

WORLD TOURISM ORGANIZATION

**GENERAL
ASSEMBLY**



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DRAFT PROGRAMME OF WORK AND BUDGET

FOR THE PERIOD 2010-2011

The present document contains, in the following tables, a detailed version of the draft programme of work and budget for the financial period 2010-2011. It should be read in conjunction with the document A/18/15: Draft programme of work and budget of the Organization for the period 2010-2011.

Table of abbreviations and acronyms

ADEME:	Agence de l'Environnement et de la Maitrise de l'Energie (French Environment and Energy Agency)
AECID:	Agencia Española de Cooperación Internacional para el Desarrollo (Spanish Development Agency)
ASEAN:	Association of South East Asian Nations
CBD:	Convention on Biological Diversity
CINNTA:	Centro de Innovación Turística de Andalucía (Centre of Innovation in Tourism of Andalusia)
EETI:	Energy Efficiency for the Tourism Industry
EREC:	European Renewable Energy Council
FAO:	Food and Agriculture Organization
GEF:	Global Environment Facility
HKPU:	Hong-Kong Polytechnics University
IATA:	International Air Transport Association
ICA:	International Council of Archives
ICAO:	International Civil Aviation Organization
ICOMOS:	International Council on Monuments and Sites
ICPO:	International Criminal Police Organization – Interpol
IDB:	Inter-American Development Bank
IFTTA:	International Forum of Travel and Tourism Advocates
IHRA:	International Hotel and Restaurant Association
ILO:	International Labour Organization
ILO-IPEC:	International Programme on the Elimination of Child Labour
IPCC:	Intergovernmental Panel on Climate Change
IRST:	International Recommendations for Tourism Statistics
IUCN:	International Union for Conservation of Nature
KSIM WG:	Knowledge Sharing and Information Management Working group
NTA:	National Tourism Administration
OECD:	Organisation for Economic Co-operation and Development
ST-EP:	Sustainable Tourism – Eliminating Poverty
TedQual:	Tourism Education Quality
TERN:	Tourism Emergency Response Network
TOI:	Tour Operator Initiative
TTLA:	Thesaurus on Tourism and Leisure Activities
UN ECLAC:	United Nations Economic Commission for Latin America and the Caribbean
UNDP:	United Nations Development Programme
UNEP:	United Nations Environment Programme
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UNFCCC:	United Nations Framework Convention on Climate Change
UNICEF:	United Nations Children's Fund
UNIDO:	United Nations Industrial Development Organization
UNIFEM:	United Nations Development Fund for Women
UNSD:	United Nations Statistics Division
UNSIC:	United Nations System Influenza Coordination
WCTE:	World Committee on Tourism Ethics
WHC:	World Heritage Centre
WHO:	World Health Organization
WMO:	World Meteorological Organization

Strategic Objective A: Improving Competitiveness

Specific Objective A1: To foster the development of national Systems of Tourism Statistics (STS), the international comparability of tourism statistics and the macroeconomic analysis of tourism

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
A1-1: Compilation guidance for implementing the new IRTS 2008, and reinforcement of international comparability of basic tourism statistical data	a. Finalization of the Compilation Guidelines on basic tourism statistics	195,000		Compilation Guidelines document to be presented at UNSC 41 st session (Feb-Mar 2010) and disseminated through different initiatives, mainly Statistics Capacity-building Programmes, Seminars and other technical assistance initiatives	Number of countries applying the IRTS 2008
	b. Implementation of Compilation Guidelines on measuring employment and quality of work in the tourism industries		ILO	Dissemination of ILO/UNWTO recommendations	Number of countries applying the recommendations Number of countries releasing data on employment in tourism industries
	c. Improve the analysis of tourism economic contribution by using macroeconomic indicators		UN ECLAC	Worldwide dissemination of results	Number of countries making use of these indicators at all regional levels
	d. Running the " <i>International network of experts in regional economics, mobility and tourism</i> "		CINNTA / Andalusia (Spain)	General guidelines for developing basic statistics and foster the analysis of tourism economic contribution at the sub-national level	Number of associated partners and their satisfaction Number of initiatives taken by associated partners
	e. Linking tourism statistics and sustainability: UNWTO project proposal		UNSD	First draft	Number of visits to the ad-hoc website Number of countries supporting UNWTO project
	f. Updating the Glossary of terms used in the field of tourism statistics (multilingual), compliant with IRTS 2008 and TSA:RMF 2008			Worldwide dissemination of the Glossary	Not applicable
	g. General statistical publications and other forms of disseminating statistics			Compendium of Tourism Statistics (new indicators to be included); Yearbook of Tourism Statistics; Online database "Tourism Fact book"	Number of countries regularly providing UNWTO Compendium statistical data Number of copies sold (Compendium, Yearbook, CD) and revenues from publications and online database Users satisfaction

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
A1-2: Dissemination of TSA data and fostering the macroeconomic analysis of tourism	a. Developing TSA general guidelines material by selecting best practices and drawing up of basic set of typical national situations (develop prototype outline of priorities and sequential procedures for each situation)	20,000		Training material for CBP and published on website	Not applicable
	b. Drafting ad-hoc materials about TSA as a tool for measuring tourism economic contribution			Including the TSA "agenda" in the academic and research community	Not applicable
	c. Dissemination of TSA data and the corresponding metadata			Preparation of "TSA data around the world" (2012 edition)	Number of countries answering the questionnaire on TSA data and metadata Number of member states developing a TSA compliant with UN standards
A1-3: Technical assistance for Member States on tourism statistics and TSA	a. Standardized Statistics Capacity-building Programme (SCBP) to be implemented in: . Europe: second round (starting in 2011) . Africa: completing SCBP 2008-2010 in English and French speaking countries . Americas: SCBP for Mercosur area, SCBP for Central America, training courses for Andean Community ¹ . Asia: completing SCBP 2009-2011 . Middle East: completing SCBP 2009-2010	260,000	Regional Financial Institutions: IDB, etc.	<ul style="list-style-type: none"> Running workshops and seminars during the two-year cycle, and proceedings Work carried out between workshops by participating countries 	Number of people / national departments attending workshops and seminars Satisfaction of participants in workshops and seminars Number of countries carrying out recommended actions
	b. Online TSA technical assistance			Online training and technical assistance facility	Number of people trained Number of guidance initiatives provided to countries
	c. Complementary non-standardized technical assistance initiatives (regional seminars, both at the national and sub-national levels): Antigua, Guatemala (every two years) and other venues			Proceedings of the seminars	Number of technicians participating / national departments attending seminars Satisfaction of participants in seminars
A1-4: Cooperation on statistics within the UN System	a. Design and implementation of the Compilation Guidelines for the updated Manual on Statistics of International Trade in Services (MSITS)	28,000	Various UN agencies and other intergovernmental organizations	Seminars/ workshops and proceedings to disseminate the Compilation Guidelines	Number of countries applying initiatives included in the updated Manual
	b. Participation in UN statistical coordination mechanisms and other joint initiatives with international organisations			<ul style="list-style-type: none"> United Nations Statistical Commission (meeting once a year) Committee for the Coordination of 	Not applicable

