project: exploratory mission to Lesotho (5-13 October 2008) ▪ UNWTO.Tedqual Volunteers Course, Valencia, Spain (July 2008) ▪ Following the exploratory Mission last June to evaluate feasibility of implementing a UNWTO Volunteers project in Colombia, Guapi and Leticia regions, the project is under preparation with the Government of Colombia ▪ Field mission regarding the "Chiapas 2015: Strategic and Competitiveness Tourism Plan" for the municipalities of Tuxtla Gutiérrez, San Cristóbal de las Casas, Palenque and Comitán de Domínguez, Mexico (20 September - 11 October 2008): Final Report in preparation. ▪ Programme "Uruguay 2010: Rutas del Este de Uruguay": Final Report submitted to Government (January 2009) ▪ Capacity Building Course on Tourism and International Cooperation for Development Valencia, Spain and Eastbourne, UK (May-September 2009) ▪ UNWTO's Volunteers Projects: Strategic Plan for Sustainable Tourism Development in Chiapas (January-March 2009) and Sustainable Development of Community-based Tourism in the Amazon Region of Colombia (June 2009-January 2010) <p>Participation in EDUCA BERLIN 2008, Germany (3-5 December 2008): UN wide collaboration on technology-supported learning</p> <p>Tourism training courses for SNV Balkans Tourism Advisors, Montenegro (July 2008)</p> <p>Technical assistance to India for the Re-design of the Curriculum of the Indian Hotel Management and Catering Technology Schools (November 2008 – January 2009)</p>

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<p>Project for designing a Diploma Programme in Hospitality Management for the Guilin Institute of Tourism of China (continuous throughout 2008)</p> <p>Communication: the web sites of both the Education and Training Department and the UNWTO Themis Foundation are being restructured in line with the 2008-2009 programme of work.</p>

Specific Objective C2: Increase international awareness on the Global Code of Ethics for Tourism and improve effective implementation of its principles by governments and the tourism industry.

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>C2-1: Finalize and refine the procedures for conciliation and consultation by World Committee on Tourism Ethics and test these procedures with a number of real cases</p>	<p>Support the work of the World Committee on Tourism Ethics in terms of providing guidance to stakeholders: 6th Meeting of the World Committee held in Madrid, Spain (13-14 March 2008)</p> <p>Agreement reached by the Committee (November 2008) on the development of a corpus of clarifications on specific ethical issues related to tourism for private and public sector stakeholders, as well as of a set of guidelines to facilitate the implementation of the Code by governments, both to be publicly disclosed and placed on the UNWTO website. Recommendations of the Committee concerning cases of dispute settlement by means of conciliation to remain confidential, except if the implementation of the former is held up by one of the parties in the dispute.</p> <p>Area of activity reviewed in the framework of the 8th meeting of the World Committee on Tourism Ethics, San José, Costa Rica (18-19 June 2009)</p>

Specific Objective C3: Identify and analyse the tourism development needs of Member States and regions and provide them with technical assistance specific to these needs

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>C3-1: Field technical assistance and sectoral support missions to Member States upon request</p>	<p>Technical assistance missions undertaken (advisory in nature):</p> <ul style="list-style-type: none"> ▪ Qingdao, China: to be better prepared for the Olympics in terms of hotel services and quality, as well as with international standards (27 March – 7 April 2008) ▪ Jamaica, Tourism Legislation (11-21 August 2008) ▪ Nepal, assessment of the current situation of Nepal's tourism industry after a decade of political and social conflicts (6-13 December 2008) ▪ Peru, Land Planning of the Paracas Area (5-12 September 2008) ▪ Saudi Arabia, Human Resource Development Needs Assessment and Programme for the Commission for Tourism and Antiquities (18-22 October 2008) <p>Sectoral support missions undertaken (formulation of project documents)</p> <ul style="list-style-type: none"> ▪ Argentina (March/April 2008): Feasibility Study for three micro-projects within the National Park of Lanin ▪ Armenia, project formulation mission on community-based tourism (13-19 April 2008) ▪ Bahrain, mission for the UNWTO-Government of Bahrain Hotel Classification Project (16 November – 22 December 2008) ▪ Benin, mission on the update and implementation of the National Tourism Policy (5-12 April 2009) ▪ Bolivia, project preparatory mission on security in tourism (12-21 April 2008) ▪ Botswana, project document for a Community-based Tourism Development Policy approved by UNDP and launched in the second quarter of 2008 ▪ Egypt, project formulation mission for Hotel Classification: project formulated which provides the mechanism to review and classify approximately 1,200

