World Tourism Organization

Implementation of the general programme of work for 2010-2011

Addendum 1 (Annexes)

Annex 1: INRouTe[1]

A Period of Many Developments

INRouTe's principal aim is to **provide guidance** to entities involved with **sub-national (regional and local)** tourism destinations in order to develop policy-oriented measurement and the (principally economic) analysis of tourism activity and of the tourism sector itself. In this way, INRouTe seeks to contribute to more informed and effective policy design. With this ultimate goal in mind, INRouTe brings together international experts as Associate Partners (APs) to share information and engage in a range of activities relating to, and thus building on, the following regional-level Research Areas. Each of them is composed of several Research Topics:

- **Flows of visitors**: cross-border and interregional flows, statistical use of administrative records, data from the use of new technologies, measurement and analysis tool, forecast modelling and other accounting tools.
- **Tourism and territory**: indicator systems (related to territory and to sustainability), Geographic Information Systems, specific software, and the relation between tourism statistics and the environment.
- **Economic contributions**: Tourism Satellite Account (TSA), modelling tools (Input-Output, Social Accounting Matrix, Computational General Equilibrium models, and econometric models), and employment in tourism industries.

Guidance on these topics should support **entities involved with regional/local tourism destinations** and contribute to more informed and effective policy design. Additional Research Topics in this respect, pertinent to all of the above, are: the definition of observation and analytical units, procedures for monitoring and evaluation, and the design of indicator systems.

In 2009, the World Tourism Organization (UNWTO) and two of its Affiliate Members, the Cooperative Research Centre in Tourism CICtourGUNE and the statistical consulting firm Araldi (both Spanish entities), signed the *Memorandum of Agreement for Launching the International Network on Regional Economics, Mobility and Tourism (INRouTe) Project*. INRouTe was formally presented later on that year at the First International Conference on the Measurement and Economic Analysis of Regional Tourism in San Sebastian-Donostia, Spain.

In 2010, INRouTe embarked on its operational start and carried out a series of developments:

a) The evolution of the INRouTe project into a **non-profit Association**, a legal entity separate from UNWTO (effective since June 2011). A Cooperation Agreement has been signed by UNWTO and INRouTe in order to outline their relationship for the coming 4 years.

b) The **Cooperation Agreement** stipulates UNWTO-INRouTe resources/responsibilities and also specifies areas of mutually beneficial collaboration within the framework of guidance to entities involved with regional/local tourism destinations—like, for example, technical assistance.

c) The **second International Conference** on the Measurement and Economic Analysis of Regional Tourism will take place on 27-28 October 2011 in Bilbao (Spain). An agreement has been signed between UNWTO, Spain's National Tourism Authority and the Basque tourism office specifying resources and support for a series of three international conferences, including the one in Bilbao.

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[1] See www.inroutenetwork.org for more information

Annex 2: Hotel Energy Solutions Project

1. Hotel Energy Solutions (HES): mitigation response for the accommodation industry

In response to the challenge of climate change, and following recommendations from the UNWTO Davos Process, Hotel Energy Solutions (HES) is providing an online mitigation toolkit to help hotels reduce their carbon footprint and operations costs, thus increasing business profits.

In a world looking for new models of economic growth and development fighting climate change, sustainable management for businesses is no longer an option, but a condition for our survival and future success. The tourism sector is well aware of this reality.

Tourism is one the largest drivers of employment and economic revenue. Millions of people are employed in the industry around the world, in a wide range of positions and levels, contributing significantly to local economic growth and development.

Nevertheless, the accommodation sector is not just jobs-intensive, but energy-intensive. Tourism is responsible for 5% of global world CO_2 emissions, out of which hotels and other types of accommodation account for 2%.

Launched by the United Nations World Tourism Organization, Hotel Energy Solutions is an initiative supported by the European Agency for Competitiveness and Innovation (EACI) and its Intelligent Energy Europe (IEE) programme. The project was conceived to help small and medium enterprises (SMEs) in the accommodation industry to reduce their energy consumption and also to reduce their operation costs.

Three years of research and the involvement of a large number of scientists, industry experts and destinations were required to build this innovative software of an estimated value of 1,2 million euros.
The project has been developed and implemented in partnership with the United Nations Environment Programme (UNEP), the International Hotel & Restaurant Association (IH&RA), the European Renewable Energy Council (EREC) and the French Environment and Energy Management Agency (ADEME).

Although HES was designed primarily with European Union Member States destinations in mind and respecting EU policies, hotels at any destination around the world may use the HES E-toolkit free of charge alongside all the resources such as publications and communication materials available in English.

2. The HES E-toolkit: competitiveness and sustainability through innovation

HES will guide accommodation establishments to better understand their energy consumption and show how to improve their energy management – how to increase energy efficiency and cut operational costs. HES aims to increase energy efficiency in European small and medium hotels by 20% and their use of renewable energies by 10%, demonstrating that economic growth and sustainability can, and should, go hand in hand.

Testing of the Beta version of HES E-toolkit was carried out in four types of pilot destinations around Europe: Mountain -Haute-Savoie, France, Costal - Palma de Mallorca, Spain, City- Bonn, Germany, and Rural- Strandja, Bulgaria. A very positive feedback has been received from hotel owners and managers who have tested it and adjustment have been made to the Beta version, coming from recommendations of users. It is important to note as well that besides the fact that the access to the tool has been

exclusively restricted to the 100 European properties testing the tool (during 6 to 8 months), more than 1,100 users have accessed the HES E-toolkit around the world.

The Hotel Energy Solutions e-toolkit is a software application available now online, free of charge. It is not only a diagnostic tool, but it also offers and adapted range of available solutions in energy-efficient (EE) and renewable energy (RE) technologies. These technologies are designed to reduce energy consumption's impact on the climate and environment and are therefore well aimed at the tourist industry.

The HES e-toolkit offers the best solutions to enhance and optimize energy performance, calculate the necessary initial investment and the return on that investment, and finally, it compares the results with similar properties. After installation of the recommended technologies, energy consumption and hotel energy bills decrease, which makes a positive contribution to the environment and increases profits.

3. UNWTO Member Countries and Hotel Energy Solutions

Due to the limitations of the Intelligent Energy Europe programme, the project has been built for EU Member States and in line with EU Energy Policies (including the type of energy and technologies available in the region and the technical parameters commonly used at EU-level). From end of August 2011, the E-toolkit alongside all the resources such as publications, communication materials is available free charge to all accommodation establishments registered with the project and the HES Etoolkit access will be promoted widely in Europe.

However, HES can be further expanded and adapted to all types of accommodation enterprises and to other regions and the world. Besides adaptation in different languages , capacity building workshops, a more in-depth adaptation of the e-toolkit is possible in order to adjust the E-toolkit to a particular climatic region or to national policies.

The methodology used for HES has been conceived from its inception for a more ambitious adaptation: a Resources Efficiency Tool for tourism- involving the inclusion of water and waste management components - both connected to climate change - and the use of more advanced, integrated systems. In any case, the simplicity of use and the low cost for final users of the new versions of the tool would remain. Soft systems such as training and sensitization of staff and guests via improved communication methods and policies should be added as well.

Green policies and actions are no longer an option for hotels and destinations, but a condition for their very survival and success. While built for EU Member States in line with EU Energy Policies, the project is expected to be rolled-out globally over the coming years. Once adapted, the project will benefit hotels worldwide, thus contributing to climate change mitigation, helping hotels to be more competitive and sustainable, thus moving towards a greener economy.

Hotel Energy Solutions: http://www.hotelenergysolutions.net/

Annex 3: Technical Cooperation Projects

Projects contained in this annex are listed below. Millennium Development Goals Achievement Fund's (MDG-F[2]) projects are presented at the end:

- **Botswana:** Implementation of the Tourism Satellite Account (TSA)
- **Burundi:** National Strategy for the Sustainable Development of Tourism
- **China:**
  - Community-based Tourism Development Plan for Junba Village and Tourism Marketing Development Plan for Tibet
  - Design and Development of a Diploma Program in Hospitality Management for the Guilin Institute of Tourism
- **Egypt:** Review and Implementation of the New Hotel Classification System
- **India:** Tourism Development Master Plan for Punjab (Phase II)
- **Mali:** Ecotourism Development Featuring Elephants in the Region of Gourma
- **Niger:** National Sustainable Tourism Development Strategy
- **Oman:**
  - Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan
  - Development of a Tourism Satellite Account (TSA)
- **Syrian Arab Republic:** Sustainable Tourism Development in Al-Ghab
- **Ukraine:** Development of a System of Tourism Statistics and Regional Tourism Satellite Account in the Autonomous Republic of Crimea
- **Uzbekistan:** National Statistical Capacity-Building Programme
- **RETOSA Member States (Angola, Botswana, DR Congo, Lesotho, Madagascar, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia** and **Zimbabwe):** Project on National Statistical Capacity-Building Programme

MDG-F Projects:

- **Ecuador:**
  - Conservation and Sustainable Management of Natural and Cultural Heritage of the Yasuní Biosphere Reserve
  - Development and Cultural Diversity to Reduce Poverty and Promote Social Inclusion
- **Egypt:** The Dahshur World Heritage Site Mobilization for Cultural Heritage for Community Development
- **Honduras:** Creativity and Cultural Identity for Local Development
- **Nicaragua:**
  - Cultural Recovery and Creative Productive Development on the Caribbean Coast
  - National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People
- **Panama:** Entrepreneurial Opportunities Network for Poor Families
- **Peru:** Inclusive creative industries: an innovative tool for alleviating poverty in Peru
- **Senegal:** Promoting Initiatives and Cultural Industries in Senegal
- **Serbia:** Sustainable Tourism for Rural Development
- **Turkey:** Alliances for Cultural Tourism (ACT) in Eastern Anatolia

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[2] http://www.mdgfund.org

Country: Botswana

Project title: Implementation of the Tourism Satellite Account (TSA)

Duration: March 2009 – February 2011

Objectives: In 2007, UNWTO completed a tourism statistics project for Botswana which culminated in the formulation of the first preliminary TSA for the country. Given the interest raised by all stakeholders in the TSA exercise and understanding that TSA is a continually evolving tool with data that can be improved in terms of range, scope and accuracy, the Ministry of Environment, Wildlife and Tourism of Botswana decided to engage UNWTO's technical assistance in a new project with particular emphasis on developing staff skills for implementing the TSA and in continuing the compilation and dissemination of a wide range of statistics to all stakeholders.

Outputs: An updated Tourism Statistics database with up-to-date information on visitor arrivals, accommodation statistics (including production of reports on a quarterly basis), inbound visitor expenditure statistics, and, domestic tourism statistics. Furthermore, technical assistance on the design of tour operator surveys to better understand tour package travel; the collection of employment statistics and other related areas such as the updating of the Social Accounting Matrix will be provided through the project with the ultimate aim of assisting the Ministry in preparing an updated TSA.

Partnership: the project is financed by the Ministry of Environment, Wildlife and Tourism of Botswana. Other participating agencies include the Central Statistical Office, the Bank of Botswana and Immigration Authorities.

Country: Burundi

Project title: National Strategy for the Sustainable Development of Tourism

Duration: November 2009 – November 2010

Objectives: After the signing of the Arusha Agreement for Peace and Reconciliation in August 2000, the Government of Burundi has taken great steps towards the socio-economic development of the country. In this regard, the Government has identified tourism as a priority sector for development given its potential to create sustainable livelihoods for the Burundais people. Since tourism is still in an initial stage of development and aware of the country's diverse quality tourism resources such as Lake Tanganyika, the Government, with the support of the United Nations Development Programme (UNDP), decided to avail of UNWTO's technical assistance in the formulation of a long-term (10-year) Strategic Tourism Development Plan which would guide the sustainable development and promotion of the tourism sector.

Outputs: Formulation of a 10-year National Strategy for Sustainable Development of Tourism which will include an identification of Burundi's key tourism resources and their development into attractions; tourism zoning and management plans to ensure the cultural, social and environmental sustainability of tourism development; determine its regional and international positioning; identify source domestic, regional and international source markets; determine methods to improve the economic impact of tourism in the country; and provide guidelines for institutional strengthening and public-private partnership in tourism development and promotion. Furthermore, the project prepared a draft Tourism Law, established a preliminary system of tourism statistics including a new Entry/Exit card which became operational during the project, and, conducted pre-feasibility studies for the development of two tourism pilot projects

Partnership: The project is financed by the United Nations Development Programme. Government partners include the Ministry of Trade, Industry, Post and Tourism and the National Tourism Organization, along with other Government institutions and representatives of the private sector who are members of the project's Steering Committee.

Country: China

Project Title: Community-based Tourism Development Plan for Junba Village and Tourism Marketing Development Plan for Tibet

Duration: February - March 2010

Objectives: The first project component focused on the preparation of an in-depth assessment and development plan for Junba Fishing Village, Qushui County. The objectives of this component was to carry out a local level regulatory management structures; evaluate current and potential tourism attractions and products; infrastructure and local services; human and institutional capacity of the local community; and cultural, socio-economic and environmental risks from tourism. The second component focused on carrying out an assessment of tourism marketing and promotion in Tibet for the preparation of a new marketing plan for the region. Consultations were held with local officials, community leaders and academics as part of the research and assessment.

Outputs: UNWTO prepared a two-part Development Plan which included a detailed assessment of the fishing village taking into account socio-cultural, economic and environmental considerations. A plan was also presented for the development of tourism in the village and the key services. Products and capacities to be developed by local stakeholders. Additionally, Marketing Plan was prepared evaluating the current conditions for tourism promotion in Tibet and identifying the marketing resources necessary for the long-term promotion of the region. Alongside these recommendations, a strategy was devised for the use of Tibetan culture and a pro-poor approach for the implementation of the Marketing Plan in order for local communities to benefit directly from tourism.

Partners: The project was financed by the China International Centre for Economic Technical Exchanges (CICETE), Ministry of Commerce of China, and the United Nations Development Programme (UNDP). Other participating agencies included the Department of Commerce of the Tibet Autonomous Region (TAR), Tibet Tourism Bureau (TTB) and Lhasa Tourism Bureau (LTB).

Country: China

Project title: Design and Development of a Diploma Program in Hospitality Management for the Guilin Institute of Tourism

Duration: April 2006 – December 2010

Objectives: The aim of the project is to design and implement a new diploma program in hotel management for the Guilin Institute of Tourism (GLIT) as a major step in assisting the GLIT to be a leading tourism and hospitality educator in China. The project aimed at not only designing a three-year diploma programme in terms of curriculum and course content, but to actually providing intensive training to faculty on latest teaching techniques and to providing on-the-spot guidance to GLIT in implementing the diploma programme.