¹ The funding of these three projects in the Americas would be in principle complemented by the IDB

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
	and UN agencies			Statistical Activities (meeting twice a year)	

Specific Objective **A2**: To provide members with up to date information on market trends and forecasts

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators on outputs or outcomes	
A2-1 Short-term trends and forecasts: current developments and characteristics of tourism destinations and generating markets	a. <i>UNWTO World Tourism Barometer</i> (includes short-term forecast for the world and regions: January and October issues) and intermediate reporting	145,000		Publication of 3 issues of the <i>UNWTO World Tourism Barometer</i> and of intermediate tables every 2 months and whenever necessary	- Number of experts in the Panel - Number of references online - Number of copies downloaded from UNWTO website Number of downloads and purchases in the E-library	
	b. Very short term analysis and forecasts for international tourism			Online press release or leaflet	- Number of references online - Number of copies downloaded from UNWTO website	
	c. Reshaping the model of Tourism Market Trends: development of online data tables (e-library)				Publication of tourism results every 2 months Tables with major tourism indicators and series available in UNWTO's E-library	Number of downloads and purchases in the E-library
	d. Asia Pacific Forum on Trends and Outlook and other For a (ETC/PISA)		Conference organizers	Consolidation of this forum as an Asian expert's annual meeting	Number and evaluation of participants	
	e. Asia-Pacific Trends report (coop. with HK Polytechnics)			Report to be published every year	Production of report on a yearly basis	
A2-2 Long-term trends and forecasts	a. Report on <i>UNWTO Future Vision: Tourism Towards 2030</i> and Conferences on corresponding policy recommendations: - FITUR 2010 - ITB 2010 - Dedicated World Conference (2010)	70,000		Report Dissemination of results during major events (Reg Com, etc.)	Number and evaluation of participants References to 2030 on the media	
A2-3 Trends and Developments in Source Markets on a	a. 'Fact files' on major source markets (short & easy to update)	80,000			- Number of publications sold and downloaded in the e-library	
	b. Seminars of Emerging source Markets (China, India and Russia). Dissemination of results (Africa,				Number and evaluation of participants	

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators on outputs or outcomes
annual basis	Asia and Middle East				
	c. Report on the Japanese Outbound Market (with the Japanese Tourism Board)		Japanese Tourism Board		- Number of publications sold and downloaded in the e-library
	d. Report on ME Source Markets (special attention to intraregional travel)				- Number of publications sold and downloaded in the e-library
A2-4 New Tourism Products Development	a. Handbook on tourism product development (2010)	125,000			- Number of publications sold and downloaded in the e-library
	b. Series of reports on conditions for developing and launching new tourism products, e.g. wellness, health, adventure, nature, special interest, rural tourism, cultural tourism, tourism and major events (cultural, sports, expo's, etc).				- Number of publications sold and downloaded in the e-library
	c. Regional Workshops on Product Development Strategies (how to): Africa , Asia, Americas, Europe and Middle East			Dissemination of the results of the corresponding reports	Number and evaluation of participants

Specific Objective **A3**: To identify innovative marketing & promotion techniques and to provide assistance to Members

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators on outputs or outcomes
A3-1 Tourism Strategic Marketing Planning	a. Blended course on Tourism Strategic Marketing (incl. promotion) Planning (coop. Education & Themis: content development underway; implementation 2009/2010) -online open to all regions followed by regional one week class room training	30,000			Number and evaluation of participants
	b. Identify and disseminate Best Practices in strategic communications in tourism for marketing and promotional purposes			Online publication of the Best practices in strategic communications in tourism (end 2010) Existence of e-learning system (end 2010)	<ul style="list-style-type: none"> ▪ % of Members using e-learning framework ▪ % of Members using the capacity building process ▪ Level of Members' satisfaction
A3-2 E-marketing techniques	a. Regional Capacity Building Workshops on E-marketing: Africa , Americas and Europe	61,000			Number and evaluation of participants

	b. Report on ICT in Tourism and creation of a members only online tourism platform for e-marketing (E-Tourism UNWTO)			Online information on new ITC in tourism developments for members	- Publications sold and downloaded from the e-library - Number of users Number of unique visitors
A3-3. Branding, communications capacities in tourism, including image building	a. Regional Seminars on Destination Branding (following a Handbook with ETC to be published in 2009): one in the Americas, other regions according to requests and cost covering	60,000			Number and evaluation of participants
	b. Four regional and sub-regional workshops on image building and on tourism awareness raising at local level (Americas , Middle East (2) and, Africa)			▪ 4 Regional/sub-regional workshops/conferences in 2 years	Number and evaluation of participants
A3-4 Tourism Market Segmentation / Evaluation of NTO Marketing Activities, etc.	a. Seminars and training workshop at request of RRs (and/or combined with other areas of marketing)	According to requests and cost covering by host country			

Specific Objective A4: To identify factors that help enhancing competitiveness and provide relevant assistance to Members

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators on outputs or outcomes
A4-1 Safe and efficient movement of travellers	a. Report on Travel Facilitation (visa issues with special focus on regional situations)	50,000			Number of publications sold and downloaded in the e-library
	b. Report on Tourism and Air Transport in Africa		ICAO		Number of publications sold and downloaded in the e-library
	c. Further development of standards, procedures and exchanging information in order to help ensure safe and efficient movement of travellers including localization of travel relevant risk information including travel advisories		Regional organizations: OECD, ASEAN, and IGO: ICAO, IATA, ICPO-Interpol, WHO, International Red Cross and Red Crescent	Guidelines Recommendations to geo-tag travel relevant risk information	Use of UNWTO guidance and geo-tag standards by Members
	d. Health information and formalities in international travel, through maintenance of obligations as international focal point for IHR		WHO, UNSIC, TERN	Regular information on health relevant events of international importance for the tourism and travel sector	Use of information by Members Use of UNWTO guidance by Members