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<p>hotels (January 2008)</p> <ul style="list-style-type: none"> ▪ FYR of Macedonia, project formulation mission for the Implementation of the Recommendations of the <i>"Macedonia National Tourism Development Strategy 2008 – 2012"</i>. Strategy approved by the Ministry of Economy and other stakeholders (February 2008) ▪ India, project document for a Tourism Development Master Plan for the State of Punjab accepted by the Government of Punjab, project activities launched (February 2008) and followed up (May and June 2008) ▪ Indonesia, mission to the review of Terms of Reference for Tourism Master Plan (10 – 23 January 2009) ▪ Indonesia, Malaysia and Thailand, Growth Triangle Project: preliminary assessment of the tourism development potential (9 – 24 April 2008) ▪ Macedonia, revision of the Sustainable Tourism Development Strategy (23-28 November 2008) ▪ Niger, funding approval by the Spanish Agency for International Cooperation and Development, and mission for the formulation of the National Sustainable Tourism Development Strategy and the Priority Actions Programme (4-14 January 2009) ▪ Panama, support mission for Tourism Master Plan (11-20 February 2008) ▪ Peru, Machu Picchu, mission on land planning for the Ruta Moche ▪ Seychelles, support mission for the <i>"Anse Royal Ecotourism Project"</i>: report sent to the Government (27 February-7 March 2008) ▪ Syrian Arab Republic, formulation mission for the Integrated Tourism Development Plan (19-29 October 2008) ▪ Togo, mission on the development of a National Tourism Strategy (26 May – 2 June 2009) <p>Field missions for the review and monitoring of projects:</p> <ul style="list-style-type: none"> ▪ Bahrain, <i>Review meetings for the Development of a Hotel Classification and Grading System for Hotels and Accommodation Establishments (15-19 October 2008)</i> ▪ Botswana: <ul style="list-style-type: none"> – participation in the launching of Community-based Tourism Project, in the Steering Committee Meeting on Tourism Policy Project and in the National Conference on Presentation of Tourism Policy (8-12 August 2008) – Discussions with government on new project for training on TSA (5-8 November 2008) – Inception Meetings of TSA and community-based projects (18-22 March 2009) – Review Meeting of the Implementation of TSA project as well as Steering Committee meeting for the presentation of guidelines of community-based tourism project (9-14 May 2009) ▪ Cambodia, Inception Meeting of the Phase III of the ST-EP Project "Mekong River Discovery Trail and Tourism Development Master Plan in Kratie Town" (9-13 February 2009) ▪ China, Formulation of a Diploma Programme on Hospitality Management for the Guilin Institute of Tourism (25-27 November 2008) ▪ Egypt, Inception Meeting of the Hotel Classification project for Egypt (6-9 April 2009) ▪ India: <ul style="list-style-type: none"> – Formulation of a Tourism Development Master Plan project for Punjab (various missions: 18 May – 25 August 2008): meeting with the Government of India Plan (17 – 25 January 2009) and Inception Meeting of the Punjab project for Phase II (19-24 April 2009) – Final review meeting of the Coastal Tourism Development Master Plan for Orissa and West Bengal (13 July 2008) – Discussions on the implementation of the Tourism Coastal Plan for the State of Orissa (7-9 August 2008) – Discussions with the Indian Institute of Tourism and Travel on the implementation of master plan projects (25-27 August 2008) ▪ Kenya & Tanzania, Review Meeting of the STEP projects and Meetings with the Government, SNV and other development agencies vis-a-vis possible joint activities (8-13 February 2009) ▪ Rwanda, Final Review Meeting of the Tourism Master Plan project and Workshop for Dissemination of the draft final report (9-14 March 2009) ▪ Timor-Leste, Presentation of Tourism to Council of Ministers (29 July 2008) ▪ Viet Nam and Laos, Hanoi and Vientiane: Technical Meeting and Closing of STEP Projects and discussions on the extension of Mekong River Project to include Laos (8-12 March 2009)
	Field missions of the Regional Representatives and other officials for policy support:

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ Albania (18-19 February 2008) ▪ Andorra (29 July 2008) ▪ Argentina: Celebration of 100 Years of Tourism (19-20 May 2008) ▪ Belgium, Conference on Progress in Tourism Studies at University of Leuven and official visit (22-23 April 2009) ▪ Benin (20-21 February 2009) ▪ Bosnia and Herzegovina, participation in the International Conference on "Tourism Potentials of the Adriatic Hinterland" (3 April 2008) ▪ Canada: 400th Anniversary of Québec (1-3 June 2008) ▪ China: <ul style="list-style-type: none"> – Anhui, 2008 Anhui Tourism Festival and in the event on Best Loved Cities of China (29-30 September 2008) – Guangdon, International Tourism and Culture Festival (27-29 November 2008) – Guangzhou, Tourism Forum (24 November 2008) – Guizhou, Conference on the Tourism Industry Development & in the 2nd Guizhou Original Ethnic Culture and Arts Festival (26-29 September 2008) – Hangzhou, 10th West Lake Expo (17-20 October 2008) – Qingdao, Opening Ceremony of the 2008 Olympic Sailing Regatta – Shanghai, 2008 China International Tourism Mart (19-21 November 2008) ▪ China (Hong Kong SAR), visit of the Polytechnic University (24 November 2008) ▪ Cote d'Ivoire (20-22 April 2008) ▪ Croatia (Zagreb), UNWTO Day (9 May 2008) and participation in the Conference on the "Challenges of Tourism in the European part of the Mediterranean, with an emphasis on the Adriatic Destinations" (22 October 2008) ▪ Cuba (23-26 June 2009) ▪ Cyprus (22 April 2008) ▪ Czech Republic (22 February 2008) ▪ Dubai, participation at the Arab Travel Market (6-9 May 2008) ▪ Ecuador, official visit and meeting with UNDP (1-5 April 2009) ▪ Egypt: official visits (1 July and 27 October 2008) and participation at the Meeting of the League of Arab States (5 May 2008) ▪ El Salvador, participation in the VIII Iber-American Conference for Ministers, plus other official events, including an official trip to Honduras with the Minister (19-23 July 2008); and official visit and meeting with SICA (Sistema de la Integración Centroamericana) (24 February 2009) • Fiji (10 June 2008) • Finland, Annual Summer Seminar and Phd Summer School of Funds (1-3 June 2009) ▪ France, participation in the European Tourism Forum (18-19 September 2008), a Conference on Tourism and Climate Change at the Sorbonne University (17-18 November 2008) and the meeting of the Steering Committee of the National Tourism Council (12-13 May 2009) ▪ Ghana (16-17 February 2009) • Guatemala (21-24 February 2009) • Guatemala and San Salvador, meetings with tourism ministries, AECID, SNV, PAIRCA and UN agencies (22-24 February 2009) ▪ Greece (21 April 2008) ▪ Haiti, participation in the National Inter-sectoral Seminar on Tourism (20-22 February 2008) ▪ Indonesia, meetings with the Government vis-à-vis the Implementation of the Sustainable Tourism Development Master Plan project for Indonesia (23-26 June 2009) ▪ Iran, D8 Secretariat Meeting on Tourism (12-15 May 2008) ▪ Kenya (5-7 May 2008)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ Mauritania (22-25 April 2008) ▪ Mexico: official visit (21-22 May 2008) and participation in the VII Foro Nacional de Turismo de México, Cozumel (19-21 February 2009) and Tourism Tianguis, Acapulco (25-26 April 2009) ▪ Poland, institutional visit to Warsaw, Cracovia and Zabrze (3-6 September): agreement signed and opening of the "UNWTO Industrial Heritage Center" in Zabrze ▪ Portugal, AMFORTH World Forum (8-10 October 2008) ▪ South Africa, National Tourism Conference (3 November 2008) ▪ Syrian Arab Republic (Damascus), 6th Session of the Islamic Conference of Tourism Ministers, (29 June 2008) ▪ Tajikistan (14-18 September 2008) ▪ The Netherlands, official visit to University of Maastricht (23-24 April 2009) ▪ Nicaragua, X Forum for the tourism integration and development of Centro America ▪ Peru: preparation of the 3rd UNWTO Conference on Tourism and Handicrafts and negotiations with UNDP (5-10 August 2008); and oficial visit (5-8 April 2009) ▪ Portugal (Estoril), IX Iber-American Conference of Tourism Ministers (1-2 July 2009) ▪ Russian Federation (Moscow), by the Secretary-General (17 March 2008) ▪ Senegal (21-23 February 2009) ▪ Serbia, Participation at tourism fair and lecture at the Singidunum University (27-29 February 2008); ▪ Slovakia (21 February 2008) ▪ Slovenia, Workshop on "Presentation of International Cooperation and Activities in Tourism" (16-17 March 2009) ▪ Spain: <ul style="list-style-type: none"> - Mallorca, (8-10 April 2008) - Malaga, Participation in EUROAL 08 – 4th Culture and Tourism Fair for Europe and Latin America (29-30 May 2008) - Fuerteventura, Seminar and International Meeting Starlight (UNESCO Initiative) (9-11 March 2009) - Valladolid, Participation in the presentation of the Strategic Tourism Plan for Castilla y León 2009-2013 (20 May 2009) - Málaga, Participation Euroal '09 – "Turismo en la Era de la Incertidumbre: Creando Futuros" (3-4 June 2009) - Palma de Mallorca, Annual Meeting of the International Academy for the Study of Tourism (7-11 June 2009) ▪ Thailand, 11th Meeting of ASEAN Tourism Forum: Memorandum of Understanding signed between UNWTO and ASEAN (18 – 26 January 2008) ▪ Togo (17-19 February 2009) ▪ Turkey: "From Past to the Future Multiculturalism: Istanbul and her sister European Capitals of Culture" (16-18 June 2009) ▪ Uzbekistan (21-22 April 2008) ▪ Vietnam, review the MoU draft between UNWTO and the Ministry of Culture, Sports and Tourism and participation in the ASEM Tourism Forum (11-12 September 2008)
<p>C3-2: Identify and secure extra-budgetary resources for the implementation of technical assistance projects</p>	<p>Discussions held with UNDP-Beijing on Silk Road and Greater Tumen Initiative projects, Beijing, China (7-8 June 2008)</p> <p>Development assistance funded by the Spanish Millennium Development Goals Fund:</p> <ul style="list-style-type: none"> • UNWTO is involved in seven country programmes (Ecuador, Honduras, Nicaragua, Egypt, Senegal, Serbia and Turkey) for the implementation of nine (two in Ecuador, two in Nicaragua) multidisciplinary projects in which tourism is a key sector for local development. • Negotiations are currently under way to include tourism, with UNWTO involvement, in new country programmes, specifically in Panama and Peru. <p>Projects negotiated with Governments and/or UNDP:</p> <ul style="list-style-type: none"> ▪ Bahrain, project approved for Development of Tourism Satellite Account ▪ Botswana, project approved for Implementation of the Tourism Satellite Account

