

General Assembly

Nineteenth session
 Gyeongju, Republic of Korea, 8-14 October 2011
 Provisional agenda item 9

A/19/9
 Madrid, July 2011
 Original: English

Implementation of the General Programme of Work for 2010-2011

Table of contents

Introduction	1
I. Implementation of the Programme of Work	2
A. Improving Competitiveness	2
A1: Statistics and TSA	2
A2: Market Trends and Forecasts	3
A3: Innovative Marketing & Promotion Techniques	3
A4: Competitiveness Enhancement	5
A5: Risk and Crisis Management	7
A6: Education and Training/Knowledge Management	8
B. Raising Sustainability	9
B1: Sustainability	9
B2: Cultural, Social and Ethical Aspects of Tourism	11
B3: Tourism and Poverty Alleviation	12
B4: Tourism and Climate Change	13
C. Cross-cutting Issues and Support to Members	14
Strengthening Relations with Members and non-Members	14
Technical Cooperation and Services	14
Collaboration with National and International Bodies or Networks	15
II. Evaluation of Events and Missions	17
A. Events	17
B. Missions	19

Introduction

1. This document presents, in its first part, the information concerning the implementation of the General Programme of Work for 2010-2011 for the whole year 2010 and the first half of 2011.
2. In its second part, the UNWTO Secretariat presents, for the same period the results of evaluation of the work of the Organization concerning technical events and missions.
3. Finally, **annexes are provided in a separate addendum (A/19/9 add.1)** and give more details regarding the results of technical cooperation projects, as well as other specific initiatives and projects.

I. Implementation of the Programme of Work

4. This first part of the report follows the structure of the Programme of Work and Budget document (A/18/15), approved by the 18th Session of the General Assembly in Astana, Kazakhstan, along two strategic objectives: **improving competitiveness** and **raising sustainability**.

A. Improving Competitiveness

A1: Statistics and TSA

5. Publications:

- *2010 Compendium of Tourism Statistics and Yearbook of Tourism Statistics, 2010 Edition (Data 2004-2008)* (August 2010)
- *2011 Compendium of Tourism Statistics and Yearbook of Tourism Statistics, 2011 Edition (Data 2005-2009)* (August 2011): a renewed format features data and indicators on inbound, outbound and domestic tourism, tourism industries, employment and macroeconomic international tourism related indicators. It responds to (1) UNWTO member countries' petitions for expanding the focus of tourism to include also: domestic tourism, tourism industries and employment; and (2) the need for further international comparability of data on these areas; in order to (3) assist countries in a regular monitoring of the tourism sector's economic performance.

6. Events and capacity-building activities:

- Mission to El Salvador, Nicaragua and Guatemala in the framework of the *UNWTO Capacity-Building Programme on Tourism Statistics for Central America* (May, August and September 2010 respectively)
- *Statistical harmonization on border tourist flows* in Colombia (May 2010)
- TSA Capacity-building Programme:
 - 4th workshop of the *UNWTO Statistics Capacity-Building Programme for Africa, Johannesburg, South Africa* (August 2010)
 - First and second Workshops of the *TSA Capacity-building Programme for Asia, Bangkok, Thailand* (November 2010) and *Manila, Philippines* (July 2011)
- *UNWTO Statistics Committee meetings* (March 2010 and January 2011) and *First Technical Advisory Board Meeting*, UNWTO HQ, Madrid, Spain (January 2011)
- *Statistical Harmonization for MERCOSUR countries and Chile*, Montevideo, Uruguay (April 2011)
- Meeting of the *Expert Group on Tourism Statistics*, Rio de Janeiro, Brazil (May 2011)

7. Networks and support to Members in their activities:

- TSA Seminar organized by the NTA of the Czech Republic (May 2010)
- *Workshop on Tourism Statistics for CIS Countries*, Moldova (June 2010)
- 16th session of the Committee for the Coordination of Statistical Activities, Austria (September 2010)
- Sectoral Mission on TSA, Uzbekistan (September 2010)
- Collaboration with the UNSD in the *World Statistics Day* (October 2010) aiming at raising awareness on the role of statistics: production and dissemination of a *Factsheet on TSA*.
- *10th International Forum on Tourism Statistics 2010*, organised by OECD and EUROSTAT, Lisbon, Portugal (November 2010)
- *Committee for the Coordination of Statistical Activities*, and *United Nations Statistical Commission*, UN Headquarters, New York, USA (February 2011)
- *Task Force on Statistics of International Trade Services (TFSITS)*, Luxembourg (March 2011)