Outputs: Formulation of a blueprint of the strategic position of the GLIT and the formulation of an organizational and pedagogical plan for the GLIT; development of curricula including complete subject syllabi, organizational design of courses and quality assurance systems; and, intensive train-the-trainer programmes in syllabus design, lesson planning and modern teaching techniques. Innovative features of the project included providing assistance to GLIT in setting up a Learning Management System (on-line teaching and training facility which facilitates teacher-student interaction) and in building up its offer for work placements and internships in the tourism industry in China and overseas. Finally, technical assistance was provided to GLIT in its preparations to request UNWTO TedQual certification.

A total of 160 students spread over three cohorts have entered the diploma programme and the first group of 55 students graduated in June 2010.

Partnership: The project is financed by the Guilin Institute of Tourism. The project was implemented by UNWTO under the aegis of the China National Tourism Administration and the municipal authorities of Guilin city.

Country: Egypt

Project Title: Review and Implementation of the New Hotel Classification System

Duration: April 2009 – December 2011

Objectives: To upgrade quality standards in the accommodation sector in Egypt; to develop and implement a suitable system for the assessment, monitoring and evaluation of standards in the sector; and to support the institutional capacities for the management of the new system by the government.

Outputs: The main outputs of the project are an updated hotel classification system with a trained team of national assessors equipped with the capacity to manage the system independently. Additionally, the new system will be fully validated, as all hotels will be assessed under the new criteria during the project. To date, UNWTO has collaborated alongside the Ministry of Tourism of Egypt and the Egyptian Hotel Association to review the classification criteria consisting of all main products and services offered. The criteria and structure have been strengthened in line with international standards to reduce subjectivity, incorporate greater qualitative and security criteria and streamline scoring. Assessment procedures were also improved by updating the forms for evaluating hotels and new forms were introduced to improve clarity, coordination and transparency among the joint UNWTO and national teams for assessments. The assessment methodology was also overhauled to ensure that the classification process is fully coordinated with the hygiene inspections. A photo library and reference manual were produced to improve the capacity of the national counterparts. A study tour was organized to France in September 2010 to help national assessors enhance their understanding and experience of hotel classification. An extension for the project was agreed between UNWTO and the Government of Egypt and second phase activities commenced following the completion of the study tour. During the second phase, the project has focused on undertaking assessment visits to measure existing service and product quality of hotels against the New Norms criteria, providing capacity building to the national inspectors and holding workshops with hotel owners to raise awareness of the changes to the classification system.

Partnership: The project is financed by the Ministry of Tourism of Egypt. Other partners include the Egyptian Hotel Association and representatives from the tourism private sector. Second phase activities commenced in early September 2010 and is scheduled to continue until the end of 2011.

Country: India

Project Title: Implementation of the Tourism Development Master Plan for Punjab

Duration: March 2009 - February 2011

Objectives: In 2008, at the request of the Government of Punjab, India, UNWTO formulated a Tourism Development Master Plan for the State for the period 2008-2023. The Master Plan recognized the potential of Punjab to become a competitive tourist destination based on its rich cultural, religious and natural heritage. After the successful completion of the Master Plan, it was felt that further technical assistance was indeed required from UNWTO to ensure that tourism development and promotion was put on the right track and that capacities of the highest quality were developed for overseeing and managing sustainable tourism development. Thus, the objectives of the Implementation Phase of the Master Plan are to assist the Government of Punjab in: well-structured and coordinated implementation of the Plan's recommendations in a time-bound manner; tourism organization and governance including legislation and regulation; capacity-building in State's tourism agencies, and, marketing and promotion.

Outputs: The major outputs of the project are: (i) establish a Master Plan Implementation Unit including its terms of reference, identification and recruitment of technical advisers and, capacity building in different aspects of tourism operations and management; (b) assist the State Government in areas of tourism organization and governance with particular emphasis on the enactment of the Tourism Industry Development bill, establishment of a Punjab Tourism Authority, development of schemes for the registration of accommodation and tourism services, and development of tourist information centre network ; and, (c) extend technical assistance on marketing and promotion including a brand image for

Punjab Tourism, development of a website, formulation of a marketing plan, and production of collateral materials.

Partnerships: The project is being financed by the State Government of Punjab. Key partners of the project are the Tourism and Culture Department of the Government of Punjab, the Punjab Heritage and Tourism Promotion Board, and the Punjab Tourism Development Corporation.

Country: Mali

Project title: Ecotourism Development Featuring Elephants in the Region of Gourma

Duration: June 2011 – October 2012

Objectives: Gourma is located between the river Niger, Mopti, Gao and Timbuktu and is endowed with some of the most beautiful landscapes of Mali, as well as with picturesque Dogon and Peulh villages, with rich fauna and avifauna and a population of over 400 elephants, which is the most northern population of pachyderms in Africa.

The project aims to position Gourma as an ecotourism destination within Mali's main tourism circuit by enhancing and diversifying the existing offer while contributing to the conservation of the last population of elephants in Mali.**Outputs**: The preparation of a feasibility study and a socio-economic and environmental impact assessment will provide guidance to ensure the balance between conservation, tourism and traditional activities. Local stakeholders such as guides and trackers, accommodation owners and staff and small entrepreneurs will benefit from capacity building and support for product development. Infrastructural improvements will facilitate elephant watching within the Gourma Reserve and the refurbishment of the Douentza ecomuseum will contribute to raise awareness among both tourists and local people.

Partnerships: World Bank (Projet d'Appui à la croissance), Ministry of Handicrafts and Tourism, Malian Tourism Office (OMATHO)

Country: Niger

Project title: National Strategy for Sustainable Tourism Development

Duration: 2009 - 2010

Objectives: The project aims to prepare a National Strategy for Sustainable Tourism Development, and an Action Plan in harmony with the financial and economic policies of the Government, and the UNDAF. The study will formulate appropriate recommendations for a wider participation of national and international stakeholders in the management of the tourism sector.

The strategy will serve as a reference to the government to formulate and implement development activities in the field of tourism, in view of job creation and revenue, to contribute for poverty alleviation and to boost the economy.

Outputs:

- The contribution of tourism to the national economy evaluated
- The quality of economic information in the tourism sector improved.
- Tourism marketing plan, including an action plan, elaborated.
- Tourism sector legislation elaborated.
- The environmental impact of tourism evaluated.
- Prevention, protection, and valorisation measures for a sustainable tourism development implemented.
- Tourism product developed and diversified.
- A final rapport on diagnosis, strategic orientation, and programme of action produced.

Partnerships: Spanish International Cooperation and Development Agency (AECID), Government of Niger

Country: Oman

Project Title: Tourism Manpower Needs Analysis and Medium-term Human Resources Development Action Plan

Duration: December 2009 - November 2010

Objectives: The aim of the project was to prepare a medium-term study assessing the current state of the tourism labour market in Oman and the key challenges to be addressed in the medium term. As tourism is a growing sector which is undergoing increasing structural expansion with the development of a number of large-scale integrated tourism complexes in the country, human resources will be a key focus of the tourism sector. It is envisaged that the planned development of tourism supply over the next ten years will put increased pressure on the tourism labour market with greater demand for tourism labour in both traditional hospitality related positions and new services as the existing tourism offer develops. The purpose of the study was therefore to identify suitable strategies and actions to strengthen the future supply of human resources for the sector - in line with the Government's Omanisation Policy - in collaboration with the Government, private sector and higher education and training institutions.

Outputs: The project produced a significant amount of data and research findings which was collected through seven industry surveys and consultations that were conducted as part of the project. Based on these results, a qualitative and quantitative needs analysis was produced on the current state of the tourism labour market in Oman. An action plan was devised with projects of future labour demand over the coming ten years, as well as recommendations to address skills gaps, improve institutional coordination and enhance job opportunities for Omanis in the tourism sector.

Partnerships: The project was financed by the Ministry of Tourism of Oman. Other partners included the Ministry of Manpower and private sector institutions in Oman.

Country: Oman

Project Title: Development of a Tourism Satellite Account (TSA)

Duration: May 2008 - August 2010

Objectives: UNWTO has collaborated with the Government of Oman for the production of its first experimental Tourism Satellite Account. UNWTO has worked closely with the Sultanate over many years to provide technical assistance to strengthen its national System of Tourism Statistics (STS). The main objective of the project was to continue UNWTO's technical assistance to the Government for the further development of the STS and preparation of a first Tourism Satellite Account.

Outputs: The STS in Oman has been improved through the application of international recommendations on tourism statistics and revising tourism data, particularly for inbound and outbound tourism expenditure and supply-side data for tourism products and services (accommodation, food and beverage sectors). UNWTO provided technical recommendations to the Government at regular stages during the project, including on improving data collection methodologies and increasing the provision of statistics by establishing new surveys to produce new data on areas such as financial services, transportation and second homes where there is a paucity of data. In addition, a series of workshops were delivered to provide training to national officials on tourism statistics and the TSA methodological framework. As a result, a first experimental TSA was produced for the period 2005-2009. UNWTO assisted the Ministry of Tourism and Ministry of National Economy to revise the TSA estimates during the project. This important exercise has enabled further analysis to be carried out on the different forms of tourism in the country and their contribution to the economy as a whole.

Partnerships: The project was financed by the Ministry of Tourism of Oman. The Ministry of National Economy was also a key project partner.

Country: Syrian Arab Republic

Project title: Sustainable Tourism Development in Al-Ghab

Duration: November – December 2010

Objectives: In 2001, the Government of Syria decided to develop Al-Ghab region as a Special Economic Zone and, in 2007, the United Nations decided to support the Government in this initiative with the overarching objective of improving the livelihood of the Al-Ghab population through the development of agriculture, agro-industry, tourism, free trade and the preservation of environmental services. With specific regard to the strategic area of tourism, the objective is to undertake a comprehensive assessment of the tourism sector in the Al-Ghab region, providing vital information and data on the sector for conducive policy development and investments in the sector, including support services development, institutional reforms and capacity building.

Outputs: The UNWTO is responsible for the formulation of a project document which provides a framework to develop a Sustainable Tourism Development Plan for the Al-Ghab region. This framework comprises strategic orientiations to achieve sustainable tourism development in order to enable the Government to mobilize resources for the development of the tourism sector. In April 2011, UNWTO carried out a two month mission to Syria to draft the tourism component of the 15 year integrated strategy with a 5 year action plan. The main task of the mission was to work alongside the key project partners to review the reports prepared by the other partners and align the tourism strategy with the other project pillars including agriculture and agro-industry. Meetings were also held with important stakeholders to mobilise support for the tourism strategy. The final tourism strategy was submitted to the project partners and was subsequently approved.

Upon approval of the project document by the Government of Syria and by UNDP Syria, a full-scale project would be launched for the formulation of the Sustainable Tourism Development Plan for Al-Ghab.

Partnership: The project is financed by UNDP Syria. Implementing partners of the project are the General Commission for the Management and Development of Al-Ghab and UNDP Syria. Other partners include: the Ministry of Tourism of Syria, the Ministry of Environment of Syria, and the Food and Agriculture Organization.

Country: Ukraine

Project Title: Development of a System of Tourism Statistics and Regional Tourism Satellite Account in the Autonomous Republic of Crimea

Duration: 20-26 June 2011

Objectives: An evaluation mission was fielded to Ukraine and the Autonomous Region of Crimea (ARC) to undertake an assessment of the current system of tourism statistics (STS) in the ARC with a view to its further development to measure the economic contribution of tourism to the economy. As a sector with a widely acknowledged potential for strong growth, the ARC has given tourism high priority for the region's economic development and the mission sought to assess and identify the statistical tools required and data gaps to be addressed to help support the drive by the local authorities to better inform their decision making in tourism development. A wide range of consultations was held with national and regional authorities in both Kiev and SImferopol to gain a broad perspective of the country's tourism sector which would inform the preparation of an action plan and long term project to further develop the STS in the medium term.

Outputs: An Evaluation Report was submitted to UNDP with a situation analysis providing an assessment of the current data collection instruments and procedures in place. While the ARC already has significant supply side data for its tourism products, there is little data on the demand side. Recommendations were therefore made to increase data on visitors including establishing new surveys on inbound tourism so that the contribution and size of the informal tourism sector can be measured

more closely. A key aspect of this would be to strengthen data collection for visitor expenditure. A training workshop was delivered to local government officials and other stakeholders outlining the key issues to be addressed and the steps required to develop the system's capacity. A project proposal was also prepared to provide additional technical assistance to help guide ARC in the implementation of the recommendations on survey development and to deliver training to local officials on tourism statistics concepts and methodologies.

Partners: The project was financed by UNDP Ukraine. The main participating agencies were the State Statistics Committee and the Ministry of Health Resorts and Tourism, Autonomous Republic of Crimea.

Country: Uzbekistan

Project Title: National Statistics Capacity-Building Programme

Duration: 14-24 September 2010

Objectives: UNWTO provided technical assistance to the Government of Uzbekistan within the framework of its new National Statistics Capacity-Building Programme. As part of the first phase of the programme, an Evaluation Mission was fielded to Uzbekistan to review the country's tourism statistics and prepare a strategic plan and recommendations for its further development. The Government attaches a high priority to tourism as part of its development strategy. In this context, the Government seeks to develop its tourism statistics system to help monitor tourism activity in the country more closely to estimate its economic dimensions. UNWTO collaborated with key government agencies engaged in tourism data and statistics for the evaluation process.

Outputs: The key outputs of the study included a detailed review and analysis of the existing statistics system in Uzbekistan. The analysis included an assessment of the organizational structure for collecting tourism data and reviewing the available tourism data and identifying data gaps and the conceptual framework. As part of the Evaluation Mission, a workshop was delivered for national statistics experts and tourism officials to outline the key international definitions, concepts and methodologies that form the Tourism Satellite Account (TSA). Based on the main technical findings, UNWTO prepared recommendations for the development of the current statistics system. These focused on harmonizing the certain definitions in relation to tourism and developing additional survey instruments for the collection of data in traveler flow data and supply statistics. A project proposal was also prepared to provide a strategy for the Government to address the key areas highlighted by the assessment through the provision of additional technical assistance.

Partners: The project was financed by the Government of Uzbekistan. The main participating agencies were the National Company "Uzbektourism", the State Customs Committee and State Statistics Committee.

Regional Project, countries: Angola, Botswana, Democratic Republic of the Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe

Project title: National Statistical Capacity-Building Programme to RETOSA Member States

Duration: October 2010 – August 2011

Objectives: With the purpose of providing technical assistance to the Member States of the Regional Tourism Organization of Southern Africa (RETOSA) in the strengthening of the systems of collection and analysis of tourism statistics, UNWTO and RETOSA have embarked upon a project to implement the UNWTO National Statistical Capacity-Building Programme (NSCBP) to all RETOSA Member States.