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ China, Discussions with UNDP on the Silk Road Programme and Greater Tumen Initiative ▪ China, discussions with Guilin Institute of Tourism for project extension ▪ FYR Macedonia, discussions with UNDP for implementation of Tourism Strategy ▪ India, discussions with State Government of Punjab for implementation of Master Plan ▪ Qatar, project approved for Development of Tourism Satellite Account ▪ Rwanda, tourism master plan project extension included for formulation of a Tourism Policy ▪ Syria, Preparation of physical plans for Pilot Resort Development Projects in Al Sanawbar and Mustaha (July 2009) ▪ Thailand, meetings with the Government and UNDP on Southern Provinces Project (8 October 2008) ▪ Timor-Leste, Discussions with Government on implementation of Tourism Policy (30 July 2008) <p>Participation in the Conference on Tourism and International Cooperation for Development, Andorra (18 July 2008)</p> <p>Participation in the Fifth Africa-Asia Business Forum (AABFV), Kampala, Uganda (15-16 June 2009)</p>
<p>C3-3: Implement technical cooperation projects and monitor results</p>	<p>Current projects under way:</p> <ul style="list-style-type: none"> ▪ Bahrain: Classification and Grading System for Hotels and Accommodation Establishments ▪ Botswana: National Tourism Development Policy ▪ Botswana: Implementation of the Tourism Satellite Account (TSA) ▪ Botswana: Community-based Tourism Project through the Community Resilience Programme ▪ China, Design and Development of a Diploma Programme in Hospitality Management for the Guilin Institute of Tourism: <ul style="list-style-type: none"> - Organizational and pedagogical plan presented to the Guilin Institute of Tourism at a Forum (March 2007) - 3-week <i>Train-the-Teachers</i> Programme conducted at the Hong Kong Polytechnic University (HKPU) ▪ Egypt: National Tourism Master Plan and Community Based Cultural and Eco-Tourism Development Projects ▪ India, <i>Sustainable Tourism Development Master Plan</i> for Uttarakhand: completed in December 2007 ▪ India: Integrated Coastal Tourism Development Plans for Orissa and West Bengal: final report presented in July 2008 ▪ India: Tourism Development Master Plan for Punjab: final report presented on 29 October 2008 (Phase I); under implementation (Phase II) ▪ Libya and Syria: evaluation of Master Plans recently completed ▪ Macedonia, Revision of the National Sustainable Tourism Strategy 2009-2013 ▪ Niger: National Sustainable Tourism Strategy: launching, workshop, and field mission on the implementation (13-23 May 2009) ▪ Oman, Development of a Tourism Satellite Account (TSA) ▪ Palestinian territories: Business recovery plan for re-launching the hotel sector ▪ Panama, Tourism Master Plan, final report presented (21 October 2008) ▪ Rwanda, Tourism Master Plan ▪ Timor-Leste: National Tourism Policy presented to the Council of Ministers (July 2008)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	<ul style="list-style-type: none"> ▪ Yemen, Development of National Tourism Statistic System and Tourism Satellite Account for Yemen (January 2009) ▪ West Africa: Regional Project on Sustainable Tourism Development in a Network of Transfrontier Parks and Protected Areas: funding for the feasibility study of the project has been granted by the Korean International Cooperation Agency (KOICA). Modalities for the implementation of the project discussed with the Islamic Centre for the Development of Trade (ICDT). Meeting held in Madrid, Spain (5-6 February 2009)
<p>C3-4: Identify, implement and monitor technical assistance projects leading to poverty alleviation (ST-EP projects)</p>	<p>ST-EP project identification/formulation missions undertaken:</p> <ul style="list-style-type: none"> ▪ Niger: six projects identified (January 2008) ▪ Mali: one project identified and follow-up of two projects (January 2008) ▪ Senegal: one project started (April 2008) ▪ Cameroon: follow-up of Ebogo project and one new project formulated (May 2008) ▪ Mali: follow-up missions, Agricultural Supply to Hotels project in Sangha (12-20 September 2008 and 16 November-6 December 2008) ▪ Review meetings on ST-EP projects attended in Vietnam (1 – 2 July 2008), Lao PDR (3 – 4 July 2008), Rwanda (14 October 2008), and Inhambane, Mozambique (8-12 November 2008) ▪ Yemen (7 – 31 March 2009) <p>5th Meeting of the ST-EP Board of Directors, Seoul, Korea (12 June 2008)</p> <p>Discussions with Ministry and SNV on tourism master plan project and ST-EP projects, Rwanda (30 June – 3 July 2008)</p> <p>Physical and financial progress meeting on ST-EP programme in Seoul, Korea (17 – 19 December 2008)</p> <p>Participation in a project formulation workshop organized by Ricerca and Cooperazione for a STEP project and Meeting with SNV and Ministry officials vis-à-vis STEP projects in Ghana (13-17 June 2009)</p> <p>Meeting with the government of Albania and representatives of the Italian cooperation concerning UNWTO's involvement in the implementation of an ST-EP Italian funded project, Tirana, Albania (July 2008)</p> <p>ST-EP Project Conference and Review Meetings, Korca, Albania (3-5 December 2008)</p> <p>Memorandum of Understanding Signing Ceremony on ST-EP China Programme, Shanghai, China (19 November 2008)</p>
<p>C4-1: Identify new financial sources for the sustainable development of tourism programmes and projects available to governments and the private sector</p>	<p>The Business Council is securing interest from new business stakeholders wishing to engage with UNWTO program and activities through TOURpact.Global Compact:</p> <ul style="list-style-type: none"> ▪ Participation in the design and further development of a UN-Business website with GC and all UN agencies for resource mobilization ▪ Collect, compile and disseminate best practices on tourism governance and PPPs (sustainability) ▪ Preparation of a report on: <i>Joining Forces: collaborative processes for achieving sustainability</i>