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators on outputs or outcomes
				Review and co publication of guidelines with WHO	
A4-2: Facilitating dialogue between the private sector and governments through studies, projects, assistance and training to public-private sectors	a. Build on-line platform "Online platform for tourism intelligence & innovation", an integrated service for AMs a web-based forum, (among other means) on the exchange of best practices, live online dialogues con AMs; professional workshops; business opportunities, etc.	70,000		Improved AMS website Higher participation in and transparency of the AM network and new dynamics for action among the AMs Online compilation and dissemination of good practices	Collaboration networks and increased agreements between AMs
	b. Seminar on "Promoting SMMEs and Support Systems in Destinations"			Dissemination of the Seminar reports among AMs	Number of participants in the seminars and level of satisfaction
	c. Seminar on PPPs in Africa region (CAF 2010)			Seminar and proceedings	Number of participants in the seminars and level of satisfaction
	d. Develop and implement a PPP model to improve tourism policy and business competitiveness.			Model	Level of use of the model by Members
A4-3: Innovation in Tourism	a. Think-tank of experts drawn from AM on innovation in tourism regarding new products, technologies, marketing methods, etc.. (in 2010). Event in FITUR 2011 on the results of the think-tank and report	20,000		Website contents improved Online report (good practices)	Number of participants and level of satisfaction Level of dissemination of good practices and other results
A4-4: Promotion of the image and importance of Tourism; effective strategic messaging	a. Strengthen strategic alliances with international tourism fairs : Negotiation, organization and coordination of a strategically positioned participation in the four major international travel trade fairs (ITB, WTM, FITUR and Intourmarket) Establish on-going activity for African countries at FITUR and ITB: Africa Donors/investment workshop at FITUR in 2010	263,000		4 major events handled Key messages delivered On-going strategic activities established (i.e. Ministers' Summit, etc)	Number of agreements signed Satisfaction of visitors Increased awareness and satisfaction among Members about UNWTO activities and goals Increased effectiveness of networking with Members strengthened services for Members in the regions
	b. Promote Affiliation at international fairs				▪
	c. Regular background media briefings (in Madrid and on the occasion of major UNWTO events & trade fairs) to increase awareness on UNWTO activities and policy		Media partners	Articles and in-depth coverage in selected outlets.	Tracked cover results
		Global level coverage 3 times	Tracked cover results		

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators on outputs or outcomes
	<p>Strategic media-partnerships worldwide to ensure global messaging platform</p> <p>Further development and management of the contacts Data Base</p> <p>Attending enquiries from public and media</p> <p>Global broadcast coverage (Video Stream) of General Assembly 2011</p> <p>Produce and disseminate <i>UNWTO News</i></p> <p>Press releases on ongoing UNWTO activities & policy, including communications on UNWTO's positioning within the UN</p> <p>Policy papers to establish UNWTO as authoritative source in key issue areas – electronically delivered.</p> <p>Oversee the implementation of overall UNWTO corporate identity – including:</p> <ul style="list-style-type: none"> • UNWTO webpage, including homepage and pages of departments & sections • Unify Corporate Style & Image • World Tourism Day <p>Participation in the:</p> <ul style="list-style-type: none"> • UN Communications Group • UN Communication for Development (C4D) Roundtables and other communications associations. 			<p>per year</p> <p>On-line calendar daily updated</p> <p>Printed calendar distributed with the quarterly <i>UNWTO News</i></p> <p>Daily national and international coverage during GA</p> <p>4 editions in 3 languages per year, 1 of which as a special for WTD</p> <p>1 release per week</p> <p>3 regional papers in 2010</p> <p>2 regional and one global papers (with General Assembly in 2011)</p>	<p>Number of visits to the on-line calendar webpage</p> <p>Number of addresses included in the Data Base</p> <p>Members and media satisfaction</p> <p>Global level coverage</p> <p>Tracked cover results</p> <p>Number of editions published</p> <p>52 releases published</p> <p>Number of papers published</p> <p>Tracked cover results</p> <p>Raised awareness of UNWTO policies within UN</p>
A4-5: General policy support to Members	a. Field visits in all the regions by the corresponding Regional Representatives to provide general policy advice to governments on all aspects to enhance competitiveness and raise sustainability standards	125,000		Improvement in Members' needs assessment and in the application of the General Programme of Work in their countries	General satisfaction of Members based on immediate feedback

Specific Objective A5: To support members to identify and mitigate global and local risks related to tourism; develop, plan and implement crisis management systems and coordinate with UN system

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators on outputs or outcomes
A5-1 Support tourism crisis management efforts at national level	a. Establishment effective and improving existing crisis management systems	24,000		Total of 2 cases	Number of users, participants
	b. Integration of tourism into the national emergency structures			Total of 2 cases	Number of users, participants
A5-2 Support Members with mitigation strategies, actions and instruments and to develop and implement crisis management systems for the tourism sector	a. Research and publication on: <ul style="list-style-type: none"> ▪ Evaluation of risks of global and local importance ▪ Development of generic guidelines, best-practises and checklists ▪ Emergency Planning for Tourism ▪ Tourism Risk Analysis, Early Warning and Mapping ▪ Crisis Coordination at the National and International Level ▪ Crisis Centre ▪ Crisis Communications ▪ Recovery Techniques 	165,000		1 Publication, 4 languages Publication or distance learning material	Usage and feedback on Learning material and guidelines
	b. Four Regional RCM Capacity Building Workshop (mostly in the Middle East): <ul style="list-style-type: none"> ▪ Management of risks and crises, including the necessary organizational structures, accountabilities, policies and procedures. ▪ Emergency Planning for Tourism ▪ Tourism Risk Analysis, Early Warning and Mapping ▪ Crisis Centre and crisis Coordination at the National and International Level 		Regional and national partners from Tourism, Foreign Affairs, TERN Health, Interior, Civil Protection, etc.	Workshops and proceedings	Workshops feedback evaluation Number of staff trained and members assisted plans reviewed
	c. Regional Simulation exercises (one per region) on health and other tourism specific threats to train response abilities and identify areas of improvement		WHO, FAO, UNSIC, World Bank, UNICEF etc.	Simulation exercises Publication of the outcomes and lessons learned	Number of staff trained and members assisted. Feedback.

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators on outputs or outcomes
A5-3 Emergency assistance to members: crisis management at national level	a. Through development of the central emergency platform in cooperation with IGOs, NGOs and industry partners, and coordination possibilities through the established platforms: SOS.travel, Whatabout.travel, and through the IT based TERN communications-network	55,000	WHO, Member States and TERN in addition emergency services, and other IGOs	Functioning and reliable systems providing Member States prior, during and after crises efficient communication	Number and satisfaction of users, participants
	b. Through direct assistance during the crisis or recovery phase			Total of 8 cases	Technical assistance to member States. Number of missions. Success of missions.
	c. Establish and maintain fund for emergency assistance			Running emergency fund system.	Usability. Number of missions. Success of missions.