8. INRouTe: since 2010, INRouTe (see Annex 1 in A/19/9 add.1) has embarked on its operational start and a series of developments were carried out, notably: a) the transformation of the INRouTe project into a non-profit association for more efficient administrative operations; b) a Cooperation Agreement between INRoute and UNWTO, aiming at the development of general guidelines for measurement and analysis at the regional/local level; and c) preparation for the second International Conference on the Measurement and Economic Analysis of Regional Tourism to take place on 27-28 October 2011 in Bilbao (Spain).
9. In terms of technical assistance, several countries have availed of UNWTO's newly designed *National Statistical Capacity Building Programme (NSCBP)* geared towards evaluating the countries' national system of tourism statistics and making recommendations towards its strengthening and the eventual development of a TSA. More details of this technical assistance are located in Annex 3 in A/19/9 add.1.

A2: Market Trends and Forecasts

10. Publications:

- *UNWTO World Tourism Barometer*: Vol. 8, No. 1, 2 and 3 (January, July and October 2010), Advance release (January 2011), Interim updates (April and June 2011) and Vol. 9, No.1(February 2011) and No.2 (August 2011).
- *The Spanish Outbound Travel Market to Africa and the Middle East*, published on the occasion of FITUR/INVESTUR(January 2010)
- *Spanish Outbound Market to the Americas*(June 2010)
- *UNWTO Tourism Highlights 2010 edition* (August 2010) and 2011 edition (June 2011)
- *Cruise tourism – Current situation and trends*, English edition(September 2010)
- Brochure: *Turismo en Iberoamerica 2010*, in collaboration with SEGIB and the Affiliate Members
- *Case study on Uruguay*, in collaboration with the Themis Foundation and *Instituto de Empresa*
- *Study on Chinese Outbound Travel to Africa* (March 2011)

11. UNWTO events and capacity-building activities:

- Fourth *UNWTO/PATA Forum on Tourism Trends and Outlook*, Guilin, China (September 2010)

12. Networks and support to Members in their activities:

- Coordination with United Nations Department of Economic and Social Affairs (UNDESA), which resulted in the inclusion of UNWTO data in the *UN World Economic and Social Prospects (WESP) Report*¹
- Coordination with ETC Market Intelligence Committee
- *International Forum on Urban Tourism*, Seoul, Republic of Korea (September 2010)
- Seminar on *Tourism Outlook*, Montego Bay, Jamaica (February 2010 and April 2011)
- *7th International Forum on Chinese Outbound Tourism*, Beijing, China (June 2011)

A3: Innovative Marketing & Promotion Techniques

13. Publications:

- *Tourism and Demographic Change*(August 2010), in collaboration with ETC
- *Budgets of National Tourism Organizations, 2008-2009* (November 2010), in collaboration with ETC

¹ WESP Report available at: <http://www.un.org/en/development/desa/policy/wesp/index.shtml>

- *Handbook on E-marketing for Tourism Destinations* (May 2011): Spanish translation of the original version in English
- *Handbook on Tourism Product Development* (August 2011), in collaboration with ETC

14. Events and capacity-building activities:

- *Regional Capacity-building Workshop on Strategic and Operational Marketing, Doha, Qatar* (February 2010)
- *6th World Congress of Snow and Mountain Tourism*, Andorra (April 2010), in collaboration with the Andorran Government
- *UNWTO Seminar on E-Marketing Strategies for Tourism: Opportunities to boost Competitiveness*. Seminar held in the framework of the 50th meeting of the UNWTO Commission for Africa, Algeria (May 2010)
- *Fifth Silk Road Mayor's Forum*, Iran (May 2010).
- *UNWTO/ETC Seminar on Tourism and Demographic Change*, Austria (September 2010). Seminar based on the eponym study
- *Workshop on Analysis of Tourism Trends*, Antigua, Guatemala (September 2010)
- *5th International Meeting on the Silk Road*, Uzbekistan (October 2010)
- *World Tourism Conference: Tourism Success stories and Rising Stars*, Malaysia (October 2010)
- *UNWTO Media Workshop on Tourism in the News*, in the context of the Central American Travel Market (CATM), Antigua, Guatemala (October 2010)
- *Silk Road Media Mart at WTM*, London, UK (November 2010)
- *Regional Capacity Building Workshop on Destination Management*, Doha, Qatar (November 2010)
- *UNWTO Capacity-building Workshop on Tourism Branding*, Hanoi, Vietnam (December 2010)
- *UNWTO Silk Road Ministers' Summit and Silk Road B2B Tour Operators' Networking*, in the framework of ITB, Berlin, Germany (March 2011)²
- *Regional Capacity Building Workshop on Marketing and Promotion*, Syrian Arab Republic (April 2011)
- *Joint ETC-UNWTO Seminar on Tourism Product Development*, Dublin, Ireland (April 2011)