Specific Objective C5: Improve governance structures in tourism through suitable public-private partnerships (PPPs)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>C5-1: Collect and disseminate best practices on tourism governance and PPPs and promote their adoption by Members</p>	<p>Study on Multi-stakeholders approach for achieving sustainability: to be published</p> <p>UNWTO Think Tank Seminar on "Excellence in Tourism Policy: European Experience" during FITUR, Madrid, Spain (31 January 2008)</p> <p>UNWTO International Seminar on Tourism Governance in the Americas, Villahermosa, Mexico (12-13 September 2008)</p> <p>UNWTO Sixth International Forum on Tourism for Parliamentarians and Local Authorities, Cebu, Philippines (22-25 October 2008)</p> <p>UNWTO Associations Think Tank (UNWTO Affiliate Members-Business Council - WTM 2008 – London, United Kingdom (9 November 2008)</p> <p>Participation in:</p> <ul style="list-style-type: none"> ▪ Industry Partnership Strategy Meeting, London, UK (9-11 June 2008) ▪ National Tourism Convention, by the Chairman of the Affiliate Members, Mexico DF (1 July 2008) ▪ National Convention of the Chilean Association of Tourism Enterprises, ACHET, Santa Cruz, Chile (4 August 2008) ▪ German Tourism Industry Association (BTW) Summit, Berlin, Germany (13 October 2008) ▪ XLVI IH&RA Annual Congress, Monterrey, Mexico (21 October 2008) ▪ III International Rhodes Tourism Forum, Rhodes, Greece (24-25 October 2008) ▪ First Iranian Tour Operators Convention, Tehran, I.R. of Iran (24-27 November 2008) ▪ WTTC Summit, Sao Paulo, Brasil, (15-16 May 2009)