There is an increasing awareness worldwide of the potential role of tourism as an engine to promote socio-economic development through the creation of employment, generation of foreign revenue, and generation of foreign investment. In order for tourism development to be sustainable and yet competitive, countries need to have a thorough understanding of their tourism sector and know its true dimension. This can only be achieved through a reliable and accurate System of Tourism Statistics and

Information. This system of tourism statistics can evolve into a Tourism Satellite Account (TSA) – a tool which is used to understand the role that tourism plays in the national economy. However, the development of a TSA is a long and complex process and highly demanding in terms of information – both from the demand and supply sides. It requires measurements of international and domestic visitors and trips with a degree of accuracy that allows for disaggregation by place of residence, purpose of visit, means of transport used, forms of accommodation, forms of organization of the trip, etc. Furthermore, it also calls for measurement of their expenditure by class of products consumed. In addition, it is necessary to identify how industries supply goods and services to visitors, and their cost of production, particularly their use of labour.

UNWTO has developed the NSCBP to provide its support and expertise to Member States that wish to improve their national System of Tourism Statistics and Information with the perspective of developing a TSA. The NSCBP consists of two phases: firstly, an Evaluation Mission – which conducts a thorough evaluation on the country's system of tourism statistics and makes recommendations on what improvements need to be made; and, secondly, a long-term project in which UNWTO provides its technical assistance to the Government in implementing the recommendations made by the Evaluation Mission.

This project covers the first phase – the Evaluation Mission – for each participating country. The Evaluation Mission will review the existing system of tourism statistics and provide a detailed analysis of the current statistical system, the level of TSA development and implementation, and an action plan and strategy for its further strengthening

Outputs: Independent review of the existing national Systems of Tourism Statistics and Information have been completed for 12 RETOSA Member States to date which will (i) conduct an in-depth analysis of the current system of collection of tourism statistics and identify areas and methodologies for improvement; (ii) establish an institutional context that is conducive to statistical capacity-building by encouraging organizational and institutional partnerships; and, (iii) transfer technical expertise to strengthen the human resource component of statistical capacity. A further two evaluation missions are scheduled to be implemented in July-August 2011, which would complete the programme for all participating Member States. A workshop is planned to be held in the autumn where UNWTO is to present the main conclusions and findings of the programme and put forward policy guidelines and mechanisms to build upon the progress made and provide further technical assistance to Member States through a regional approach.

Partnership: The project is financed by RETOSA. In order to achieve successful development of a national System of Tourism Statistics and Information and a TSA, the project will create a culture of collaboration among public entities - such as National Tourism Administrations, National Statistical Offices (as producers of basic statistics and compilers of National Accounts), Central Banks (Balance of Payments compilers), and, Immigration Departments (as responsible for border procedures) - who pool their financial, human and technical resources, knowledge and interests towards creating a common dataset.

MDG-F projects

Country: Ecuador.

Project title: Conservation and Sustainable Management of the Natural and Cultural Heritage of the Yasuní Biosphere Reserve.

Duration: April 2008 – April 2011. (Expected end date: December 2011)

Objectives: The project supports the conservation and the management of the Yasuní Biosphere Reserve (YBR). The conservation of the YBR is one of the national priorities, and the project has as its main partner the Environmental Ministry. It will be supporting actions in order to face the climate change via non-emission of greenhouse effect gases and adaptation. It will contribute to protect the rights of the people in voluntary isolation.

This intervention will allow progress towards the achievement of MDG 7, by contributing to the conservation of one of the world's greatest biodiversities through economic alternatives of communitarian management. The project will also contribute to the achievement of MDG 1, by giving priority to the vulnerable populations.

Outputs:

- Support the environmental authorities in the development of a sustainable touristic model in the area of the Biosphere Reserve and the National Park.

- The policies of natural and cultural heritage conservation and of environmental quality have been integrated in the regional and local investment plans of local governments and social organizations with presence in the YBR area.

- Support the implementation of pilot projects that teach sustainability principles and conduct codes jointly worked out with the actors.

- The communities and local governments of the YBR implement replicable initiatives for the conservation and sustainable management of the biodiversity's natural resources and the improvement of environmental quality with a participative, agro-ecologic, rights related and cultural and gender approach.

- Identify the main touristic markets in order to generate a sustainable touristic product and destination.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, UNESCO, FAO, UN-HABITAT, UN-WOMEN). The proposal is coherent with the priorities identified by the UN and AECID, with the participation of UNESCO, UNIFEM and UN-HABITAT in gender and territory management in the framework of equality in the management of natural resources with the support of FAO, UNWTO and UNDP; in coordination with: Environment Ministry (MAE), Heritage Coordinator (MCP), Tourism (MINTUR), Foreign Affairs (MRE), Justice and Human Rights (MJDH), Health, Education, National Secretariat for Planning and Development (SENPLADES), and other public and private organizations from Ecuador; and the provincial and local governments of the BR Yasuní (Orellana).

Country: Ecuador.

Project title: Development and Cultural Diversity to reduce Poverty and promote Social Inclusion.

Duration: November 2008 – October 2011. (Expected end date: April 2012)

Objectives: The project promotes culture revalorization, inclusion, intercultural dialogue, reduction of discrimination and exclusion gaps in the exercise of basic rights that affect to the population for cultural and ethnic reasons.

The project's objectives will be achieved through the strengthening of intercultural public policies, the support of cultural and productive revitalization initiatives and the construction of national capacities on information production about cultural and ethnic diversity.

The project contributes to the achievement of the MDG I, II, III, V and VII.

Outputs:

- Create a model for cultural tourism products that strengthens the cultural heritage of rural indigenous communities.

- Generate pilot products in selected communities, in coordination when possible with the activities of other participant agencies.

- Ensure the dissemination of the methodologies and pilot products, and the inclusion of concepts into the official curricula of higher education in tourism.

- Reinforce the exercise of cultural rights, increase participation in politics, reduce discrimination and promote equality of excluded groups for ethnic reasons, through the design, execution and evaluation of intercultural public policies.

- Populations excluded for ethnic reasons increase their opportunities for human development and cultural revitalization through the boost of cultural and creative entrepreneurship.

- Reinforce the local and national planning system through the construction of national and local capacities in the production, analysis, use, diffusion of statistical information about the cultural and ethnic diversity in order to make decisions about public policies.

- Beneficiaries: 90 families are improving their community based on tourism product and income through cultural revitalization.

Partnership: The project utilizes the respective capacities of seven UN agencies (UNWTO, UNDP, UNICEF, UNESCO, FAO, UNFPA, UN-WOMEN) in coordination with: Ministry for Public Health, Ministry of Justice and Human rights, Ministry for Education, Ministry of Finance, Secretariat for Peoples and Nationalities, and other public and private organizations from Ecuador; with the provincial and local governments of Sucumbíos, Chimborazo and Esmeraldas.

Country: Egypt

Project title: Mobilization of the Dahshour World Heritage Site for Community Development

Duration: April 2009 – March 2012

Objectives: Within the framework of the UN Millennium Development Goal Fund (MDG-F), the objective of the project is to support the reduction of human development disparities, with special reference to addressing the gender gap and achieving environmental sustainability. The project strategy works in two dimensions; first to reduce poverty of the local communities in Dahshour (an agricultural community comprising five villages to the south of Cairo), and second to enhance the national institutional capacities so as to better protect and manage the archaeological and natural resources of the area (the Sneferu pyramids and Birket wetland). Tourism development is central to all the main project activities as it was determined that tourism can play a fundamental role in creating sustainable livelihoods for the local communities, and provide the framework for the sustainable use and management of cultural and natural resources, as well as fostering the practice of local lifestyles.

Outputs: UNWTO, in partnership with the Ministry of Tourism, has two main objectives: firstly, to foster the development of sustainable rural tourism activities through capacity building initiatives which will promote entrepreneurship for the establishment of tourism SMEs (training of 3,000 members of the local community in various aspects of tourism management and hospitality services); to foster the development of tourism guides; and, to create an inventory of tourism resources in the area to be promoted through a website. Secondly, in order to enhance the national institutional capacities so as to better protect and manage the archaeological and natural resources of the area, to prepare a sustainable spatial tourism development strategy which will provide the framework for the preparation of management plans for the natural resources, cultural resources and traditional lifestyles.

The Government of Spain conducted an independent mid-term audit and evaluation of the project in which it commended UNWTO highly for its achievements and progress. UNWTO was awarded the highest ranking of 97 per cent in terms of activities, expenditure and deliverables (more than 20 per cent higher than the next UN Agency).

Partnership: The project is financed by the Government of Spain/UN MDG-Fund. It is implemented through the joint collaboration and partnership of five UN Agencies (UNDP, UNESCO, UNIDO, ILO and the UNWTO) with five partner institutions of the Government of Egypt including the Ministry of Tourism (UNWTO partner), the Supreme Council of Antiquities, Social Fund for Development, the Industrial Modernization Center and, Egyptian Environmental Affairs Agency. Through its activities, UNWTO has also generated wide participation and ownership of the project with local community leaders including parliamentarians, senators and mayors of the 5 villages who have all unanimously endorsed the

UNWTO Sustainable Spatial Tourism Development Framework. Through UNWTO's capacity-building programme, approximately 60 local trainers have been trained in tourism development and hospitality services and over 1,200 people have been trained to date.

Country: Honduras.

Project title: Cultural Creativity and Identity for Local Development

Duration: July 2008 – July 2011

Objectives: Seeks to strengthen institutional and human capacities in the management of cultural and creative development at decentralized level, whilst preserving the diversity of Honduran identities. It includes the following sub-objectives: 1) strengthening Regional Culture Councils through participatory drafting of local culture and development strategies and implementing these through cultural management, financing 80 initiatives aimed at children and young people, 16 art training schools and 16 creative interpretation projects on the MDGs; 2) technically and financially supporting entrepreneurism in the creative and cultural industries and rural tourism; the recovery of public spaces, historical building and archaeological parks for local development; 3) researching and spreading information on the impact of culture on development. The Programme corresponds to national priorities in the field of culture. It was developed with the cooperation of the SCAD, the Spanish Agency for International Cooperation and the private sector.

Outputs:

- Inclusive cultural development programs and strategies developed and applied at the local level, which lay the groundwork for a national cultural development policy based on cultural diversity and strengthening identity.

- Creative and cultural industries developed which promote economic and social development and permit broader opportunities for the population in eight regions.

- Information on the impact of culture on development produced, compiled, analyzed and disseminated in order to build communities and guide public policy and private investment.

- Beneficiaries: 60 new micro and small tourism enterprises supplying products and services strongly focused in cultural revitalization are generating new income for poor families. 8 regional tourism fairs and trade events are showcasing creative and cultural tourism resources.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, ILO, UNESCO, UNICEF, FAO) in coordination with: Secretariat for Culture, Arts and Sports (SCAD), Technical Secretariat for International Cooperation (SETCO), Honduran Institute for Anthropology and History (IHAH), Office for National Statistics (INE), Honduran Council for Science and Technology (COHCIT), National Institute for Professional Training (INFOP), National Centre for Professional Education (CENET); and the provincial and local governments of: North Region A: Santa Bárbara and Cortés. House of Culture based in La Lima; North Region B: Atlántida, Yoro and Colón. House of Culture based in Tela; South Region: Choluteca and Valle. House of Culture based in Choluteca; West Region A: Copán, Ocotepeque and Lempira. House of Culture based in Santa Rosa de Copan; West Region B Intibucá. House of Culture based in La Esperanza; East Region: Olancho and El Paraíso. House of Culture based in Juticalpa; Mosquitia Gracias a Dios Region House of Culture based in Puerto Lempira; Central Region A: Comayagua and La Paz House of Culture based in Taulabee; Central Region B: Francisco Morazán House of Culture based in Tegucigalpa

Country: Nicaragua.

Project title: Cultural Recovery and Creative Productive Development on the Caribbean Coast of Nicaragua.

Duration: March 2009 – April 2012

Objectives: Contribute to reduce equality gaps in the human, social and economic development of indigenous people and afro-descendants in the Caribbean Coast, through cultural rescue, productive development and the deepening in the knowledge about their material and immaterial heritage.

The project contains two complementary thematic cores: a) cultural rescue and productive development that will promote heritage, cultural and natural diversity and productivity in cultural, creative and touristic industries in the Autonomic Regions of the Caribbean Coast, as a means to improve socio-economic development and employment creation; b) Research, statistics and public policy.

Support cultural policies and their regionalization through research, systematization and dissemination of studies, statistics and socio-economic indicators and of cultural expressions in the Autonomic Regions of the Caribbean Coast.

Outputs:

- Coordinate the formulation, reformulation, planning and implementation of the UN System Joint Program with national and regional governments.
- Develop cultural tourism routes and marketing plan.
- Set up sales and promotion venues for cultural products produced on the Caribbean Coast.
- Identify viable cultural tourism itineraries.
- Restore historically and culturally relevant public spaces and buildings.
- Beneficiaries: 130 families improve their tourism income and product through the strengthening of their management capacities and the inclusion of new tourist products and services based in cultural heritage.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, UNESCO, UNICEF, ONUDI, OIT) in coordination with: Government of the North Atlantic Autonomous Region (RAAN), Regional Government of the South Atlantic Autonomous Region (RAAS), Nicaraguan Institute of Culture (INC), Nicaraguan Institute of Tourism (INTUR); and the provincial and local governments of the North and South Atlantic Region.

Country: Nicaragua.

Project title: National Development Capacities for Improving Employment and Self-Employment Opportunities for Young People.

Duration: June 2009 – June 2012

Objectives: The project seeks to act in support of efforts already being made at national level towards improving the access of young people to decent employment, especially those living in socially vulnerable conditions in urban and rural areas of Nicaragua, and thereby helping to counteract the negative effects of the migration trend.

Activities will be put in place to assist their labour and social integration, which will be systematically analysed in order to build comprehensive intervention models that will be sustainable at local level. Institutional capacities will be strengthened in order to place youth employment and migration firmly on the national agenda. The programme will also be closely linked to ongoing national and local initiatives that are already being supported by cooperation agencies, national government and municipal authority agencies. Young people themselves will play a proactive role in the programme as a whole, in their capacity as social entities with rights of their own

Outputs:

- Foster and support entrepreneurship among youth (focus on tourism training) via practical training, generation of a database of dissemination of the information about the newly qualified youths among the tourist sector.
- Improvement in the correlation between supply and demand for youth labour in the 11 chosen municipalities.

- Youth cooperatives and micro-enterprises set up and/or given extra support in the 11 chosen municipalities.

- Improved national capacities in the areas of youth employment and migration.

- Beneficiaries: 300 youths trained and certified in hospitality and tourism related occupations. There's an estimation of around 30 new small companies and/or cooperatives in tourism related activities that will receive financial and technical assistance from the revolving seed fund, generating work opportunities for at least 60 to 70% of the trainees. The rest will be directed to job opportunities in the existing tourism sector, mainly in Managua.