Specific Objective A6: To build knowledge management in tourism and assist Members in assessing and addressing their needs in education and training

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators on outputs or outcomes
A6-1: To build knowledge management	a. Ulysses Prize and Awards, Ulysses conference and meetings of education and science council: to continue the process of raising the profile of the Education and Science Council and the UNWTO by bringing together experts in tourism education and research, business and destinations to present and share their work and to disseminate this to a wider audience.	86,000		EdSCo organizing group Conference Related papers Networking and profile UNWTO.Ulysses Prize Ceremony	Conference attendance and feedback Prize ceremony and feedback
	b. To create UNWTO guidelines on the curriculum for tourism higher education			A set of UNWTO approved guidelines published on the web and elsewhere	Published guidelines
	c. Tourism Education Mentoring Programme: The design and delivery of development programmes for educators			Improved delivery capacity for tourism education in the developing world	Number of participants engaging in project and number of students affected

	d. Leadership in Tourism Education and Research: The specific action will bring together the leaders/representatives of the main tourism education bodies with the purpose of communication; identifying gaps in provision, particularly in developing countries; developing projects that support goals of the Education and Science Council and the UNWTO, notably related to climate change and poverty alleviation.			Enhanced position of UNWTO Education and Science Council and the establishment of coordination and communication in a network of tourism education.	Communication network Joint declaration
A6-2: Share knowledge and information management and supply Members with effective documentation services, including legal aspects of tourism	a. Update and maintain the DRA's permanent collection (acquisitions and subscriptions) of printed and non-printed collections of books/ monographs / journals/ periodicals and other relevant material concerning all aspects of tourism.	53,000	External sources of information (national and international public and private sources)	Supply and facilitate internally and externally the use of reliable technical qualitative information available from external sources (via intranets, webs, portals)	Level of use of DRA's services Efficiency in data collection and selection Ease access to information and documentation.
	b. UNWTO Records and Archives Management: preserve, maintain and administrate the collection of UNWTO's historical and institutional archives		ICA, UN Inter-Agency KSIM Working Group	Provide access to UNWTO's historical documents and archives through specific information products and consultation services	Awareness of DRA's services Efficiency in the preservation, administration and monitoring of the records/files
	c. Improving tools to reinforce tourism information access and linkage networking between UNWTO Documentation Resources and Archives (DRA) and its partners: Update and expand to other languages the UNWTO Thesaurus on Tourism and Leisure Activities (TTLA)		Institutions co-authors of the TTLA: different linguistic versions and the software publisher	Online updates – second updated (2011) on web access Expansion to other languages(*): Chinese version (2009-2010) and Russian version (under consideration)	Awareness of DRA's services Capacity of maintain of the TTLA Degree of implementation of the TTLA (mainly institutions) Increase the number of languages in which the TTLA is available from 4 to 12 (expected result for 2010)
	d. Sharing knowledge and information management in tourism: cooperate with the United Nations System: participation in the annual UN Inter-Agency KSIM Working Group		Senior Chiefs librarians, documentation and information managers of the UN bodies and agencies	Establish guidance to National Tourism Administrations (NTAs)	Capacity of integration within the UN Inter-Agency cooperation network for information management
	e. Cooperate with the International Forum of Travel and Tourism Advocates (IFTTA)		IFTTA Board and IFTTA Regional Chairs	Implementation of the Cooperation Agreement between UNWTO and IFTTA signed in 2007	

	<p>f. Administrate and improve:</p> <ul style="list-style-type: none"> ▪ the interactive UNWTO//IFTTA Discussion Forum on Tourism Legislation (DFTL) launched at the end of 2008 (Restricted to the UNWTO (NTAs) and IFTTA Members) ▪ the Centre UNWTO Tourism Legislation Database (LEXTOUR) established in 2003 		IFTTA	<p>Debates between NTAs and related institutions on topical issues related to legal aspects of tourism</p> <p>Facilitate direct access through links to external websites, databases and information services on legislative data related to tourism produced and distributed to authoritative national and international sources</p>	<p>Ease of access</p> <p>User satisfaction with products and services offered</p>
	g. Administrate the intelligence gathering network on legal and institutional aspects of tourism (launched in 2009)		Intelligence information managers (mainly NTAs and other institutional partners)	Intelligence electronic information newsletter on new laws governing tourism, new developments in the structures and fields of competence of NTAs, activities in tourism conducted by national parliaments and regional parliaments and regional parliamentary organizations/associations	<p>Efficiency in data collection</p> <p>User satisfaction with products and services offered</p>
A6-3: Education and training needs assessment and planning	a. Establish an on-line research platform on Education and Training	85,000	Themis Foundation TedQual institutions, NTAs, other ministries, industry associations	"Real-time" Information exchange network on Education and Training supply and demand	<p>Number of participants in network</p> <p>Feedback from participants in network</p> <p>Quality and quantity of information exchanged</p>
	b. Carry out Regional surveys of education and training capacities and needs. Publish findings in reports (all regions) based on the model of the SEGIB study.		Themis Foundation TedQual institutions	Online publication of survey findings including Identification of gaps and assessment of E & T needs	<p>Relevance and applicability of policy recommendations (general and sectoral)</p> <p>Use of this information by Members</p>
	c. Devise Human Resource Strategic Development Plans (at national level)		Themis Foundation TedQual institutions	Strategic plans	<p>Degree of implementation of plans</p> <p>Increased HR capacity and skills</p>
	d. Provide technical support and institutional mentoring by TedQual institutions for the implementation of these Plans		Themis Foundation TedQual institutions	Increased cooperation between TedQual institutions in the implementation of UNWTO projects and mentoring by more advanced institutions of others needing assistance.	<p>Number of requests for support</p> <p>User satisfaction</p>
	e. Prepare practical handbook (self-help guide) for managers of E & T systems		Themis Foundation TedQual institutions	Handbook on approaches to curriculum development and good practice examples	<p>Number of publication sales and downloads</p> <p>User satisfaction</p> <p>Curricular content improvements</p>