15. Support to Members in their activities and related international networks:

- Permanent promotion and support of Members' events and fairs through the UNWTO Calendar of international tourism events
- *TCI Global Conference on Tourism Clusters*, Dominican Republic (April 2010)
- *International Tourism Fair FITCUBA*, Cuba (May 2010 and April 2011))
- *International Mayor's Forum on Tourism*, Zhengzhou, China (June 2010)
- *5th and 6th Edition of EUROAL, Tourism, Art and Culture Fair for Latin America and Europe*, Spain (June 2010 and June 2011)
- *2010 World Leisure EXPO & Congress*, Republic of Korea (August 2010)
- *East Asia Inter-Regional Tourism Forum (EATOF)*, Vietnam (September 2010)
- *FITA 2010* (International Tourism Fair for the Americas), Mexico (September 2010)
- *CAT 2010* (International Tourism Congress), Argentina (September 2010)
- *Congress of ABAV and Fair of the Americas*, Brazil (October 2010)
- *18th International Tourism Fair*, Sverdlovsk Region, Russian Federation (April 2011)
- *Tourism and Media Seminar*, Yaoundé, Cameroon (June 2011)
- *10th Azerbaijan International Travel Fair (AITF)*, Baku, Azerbaijan (April 2011)
- *Astana Economic Forum*, Astana, Kazakhstan (April 2011)
- *2nd West China Tourism Exposition*, Chongqing, China (June 2011)

² See Annex 6 in A/19/9 add.1 for more details, and visit <http://silkroad.unwto.org>

- Workshop on *Product Variation*, Cairo, Egypt (July 2011)

A4: Competitiveness Enhancement

16. This area of work includes activities related to a) the follow-up on the tourism economic recovery agenda after the 2008 economic crisis, b) the enhancement of tourism investments and c) public-private partnership (PPP) for tourism competitiveness.

17. Publications:

- *Policy and Practice for Global Tourism* (March 2011): presents around 10 major themes in world tourism and includes case studies and commentaries from over 30 Affiliate Members.
- Brochure on Perspectives and Responses for Stimulating Recovery, summarising the conclusions from the UNWTO Affiliate Members' International Seminar held during FITUR 2010.
- Joint UNWTO-ILO publication on the *Economic crisis, international tourism decline and its impact on the poor*: An analysis of the effects of the global economic crisis on the employment of poor and vulnerable groups in the tourism sector. In the framework of the UN Global Pulse Initiative³
- Data provision and article contribution to the *Travel and Tourism Competitiveness Report 2011*, World Economic Forum.

18. Events and capacity-building activities:

- **Seminar on Perspective and Responses for Stimulating Recovery**, FITUR 2010, Madrid, Spain
- *UNWTO/EXCELTUR International Tourism Leadership Forum*, Madrid, Spain (January 2010)
- *UNWTO/South Africa International Summit on Tourism, Sport and Mega Events*(February 2010)
- *UNWTO Fourth meeting of the Tourism Resilience Committee*, ITB 2010, Berlin, Germany
- 5th Meeting of the Destination Council, ITB 2010, Berlin, Germany
- UNWTO Seminar on *Public-Private Partnership in Tourism: Methods and Solutions for the Future*, Moscow, Russian Federation (March 2010)
- Seminar on *Tourism Governance in Times of Crisis: Conjunctural and Structural Policies*, in the framework of the 51st meeting of the UNWTO Commission for Europe (April 2010).
- *UNWTO Conference on Tourism as a Key Driver for Socio-Economic Development in Asia and the Pacific*, in the framework of the 22nd Joint Meeting of the UNWTO Commission for Asia and the Pacific - Vietnam (May 2010)
- *1st and 2nd T.20 Ministers' Meetings*, South Africa (February 2010) and Republic of Korea (October 2010). The main output was the *T.20 Tourism Charter*, which contains concrete policy measures for further joint action.⁴
- *First meeting of the Latin American UNWTO Affiliate Members*, in the framework of the integration and regionalization of the work of the Affiliate Members announced by the Secretary-General. This event was followed by the *first UNWTO Seminar of the Latin American Affiliate Members*.
- *UNWTO Ministers' Summit* in the framework of the WTM, London, United Kingdom (November 2010)
- *Seventh UNWTO International Tourism Forum for Parliamentarians and Local Authorities*, Puerto Vallarta, Mexico (November 2010)
- 7th Joint UNWTO/COTELCO Seminar, Bogota, Colombia (November 2010)
- *UNWTO High level Seminar on Mainstreaming Tourism*, Thimphu, Bhutan (January 2011)