- There are people employed in the tourism industry and that will receive technical assistance and financial support (credit from the Program seed fund) to become tourism entrepreneurs.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, ILO, UNFPA, FAO, UNIDO) in coordination with: INJUVE: Nicaraguan Institute for Youth, MITRAB: Ministry of Labour, INATEC: National Technological Institute, MIGOB-DGME: Ministry of Governance – General Directorate for Migration and Foreigners, INIDE: Nicaraguan Institute for Information for Development, INTA: Nicaraguan Institute for Agriculture Technology, INPYME: Nicaraguan Institute for Small and Medium Enterprises, INTUR: Nicaraguan Institute for Tourism, INFOCOOP: Nicaraguan Institute for the Promotion of Cooperatives; and the provincial and local governments of Chinandega, Somotillo, Managua, San Francisco Libre, Masaya, Altagracia, Matagalpa, Sébaco, Tuma-La Dalia, Jinotega and La Concordia.

Country: Panama

Project title: Entrepreneurial Opportunities Network for Poor Families

Duration: January 2010 – December 2012

Objectives: Reduce poverty levels, especially in rural and indigenous zones, supporting the poor population to initiate new sustainable micro-ventures with emphasis in the touristic and agricultural sectors.

Based on the principle of human development with distributive equality, the project is managed to cover the gap existing between the governmental programme of monetary transfers conditioned by the Opportunities Network and the programme *Impulso Panama* oriented to consolidate the middle size enterprises already existing.

The proposed joint programme, Entrepreneurial Opportunities Network for Poor Families, with intercultural focus includes: (1) adequate public policies, (2) access to productive resources, (3) costs and risks reduction, (4) greatest productivity and better work conditions, including integration to clusters of greater range and access to goods and services.

Outputs:

- Policy creation and implementation aimed to develop touristic initiatives that benefit poor people through training and technical assistance.

- Local processes of development of micro-ventures more efficient and effective based on the participation of the private sector in association with the public sector.

- Best access to the productive resources and services of quality support to the micro-venturers.

- Risks and inherent costs reduction in the activities of micro-finances.

- Objective population with strengthened capacities has identified and developed sustainable micro-ventures in order to improve their living conditions.

Partnership: The project utilizes the respective capacities of five UN agencies (UNWTO, UNDP, FAO, ONUDI, UNCTAD) in coordination with: Ministry of Agricultural Development, Panamanian Tourist Board, Ministry of Commerce and Industry, Small and Medium-Sized Business Authority, Ministry of

Economy and Finance; and the provincial and local governments of Coclé, Herrera, Veraguas and Chiriqui.

Country: Peru

Project title: Creative Industries, Economic Inclusion and Poverty Reduction in Peru.

Duration: December 2009 – December 2012.

Objectives: Alleviate poverty, through the development of inclusive creative industries in tourism, handcraft, organic agriculture, and gastronomy (because of their potential impact on poverty reduction) in Ayacucho, Cusco, Puno and Lambayeque (regions that concentrate the greatest levels of poverty).

Create a favorable environment for the inclusion of the people who are usually excluded of the economic activity (small/poor producers, women and indigenous communities), with the resolved support of the private and public sector, promoting activities that generate the greatest aggregated value through the improvement labor conditions, the revalorization of cultural identity and contributing to sustainability of inclusive business.

Strengthen the capacities of productive organizations and competences in order to formulate value chains in favorable conditions to facilitate their access to the market, taking advantage of the favorable environment created.

Outputs:

- Favorable institutional environment for the development of business activities that promote inclusive business in creative industries.
- Strengthen existing tourism products and circuits in the selected regions by inserting creative industries in the fields of rural tourism and gastronomy in the selected areas.
- Diversification of existing tourism supply, and adding of handcrafts and organic agricultural products to the tourism value chain in rural tourism and gastronomy.
- The quality systems of creative production have been strengthened through the revalorization of the cultural identity and the improvement of the conditions of decent work.
- Beneficiaries: 120 families involved in 6 rural community based tourism networks will improve their tourism product and income through the inclusion of new activities focused on creative industries using traditional culture.

Partnership: The project utilizes the respective capacities of six UN agencies (UNWTO, UNDP, UNESCO, FAO, ONUDI, OIT) in coordination with: Ministry for Agriculture – MINAG, Ministry for the Environment – MINAM, Ministry for Production – PRODUCE, Ministry for Foreign Trade and Tourism – MINCETUR, Ministry for Work and Employment Promotion – MTPE, National Institute for Culture – INC, National Institute for the Defense of Competition and the Protection of Intellectual Property - INDECOPI, National Association of Organic Producers (ANPE), Public and Private Universities; and the provincial and local governments of Ayacucho, Cusco, Lambayeque y Puno.

Country: Senegal

Project title: Promotion of Cultural Industries and Initiatives in Senegal – MDG-F

Duration: 2008 - 2011

Objectives: within the framework of the UN Millennium Development Goals, the objectives of the project are as follows:

- Improving national productivity capacity in terms of competitiveness, quality products added value, creation of qualified jobs and investments.
- Increasing revenues of poor and vulnerable groups in the field of culture and development.
- Improving quality of life of vulnerable groups, and the sustainability of their revenues through environmental protection actions, and development of natural resources.

- Institutional capacity building in the field of culture and development, with emphasis on human rights and gender equity.
- Improving local communities and organizations capacity and resources to participate efficiently in the decentralization process and management of local development.

Outputs:

- Cultural, tourism, and handicrafts stakeholders' intervention in the conservation and valorisation of the cultural heritage reinforced.
- Cultural infrastructures (regional museum, civilization museum, national theatre, national library, and regional cultural centres) developed.
- New market opportunities for the cultural industries (SME's, art markets, cultural festivals, etc) created.
- Local communities' capacity to actively participate in the conception and implementation of development plans developed (e.g. community-based tourism pilot projects).
- National rural tourism promotional programme for an integrated and sustainable tourism sector set up.
- Tourism capacity building programme in the areas of hotel management, tourism guides, restaurant services, gastronomy, and house keeping services.
- A study on tourism sector diversification, emphasizing on ecotourism elaborated.

Partnerships: UNIDO, UNDP, UNESCO, UNFPA, Government of Senegal

Country: Serbia

Project title: Sustainable Tourism for Rural Development in Serbia

Duration: January 2010 – June 2012

Objectives: Within the framework of the UN Millennium Development Goal Fund (MDG-F), this project contributes toward eight targets under three Millennium Development Goals; addresses three relevant Government strategies; and creates synergies with a number of Government and donor funded initiatives. It contributes specifically to "Sustainable development plans that effectively respond to the needs of people, communities and the private sector, and promote rural development and environmental protection." The project has two key objectives: development of a legal and policy framework for supporting diversification of rural economy through tourism, and, the creation of better linkages and organization of local rural tourism and support industries, as well as improvement of local stakeholders' capacity for developing services and products in line with national strategies.

Outputs: UNWTO is responsible for the formulation of a National Rural Tourism Master Plan which will be led by a national-level working group consisting of national implementation partners and other key stakeholders from public, private and civil society. Furthermore, UNWTO will facilitate the establishment of tourism governance organizations and regional destination management activities; coordinate regional and municipal tourism investments in line with the National Rural Tourism Master Plan; support pilot projects in rural tourism development; and, provide training courses on various aspects of rural tourism development including marketing and promotion and rural tourism quality standards.

Partnership: This project is being implemented by five UN Agencies (FAO, UNEP, UNDP, UNICEF and UNWTO) in close coordination with the Ministry of Economy and Regional Development, the Ministry of Agriculture, Forestry and Water Management, as well as the Tourism Organization of Serbia in order to mobilize the rural economy in Serbia. The Concept Note of this Joint Programme was recognized by the MDG-F Secretariat in New York as a document of "exceptional quality" and will be highlighted as a "best practices" example.

Country: Turkey

Project title: Alliances for Culture Tourism in Eastern Anatolia

Objectives: The project contributes toward the realization of the first Millennium Development Goal by addressing Turkey's regional development disparities and taking into account the existing national tourism strategies. It aims at the enhancement of cultural tourism in Kars province and thereby contributing to community cohesion, employment creation and the reduction of socio-economic differences. National ownership is ensured by including strategic documents into the overall national development policies of Turkey. The project focuses on three key outcomes: (1) creation and implementation of a model for strategic direction, prioritization and safeguarding of tangible and intangible cultural heritage and cultural tourism delivery in Kars, (2) enhancement of community and enterprise capacities in Kars for income generation job creation in the culture based tourism sector, and (3) improvement of capacities of local authorities and civil society.

Outputs: Within the framework of these outcomes, UNWTO is responsible for the formulation of a Cultural Tourism Strategy, capacity building programmes in tourism entrepreneurship development and other aspects of tourism development at the local level. Specific actions are being carried out in the fields of marketing and promotion, including the set up of a visitor information centre, as well as the organization of tour operator and media familiarization trips to Kars.

As a value added to the project, UNWTO conducted a Volunteers Programme, which contributed to the elaboration of the Cultural Tourism Strategy and ensured a participatory approach of the local communities while adding international visibility to the programme.

Partnership: The project utilizes the respective capacities of four UN agencies (UNDP, UNESCO, UNICEF and UNWTO) in coordination with the Ministry of Culture and Tourism of Turkey, and the provincial and local governments of Kars Region.

Annex 4: ST-EP Projects Portfolio

AFRICA			
Country	Project Title	Current Status and Main Results	Main Contributions
Benin	Promotion and Sustainable Development of Tourism in the Buffer Zone of Park W	Awareness raising activities in the communities of Kandi, Karimama, Banikoara resulted in the creation of tourism committees. Local skills were enhanced through training sessions on handicrafts production, guiding techniques and tourism management and communities are now organizing cultural circuits. www.tour-communautaire-parcw.net	Italian Cooperation
Burkina Faso	Development of a Community-based Tourism Complex in Bazoulé	The complex Tanga Zougou is operational and offers accommodation and restaurant service as well as the possibility of visiting the sacred crocodile pond. The local community was trained on tourism management and cooking, restaurant and guiding services. Excursions to the refurbished "Palais Royal" museum are also organized. www.bazoule-mare-aux-crocodiles.com	ST-EP Foundation
	Sustainable Development of Tourism in the District of Tambaga, Province of Tapoa (Park W)	Awareness raising activities and tourism training have been carried out in the districts of Tambaga and Logobou. A tourist accommodation has been built in the town of Yobri which includes a handicrafts centre. Excursions to the Gobnagou cliffs are being developed. Promotional activities are ongoing in collaboration with Mowgli tour operator. Further capacity building activities are still pending.	Italian Cooperation
Benin/ Burkina Faso/ Niger	Development of Birdwatching Tourism at Regional Park W	This project is complementary to the rest of activities in Park W that are being funded by the Italian Cooperation. It focuses on training for bird watching guides. Project activities will soon be launched.	RAMSAR Swiss Fund for Africa
Cameroon	Ecotourism Development at Kribi	A value chain analysis has been developed and vocational training on tourism skills will soon be carried out to facilitate the creation of employment. Collaborative mechanisms among the local and national administration, the private sector and community are being fostered with a view to enabling effective destination management and the environmental management of tourist attractions.	ST-EP Foundation
Ethiopia	Chencha-Dorze Tourism and Handicrafts Development	In consultation with hotels, training was provided on quality services, handicrafts and guiding which has resulted in employment for 18 community members at hotels and the establishment of a cooperative of artisans. A handicraft sales has been completed. The District Tourism Office received destination management training and is promoting the integration of Chencha-Dorze in the Southern Circuit.	SNV (Netherlands Development Organisation) ST-EP Foundation UNWTO
	Konso Community Tourism	An extensive consultation process with all stakeholders was carried out to identify viable income generating activities. The Regional Government decided to redistribute 70% of the entrance fee to the communities and training was provided on handicraft development, guiding services and hotel and restaurant management. Information on all tourist activities is available at the local Tourist Information Centre.	ST-EP Foundation
Ghana	Development of Local Market Linkages and Community-based Tourism Enterprises Capacity in the West Coast	Community excursions have been developed in Butre, Busua, Dixcove, Akwidae, Cape Three Points, Miamia and Axim and Tourism Committees are operative in six towns. Training for the development of the supply chain was organized resulting in over 70 business linkages between micro, small and medium enterprises (MSMEs), tour operators and hotels. A marketing strategy was formulated and implemented. www.ghanawestcoast.com	Italian Cooperation

Country	Project Title	Current Status and Main Results	Main Contributions
Ghana	West Coast Tourism Destination Area	The project builds on the experience of the previous project in the region. Training activities and linkages with the private sector have continued being forged. A Destination Management and Marketing Strategy have been formulated and marketing activities are being carried out by the newly established Destination Management Organization.	Italian Cooperation
	Savannaland Destination Tourism Programme	Excursions and facilities have been developed in Mole, Sonyo, Kulmasa, Larabanga and Tamale and are being run by trained members of the community. Tourism committees and a destination management team have been established. Public-private partnerships are being fostered and marketing activities are ongoing. www.savannatourism.com	SNV ST-EP Foundation UNWTO
Kenya	Business Case for Wildlife Conservation in Kasigau	Kasigau Wildlife Trust has been formalised and is fully operational. The Board participated in an exchange visit to Lewa and awareness meetings on conservation were organized with the community. Women groups received training on entrepreneurship and several rangers were recruited. Two waterholes were desilted reducing the human-wildlife conflict for water. Websites were produced: www.kasigau.org and www.kiwanjani.com	IUCN-NL (Netherlands Committee of the International Union for the Conservation of Nature) ST-EP Foundation UNWTO
	Enhanced Market Access for Community-based Tourism Products	Tourism SMEs from the South and North Rift and Northern Kenya have benefitted from matching grants and received training and mentoring on customer service and business management which helped enhance their products. Marketing materials have been developed, and vocational training will be provided.	SNV ST-EP Foundation UNWTO
	Enhancement of Local Employment in Amboseli through the Creation of a Pioneer Vocational Tourism Training School	In partnership with the abovementioned project, a feasibility study to provide vocational training to local people from Amboseli has been carried out and arrangements have been made to train 30 people at Moi University.	IUCN-NL ST-EP Foundation UNWTO
	Beach Management Workshops	The project aims to agree localised beach management action plans to improve the livelihoods of local beach operators and their families, and to reduce the harassment of tourists along Kenya's beaches. Activities are about to start.	Travel Foundation
Lesotho	Rural Home Stays Development	The project focuses on community training and the development of income generating activities, such as home stays, and marketing. Project activities will soon be launched.	ST-EP Foundation
Mali	Strengthening the Capacities of Tourism Stakeholders at Douentza and d'Hombori	Within the framework of a wider project funded by the World Bank and focusing on the development of activities related to the Elephants of Gourma, UNWTO will coordinate the establishment of elephant watching platforms, training and awareness raising activities and research on tourism impact.	ST-EP Foundation
	Supporting Women Entrepreneurs through the Development of Handicrafts and Agrobusiness in the Region of Mopti	Formal and informal women groups (artisans, farmers, small restaurants, accommodation providers) have been inventoried in Mopti, Sangha and Djenné. A value chain analysis identified the best opportunities to develop business linkages. Support to access small equipments and training on business management, quality products and services, networking and selling techniques are ongoing.	AECID (Spanish Cooperation Agency)