	f. Technical assistance in curriculum development (all regions)		Themis Foundation TedQual institutions	General/sectoral recommendations and plans	Number of requests for assistance User satisfaction Curricular content improvements
A6-4: Addressing Members' needs in education & training needs ²	a. Develop and deliver a series of modular courses (blended delivery-e-learning and classroom-based) for NTA, local authorities and DMO officials	360,000	Themis Foundation	Courses developed and delivered	Participant satisfaction rating. Improved managerial capacity of NTAs, local authorities and destination management organizations
	b. Practicum programme: Six training sessions for NTA officials		Themis Foundation	Familiarization with UNWTO programmes, activities and services Up to date knowledge and good practices in core areas of responsibility of NTAs	Participant satisfaction ratings Number of applications received Assessment of knowledge acquired
	c. Develop Practicum participants network		Themis Foundation	Periodic newsletter, Web forum/on-line discussion board, contacts database, career development opportunities, information on UNWTO projects of interest, inclusion of Practicum participants in delegations to main UNWTO conferences, fellowship opportunities to attend UNWTO events On-the-job training in implementing UNWTO projects	Increased awareness and usage of UNWTO services Permanent links of former Practicum participants with UNWTO
	d. Web-based Practicum directed at the Affiliate Members at sub-regional level, as a professional platform to share knowledge between educational institutions, companies and destinations.		Themis Foundation	Online workshops / Consultations Pilot projects on UNWTO TedQual Volunteers programme Project reports	Number of practicum and level of satisfaction Number of AMs participated in TLMO, report dissemination and level of satisfaction Number of projects applied and report dissemination
	e. Promote scholarship opportunities for NTA officials at TedQual institutions		Themis Foundation, TedQual institutions	25 Scholarships for NTA officials	Improved career progression for junior NTA officials Broadened knowledge base of NTA officials Improved quality of human resources in NTAs

² The activities undertaken by the Secretariat in this domain will be complemented by those carried out by the Themis Foundation.

A6-5: Develop and implement Technology supported learning (TSL) and capacity building	a. Phase I: Develop strategic plan and submit it for approval through UNWTO Governing bodies	30,000	Themis Foundation, Gov. of Andorra, TedQual Institutions, Research Institutes, UNWTO ST-EP Foundation, UN agencies and other international organizations	Internal Coordination Task Force set up eLearning Management team set up Overall strategic objectives for TSL defined Partner needs assessment Strategic Plan developed and submitted Strategic Plan revised	Not applicable until the platform is running. Then, user satisfaction	
	b. Phase II: Pilot Course Implementation and eLearning Platform at UNWTO. Develop a pilot course programme and implement it			Pilot course team set up Course concept for pilot programme produced eLearning platform selected		
A6-6: Apply learning tools for Development Assistance	a. Promote TedQual Volunteers participation in development assistance programmes, particularly ST-EP projects, in all regions (4-Africa, 3- Americas, 2-Asia, 1 Middle East)	5,000 ³	Themis Foundation, TedQual institutions	Applied knowledge transfer and extended technical support in development assistance programmes and projects	User satisfaction Know how transferred Project goals achieved Increased competence of the country in tourism Identification of products Sustained livelihoods for local communities	
	b. Train potential volunteers for sustainable tourism development projects (courses in blended format)			Themis Foundation, TedQual institutions	Courses developed in English, French and Spanish	User satisfaction Multi-disciplinary pool of volunteers for projects Training for potential development workers
	c. TedQual Volunteers e-Network Development			Themis Foundation, TedQual institutions	Up-to-date information on current and potential projects. Selection tool for available volunteers. Secured supply of trained volunteers	Multi-disciplinary pool of volunteers for projects Readiness to commence projects
	d. Integration into, sign agreement with UN Volunteers system and provide them with database of volunteers trained by UNWTO			Themis Foundation, UN system	Access to added benefits from UN Volunteers knowledge and experience Increased linkage with UN system Facilitation of UNWTO Volunteers projects	Number of participants of UNWTO-trained volunteers in tourism-related projects
A6-7: Quality assurance system for Tourism E&T Programmes	a. Increase awareness of the TedQual certification system and its benefits to NTAs, and through them, to tourism education and training institutions	70,000	Themis Foundation, TedQual institutions	Increased cooperation between TedQual institutions in the implementation of UNWTO projects and mentoring by more advanced institutions of others needing assistance	Number of requests for TedQual certification Regional distribution	

³ From external DA project budgets, or self-financing activities

	b. Carry out TedQual audits and certification and provide advisory services		Themis Foundation, TedQual institutions	A network of high-quality education and training institutions	Number of institutions certified Regional distribution
	c. Provide Internships for students and professors from TedQual institutions at the UNWTO Secretariat and the Themis Foundation (10 per year of each)		Themis Foundation, TedQual institutions	Qualified human resources for UNWTO programme activities	Added value for TedQual institutions Number of requests for internships User satisfaction Number of projects carried out by interns and professors
	d. Develop the network of TedQual certified institutions		Themis Foundation, TedQual institutions	Conferences jointly organized with UNWTO Members Capacity building projects with Members	User satisfaction Number of TedQual institutions and Members participating in joint projects
	e. Promote mentorship opportunities for E & T institutions wishing to join the TedQual network		Themis Foundation, TedQual institutions	Access for institutions in lesser developed countries to TedQual certification	Improved quality of education and training in lesser developed countries Number of mentored institutions
	f. Review and assess system's performance		Themis Foundation, TedQual institutions	Updated and user-friendly TedQual certification system	User satisfaction Time needed to complete the certification process compared with that prior to review
A6-8: Improve accessibility of UNWTO research results (publications and electronic products) for Member States and Affiliate Members	a. Continuous development of the e-library (e-unwto.org) <ul style="list-style-type: none"> Keeping system up-to-date with new technological developments Improving quality of electronic publications and documents Regular upload and cataloguing of information Training of Member States in the use of the e-library (e-unwto.org) 	30,000	External hosting provider	Availability of the (e-unwto.org) WTOelibrary for Member States	Usage of service (number of downloads) Performance of service
	b. Implementation and promotion of the Depository Library Programme <ul style="list-style-type: none"> Promotion of the Depository Library Programme to institutions that comply with the criteria set and can act as useful "multipliers" for UNWTO Verification and inspections of the compliance with the rules 			Establishment of a red of Depository Libraries	Number of Depository Libraries

	<p>c. Introduction of the WTO e-library to libraries and institutions of higher education</p> <ul style="list-style-type: none"> • Evaluation of suitability, financial and human resource impacts • Implementation on a test basis with selected users • Promotion of the product 			Availability of the elibrary (e-unwto.org) for Libraries	Number of users & sales
	<p>d. Concluding translation contracts in non official languages of the Organization</p> <ul style="list-style-type: none"> • Promotion of translation rights 			Availability of UNWTO information in non-official languages of the Organization	Number of contracts
	<p>e. Participation in fairs and trade shows</p>			Expansion and maintenance of the network of distributors Coordinated campaigns with UN Organizations and other international Organizations	Number of distributors Level of Revenues generated through sales of translation- reproduction and other rights
A6-9: General policy support to Members	<p>a. Field visits in all the regions by the corresponding Regional Representatives to provide general policy advice to governments on all aspects to improve knowledge management</p>	150,000		Improvement in Members' needs assessment and in the application of the General Programme of Work in their countries	General satisfaction of Members based on immediate feedback