³ See: <http://www.unglobalpulse.org>

⁴ For more information, see: <http://t20.unwto.org/en>

- UNWTO Affiliate Members' Seminar on *Innovative solutions applied to the development of world tourism*, Fitur, Madrid, (January 2011)
 - 1st and 2nd UNWTO *Tourism Investment Forum for Africa – INVESTOUR*, FITUR, Madrid, Spain (January 2010 and 2011)
 - UNWTO Asian Tourism Ministers' Conclave on *Tourism: Collective Standing for Better Tomorrow* (Kathmandu, Nepal, January 2011)
 - UNWTO Regional Seminar on *Tourism Exchange for Small Island Countries*, Tokyo, Japan (February 2011)
 - Board meetings of the Affiliate Members during FITUR and ITB (November 2010, January and March 2011)
 - UNWTO *Global Tourism Forum Andorra: Building New Models for Tourism Growth, Competitiveness & Responsibility*, Andorra (March 2011)⁵
 - UNWTO Seminar on *Effective Governance in Tourism Destination Development*", Moscow, Russian Federation (March 2011)
 - UNWTO Conference on *Mainstreaming Tourism in the Media*, in the framework of the 23rd Joint Meeting of the UNWTO Commission for South Asia and the UNWTO Commission for East Asia and the Pacific, Colombo, Sri Lanka (March 2011)
 - UNWTO Seminar on *Investment in Tourism in the Americas*, in the framework of the Fifty-second Meeting of the Commission for the Americas, Asuncion, Paraguay (May 2011)
19. Platma (www.platma.org), the online professional network for the UNWTO Affiliate Members has been under development for the past year and was officially launched at FITUR in Madrid, January 2011. The network, which is now open for use by all Affiliates and interested organizations, has been developed to help Members share knowledge, experiences and best practices in world tourism using a range of multimedia tools. To date it has over 300 registered users and during the month of May 2011 alone, received 6,420 visits from 155 countries. During 2011 the platform will be developed further technologically and a team of community managers will help Members get the most out of using the network. For more information on platma, please consult Annex 7 in A/19/9 add.1.
20. Support to Members in their activities and related international networks:
- *Tokyo International Conference on African Development*: a major global framework for Asia and Africa to collaborate in promoting Africa's development, Nigeria (April 2010)
 - *Sixth International Tourism Investment Market Forum*, Syria (April 2010)
 - *Conference on Hotel Investment*, Morocco (April 2010)
 - *UN Private Sector Focal Points Meeting*, Switzerland (April 2010)
 - *IMEX Association meeting*: worldwide exhibition for meetings and incentive travel, Germany (May 2010)
 - *Caribbean Hotel & Tourism Investment Conference*, Puerto Rico (May 2010)
 - *Palestine Investment Conference* (June 2010)
 - *IATA Annual General Meeting and World Air Transport Summit*, Germany (June 2010)
 - *IGLA - International Gay and Lesbian Travel Meeting*, Belgium and USA (June 2010 and April 2011))
 - *Forum on Tourism in the Mediterranean*, organized by the Malaga Chamber of Commerce (September 2010)
 - *Seminar on Corporate Social Responsibility*, LAN Group, Chile (September 2010)
 - Cooperation with *ROUTES* regarding the expansion of airport activity and related air services in developing countries: participation in *ROUTES Africa* (May 2010, Swaziland) and in *ROUTES* high-level meeting (September 2010, Canada).