Strategic Objective D

Support UNWTO members in the fields of information technologies, management techniques, documentation and the use of latest available technologies to enhance the image of the tourism sector and that of the Organization, directly and through its partnerships.

Specific Objective D1: Promote information management, documentation support, the production of publications and the establishment of networking systems in tourism, and strengthen the capacities of UNWTO Members and other tourism stakeholders to access these systems

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>D1-1: Continue the updating and maintenance of UNWTO Documentation Resources (both physical and on-line), the UNWTO linguistic Thesaurus, UNWTO records and archives and the tourism legislation tools (LEXTOUR and DFTL) for optimal internal and external use</p>	<p>Provide access to UNWTO's historical documents and archives through specific information products and consultation service: current implementation of the guidelines from the <i>UNWTO Records and Archives Management Handbook</i></p> <p>Interactive UNWTO/IFTTA Discussion Forum on Tourism Legislation (DFTL): launched in February 2009</p> <p>Report on the findings of the Survey on the Structures , Spheres of Competence and Activities of NTAs ,(report available only in English since mid- February 2009)</p> <p>Participation in the:</p> <ul style="list-style-type: none"> ▪ First Ibero-American Conference on Travel& Tourism Law –IFTTTA Argentina Chapter-University of Buenos Aires-Secretaría de Turismo, Buenos Aires, Argentina, (21-22 August 2008): key note speech delivered ▪ II International Congress on Tourism Legislation, Cancun, Mexico (29-30 October 2008): key note speech delivered ▪ Second IFTTA Europe Workshop, University of Balearic Islands, Palma de Mallorca, Spain(1-3 April 2009):key note speech delivered <p>First updated edition on web access and/or CD-Rom of the UNWTO "<i>Thesaurus on Tourism and Leisure Activities (TTLA)</i>" under implementation; revision of the 20 semantic fields in cooperation with the different institutions co-authors of the TTLA (updated version expected end 2009)</p> <p>TTLA translation started to:</p> <ul style="list-style-type: none"> ▪ German, by the Centre of Translation Studies – University of Vienna, Austria, expected end 2009 ▪ Arabic, by the School of Translators and Interpreters of Beirut (ETIB) of the St. Joseph University of Lebanon, expected end 2009 ▪ Chinese version (within the implementation of the Tourism Cooperation Agreement signed in 2005 between China and France): exchange of letters with NTAs
<p>D1-2: Provide technical assistance and capacity-building to NTAs on information management in tourism and on the establishment and running of documentation centres for tourism</p>	<p>Follow up mission for the setting up of an information and documentation resource centre (IDRC) within the National Tourism Administration (NTA), Buenos Aires, Argentina (20 August 2008)</p>
<p>D1-3: Establish and run UNTEN,</p>	<p>Participation in the Annual Meeting of the UN Inter-Agency Working Group on Knowledge Sharing and Information Management (KSIM), Vienna, Austria (29 September – 1 October): key note speech delivered</p>