Strategic Objective B: Raising Sustainability

Specific Objective B1: To 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	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
B1-1: Undertake research, develop methodologies, provide assistance and training to national and local officials and other tourism stakeholders on sustainable tourism policies and tools	a. Organize regional and sub-regional web consultations/think-tanks involving technical officials of ANTs, regional and local authorities, and Affiliate Members to exchange and identify good practices on SDT policy processes and application	30,000 ⁴	Themis foundation	Consultations/think-tanks and proceedings	Number of web think-tanks organized, number of participants and level of satisfaction
	b. Deliver of a one-week course on various sustainability issues based on the concept developed for the course in Mexico in 2008 (for Latin America), in the other regions (Middle East, Africa, Asia, Europe)			Reports or articles (e.g. SDT e-bulletin) on Sustainability issues	Number of good practices
				Compilation of good practices and dissemination (electronically only)	Number of downloads
				Courses and reports	Number of participants and level of satisfaction
				International guidelines and processes with sustainable tourism aspects integrated	Number of guidelines, articles and reports issued, level of satisfaction
				Advice to Member States, to Regional Organizations and to international initiatives on policy development and implementation processes.	Number of Member States supported through direct advice
c. Prepare guidelines on the application of specific policy tools (e.g. quality standards, environmental impact assessment). Support pilot applications and demonstration projects applying and replicating these instruments.		Application by Member States and partners of the guidelines provided			
d. Provide direct advice on sustainable tourism policy issues to Member States and partner organizations. Support pilot applications and capacity-building activities of Member States.					
e. Promote the dissemination and observance of the Global Sustainable Tourism Criteria and the establishment of the Stewardship Council					
f. Within the International Task Force on STD (Marrakech process) prepare policy document for discussion at the UN Committee on Sustainable Development	SDT Committee, various UN agencies, intergovernmental and development organizations,	Policy documents	Adoption by the UNCSD of the UNWTO recommendations		

⁴ Themis or TOI budget, and external funding

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
B1-2: Facilitating the application of sustainable tourism policies and tools, including indicators	g. Support to, and co-operation with, the Tour Operators' Initiative for Sustainable Tourism Development (TOI) to ensure sustainable business practices at destinations, including TOI partnership projects at coastal, natural and heritage destinations		(UNEP, UN Foundation, Rainforest Alliance, CBD, IUCN) TOI	Project reports Good practices to be successfully replicated Methodological documents on management techniques	Number of projects and activities with TOI involvement Dissemination of reports and good practices Number of initiatives adopted by the private sector
	a. Support the application of sustainable tourism practices linked with biodiversity conservation in all natural destinations through capacity building workshops and pilot applications, including indicators pilot application approach, providing direct support to policy and planning processes: <ul style="list-style-type: none"> ▪ Organize four sub-regional workshops in Africa (congestion management in protected areas, including World Heritage Sites) ▪ Organize one capacity building workshop on the social and economic empowerment through community-based tourism in the Middle East ▪ Organize one capacity building workshop on social empowerment and environmental management of rural and community-based tourism in Asia. ▪ Follow-up workshop on the establishment of observatories on sustainable tourism in Asia-Pacific (especially China). ▪ Capacity-building workshop on sustainable management issues (waste, energy, etc) for ASEAN countries ▪ Capacity building workshop on the application of policies and tools, including indicators, for the sustainable development of tourism in coastal areas in 	250,000	UNESCO, Association of Caribbean States, European Commission	Training workshops and proceedings Pilot projects Compilation of good practices (online only) Awareness raising and communication activities	Number of training workshops organized, number of participants and level of satisfaction Number of pilot projects, level of participation and satisfaction Number of awareness raising and communication activities, and number of recipients Number of countries and destinations applying sustainable tourism indicators Number of countries having developed quality standards incorporating sustainability issues Number of countries and destinations participating in the Observatory process

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
	<p>the Middle East (Mediterranean, Red Sea, Gulf).</p> <ul style="list-style-type: none"> ▪ Regional workshop and pilot application, in collaboration with the Association of Caribbean States, related to the Sustainable Tourism Zone of the Caribbean 				
	<p>b. Support activities in the framework of the International Year on Biodiversity 2010, such as the development of awareness raising and communication activities (including the proposal of WTD 2010 on "Tourism and Biodiversity").</p>		UNEP, CBD, IUCN		Approval of 2010 WTD theme linked to tourism and biodiversity
	<p>c. Compile, develop and disseminate good practices on management techniques and policy instruments for sustainable development of tourism and biodiversity protection. prepare technical manuals on specific tools and techniques</p>			Compilation of good practices and lessons learnt (Online publication only)	Dissemination of results: number of pages viewed and downloads
	<p>d. Compile, develop and disseminate good practices on management techniques and policy instruments at cultural heritage sites stressing congestion management techniques, conservation issues, enhancement of the tourist experience and the economic impact in local communities.</p> <p>Continue collaboration with the UNESCO WHC Sustainable Tourism Policy Initiative. prepare technical manuals on specific tools and techniques</p>		UNESCO WHC	<p>Technical contributions to the UNESCO WHC Sustainable Tourism Policy Initiative: reports, guidelines, methodological papers</p> <p>Compilation of good practices and lessons learnt (Online publication only)</p>	Number and types of meetings and documents issued in the framework of the initiative
	<p>e. Organize seminars and training workshops with pilot case study applications in heritage sites, as well as develop demonstration and replication mechanisms.</p> <ul style="list-style-type: none"> ▪ Capacity building workshop on cultural heritage management for sustainable tourism development in the Middle East. ▪ Capacity building workshop on cultural heritage management for sustainable tourism development in Asia. ▪ Regional seminar on the management of urban tourism in the Americas 		UNESCO, WHC, ICOMOS	Training workshops and proceedings	<p>Number of training workshops, level of participation and level of satisfaction</p> <p>Number of countries and destinations applying sustainable tourism indicators</p> <p>Number of countries having developed quality standards incorporating sustainability issues</p>