⁵ Conclusions and presentations available on the GTF website: <http://gtfandorra.UNWTO.org/>

- *Managing Best Intentions and Industry Outcomes*, during the 20th Airports Council International (ACI) Annual General Assembly, Bermuda (November 2010)
- *2nd International Scientific Congress*, Skopje, Macedonia (April 2011)
- *AMETIC, 1st Congress on Tourism and Innovation*, Canary Islands, Spain (April 2011)
- *14th German-Arab Business Forum*, Berlin, Germany (May 2011)
- *1st International Tourist Forum on Tourism Development in Northern Regions*", Arkhangelsk, Russian Federation (May 2011)
- *International Conference on Regional Tourism Strategy and Innovation*, Erzurum, Turkey (June 2011)
- *Conference on Tourism and Development in the Middle East and Africa*, Cairo, Egypt, (June 2011)
- *Workshop on Destination Assessment*, Jakarta, Indonesia (July 2011)
- *VII International Conference on Hospitality and Tourism*, Oporto, Portugal (July 2011)
- *INNOPRON 2011: Fair on Innovation in Industry and Services*, Ekaterinburg, Russian Federation (July 2011)

A5: Risk and Crisis Management

21. Events and capacity-building activities:

- *Workshop on Roaming Messages for Effective Risk Prevention*, UNWTO HQ (January 2010)
- *UNWTO Workshop on Market Intelligence and Communications in Times of Crises*, ITB, Berlin, Germany (March 2010)
- *UNWTO Workshop on Social Media and its Impact on Travel and Tourism under Challenging Circumstances such as the Pandemic (H1N1) 2009*, USA (April 2010)
- *UNWTO Travel and Tourism under Challenging Circumstances, The Role of Coordination, Market Intelligence and Communications during the Pandemic (H1N1) 2009*, Malaysia (May 2010)
- *UNWTO Seminar on Communications as the Component of Crisis Management*, Dominican Republic (August 2010)
- *UNWTO Regional Workshop on Risk and Crisis Management in Tourism Sector*, Brazil (September 2010)
- *UNWTO Workshop on Travel and Tourism and the Pandemic 2009: Lessons Learned for Building a Safer World*, UNWTO HQ, Madrid, Spain (December 2010)
- *Technical Consultation on Georeferences and Time Stamps for Event Information and Travel Advisories*, UNWTO HQ, Madrid, Spain (March 2011)
- *I International Conference on Tourism Security in the Americas: Quality, Competitiveness Trends, Legislation and Strategies*, Santo Domingo, Dominican Republic (February 2011)
- *Technical Consultation on the Integration of Tourism into National Emergency Structures and Procedures*, The British Travel Association (ABTA) HQ, London, UK (March 2011)
- *UNWTO Workshop on The Role of Social Media in Crisis Communications of the Travel and Tourism Sector*, Ingolstadt, Germany (May 2011)
- *UNWTO Tourism Recovery Workshop*, Tunis, Tunisia (May 2011)
- *UNWTO Workshop on Stimulating Demand Through Product Redesigning*, Cairo, Egypt (July 2011)

22. Support to Members in their activities and related international networks:

- *2010 International Ministerial Conference on Animal and Pandemic Influenza: The Way Forward*, Vietnam (April 2010)
- *Second Humanitarian Pandemic Operations Consultation (HPOC N2): High Level Strategic Consultation on Pandemic Preparedness and Response Measures*, hosted by the World Food Programme, Italy (May 2010)

- Steering Committee of the *ICAO Cooperative Arrangement for the Prevention of Spread of Communicable Disease through Air Travel (CAPSCA)* for Americas, USA (June 2010)
- *Coordination with WHO on a) Public Health Emergency Preparedness Planning for International Travel, b) Review of the Pandemic (H1N1) 2009 and c) International Health Regulations (IHR)*
- National Conference of the Ministry of Culture and Tourism on *Destination Management Organization Development: Applying the Tsunami pilot project*, Indonesia (August 2010)
- Hearing on *Crisis Communications and UNWTO's Safety and Security Initiatives*, US Travel and Tourism Advisory Board to the Department of Commerce (USTTAB) Meeting, Las Vegas, USA, (October 2010)
- *UNWTO's Lessons Learned from the 2009 Pandemic*, during the World Health Organization (WHO) Workshop on Public Health Measures Implemented during the H1N1 2009 Pandemic, Tunis, Tunisia (October 2010)
- *Tourism Crisis Management Leadership Workshop*, organized by the Tourism Industry of the Americas and the University of Florida, Gainesville, Florida, USA (October 2010)
- Specific support was given to several countries which experienced difficult times during the period considered by this report: Haiti, Tunisia, Egypt and Japan.
- *International Forum of Post-Quake Tourism Recovery and Reconstruction*, Chengdu, Sichuan, China (April 2011)
- ITC Workshop on *Recovering Tourism After a Crisis*, Istanbul, Turkey (April 2011)
- EU Conference on *Conflict and Peace in a Changing International Context: Funding Opportunities*, Brussels, Belgium (July 2011)