Country	Project Title	Current Status and Main Results	Main Contributions
Mozambique	Community-based Lodges Training Programme	Community members from the area of Limpopo National Park (Massingir) and Maputo Special Reserve (Matutuine) have participated in awareness raising meetings and received training on tourism services, conservation and income generating activities. Circuits including the community-based lodges of Covane, Madjadjane and Tinti Gala are being promoted and a website is being produced.	ST-EP Foundation Flemish Government
	Supporting Platform for Inhambane Tourism Initiatives	Awareness raising meetings on destination management have been organized with public and private stakeholders. In consultation with the hotels association, a comprehensive human resources development programme has been implemented. Training on business management and matching grants from the initiatives fund have benefitted 15 SMES which have managed to almost double the number of employees and income.	SNV ST-EP Foundation UNWTO
	Human resource and SME development for the tourism sector in Inhambane province	The project builds on the experience of the previous project in the region. Its main objective is to enhance the local economic impact from tourism in Inhambane through human resource development and SME development in the tourism sector. Activities are about to start.	Flemish Government
Namibia	Tourism Training for Rural Women	In collaboration with the private sector, the project intends to identify female staff or potential staff members who have to be trained to take up specific positions in tourism establishments. Activities to support the sustainable development of the supply chain and the creation and enhancement of SMEs will also be carried out. Project activities will soon be launched.	AECID
Niger	Valorisation of Tourism in the Buffer Zone of Park W by the Establishment of Microenterprises	A solar water supply system has been built to serve the camp of Brigambou as well as the community and the school. Training courses have resulted in enhanced management and hospitality skills for the community. Excursions are being developed and a new entrance to Park W is being set up in collaboration with Park authorities. Income generating activities have been identified and support to small entrepreneurs is being provided in Brigambou, Allambaré and Molli Haussa. Promotional activities are also ongoing.	Italian Cooperation
Rwanda	Congo-Nile Trails: Bringing Tourism to One of Africa's Poorest and Most Beautiful Regions	An inventory of attractions and a value chain analysis were carried out to identify income generating opportunities of the hiking product in the mountains along the Eastern side of Lake Kivu that separates Congo and Nile river watersheds. Awareness raising for service providers and communities has taken place and training on business planning is ongoing. A marketing strategy is being implemented.	SNV ST-EP Foundation UNWTO
Senegal	Institutional Development for the Tourism Sector in the Region of Saint Louis and Louga	Four community associations have received training and improved the quality of services. A Sales Manual of Responsible Tourism in North Senegal has been produced, a fam trip organized, and promotional websites prepared (www.asescaw.com, www.djoudjvillages.com, www.fesfop.org, www.adksl.com), all of which will soon be linked to the website of Saint Louis' tourism office. A multi-stakeholder workshop was held to raise awareness of responsible tourism and to explore future synergies.	Italian Cooperation

Country	Project Title	Current Status and Main Results	Main Contributions
United Republic of Tanzania	Cultural Tourism Enhancement and Diversification Programme	Guidelines for establishing and operating cultural tourism activities, and quality standards and a monitoring system have been developed. Training has been provided to Cultural Tourism Enterprises in the fields of tour guiding, business management and quality services. The Tanzanian Association of Cultural Tourism Organizers (TACTO) has been strengthened and is strategically managing the affairs of the current 28 Cultural Tourism Programme members. Exchange visits have been organized and marketing materials produced. www.tanzaniaculturaltourism.com	SNV ST-EP Foundation UNWTO
	Pangani Saadani Coastal Protection	The Pangani Tourist Information Centre is offering guided tours and handicrafts to visitors and organizes a monthly market. A revolving fund is managed by the centre and has benefitted 22 MSMEs. Training has been provided to local guides, handicraft producers, farmers, tourism entrepreneurs and bar and restaurant employees. Marketing materials have been produced.	ST-EP Foundation
	Uluhuru Mountains Ecotourism	Environmental awareness raising activities were carried out in Kinole ward followed by training on beekeeping, tree nursering, tour guiding and handicraft production. Villagers are enforcing environmental by-laws and agreements have been made with credit institutions to provide low interest loans to farmers that engage in conservation. Locally guided tours are being organized at Mogoro Tourist Information Centre. Marketing materials are being produced.	IUCN-NL ST-EP Foundation UNWTO
West Africa	Multidestination Marketing Programme	Feasibility studies were carried out in Benin, Burkina Faso, Ghana, Guinea, Mali, Niger, Senegal and Togo. Based on the findings, a marketing strategy was developed including combined itineraries and recommendations for transportation and security improvements.	Italian Cooperation
	Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas in Benin, Burkina Fasom Gambia, Guinea, Guinea Bissau, Mali, Mauritania, Niger, Senegal, Sierra Leone	*Duration:* 2008-2010 (Feasibility study completed) 2011 – Donor conference *Objectives:* Synergise the efforts of the 10 states in order to optimise the protected areas which they hold in common. It aims thereby to provide a major impetus to the improvement of living conditions of local communities and to reduce significantly the level of poverty. It also aims to build on the successful development experience of cross border parks in East and Southern Africa and create a competitive and viable alternative ecotourism destination. The action plan for the project has the following objectives: ▪ Extend the process of economic integration in the region to include a rational management of the cross border protected areas and the development of ecotourism ▪ Promote sustainable tourism ▪ Assure the conservation of the sub region's biodiversity ▪ Reduce poverty among local communities by increasing their income and employment and by promoting revenue generating activities ▪ Create a network of cross border parks and protected areas. *Outputs:* Creation of comparable databases in each country ▪ Comparative databases in each country created ▪ Products related and launched on the regional and international markets through marketing and public relations activity ▪ Cross border trails and circuits: itineraries, facilities, guides, ancillary activities, networks, signage and interpretation, created	ST-EP Foundation KOICA (Korea International Development Agency) Organization of the Islamic Conference (OIC)

Country	Project Title	Current Status and Main Results	Main Contributions
West Africa	Sustainable Tourism Development in a Network of Cross Border Parks and Protected Areas (Contd.)	▪ Sustainable biodiversity management: joint management plans, fair sharing of biological resources, common methods of evaluation, monitoring and protection ▪ Activities and interventions of private sector operators, civil society, local communities and public bodies monitored ▪ Stimulus of local community development: development and renovation of core infrastructure, provision of goods and services to tourists ▪ Revenue generating activities contributing to the reduction of poverty among communities in and around protected areas: craft production, local produce, jobs and education.	ST-EP Foundation KOICA (Korea International Development Agency) Organization of the Islamic Conference (OIC)
Zambia	Village Action for Sustainable Tourism	Cultural Centres are being developed in Mafungautsi and Mwandi villages. Community members have been identified to participate in trainings on cooking, tour guiding, storytelling, dancing and management.	ST-EP Foundation

AMERICAS			
Country	Project Title	Current Status and Main Results	Main Contributions
Bolivia	Strengthening Community-based Tourism	The project aims to reinforce the strategic framework of Community-based Tourism and to strengthen pilot initiatives through training, equipment and marketing. Project activities will soon be launched.	ST-EP Foundation
	Strengthening Rural Community-based Tourism and Commercial Management along the Inca Trail	Refurbishments of Quehuaya lodge, Pata Patani interpretation centre and Tiraska craft workshop were carried out. These communities, and Chiripa community, participated in awareness raising meetings and training on tour guiding, cooking and business management. They have constituted the inter-community company Misterios del Titikaka and are managing and promoting a one day tour in the area of Lake Menor with the support of La Paz-Beni DMO. www.misteriosdeltitikaka.com	SNV ST-EP Foundation UNWTO
Central America	Support Programme for Rural Tourism	The project aims to contribute to the regional integration of rural tourism initiatives through joint marketing activities. A seminar on e-commerce for the members of the *Red de Posadas de Centroamérica* and technical assistance to improve marketing tools and techniques will be carried out.	ST-EP Foundation
Ecuador	Fostering Rural Community-based Tourism, Inclusive Business and Effective Destination Management along the Inca Trail	Awareness raising of heritage values was carried out. Different tourist routes were identified from Ingapirca to Amaluza and the potential of tourism products was validated by the communities, service providers and tour operators through the "Sales Test" methodology. Training on tourism and cultural management and local guiding was also carried out. The project participated in various tourism fairs and a linkage was created between CERART and 200 handicraft producers.	SNV ST-EP Foundation UNWTO
Guatemala	Strengthening Community-based Tourism Destinations in Quiché	Community organizations participated in an exchange and training programme that focused on quality services, business management and tourism best practices. The construction of a lodge in Laj Chimel forest (www.lajchimelecoturismo.com) has started and a new tourism product in the destination "Nuevos Mayas" (www.newmayas.com) has been designed. Improvements are being carried out by craft makers of El Jocote and Laj Chimel. The Municipality is enhancing the access to Chixoy river for the tubing experience (www.guatetubing.com).	Italian Cooperation

Country	Project Title	Current Status and Main Results	Main Contributions
Honduras	Connecting Local Tourism Products and Services with the Marina Copan Hotel in Copan Ruinas	Inclusive tourism practices within the Hotel Marina Copán were assessed and an inventory of locally available products carried out. Selected SMEs received training on business management and marketing and developed business plans. The establishment of a revolving fund is ongoing and will contribute to improved SMEs performance and thus facilitate the creation of commercial alliances.	SNV ST-EP Foundation UNWTO
	Sales Increase through the Innovation of the Culinary Culture	Awareness raising of gastronomy in the tourism industry was carried out and various fairs were organized. SMEs received training on food handling, culinary innovation, quality services and financial planning. Information on trainees looking for employment has been distributed to the Tourism Chamber of Tela. A recipe book is being elaborated.	SNV ST-EP Foundation UNWTO
	Establishing Linkages between Garifunas and Small Businesses and the Bahía de Tela "Los Micos Beach & Golf" Resort	Training on entrepreneurship was carried out for local restaurants, supply stores and accommodation. Training for cultural groups and cultural fairs were also organized. A tourism training curricula was developed and a first set of courses took place. Tourist Information Centres have been established in La Ensenada and Tornabé to promote the local offer. Contacts with "Los Micos" resort are ongoing.	ST-EP Foundation
Nicaragua	Connecting Local Food Providers with Larger Entrepreneurs in Mainstream Destinations	A value chain analysis was carried out and identified local SMEs and Cooperatives. Workshops with hoteliers and intensive training for producers on best agropractices, quality and business management took place. A revolving fund was established to facilitate enhancing the equipment. 53 farmers from Estelí, Jinotega, Boaco, Masaya and Carazo are currently supplying hoteliers through Small Farmer Shop.	SNV ST-EP Foundation UNWTO
	Enhancing Rural and Community-based Tourism Initiatives in Masaya and Granada (RENITURAL)	The tourism network of Laguna de Apoyo, Quetzalcoátl Cooperative, ADIE association, the communal house of La Granadilla, and the rural lodge Nicaragua Libre are participating in a tailor made capacity building and equipment programme. Promotional activities such as the collaboration with AMADEUS Small&Nice programme and the constitution of Tourism Committees are ongoing. www.turismoruralnicaragua.com	Italian Cooperation
Peru	Strengthening Rural Community-based Tourism in Aypate and Effective Destination Management along the Inca Trail	Mapping of resources was carried out in Ayabaca, Yanchalá, Samanguilla, El Toldo and Espíndola and potential tourism products were identified in collaboration with tour operators. An awareness raising campaign was launched through the local radio. Training manuals on identity, heritage and tourism were developed and courses held. Tourism associations are currently being constituted.	SNV ST-EP Foundation UNWTO
	Strengthening Rural Community-based Tourism in Puno and Effective Destination Management along the Inca Trail	Awareness raising of the advantages of networking led to the creation of REDTURC in December 2009. The member associations chose to specialize in different products, and training on business management and guiding was provided. Workshops with tour operators and attendance to fairs took place with the support of Puno DMO. Promotional materials were developed. www.ogdpuno.org	SNV ST-EP Foundation UNWTO
	Knowledge Exchange on Community-based Rural Tourism	Within the framework of TUTURAL programme, exchange visits were organized to provide participants with a tourism experience from the point of view of both tourism managers and tourists.	ST-EP Foundation

ASIA			
Country	Project Title	Current Status and Main Results	Main Contributions
Cambodia	Enhancing the Mekong Discovery Trail	The Mekong Discovery Trail is a new ecotourism destination in northeast Cambodia, with themed visitor routes emanating from major gateway towns. Phases I to III prepared a Kratie Tourism Master Plan, planned the trail and its products and elaborated promotional tools. Phase IV focuses on infrastructure development and further marketing of the Trail. www.mekongdiscoverytrail.com	AECID
China	Tourism and Handicraft Production in Guizhou Province	Training is being provided to handicraft producers in order to enhance the quality of products and sell them at the Tsingtao Beer Museum.	Tsingtao Brewery.Co.Ltd
Lao PDR	Canopy Walkway and Zip Line: a New Tourist Attraction at Dong Hua Sao National Park	A zip-line and canopy walkway have been built and new trekking routes equipped. Local guides were trained on guiding, English language and first aid. Awareness of the link between conservation and tourism has increased. The income generated by the tours is distributed between the park, the guides and a community fund. www.treetoplaos.com	IUCN-NL ST-EP Foundation UNWTO
	Upgrading Local Facilities to Promote Community-based Elephant Tourism and Conservation in the Hongsa District	The first community-based Mahout Association in Lao PDR has been constituted and an elephant centre has been built. Awareness raising materials on elephant conservation and a breeding network have been developed. The mahouts have participated in training on guiding skills, English language and accounting and are currently managing elephant tours as an alternative to logging.	IUCN-NL ST-EP Foundation UNWTO
Nepal	Great Himalaya Trail Development in West Nepal: Linking Enterprises to Tourism Markets	A value chain analysis was carried out and training for MSMEs on quality services and guiding are ongoing. Tourism Committees have been established in Humla and Dolpa and a strategic tourism action plan has been formulated. A marketing strategy is being implemented. www.greathimalayatrail.org	SNV ST-EP Foundation UNWTO
Viet Nam	Livelihood Improvement and Biodiversity Conservation in Coastal Tam Giang Lagoon	Awareness raising workshops were organized that resulted in the establishment of community-based enterprises and a conservation fund. Training on quality services, guiding, management and crafts took place. Ecotourism routes in Quang Loi and Vinh Phu were equipped with signs and water access and are generating additional income for 50 people.	IUCN-NL ST-EP Foundation UNWTO