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>D1-4: Inform UNWTO Members on current news in specific areas, e.g. State policy in the tourism sector, spheres of competence and activities of NTAs, tourism research, etc.</p>	<p>UNTEN operational since November 2008, but few agencies have provided their inputs</p> <p>Report on the structures, spheres of competence and activities of the National Tourism Administrations (NTAs) and their present role in the institutional framework of each country: questionnaire sent (April – June 2008)</p>
<p>D1-5: Coordinate and follow up the production of UNWTO publications in various languages and further development of the WTO-e-library</p>	<p>Keep the e-library system up-to-date with new technological developments: new pdf viewer implemented (March 2008)</p> <p>Improve quality of electronic publications and documents: TMT and Statistic data: Excel and regional tables implemented (April 2008)</p> <p>Regular upload and cataloguing of information: 1950-1975 publications scanned and added</p>
<p>D1-6: Sales and promotion of publications, translation and reproduction rights</p>	<p>Electronic Depository Library Scheme under development</p> <p>Agreement with Amazon signed (March 2008)</p> <p>Participation in the Frankfurt Bookfair, Germany (14-19 October 2008)</p>

Specific Objective D2: Enhance the ability of UNWTO Members, especially in developing countries, to make the best possible use of information and communication technologies (ICT) in tourism development, management and marketing

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
<p>D2-1: Analyse ICT developments and their impact on tourism</p>	<p>Create a web-based Industry Advisory Board to review ICT trends, obtain member feedback and address key issues: Shortlist of recommended persons for the board compiled</p> <p>Meetings held with MICROSOFT, EXEO, BOOZ, Frankfurt, Germany (30 October 2008)</p> <p>Participation in the conference on e-tourism within the PATA Tourism Strategy Forum, Kunming, China (29-30 October 2008)</p>
<p>D2-2: Build partnerships for advancing applications of ICT in tourism businesses, especially SMEs</p>	<p>Manage operational aspects of the Microsoft Public-Private Partnership and other partner projects:</p> <ul style="list-style-type: none"> ▪ Weekly synchronisation meetings held with Microsoft ▪ Partnership Profile brochure produced and distributed at ITB ▪ Non-Disclosure agreement being processed with SITA (Air transport communications and IT Solutions) ▪ Participation in the Microsoft Conference, Washington, USA (22-23 September 2008) <p>Strengthen relationship with International Federation for IT and Travel & Tourism (IFITT):</p> <ul style="list-style-type: none"> ▪ Participation at annual conference “<i>ENTER 2008</i>”, Innsbruck, Austria (23-25 January 2008) ▪ Participation at IMEX 2008, Frankfurt, Germany (22-24 April 2008) <p>Manage United Nations Group on Information Society (UNGIS) and other UN ICT relationships:</p> <ul style="list-style-type: none"> ▪ Meeting held with UNICC (16 April 2008): planning for implementation of Windows On Africa, eLearning, SOS.travel and SAFE projects ▪ Meeting held with ITU (17 April 2008) on: Windows On Africa, MDG Fund, UNTEN, SAFE.

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
	Create alliances and work with other relevant bodies: <ul style="list-style-type: none"> ▪ IATA Simplifying Passenger Transport (SPT) programme currently being monitored Operationalise Public Private Partnership projects, including: <ul style="list-style-type: none"> ▪ "YouTourist" – Social Network: meeting held with Wisekey and latest software proposed for YouTourist reviewed ▪ e-Identity (e-Visa and e-Passport): ICAO activity monitored ▪ Immigration Data Automation (IDA): "Community eVisa" concept discussed with SITA ▪ Root Certification Authority (RCA): Proposal from Wisekey received
D2-3: Assist Members in introducing ICT in their management and administration procedures	Seminar on e-tourism, Abuja, Nigeria (16 May 2008) Joint UNWTO and ETC International Seminar on E-Marketing for Tourism Destinations, Budapest, Hungary (16-17 June 2008)

Specific Objective D3: Promote the importance of tourism as a key factor in advancing socioeconomic development, and position UNWTO's role and image in this process