A6: Education and Training/Knowledge Management

23. UNWTO events and capacity-building activities organized during the period under review are listed below:

- UNWTO Workshop on *UNWTO as a Knowledge-based Organization: Tourism Policy Making in Europe*, FITUR 2010, Madrid, Spain (January 2010)
- UNWTO Workshop on *Tourism Marketing Planning*, Qatar (January 2010)
- Training the trainers courses in tour guiding, catering and front desk, Zimbabwe (March 2010)
- UNWTO. Themis – Banesto Foundation Training course for Entrepreneurial Women for Sustainable Tourism Development, Mozambique (April 2010)
- The *4th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy*, Gyeongju, Republic of Korea (April 2010)
- UNWTO. Themis Practicum on *Tourism Marketing (English Edition)*, Spain and Andorra (May 2010)
- UNWTO. Themis Foundation Course on *Tourism and International Cooperation for Development*, Valencia, Spain (July 2010)
- UNWTO *Excellence in Tourism Management* course, Argentina (August 2010)
- UNWTO. Themis Workshop on *Tourism and Poverty Alleviation*, Senegal (September 2010)
- UNWTO. Themis Practicum on *Tourism Marketing (Spanish and French Edition)*, Spain and Andorra (November 2010)
- UNWTO Workshop on *Tourism Destination Management*, Qatar (November 2010)
- UNWTO. Themis Course on *Facilitation of Frontier and Travel and Tourism Services*, Beirut, Lebanon (December 2010)
- UNWTO. Themis Regional Course on *Sustainable Development of Tourism: Management Policies and Instruments*, State of Querétaro, Mexico (December 2010)⁶
- UNWTO Knowledge Network Kick-off Meeting, FITUR, Spain (January 2011)

⁶ For more information: <http://www.unwto-themis.org/en/noticias/2010/cursomex>

- UNWTO. Themis Course on Destination Management for enhancing local economic impact from Tourism, Ghana (March 2011)
 - UNWTO. Themis Course on *Excellence in Tourism Management – Education and Innovation*, Argentina (April 2011)
 - UNWTO Regional capacity building workshop on Marketing and Promotion, Syria (April 2011)
 - UNWTO Training Programme for Hotel Inspection Skills, Saudi Arabia (May 2011)
 - UNWTO. Themis Practicum on *Tourism Marketing in Times of Uncertainty*, Spain and Andorra (May 2011)
 - UNWTO. Themis Practicum on *Tourism Marketing in Times of Uncertainty (English Edition)*, Spain and Andorra (May 2011)
 - UNWTO *Ulysses Prize & Awards Ceremony* and UNWTO Knowledge Network *Algarve Forum on Tourism and Science: Bridging theory and practice* (Vilamoura, Portugal, June 2011)
 - UNWTO. Themis Foundation Course on Tourism and International Cooperation for Development, Valencia, Spain (July 2011)
 - *5th Asia/Pacific Executive Training Program on Tourism Policy and Strategy*, Begawan, Brunei (June 2011)
24. UNWTO. Themis Programme: Detailed information on activities carried out in collaboration with the Themis Foundation is reported in Annex 8 in A/19/9 add.1.
25. Support to Members in their activities and participation in related international networks:
- *Workshop on System of Tourism Research and Development for Central America (SID)*, Guatemala (September 2010).
 - *Symposium on Tourism Legislation of China*, Beijing, China (May 2011)
26. The UNWTO Knowledge Network is an initiative currently made up of more than 122 knowledge-based tourism-related institutions, organizations and universities from the public and private sectors. For more information, see Annex 3 in A/19/11.
27. Based on the recommendations of the feasibility study carried out in 2010, the Secretariat is building up the *Legal and Institutional Intelligence Gathering System on Tourism (LIIGST)* which will offer to Members, as from the second semester of 2011, two new information products, namely the *Legal and Institutional Framework for Tourism Database (LIFT)* and the online quarterly *Tourism Law Newsletter* in addition to the three existing consolidated information services⁷.