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
B1-3: Increase the contribution of intangible heritage to tourism development	<ul style="list-style-type: none"> ▪ Workshop in Europe on visitor management (congestion, interpretation), and economic impacts of tourism at WHS (sit financing, community benefits) 				
	f. Continue the implementation of the GEF Regional Project in Africa on Sustainable Tourism in Coastal Destinations.		GEF, UNIDO	Reports and meetings in the framework of the GEF project	Number of reports published
	g. Coordination with other UN and international organizations for the inclusion of sustainable tourism indicators in international policy processes		Other UN and international organizations		
	h. Further disseminate and assist Members on the application of indicators of sustainability in tourism and other evaluation tools, including the development of the GOST:			Website with an extensive content	Level of visitation of the website, Number and types of reports
	GOST concept website, with regular updating of applications and tools, as well as a database of resources and cases of the countries and destinations participating.				
	a. Compilation of case studies, research and dissemination of techniques for the integration of intangible and traditional cultural heritage in tourism, including handicrafts, folklore, music, gastronomy, etc.	45,000	MDGF	Publication of study and research findings including compilation of good practices and case studies (online publication only)	Number of meetings organized, number of participants and level of satisfaction
				Dissemination of guidelines and other tools	Number of reports published
b. Regional conference on the use of intangible heritage in tourism in Africa			Technical contributions to the MDGs projects	Number of participants and level of satisfaction	
			Conference and proceedings	Level of use of the recommendations	
c. Assist Member States in strengthening networks and access to markets and products of cultural tourism. Support pilot projects on cultural identity for local development.				Number of pilot projects supported	
			ST-EP Foundation, UNESCO and other UN agencies, intergovernmental and development organizations		

Specific Objective B2: To ensure the social and cultural sustainability of tourism, with a special focus on local communities, and provide guidance for, and monitoring of, the practical Implementation of the Global Code of Ethics for Tourism

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
B2-1: Continue to provide guidance for, and monitoring of, the implementation of the Global Code of Ethics for Tourism and develop the TOURpact.Global Compact Initiative with UN Global Compact	a. Facilitate and monitor the implementation of the Global Code of Ethics by providing guiding instruments and technical advice to governments and industry.	110,000		Production of implementation tools, guidelines and recommendations for governments and private sector	Number of opinions issued by the Committee on specific ethical question Number of copies of the Code of Ethics, The Responsible Tourist and Traveller and related material, printed and disseminated at meetings, seminars and other international events.
	b. Monitor the implementation of the Code of Ethics through periodical surveys to Full, Associate and Affiliate Members, as well as non-members. Establish a data base / inventory of actions undertaken and/or measures and practices put in place by the public and the private sectors in terms of practical application of the various ethical principles of the Code in their regulatory frameworks and business operations respectively. Support the work of the World Committee in coordination with the Permanent Secretariat of the Ethics Committee based in Rome		WCTE Rome Secretariat	Findings of surveys Implementation Reports to General Assemblies (UNWTO and UN) Database Ethics in Tourism website "Corpus" of opinions/clarifications on ethical issues from the Ethics Committee	Agenda 2010: number of Full Members having incorporated all or part of the Code of Ethics into laws and regulations. Response rate to Implementation Surveys
	c. Develop and promote TOURpact.Global Compact Initiative with UN Global Compact, aiming at mobilising private sector enterprises to be better prepared to achieve the MDG.		UN Global Compact,, TOI	Create CSR networks with new membership from the private sector (multinational chains, TO's, airlines, others) Develop a guide for best practices on CSR (eg. Inclusive business, supply chains...)	Agenda 2010: number of Affiliate members having integrated corporate social responsibility and accountability principles in business or organizational strategies and policies Number of copies of the Code of Ethics, The Responsible Tourist and Traveller and related material, printed and disseminated at meetings, seminars and other international events. 30 new private sector members Increased visibility on the importance of tourism, and the local and global economic impact generated by tourism

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
B2-2 Provide social and economic opportunities to women in tourism development, especially in developing countries, and by promoting women's empowerment by means of creating appropriate policy frameworks	<p>d. Organize regional workshops and consultations on responsible and ethical practices in tourism.</p> <ul style="list-style-type: none"> ▪ one regional workshop / consultation on the Code of Ethics and its practical implications for tourism development in Africa ▪ one seminar on responsible and ethical practices in tourism and the implementation of the Code of Ethics in Asia 			Workshops and proceedings	<p>operators</p> <p>CSR Projects implemented by tourism industry partners promoted</p> <p>Number of participants and level of satisfaction</p> <p>Level of use of the recommendations</p>
	<p>a. Actions include:</p> <ul style="list-style-type: none"> ▪ Support the work of the Women in Tourism Task Force with data collection and international awareness activities, organize at least one annual Task Force meeting, and expand the network of experts in gender issues to assist the Task Force. ▪ Continue the work on the triennial UNWTO-UNIFEM report (2009-2011) on the situation of women in tourism, to include recommendations leading to more gender-responsive policies for the tourism sector within the framework of the Memorandum of Understanding between UNWTO and UNIFEM. ▪ Build international awareness on the issue by organizing at least one annual international event/seminar/workshop (London WTM), and other regional events; operate and expand the website www.tourismgender.com to serve as a global knowledge sharing e-network. <p>b. Propose and support pilot local community projects in developing countries on social and economic empowerment of women in the field of tourism, principally in Africa</p>	20,000	AECID, UNIFEM, ILO, and other UN agencies	<ul style="list-style-type: none"> • Production and online dissemination of the triennial report • Reports of the meetings, workshops • Guidelines on gender mainstreaming (online only) • Database on gender statistics • Website and portal <p>Project documents</p>	<ul style="list-style-type: none"> • Number of meetings organized, number of participants and level of satisfaction • Number of reports published • Number of training workshops organized, number of participants and level of satisfaction <p>Number of pilot projects ,level of participation and satisfaction</p>

Area of activities	Specific actions	Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
<p>B2-3: Promote awareness of, and increase the involvement of the public and private tourism sector in, the protection of children and young people against exploitation (sexual and labour) and trafficking, especially in tourism destinations in developing countries</p>	<p>a. Actions include:</p> <ul style="list-style-type: none"> ▪ Continue the coordination of awareness raising activities on the protection of children and young people linked to the international campaign; including the compilation of data on national initiatives, legislation and hotlines through periodical surveys among governments. ▪ Organize one annual meeting of the International Task Force and of its Executive Committee (ITB Berlin) ▪ Coordination of regional and national activities in this field, with the support of regional taskforces ▪ Provision of technical assistance to governments ▪ Cooperation with private sector in the field of social accountability practices which include the protection of children against exploitative practices by the tourism trade. 	20,000	UNICEF, ILO-IPEC and other UN agencies, NGOs, private sector partners	<ul style="list-style-type: none"> • Report on Survey outcome to UNWTO GA and UNGA (with Ethics survey) • Reports of Task Force meetings • Reports of the technical missions • Reports of the international, regional meetings and conferences • Clearing-house • Website 	<ul style="list-style-type: none"> • Agenda 2010: number of countries having implemented programmes against the sexual exploitation of children in tourism, or against child trafficking. • Number of tourism businesses adopting professional codes of conduct. • Level of participation in Task Force meetings and Executive Committee meetings
<p>B2-4: Support technical cooperation projects</p>	<p>a. Actions include:</p> <ul style="list-style-type: none"> ▪ Organize or conduct sectoral support missions and review meetings ▪ Publish best practices ▪ Maintain negotiation for raising funds 	100,000 ⁵		<p>Mission reports Project reports Best practices published online</p>	<p>Number of projects Final reports approved Level of funds raised Number of agreements signed between UNWTO, Government and funding agency</p>

⁵ This item covers only the costs of sectoral support missions and project formulation; DA projects themselves are externally funded.