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
D3-1: Strengthen relationships with media to raise awareness about the importance of tourism and the role of UNWTO	Regular background media briefings to increase awareness on UNWTO activities and policy: <ul style="list-style-type: none"> ▪ UNWTO News Conference held at Headquarters (FITUR 2008/09) and at ITB 2008/09 ▪ Dissemination of press clippings of UNWTO presence in the news as well as relevant tourism related issues: weekly email system developed Strategic media-partnerships worldwide to ensure global messaging platform: <ul style="list-style-type: none"> ▪ UNWTO Media Council launched at ITB 2008 ▪ Participation in the 50th FIJET World Congress, Ljubljana, Slovenia (18-20 October 2008) ▪ Participation in the I Asian Tourism Congress in Spain, Barcelona, Spain (25-26 September 2008)
D3-2: Strengthen strategic alliances with international tourism fairs	Organization and coordination of a strategically positioned participation in the biggest international travel trade fairs: <ul style="list-style-type: none"> ▪ FITUR, Madrid, Spain (30 January – 3 February 2008); session for African and Middle East Ministers, Madrid, Spain (28 January – 2 February 2009) ▪ ITB, Berlin, Germany (5-9 March 2008) and (5-9 March 2009) ▪ INTOURMARKET (International Travel Market), Moscow, Russian Federation (15-18 March 2008) and (21-24 March 2009) ▪ MITT (Moscow International Travel & Tourism), Moscow, Russian Federation, participation in the "Tourism Industry 2008 Conference for Russian Regions: New Opportunities for Tourism Development" (2008) and "Russian Travel Market – New Opportunities for Business Development" (2009) ▪ World Travel Market, London, United Kingdom (10-13 November 2008) ▪ Moroccan Travel Market, Marrakech, Morocco, 15-18 January 2009 ▪ North China Travel Fair, Yantai, China (15-16 May 2009) ▪ Korea Travel Conference, Changwon, Republic of Korea (3 April 2009) ▪ Jiangsu International Tourism Week, Jiangsu, China (24 April 2009). Keynote presentation
D3-3: Assist Member States, especially LDCs, in developing their communications capacities in tourism,	Communication support press trip to identify areas of UNWTO support for Kenya tourism recovery (May 2008) Participation in a press trip and a workshop on the Promotion of the Image of Central America and in the CATM Fair, Managua, Nicaragua (7-13 September 2008) Capacity-building assistance to Members: press trip and communications workshop: Tourism, Image and the Media in Armenia (29 May – 5 June 2009)

Area of activities	Activities undertaken from 1st January 2008 to 30th June 2009
including image building	
<p>D3-4: Enhance UNWTO's image and delivery of its strategic messages through different communications tools</p>	<p>UNWTO Calendar of International tourism events:</p> <ul style="list-style-type: none"> ▪ Online version developed, with new on-line registration services ▪ Printed version distributed with the UNWTO News: 4 editions (2008) produced, including 2008 – Special Edition; 1/2009 and 2/2009 <p>Policy papers to establish UNWTO as authoritative source in key issue areas:</p> <ul style="list-style-type: none"> ▪ Seven UN related Communications sent ▪ One Policy Paper (Climate Change & Tourism) published ▪ World Tourism Day (WTD) 2008 conclusions on Climate Change & Tourism ▪ Thirteen Press Releases issued (3 on region/country specific; 1 on women empowerment, 3 on climate change and poverty; 2 on TSA; 3 on international tourism figures) ▪ <p>Improve and implement strategies on UNWTO corporate identity:</p> <ul style="list-style-type: none"> ▪ Unify Corporate Style & Image: corporate style guide published ▪ New UNWTO Logo designed, next step is implementation ▪ World Tourism Day: "<i>Tourism Responding to the Challenges of Climate Change</i>" (Photo competition and specific webpage) ▪ PPPs with major non-tourism players: current collaboration with Microsoft for ICT solutions, with CNN for communication material support and Tsingtao Beer <p>Preparations for the 2009 World Tourism Day in Ghana: "<i>Tourism – Celebrating Diversity</i>":</p> <ul style="list-style-type: none"> ▪ Photo competition launched (June) ▪ Specific webpage created for WTD 2009 and regularly updated ▪ Press trip and Think Tank being organized <p>Participation in the UN Communications Group and other communications associations: Participation on conference calls on strategic UN positioning; Member of the European Association of Journalists (Spanish Chapter)</p> <p>In partnership with SEGITTUR the Affiliate Members Secretariat is working towards developing a <i>Technological Innovation Platform</i>, to provide Affiliate members with a platform for exchange, information, source of know-how - dedicated exclusively to UNWTO members.</p>