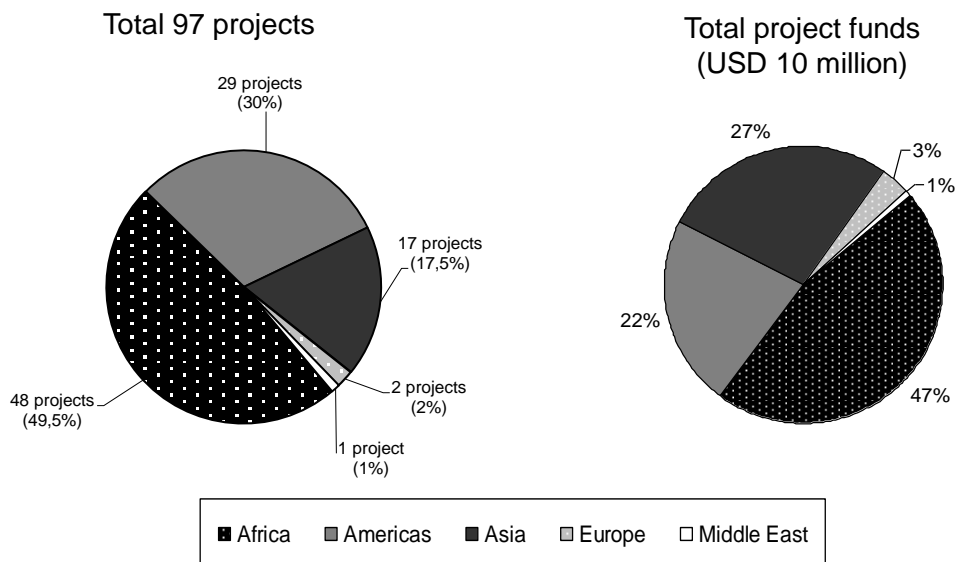| EUROPE			
Country	Project Title	Current Status and Main Results	Main Contributions
Albania	Korca Region Tourism Destination Development and Management Programme	A regional tourism database is operative since September 2009. An integrated product development and marketing strategy was elaborated and is providing guidance to the recently established Korca DMO in the development of tourism in Korca, Pogradec, Prespa and Kolonja. Promotional activities are also ongoing. www.visit-korca.com	SNV ST-EP Foundation UNWTO

MIDDLE EAST			
Country	Project Title	Current Status and Main Results	Main Contributions
Yemen	Handicrafts, Heritage and Employment in Al-Mahweet	A building is being renovated to host the visitor centre that will provide tourist information, handicraft sales, a base for guides and catering using local produce. Training for handicraft producers and service providers and promotional activities are pending.	ST-EP Foundation

ST-EP projects world-wide 2006-2011

- Over 150 pilot projects identified
- 97 projects approved for implementation in 33 countries and 3 sub-regions (West and Southern Africa and Central America)
- Total project portfolio valued at over USD 10 million

AMERICAS
Bolivia, Colombia, Ecuador, Guatemala, Honduras, Nicaragua, Peru

EUROPE
Albania

ASIA
Bhutan, Cambodia, China, Lao PDR, Nepal, Vietnam

MIDDLE EAST
Yemen

AFRICA
Benin, Burkina Faso, Cameroon, Ethiopia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Mali, Mozambique, Namibia, Niger, Rwanda, Senegal, South Africa, Tanzania, Zambia

Regional distribution of ST-EP projects and funds 2006-2011

Total 97 projects

- 29 projects (30%)
- 17 projects (17,5%)
- 2 projects (2%)
- 1 project (1%)
- 48 projects (49,5%)

Total project funds (USD 10 million)

- 27%
- 3%
- 1%
- 22%
- 47%

■ Africa   ■ Americas   ■ Asia   ▨ Europe   □ Middle East

Annex 5: UNWTO Consulting Unit on Tourism and Biodiversity (Bonn)

- At the high level think tank meeting at the occasion of the World Tourism Day in China (27 September) the Bonn Unit elaborated a draft recommendation to the 10th Conference of the Parties (COP 10) of the Convention on Biological Diversity (CBD) that conserving biodiversity is a collective responsibility of the tourism sector to maintain its natural capital.

- The Unit jointly with UNWTO staff represented UNWTO at COP 10 of the CBD (Nagoya, Aichi Prefecture, Japan, from 18 to 29 October 2010). On the basis of their participation and lobbying , the COP included in its decision X/20 (*Cooperation with other conventions and international organizations and initiatives*) a paragraph on tourism and biodiversity (Para 20): "The Parties also request the Executive Secretary to continue collaboration with the World Tourism Organization, including on a review of the application of the CBD Guidelines on Biodiversity and Tourism Development". The Unit organized a UNWTO stand and collaborated with the side event *Tourism and Biodiversity: how to achieve common goals towards sustainability,* organized by UNWTO.

- The Unit cooperated with UNEP in assisting the parties (seven countries) to the Carpathian Convention in finalizing the tourism protocol of the convention, the development of the sustainable tourism strategy and the elaboration of follow-up projects, e.g. "Via Carpathica". In this connection two meetings took place: the 3rd meeting of the Carpathian Convention Working Group on Tourism (9-10 September 2010) and the 3rd meeting of the Carpathian Convention Implementation Committee (29-30 November 2010).

- The Unit cooperated with the Government of the Slovak Republic to facilitate the development of a model tourism management platform in the UNESCO World Heritage site of the town of Banska Stiavnica. In this cooperation the Bonn Unit successfully developed a number of management tools (e.g. community involvement plan, project matrix, agreement of cooperation template) and undertook four coaching missions.

- The Bonn Unit published the "Practical Guide for developing biodiversity based tourism products" which summarizes good practices of the two projects in Indonesia and Thailand and should be applicable worldwide. With remaining funds from the previous project a colour version could be realized. The guide was presented at the World Tourism Day in China (September 2010) and at the 10th Conference of the Parties of the CBD (October 2010). The Tourism Ministry of Brazil intends to translate the guide into Portuguese.

- Cooperation was explored with the Tourism Ministry of Brazil; which was considering to apply the knowledge of the Bonn Unit for participatory tourism development and elaboration of biodiversity based tourism products at three model sites: Foz de Iguassu, Salvador de Bahia and Manaus. A project was discussed to start in the course of 2011.

- Contact was established with the programme "The Economics of Ecosystems and Biodiversity" (TEEB) with the objective to find means to calculate the economic value of biodiversity for tourism development and tourism statistics.

- The Unit continued to implement the energy efficiency project with hotels in Thailand, financed under the German International Climate Initiative. A film team from Deutsche Welle produced a video about the project which has been online since the end of 2010 at the following link: http://www.dw-world.de/dw/0,,13279,00.html.

- Upon request of the PR of Lao missions were undertaken to support the country in the development of biodiversity based tourism in the province Champassak. An analysis of the conservation oriented tourism was delivered and a proposal for further advancement was made. In the second half of 2011 a decision about the further procedure will be taken, in accordance with the UNWTO Regional Programme for Asia and the Laotian National Tourism Administration.

- The Consulting Unit on Tourism and Biodiversity undertook a mission upon a request from the Tourism Ministry and the Department for Protected Areas of Georgia about improving biodiversity oriented tourism and tourism products in protected areas. The objective of the mission is to draft a

joint approach for improving biodiversity based tourism product development and marketing in a number of Georgian protected areas.

- A project outline about establishing biodiversity oriented tourism in special areas along important fly ways of migrating birds was developed; cooperation in this project is sought with CMS, AEWA, Ramsar and Wetlands International.

- The Consulting Unit on Tourism and Biodiversity was part of the UNWTO delegation to ITB, establishing new and maintaining existing contacts to conservation oriented tourism agencies and operators. In particular, discussion with the Mongolian Ministry for Nature, Environment and Tourism was started about establishing cooperation with UNWTO in biodiversity oriented tourism in the second half of 2011.

- In supporting the elaboration of a Tourism Protocol under the Carpathian Conservation, the Unit continued to moderate the respective tourism and tourism ministries in their efforts to jointly develop this Protocol with a subsequent regional tourism strategy. The project manager moderated the respective discussion group at the Conference of the Parties in May 2011 which adopted the Tourism Protocol.

- The Unit published a revised version of the "Practical Guide for developing biodiversity based tourism products" which summarizes good practice of the two projects in Indonesia and Thailand and is applicable worldwide.

- The Unit implemented a training course "Biodiversity Based Tourism Product Development" for Members of UNWTO at HQ in Madrid 5 – 7 July 2011. 22 participants from 18 different countries participated in the training – a field visit to the biosphere reserve Monfragüe served as site for practical exercises and a case study.

- The Consulting Unit on Tourism and Biodiversity elaborated a project proposal "Jewels of Indonesia" which was presented to the European Commission after previous approval of a respective project outline. UNWTO, as main implementer, partners with the Indonesian Ministry for Culture and Tourism, the NGO "Indecon" and the German – Indonesian Chamber of Industry and Commerce (EKONID) to improve the management of five destinations based on the results and knowledge developed in the previous UNWTO project in Pangandaran.

- The homepage of the Consulting Unit was redesigned and renewed and was integrated in the overall UNWTO homepage. Widespread distribution of the project results is now possible – all project results, including tourism management plans, community involvement and communication plans as well as tourism product descriptions are downloadable under http://biodiv.unwto.org/

- The project "Energy Efficiency for Sustainable Tourism in Pangandaran, Indonesia", approved by the German International Climate Initiative (IKI) in November 2010 was officially inaugurated by the Secretary General of UNWTO and the Indonesian Minster for Culture and Tourism (MoCT). The project carries now the working abbreviation STREAM (Sustainable Tourism for Energy Efficiency Adaptation and Mitigation). It is building on the results of the successful project "Tourism Development – supporting biodiversity conservation in Pangandaran", implemented by UNWTO 2006 – 2009 under funding from the German tsunami funds through BMU. MoCT intends to apply the results of this lighthouse project in other destinations for developing low energy destinations.

- The project financed by the German International Climate Initiative (IKI) "Programme for Energy Efficiency in Koh Khao" (PEEK) was successfully concluded in March 2011 with a final event in Bangkok and on site with participation from UNWTO headquarters and the Permanent Secretary of the Thai Ministry for Tourism and Sports (MoTS). The project initiated re-thinking of local hotel owners and the population about efficient use of energy. The Thai Ministry for Tourism and Sports announced to upscale the results of the project to be used in other regions. UNWTO will deliver the respective report to IKI latest by September 2011.

Annex 6: UNWTO Silk Road Programme

In response to the request of the Member States at the XVIII Session of the UNWTO General Assembly, Astana, Kazakhstan 2009, UNWTO launched a new phase in its Silk Road Programme in 2010, under the newly-created *Special Field Programme*. The new phase is aimed at implementing practical, collaborative initiatives to develop a strengthened Silk Road brand that will drive tourist flows, investment and sustainable development across the Silk Road regions.

The UNWTO Silk Road Programme focuses on three key focus areas:

(A) *Marketing and Promotion:* Establishing a consolidated Silk Road brand and promoting the implementation of collaborative marketing and PR campaigns globally;

(B) *Capacity Building and Destination Management:* Cooperative and sustainable development through the sharing of best practices and training, to generate benefits for host communities and stimulate on-going investment;

(C) *Travel Facilitation:* Addressing the barriers that prevent travel across the region – visa formalities and border procedures – while working towards developing a Silk Road tourist visa

To strategically address these focus areas, the UNWTO launched its **Silk Road Action Plan 2010/2011** at the 5th International Meeting on the Silk Road held in Samarkand, Uzbekistan in October 2010. The Action Plan outlines a series of collaborative initiatives to be carried out while inviting engagement from the industry. In order to guarantee an optimal outcome of the project and to enhance the on-field presence of the UNWTO Silk Road Programme, the Silk Road Support Office, financed by the Government of Uzbekistan, has been re-established in Samarkand. It will provide interface between Silk Road countries and assist UNWTO Silk Road Programme in the organization of Silk Road events, meetings, fund raising and similar.

UNWTO Silk Road Programme has been establishing ties with relevant UN Agencies and programmes to further its efforts on the Silk Road and ensure engagement from the broader UN family.

Priority actions planned for 2010/2011 are as follows:

(A) Marketing and Promotion:

1. Conduct an in-depth analysis of the Silk Road brand through market research to determine key strengths and competitive advantages of the brand and how best to optimise these strengths

2. Develop a brand toolkit including logo, straplines, disclaimer and guidelines for use, downloadable and accessible for all Silk Road stakeholders, to help promote brand awareness and mainstream brand identity

3. Establish Silk Road website providing important information on travelling the Silk Road in one central online platform, while linking the Silk Road countries/destinations under one overarching brand

4. Enhance Silk Road brand visibility at international tourism fairs as an on-going process for increasing industry and consumer awareness.

Progress thus far:

I. Branding was a key focus for the *5th International Meeting on the Silk Road*, held in Samarkand, Uzbekistan in October 2010, which was attended by over 250 representatives from 26 countries

II. Held a *Silk Road Media Mart* at WTM London (November 2010) to generate media attention for the Silk Road and give destinations the opportunity to speed network with leading travel media

III. Achieved increased visibility for the Silk Road at ITB Berlin: negotiating for Messe Berlin to brand two of its pavilions *The Silk Road*, featuring UNWTO/Silk Road logo; held a 'Silk Road Hour' at the ITB Cinema daily featuring short films provided by NTAs.

IV. In partnership with The Buzz Business, a UNWTO Affiliate Member, UNWTO is producing a promotional video clip to highlight the many destinations, attractions and cultures of the Silk Road with strong messaging designed to increase brand awareness. All UNWTO Silk Road Member States have been invited to contribute video footage to feature in this clip.

V. In the same partnership, UNWTO is creating a Silk Road Image Library, and Member States have also been invited to contribute high resolution destination images that can be featured in global marketing campaigns for the Silk Road.

VI. As the result of a new co-operation with TravelMole's Vision on Sustainable Tourism – the major global business to business sustainable tourism medium, UNWTO launched a joint-web marketing initiative for the Silk Road Cities designed to showcase key Silk Road destinations and product to the global travel trade, travel consumers and potential investors.

VII. UNWTO is developing its networks and reach on the Silk Road Programme through various social media outlets, and invites all stakeholders to participate, contribute and utilise these resources.

VIII. Commissioned UNWTO Affiliate Member MDS to conduct market research on 300,000 blogs, chatrooms and forums on the Silk Road to determine share of voice on travel considerations, sentiment, seasonality, trip styles and buzzwords associated with the Silk Road.

IX. Initiated discussions with Affiliate Members, educational institutions, major travel websites and search engines regarding the provision of data and market intelligence on the Silk Road brand

X. Worked with TripAdvisor, the world's largest travel website, to develop a concept for a dedicated Silk Road website, with an interactive map powered by Google maps and featuring online forums, viral games and with the capacity for destinations to upload their own content. This concept was presented at the UNWTO Silk Road Ministers' Summit (ITB Berlin March 2011) and was well received by the Member States. Sponsorship proposal is now underway.