Specific Objective B3: To 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	Specific actions	Total Budget (euros)	External partners (lead executing unit <u>underlined></u>)	Expected outputs	Indicators to evaluate outputs / outcomes
B3-1: Integrate tourism into poverty reduction strategies and enhance its contribution to poverty alleviation	a. Compile good practices and cases, and new techniques for reducing poverty through tourism.	100,000	Multi and bilateral development agencies	Online publication only	Number and types of partnerships developed and level of support obtained from partner institutions Number of initiatives and processes where the guidelines are incorporated, and events where these are presented
	b. Continue the organization and support of regional and national training workshops using the demonstration and pilot approach, linked with priority development areas of Members States and with ST-EP project sites where feasible. <ul style="list-style-type: none"> ▪ Organization of 3 sub-regional in Africa ▪ 2 Workshops in Asia (2 sub-regions) ▪ 1 workshop in Americas, 			Workshops and proceedings	Number of participants and level of satisfaction Existence of ST-EP methodologies in the areas of rural tourism, ecotourism, cultural and sports tourism, and the development of small islands.
	c. Presenting results in UN and international policy processes, further advocating the role of tourism to reach the MDGs.				Contributions to UN and international policy processes
B3-2: Support development assistance projects on poverty alleviation, including ST-EP	a. Actions include: <ul style="list-style-type: none"> ▪ Publish ST-EP best practices ▪ Raise awareness on ST-EP ▪ Produce material for raising funds ▪ Publish manual on evaluating and monitoring the impacts of tourism on poverty alleviation including empowerment of women and youth 	100,000 ⁶		Best practices published online Mission reports Project reports Fundraising material produced and disseminated Manual published	Number of projects Final reports approved Level of funds raised Results from the monitoring of projects

⁶ This item covers only the costs of identification missions and production of guidelines and manuals; STEP projects themselves are externally funded.

Specific Objective B4: To promote the “Davos Process”, through further improving the knowledge base on the relationship between climate change and tourism, facilitate the formulation and application of adaptation and mitigation policies and measures, and contribute to the UN concerted effort on climate change

Area of activities	Specific actions	Total Budget (euros)	External partners	Expected outputs	Indicators to evaluate outputs / outcomes
<p>B4-1: Conduct further research and capacity building and dissemination activities on climate change impacts, policy and response measures.</p>	<p>a. Continue research activities on special impact areas and measures to address climate change adaptation and mitigation. Continue participation in UN policy processes (e.g. UNFCCC, IPCC) in order to advocate for the integration of tourism and follow to the World Climate Conference, organized with WMO in 2009. Analyzing and disseminating results and good practices, preparing manuals</p> <p>b. Continue series of applied training seminars and workshops, linked with pilot applications and projects where feasible</p> <p> i. 1 sub-regional workshop on climate change adaptation and mitigation in the Americas.</p> <p> ii. 1 regional workshop in Asia, followed up by the publication of a report on the impacts of climate change on tourism in Asia</p> <p>c. Further support web-based dissemination and exchange mechanisms (such as the www.climatesolutions.travel website)</p> <p>d. Cooperation with international organizations and the private sector. Disseminate example of the Excellence of Energy in the Tourism Industry project in Europe (see B4-2 b)</p>	50,000	UNFCCC, IPCC	<p>Research results published Contribution to UN policy processes</p> <p>Capacity building events and proceedings</p> <p>Web-based exchange mechanism further improved</p> <p>Partnerships and collaborations created</p>	<p>Policy papers in UN and other international processes</p> <p>Participants' satisfaction</p> <p>Content and form of web-based dissemination mechanisms, number and type of good practices and methods included. Level of use</p> <p>Number and types of partnerships and collaborations established, level of support provided by partner institutions.</p>

B4-2: Continue the pilot applications of adaptation and mitigation measures

a. Continue the application of pilot adaptation projects in SIDS and other vulnerable destinations.

44,000

UNDP, UNEP, GEF

Reports on pilot applications

Number of pilot projects and their results
Level of application of recommendations

b. Coordinate and implement a project for competitiveness and innovation in the hotel sector 'EETI: *Energy Efficiency for the Tourism Industry*' aiming at improving energy efficiency, by developing practical solutions and user-friendly tools for energy management in SME hotels across 27 EU countries.

UNEP, IHRA, ADEME, EREC

- Development of a toolkit providing benchmarking and practical solutions to SME hotels to plan and invest in energy efficiency and renewable energy technologies.
- Facilitate access between SME hotels, national hotels' associations, energy efficiency and renewable energies manufacturers.
- Promotion, replication and dissemination of the project tools and materials across EU and beyond especially during major conferences, tourism industry fairs and events.
- Report on available and latest technologies developed for improving energy efficiency, adapted to the hotel sector
- Report on available and new renewable energies technologies, adapted to the hotel sector, resulting in reduced carbon footprint
- Reports on SMEs hotel needs for investing in EE/RE, and available incentives in Europe.

Efficiency of the toolkit ultimately helping to achieve 20% increase in energy efficiency and 10% increase in usage of renewable energies.

1000 hotels using the toolkit

2 annual conferences/ partenariats for 500-700 attendees each

Number of press releases (60)

Dissemination of best practices

Level of visitation of the website

Promote and disseminate relevant EETI project results at all major events, organized both by UNWTO, its AM and project partners

Organize official EETI annual conferences/partenariats, bringing together SME's hotels, destinations, tourism authorities, tour operators, suppliers and manufacturers.

Organize workshops and training sessions in four regions regarding the EETI toolkit use and the least cost planning methodologies, especially involving the SME hotel sector and the EE/RE manufacturers, fostering its implementation in other regions beyond Europe.

Liaise with UNWTO AM, and external project partners in order to promote the EETI results in Europe and other regions.

Develop and manage the website HotelEnergySolutions.net

Propose translation of the website to destinations in exchange of ownership of the toolkit

Conferences, seminars, promotions, workshops, tourism fairs, think tanks

Press releases