XI. Commissioned a graphic designer to retouch the Silk Road logo to make it suitable for usage online and on large signage (e.g. for the pavilions at ITB Berlin)

(B) Capacity Building and Destination Management

1. Establish an annual programme of meetings between Silk Road Member States addressing key issues relating to UNWTO Silk Road Action Plan development and implementation

2. Develop a framework for capacity building that will enhance destination management, foster increased cooperation between Member States and engage host communities

Progress thus far:

I. Established Silk Road Task Force as the key working body overseeing the activity of the Silk Road Programme, and created a communications forum on UNWTO Affiliate Members professional network platma.org. Almost all Member States have engaged representatives.

II. Successfully held *5th International Meeting on the Silk Road*, in Samarkand, Uzbekistan in October 2010, designed to foster greater cooperation between Silk Road stakeholders and galvanize support for UNWTO Silk Road Action Plan while encouraging engagement in the new phase of Silk Road Programme development. Next Meeting to take place in October 2012, host country TBC.

III. Successfully held first annual *UNWTO Silk Road Ministers' Summit* at ITB Berlin 2011, with Ministers and high level representatives from over 25 countries; established this event as major fixture for ITB Berlin with arrangements for next edition (2012) already underway

IV. Organised a business to business (B2B) event for Silk Road tour operators at ITB Berlin 2011

V.   Commenced work with the Themis Foundation and UNESCO to develop specialised Silk Road educational capacity building workshops, with Tajikistan already expressing interest in becoming the first pilot destination.

VI.   Silk Road technical seminar and WTD celebration planned to take place at JATA fair in Tokyo (September 2011), with additional meetings with UNWTO Support Office for Asia and the Pacific and Nara city to develop 'Silk Road by Sea' concept.

VII.   1st Silk Road Task Force Meeting and Silk Road Speed Networking Tour Operators Event planned to take place at WTM London (November 2011).

(C) Travel Facilitation

1. Administer consultations with Ambassadors to discuss travel facilitation issues, particularly addressing visa processes and border control procedures

Progress thus far:

I.   Travel facilitation issues were a key priority addressed by the UNWTO Secretary-General Taleb Rifai at the opening address of the UNWTO Silk Road Ministers' Summit 2011 and the *'Summary of the UNWTO publication for visa facilitation along the Silk Road'* document was distributed to raise awareness.

II.   Issues on travel facilitation raised by UNWTO Secretary-General during meetings with high level representatives of Silk Road Member States across the regionsand best practices promoted.

Annex 7: platma.org

 platma.org is a professional online network for collaboration and sharing knowledge between UNWTO and its Members to enhance the relations of the Affiliate Members with the Organization and with each other.

1. Introduction

platma.org aims to serve as a fast and dynamic technological instrument that promotes the exchange of information, experiences, best practices and ideas among Affiliates and users within the Secretariat. It is part of the Organization's commitment to use the latest technology to serve its Members and the wider tourism sector.

Furthermore, the network allows users to interact with the Affiliate Members Programme and with the different programmes of the UNWTO, contributing to the Organization's general Programme of Work.

This online network was launched in January 2011 at FITUR, Madrid and was designed and built in partnership with the Affiliate Member SEGITTUR.

2. Services for users

Platma is continuously being updated with fresh content by the Affiliate Members and the network's dedicated 'Community Managers'. In exchanging information, experiences, best practices and ideas, users have a wide range of multimedia tools at their disposal:

- *Post news, publications, documents, images, videos, podcasts*
- *Publicize events*
- *Create and participate in Working Groups according to their interests*
- *Access shared work areas for the joint production of projects and documents;*
- *Create blogs*
- *Contact other Affiliate Members or a Programme of the UNWTO;*
- *Participate in opinion polls and surveys*
- *Comment on, evaluate or give feedback on the content contributed by other members*
- *Participate in online interviews and hold online seminars*
- *Invite expert collaborators (researchers, NGOs, etc.) that are not yet Affiliate Members to participate in the platform on a temporary basis*

3. UNWTO Members and Programmes benefitting from platma

Platma has been conceived as a tool for use by all of the Organizations' Members and the staff of the Secretariat. Following requests from various Programmes and Members, a number of structures for collaboration have already been established:

i. Groups

Platma's managers have already set up 16 groups based on areas of special interest, such as:

- **Technical Advisory Board (TAB) (17 members)** - Expert Group in tourism statistics created by the UNWTO Statistics and Tourism Satellite Account Programme**;**

- **Worldwide consultation on IRTS Compilation Guide (132 members)** - Worldwide consultation with National Tourism Administrations and National Statistical Offices to improve, review and amend the provisional draft of the **International Recommendations for Tourism Statistics Compilation Guide;**

- **UNWTO Silk Road Programme (29 members) -** Hosted within the UNWTO Affiliate Members PLATMA platform, this will be a key meeting and exchange point for **Silk Road stakeholders**;
- **Urban Tourism (10 members)** – An initiative currently being developed by the UNWTO with the participation of the Affiliate Members worldwide. The objective is to create a series of guidelines which will define how cities can develop tourism sustainably and competitively.
- **Innovation and Tech** - Group discussing brand new technologies and innovation in the sector;
- **Market intelligence** - Trends, statistics, forecasting, reports and analysis about Markets and Destinations (will feed into the Barometer of World Tourism). Recent survey with more than 15 Affiliate Members and 6 countries in Americas on situation, perspectives and opportunities in the region.
- **Tourism in 2011** (**43 members)** – Group established by Affiliate Member IPDT to gather data and commentary for the magazine '*O Turismo em 2011'.*

ii.   Platma news (newsletter)

A monthly edition with news highlighted in platma, interviews, events, conferences and publications. The objective is to communicate and inform the Affiliate Members and to raise the access in platma.

iii.   Documentation Centre

This is a repository of materials provided by Affiliate Members for all platma users. The **platma Documentation Centre** is organized into three main areas:

- **Publications - a** variety of market reports, surveys, studies and other materials are available.
- **Living library of case studies - t**his is a database of best-practice case studies provided by UNWTO Affiliate Members.

4.   **AM reports - a** quarterly publication dedicated to studying a specific area of tourism policy and practice today. It includes contributions from Affiliate Member organizations and other participants. It is produced jointly between the UNWTO Affiliate Members Programme and different partners in each edition.

5.   Current situation and outlook

i.   Platma in 2011

In accordance with the Affiliate Members' Work Plan 2011, platma has been developed along the following lines:
- Increasing the **number** and **diversity** of Affiliate Members using platma
- Improvement of the **contents**
- Development of **new applications and maintenance**
- Marketing actions, particularly on other **social networks**
- Monitoring of users, content and overall development

ii.   Outlook for 2011-2013

A three-year **strategic plan** is currently being developed, with the objective of **positioning platma as a global reference point for public-private cooperation in tourism.**

The **plan** includes our outlook for 2011-2013; strategies for developing technology, marketing and communication and content development; human and financial resources; value and performance of platma; and collaborative relations and partnerships to assure its future consolidation.

Annex 8: UNWTO.Themis Programme

THEMIS
World Tourism Organization

Introduction

1. During the period under review, the Themis Foundation became the *de facto* executive arm of UNWTO in the areas of Education, Capacity Building, Training and Human Resources related Research.

2. A total of 122 activities were carried out in 2010 under the four main areas of the programme, viz. strategic planning for human resource development, capacity building, quality assurance and applied learning for development assistance. 140 activities have either been implemented or are planned for this year.

3. In 2010, total programme implementation expenses amounted to 691,033 Euros, of which 84% were either financed by external sources or self-financed. For 2011, programme expenses are budgeted at 1,468,198 Euros, of which only 8% will be financed by UNWTO's regular budget.

4. Main activities implemented under the programme are highlighted below.

A.   Strategic planning for Human Resource Development

5. Surveys of tourism labour markets were carried out in two regions: **Africa** and the **Middle East**. These studies, which will be published in September 2011, provide an authoritative analysis of labour markets in these two regions, actionable advice on efficient labour policies and practices in the short and long terms, as well as guidance on the reform and modernization of education and training systems.

6. A handbook on the development and management of tourism labour market observatories, including pilot case studies, is also scheduled for publication in September 2011.

7. A comprehensive Tourism manpower and training needs analysis was carried out for the Ministry of Tourism of the **Sultanate of Oman** and a Human resource development action plan prepared jointly with the Technical cooperation and services department. Other needs assessment missions are planned for the remaining part of the year.

B.   Capacity building

8. The period under review has witnessed the expansion of UNWTO´s capacity building activities as well as innovation in the style, formats, methodology and contents of these activities and the development of a UNWTO capacity building platform on the Web**.**

9. **UNWTO Practicum:** Three editions of the UNWTO Practicum internship programme for officials of National Tourism Administrations (in English, French and Spanish) were held at the Themis foundation´s headquarters in the Principality of Andorra and the Organisation´s headquarters at Madrid. This interactive internship has the threefold objective of familiarizing NTA officials with the different UNWTO programmes and services, developing consultation and cooperation networks between participating officials, the UNWTO Secretariat and the Themis Foundation and providing specialized training in core areas of responsibility of NTAs. 64 Officials belonging to 37 member States took part in this programme. A fourth edition of the Practicum for Arabic speaking countries is scheduled for 20- 26 November 2011, in the premises of the Euro- Arab Foundation for Education and Training and the University of Granada, Spain.

10. **Short term training courses:** A total of 18 courses were carried out in 2010 and 22 either have or are being organized in 2011. These courses cover a broad variety of areas ranging from tourism policy and strategy to planning and management, sustainable development, poverty alleviation and entrepreneurship skills, climate change and the transformation to a green economy, Marketing and promotion, hotel inspection, tour guiding, catering and front desk reception. They were hosted by several countries including **Argentina, Ghana, Mexico, Mozambique, Qatar, Saudi Arabia, Senegal, Syria** and **Zimbabwe**. Some 650 participants from 39 countries benefited from these courses.

    http://www.unwto-themis.org/en/noticias/2010/argentina11

    http://www.unwto-themis.org/en/noticias/2010/ghanacapacity

    http://www.unwto-themis.org/en/noticias/2010/syriacapacity

11. **Ongoing Education and Research Initiatives:** UNWTO/UOC (Universitat Oberta de Catalunya) Master on Senior management in tourism destination policy and strategy continues offering a specialization every semester, a postgraduate course annually and the master degree biannually. A new Master course on Destination Management jointly administrated between INSTEA (Euro-Arab Foundation Institute for Education and Training) and the University of Granada. Hong Kong Polytechnic University is finalising to draw up content for a blended format (on-line and on-site) master's course in tourism marketing for inclusion in a master's programme and to be used in any specific training activities.

12. **E-Learning courses:** content on line for 6 courses (Introduction to Tourism, gauging the significance of tourism in the national economy, tourism policy and strategy, product planning and development, introducing the Code of Ethics for tourism and promoting accessible tourism) are currently being developed by the Themis Foundation.

13. **Case studies of successful tourism policies:** Policies leading to a significant increase in Tourism revenues in **Uruguay** over the last 10 years have been analyzed and lessons drawn using a case study methodology. A planning and management manual is being developed for use, by the end of the year, in both classroom attendance and on-line courses.

    http://www.unwto-themis.org/en/noticias/2010/uruguaymay

C.   UNWTO.Volunteers

14. The UNWTO.Volunteers programme is a training programme that enables junior professionals (UNWTO.Volunteers Corps) to carry out hands-on transfers of applied practical know-how to local communities that will empower them in undertaking entrepreneurial initiatives related to the sustainable development of tourism

15. **Volunteers Training:** Three editions of the course on Sustainable Tourism development and International Cooperation were held in **Andorra** (The University of Andorra), **Spain** (The University of Valencia) and the **United States of America** (The George Washington University)

16. **Volunteers field missions:** Participation in community based development projects included   the mobilization of the Dahshour world heritage site in **Egypt**, the development of cultural and eco-tourism itineraries in Chiapas, **Mexico** and Destination repositioning of the Cozumel Island in **Mexico** and the Rota Lund project in **Brazil**. A pilot experience was also launched in supporting the Bhutan Tourism Board´s promotional activities. Finally, volunteers also participated in the implementation of various STEP projects in **Senegal, Ghana, Burkina Faso, Niger, Guatemala** and **Nicaragua**.

    http://www.unwto-themis.org/uploads/file/ivd-2010.pdf

17. A virtual platform has been created to facilitate continuous training and networking, for and between volunteers and discussion fora launched.

    http://www.unwto-themis.org/en/programmes/volunteers/volunteersday2010

D.   UNWTO.TedQual

18. The objective of this programme is to improve the quality of the tourism education, training and research programmes

19. The UNWTO.TedQual programme focuses on 5 basic working areas:

20. **Highlightighting UNWTO.TedQual certification benefits** in order to gain more international renowned institutions: During this period, international prominent institutions such as IE Business School (**Spain**), La Rochelle Business school (**France**), Leeds University (**United Kingdom**), Universidad Interamericana (**Puerto Rico**), Singindum University (**Serbia**), The International University of Bad Honeff – Bonn (**Germany**) and Beijing University (**China**), among others, have initiated or finalized the UNWTO.TedQual certification process. This represents an increase of the number of countries in the UNWTO.TedQual Network (up to 35), and a total of 41 new programmes have obtained or initiated the process during 2010. This represents a 34% increase in the number of certified programmes during 2010 (from 120 to 161) and a 30% increase in the number of new institutions (from 60 to 78).

21. **Encouraging certification renewals** among the current UNWTO.TedQual Institutions: A total of 31 programmes had obtained or initiated the UNWTO.TedQual renewal process during 2010.

22. **Strengthening the UNWTO.TedQual Network**: As a follow up to the activities started by the UNWTO.TedQual Network during 2009, the UNWTO.TedQual Exchange Programme was further developed (between Institutions and with UNWTO.Themis Foundation) at the time of creating a new programme to support curriculum development/update. The UNWTO.TedQual Network also presented joint projects at European level, and organized UNWTO.TedQual Regional Meetings in the Americas, **Asia and the Pacific and Europe to promote the exchange of knowledge among institutions and continents.**

    http://www.unwto-themis.org/en/noticias/2010/tedqualchipre
    http://www.unwto-themis.org/en/noticias/2010/eventostedqualnov
    http://www.unwto-themis.org/en/noticias/2010/cursoauditorestq2010

23. **Developing the UNWTO.TedQual Regional Programme for Africa:** 6 UNWTO.TedQual Institutions deliverered a contribution of 240.000€ (in kind) to support the following activities: the creation and update of tourism programmes of studies; creation of a basic tourism library; preparation of in-situ coaching activities; provision of scholarships for Master degree programmes. This programme is being implemented in 6 countries, with the support of their National Tourism Administrations: **Algeria, Angola, Cape Verde, Tunisia, Uganda** and **Mozambique** with the support of 10 TedQual Institutions from **Belgium, France, Holland, Italy, Latvia, Portugal** and **Switzerland**.

24. The principles and Goals of the Global Code of Ethics for Tourism, the Millennnium Development Goals and the Decent Work Agenda where embodied into the UNWTO.TedQual Certification System and translated into concrete actions that tourism educational institutions can take to advance their achievement.

    http://www.unwto-themis.org/en/noticias/2010/koreajuly

Annex 9: Activities towards a Legal Instrument on Tourist/Consumer Protection

1. The **absence of international regulations or clear guidelines governing the rights and obligations of tourists/consumers and of travel organizers** - at a time when the number of tourists is rising, destinations are becoming increasingly diverse, and generating countries are becoming more and more numerous - **will give rise to greater uncertainty in the tourism industry.** Recent travel disruptions had made tourism stakeholders more aware of the insufficiency of existing rules and guidelines at the global level governing the rights and obligations of tourists/consumers and tourism enterprises. The **UNWTO thus realized, through the numerous requests and reports it received, that there is a high level of confusion with regard to the attribution of responsibilities in terms of the obligation to assist and inform tourists particularly in situations of force majeure.** This uncertainty, in and of itself, is liable to constitute a barrier to the development of international tourism, particularly for new destinations or in terms of tourist flows from new generating countries.

2. Guidelines or principles ensuring better consumer and enterprise protection in tourism were among the issues addressed by the UNWTO survey on Member States' priorities for the Organization's Programme of Work for the coming 2012-2013 period.

3. During the eighty-eighth session of the Executive Council in Puerto Iguazú (Argentina) on 6-8 June 2010, the Chairman[3] of the Executive Council emphasized in his message the **need for greater protection for tourists in the event of disasters in all parts of the world,** which was endorsed by the Executive Council in its Decision on the Communication of the Chairman CE/DEC/2(LXXXVIII).

4. Recalling the insufficiency of existing binding rules at the global level governing the rights and obligations of tourists/consumers and tourism enterprises in its **Decision CE/DEC/11(LXXXIX),** taken at its eighty-ninth session in Kish Island (Iran) on 24-26 October 2010, the **UNWTO Executive Council unanimously approved the proposal of the UNWTO Secretariat to carry out a preliminary study on tourist/consumer protection** and requested the Secretary-General to compile relevant regional and national provisions in this field. **As an initial step, the Executive Council approved the development procedure proposed by the Secretary-General for the establishment of a working group able "*to define the scope and level of the proposed legal instrument*".** As an international organization with expertise in the field of tourism, UNWTO – particularly in cooperation with agencies like ICAO and IATA – is deemed ideally placed to develop such an instrument.

5. An initial brainstorming session took place during the **Workshop on the Protection of Tourists/ Consumers and Travel Organizers (11 March 2011, ITB, Berlin)**. Participants representing a broad spectrum of tourism stakeholders, ranging from governments and international organizations to the private sector and NGOs, heard from the event's invited panelists and were able to express their own views on consumer protection during the debate that followed. Specific issues addressed included package tour and accommodation contracts, the nature and the extent of information provided to consumers, the extent of professionals' responsibility, the assistance owed to consumers, (notably in the case of events of *force majeure*), and guarantees offered to tourists in the case of bankruptcy or insolvency of tour operators or vendors.

6. The **first meeting of the UNWTO Working Group** on the Protection of Tourists/Consumers and Travel Organizers was held at UNWTO headquarters in Madrid, Spain, on **26 April 2011**. Twenty delegates representing national tourism administrations, international organizations, and the tourism industry discussed the possibilities of drafting a new international legal instrument to assure the protection of both consumers and travel organizers. Participants also examined its potential scope and level of application, and exchanged information on existing regulatory frameworks in place in this field, including the UNWTO's Global Code of Ethics for Tourism (GCET).

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[3] H.E. Mr. Carlos Ricardo Benavides, Minister of Tourism of Costa Rica

The **conclusions of the first meeting of the Working Group** were the followings:

(A) When defining the **scope of the instrument**, participants agreed on addressing the following key issues, listed in order of their priority:

i. Providing assistance to, and ensuring the repatriation of, consumers, particularly in cases of force majeure;

ii. Supplying accurate and timely information to tourists including in terms of the handling of bankruptcy situations of travel organizers; and

iii. Focusing on issues related to accommodation.

Besides, other related aspects were raised during the debates and will progressively be taken into consideration in the work of the Group.

(B) Concerning the **form that the legal instrument** should take, the Working Group considered four potential options, with an express preference for the last two:

i. Binding international convention – With as narrow as possible a scope, the document would be a legally binding instrument.

ii. Non-binding guidelines – The instrument would exist as a set of non-binding guidelines to which States may voluntarily subscribe.

iii. Two separate instruments – A legally binding convention would be formulated, and a separate set of voluntary guidelines or recommended practices would be created in parallel.

iv. A single instrument, combining a binding and a non-binding part – The first part would comprise a legally binding base convention, or set of norms and standards, with a narrow focus; and the second a list of general recommendations or guidelines on specific aspects to facilitate consumer/enterprise protection in tourism.

The Working Group further decided to continue with the compilation of relevant existing legislation and practices which will be carried out by the UNWTO Secretariat in parallel, in compliance with the decision taken by the Executive Council at its eighty-ninth session. The UNWTO Secretariat reiterated its intention of not infringing on existing legal structures, either at the global or national levels, and expressed its aim of working in collaboration with other international bodies when dealing with issues under their competences. On the subject of air transport, ICAO expressed its willingness to cooperate with UNWTO.

7. At its ninetieth session held in Mombasa, Kenya, on 19-21 June 2011, the **Executive Council approved the procedure** proposed by the Secretary-General calling for the constitution of a working group to define the scope and level of the proposed legal instrument. The UNWTO Working Group on the Protection of Tourists/Consumers and Travel Organizers presented its report to the Executive Council, which considered it and invited the Secretary-General to **prepare guidelines and recommended practices on the protection of tourists/consumers under the umbrella of the principles of the Global Code of Ethics**, and to **keep coordinating** the further work of the Working Group (CE/DEC/12(XC)).

8. The **second meeting of the Working Group** will be held on **28 September 2011**, at UNWTO Headquarters in Madrid. In accordance with final report of the first meeting and after having dealt with the scope and the form of the legal instrument during the first meeting, the aim of the second meeting is to **begin a detailed debate on the issue of assistance and repatriation of tourists/consumers in case of force majeure** as it was proposed at the first meeting. Furthermore, the UNWTO Secretariat will present to the Working Group **a proposal on a survey by questionnaire on tourists/consumers protection which is to collect and disseminate updated information on the existing tourist protection measures and practices in the Member States.** The questionnaire will be discussed by the members of the Working Group and will be sent to the Member States during October, 2011.

Annexes

9-1. CE/DEC/11(LXXXIX) Decision taken by the Executive Council
9-2. CE/DEC/12(XC) Decision taken by the Executive Council

Annex 9-1. CE/DEC/11(LXXXIX) Decision taken by the Executive Council

Executive Council
Eighty-ninth session
Kish Island, Iran, 24-26 October 2010

**DECISIONS TAKEN BY THE EXECUTIVE COUNCIL
AT ITS EIGHTY-NINTH SESSION**

CE/DEC/11(LXXXIX)

Study on tourist / consumer protection

Agenda item 8
(document CE/89/8)

The Executive Council,

Having considered the report on preparations towards a preliminary study on tourist/consumer protection,

1. Shares the Secretary-General's assessment concerning the insufficiency of existing binding rules at the global level governing the rights and obligations of tourists/consumers and of travel organizers, particularly in a context of increasing diversification of destinations and generating countries;

2. Supports the efforts undertaken by the Secretary-General to advance the study on the feasibility of guidelines/a new international legal instrument to remedy this inadequacy;

3. Requests the Secretary-General to compile relevant regional and national provisions dealing with tourist/consumer protection;

4. Approves the development procedure proposed by the Secretary-General calling for the constitution of a working group to define the scope and level of the proposed legal instrument; and

5. Requests the Secretary-General and the working group to submit to the next session of the Executive Council a detailed proposal in this regard.

Annex 9-2. CE/DEC/12(XC) Decision taken by the Executive Council

Executive Council
Ninetieth session
Mombasa, Kenya, 19-21 June 2011

**DECISIONS TAKEN BY THE EXECUTIVE COUNCIL
AT ITS NINETIETH SESSION**

CE/DEC/12(XC)

**Activities towards a legal instrument on tourist/consumer protection
General debate**

Agenda item 7
(document CE/90/7)

The Executive Council,

Having considered the report on the activities towards the adoption of a legal instrument on tourist/consumer protection and its annexes,

1. Thanks the Members of the *UNWTO Working Group on the Protection of Tourists/Consumers and Travel Organizers* for their valuable work;

2. Invites the Secretary-General to compile and disseminate existing tourist protection measures and practices of Member States and to prepare guidelines and recommended practices on the protection of tourists/consumers under the umbrella of the Principles of the Global Code of Ethics; and

3. Compliments the Secretary-General on his work towards an International Convention and requests him to keep coordinating the work of the ad hoc Working Group.

Annex 10: Use of Georeferences: Date and Time in Travel Advice and Event Information

Background - Work of the Secretariat

1. The 2009 General Assembly of UNWTO approved by Resolution A/RES/578(XVIII) the Declaration on the Facilitation of Tourist Travel and entrusted the Secretary-General "to promote the principles set in the Declaration, including the use of modern information and communication technologies, in relation with travel advisories and visa facilitation".

2. In this Resolution the General Assembly also requested the Secretary-General to report to its next session on the follow-up of the Declaration.

3. As it may be recalled, the Global Code of Ethics for Tourism adopted by Resolution A/RES/406(XIII) at the thirteenth session of UNWTO General Assembly (Santiago, Chile, 27 September – 1 October 1999), outlined in its Article 6 the obligations of stakeholders in tourism development as follows:

    *   "*Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays…*" (paragraph 1)

    *   *Governments have the right – and the duty – especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is their responsibility however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism industry of the host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits…*" (paragraph 5)

    *   "*The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose…*" (paragraph 6)

4. The Secretariat initiated in 2010 a careful examination of Travel Advisories, especially focussing on the need to maximize the relevance and efficiency, increase the transparency and help to limit unnecessary repercussions.

5. A first result of the analysis was that, besides travel advisories, event-related information provided by the affected destinations and/or countries is also of relevance and should also be referred to in order to cover the subject in a comprehensive manner. While the main focus still lies on the analysis of travel advisories, it became clear that destinations providing event-related information could contribute to reducing the impact of negative events, as it was done for instance by the Tourism Authority in Thailand in 2010.

6. It became also clear that since the introduction of Google Maps in 2005, georeferenced information plays an increasingly important role for the global travel and tourism sector.

7. While information provided relating to natural disasters is making frequent use of georeferences, travel advice and event information have so far not made use of this element. Only text information is used when confining negative events to geographical areas in countries.

8. The use of date and time information related to travel advice and event information was furthermore analyzed with a view of supporting efficiency and reliability in the use of this information, especially within the context of modern information and communication technologies.

9. The Secretariat therefore invited all interested Member States, Affiliate Members and Members of the Tourism Emergency Response Network (TERN) to a Technical Consultation on Georeferences and Time Stamps for Event Information and Travel Advisories, held at UNWTO Headquarters on 29 March 2011, to discuss the above-mentioned issues and to develop possible recommendations.

10. The draft Recommendations were prepared by the Secretariat following the discussions of the meeting particularly on four core areas:

    (a) The first area of recommendations takes into account that technical measures shall be taken to help identify clearly important elements within travel advice and event information especially the country name, date and time components (whether this is the event date and time, issuing date and time or any other concept of date and time) and the geographical area for which the advice is issued. The recommendations are formulated in a generic manner, stressing the need for consistency and bearing in mind that experts suggested that RSS (Really Simple Syndication) feeds as a standard for frequently updated information on the Internet would be an ideal form to transmit this information.

    (b) The second area of recommendations focuses on the description of the geographical areas, which are subject to the travel advice or event information. As mentioned above the increasing use and importance of georeferences within the travel and tourism sector and its wide use for information related to natural disasters call for an application of the same techniques. This would help to clearly confine the advice to the area concerned and help limiting their undesired repercussions.

    (c) The use of date and time information varies widely across the travel advisories analyzed. Date and time information is, among others, important to identify the occurrence of a specific negative event and the issuing and/or updating of the information. It is therefore within the third area of recommendations proposed that date and time information shall be provided, whenever possible, describing when the information was issued for the first time and/or updated last. To facilitate clear interpretation it is also recommended that this information shall make use of at least one international time standard, ideally the Universal Time Code (UTC). The need to clearly distinguish updates, especially during fast developing situations, where it is possible that several information updates are provided within a day, calls for measures which help to distinguish the updates easily from each other, whether in form of a sequence, date and time stamp or other measure.

    (d) The final recommendation focussed on the need to facilitate the exchange of information and especially the support of modern information and communication technologies. It is therefore recommended that provisions shall be made, which enable and facilitate the machine-readable dissemination and/or retrieval of the information, ideally in form of RSS feeds.

11. The Recommendations were previously submitted to the 90th session of Executive Council. The Members welcomed the recommendations (CE/DEC/3(XC) point 6).

12. The Recommendations have no binding character.

13. The Secretary-General transmits the Recommendations to the General Assembly at its nineteenth session for its approval.

<u>**Draft Recommendations**</u>

<u>**Use of Georeferences: Date and Time in Travel Advice and Event Information**</u>

Identification of Relevant Information

1.1   Travel advice and event information published and/or disseminated through the Internet and other forms of electronic communications shall incorporate technical measures to help identify clearly and easily relevant information especially country names, geographical areas affected, date and time, [4]

1.2   The technical measures shall be documented and described by the issuing institution to facilitate their consistent and correct use. This documentation shall be made easily accessible.

Geographical Areas

2.1   The description of geographical areas for which the travel advice and event information is issued shall be supported, whenever possible and useful, in such a manner that Geographic Information Systems (GIS) can interpret and display the areas concerned easily using common standards for the exchange of these data. [5]

Date and Time

3.1   Date and time information shall be provided, whenever possible, describing when the information was issued for the first time and/or last updated,

3.2   When providing updates of travel advice and event information on fast developing situations, all reasonable measures shall be taken to support the fast and clear identification of those elements updated,

3.3   On an exceptional basis, date and time information can be limited to the raw data of a website and not visible to the reader, to avoid misinterpretation,

3.4   Time information shall be used in relation to at least one international time standard, ideally the Universal Time Code (UTC) to support its clear and consistent interpretation.

Interfaces

4.1   Provisions shall be made by the issuing institution, whenever possible, which enable and facilitate the machine-readable dissemination and/or retrieval of the information.

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[4] This could be for example the use and application of variable names in a consistent form. Examples of such variable (tag) names in a XML based file format are <country_name> </country_name>, <issuing_date> </issuing_date>, <issuing_time></issuing_time>.

[5] Examples of those data standards are Geo RSS (RSS extension), Geography Markup Language (GML), Keyhole Markup Language (KML)