B. Raising Sustainability

B1: Sustainability

28. Publications:
- *Tourism Quality Standards and Systems and their relationship with Sustainability and Tourism Law, the experience of the Americas* (March 2010)
 - Ezine on *Tourism and the MDGs*⁸ prepared as UNWTO contribution to the Global Compact Leaders Summit held in June in New York.
 - *Tourism and Biodiversity – Achieving Common Goals Towards Biodiversity* (September 2010)
 - Tourism Chapter of the *Green Economy Report*⁹: jointly produced by the United Nations Environment Programme (UNEP) and UNWTO (advance report: March 2011)

⁷ i.e. the Tourism Legislation Database (LEXTOUR), the International Instruments on Facilitation of Tourist Travel Database and the UNWTO/IFTTA Interactive Discussion Forum

⁸ Available online: <http://www.unwto.org/tourism&mdgsezine/>

⁹ For more information: http://85.62.13.114/media/news/en/press_det.php?id=7471 and <http://www.unep.org/greeneconomy/>

- *Communicating Heritage – A Handbook for the Tourism Sector* (August 2011)
- *Practical Guide for developing biodiversity based tourism products*, prepared by the Bonn Unit (April 2011). See Annex 5 in A/19/9 add.1 for more information on the Bonn Unit.

29. UNWTO events and capacity-building activities:

- World Tourism Day *High Level Dialogue on Tourism, Biodiversity and Sustainable Development*, Guangzhou, People's Republic of China (September 2010) in the framework of the UN International Year of Biodiversity
- *Fourth International Conference on Responsible Tourism in Destination*, Oman (October 2010)
- UNWTO Side Event on *Tourism & Biodiversity: How to Achieve Common Goals towards Sustainability*, in the framework of the tenth meeting of the Conference of the Parties (COP 10), Nagoya, Japan (October 2010)
- UNWTO Seminar on *Tourism as a Tool for Sustainable Regional Development*, Tirana, Albania (November 2010)
- UNWTO Seminar on *Industrial Heritage in Tourism Policies for Sustainable Development*, in the framework of the Fifty-second Meeting of the Commission for Europe, Zabrze/Katowice, Poland (April 2011)
- Tour Operators' Initiative (TOI) / WWF Core Group and TOI Board Members Meeting, Helsinki, Finland (June 2011)
- UNWTO Seminar on *How Sustainable Tourism can benefit from and contribute to an emerging Green Economy in Africa?*, in the framework of the UNWTO Fifty-first meeting of the Commission for Africa, Ouagadougou, Burkina Faso (June 2011)
- UNWTO Workshop on *Biodiversity Based Tourism Product Development*, UNWTO HQ (July 2011)

30. Missions:

- UNWTO and UNDP joint programme formulation *Laguna de Perlas Sustainable Tourism: advice on implementation of a regional sustainable tourism project*, Managua, Nicaragua (December 2010)
- Implementation of Observatories for Sustainable Tourism, Yangshuo, Zhangjiajie and Guilin, China (September/October 2010)
- Opening of the *Third UNWTO Sustainable Tourism Observatory* in Zhangjiajie, Hunan Province, China (July 2011)

31. Support to Members in their activities and participation in related international networks:

- 1st Annual General Meeting on the Global Partnership for Sustainable Tourism¹⁰ (UNWTO is permanent member of steering committee), San José, Costa Rica (January 2011).
- Working Session on the Preparation of a Joint EC/UNWTO Study on Sustainable Tourism Brussels, Belgium (February 2011).
- Meeting on the Follow-up of the Implementation of the Memorandum of Understanding signed between the Ramsar Convention Secretariat and the UNWTO, Geneva, Switzerland (February 2011).
- International Congress on Thermal Tourism, Santiago de Compostela, Spain (March 2011)
- First International Tourism Fair CroTOUR, Zagreb, Croatia (March 2011)
- UN Issue Management Group (IMG) on Biodiversity and on Green Economy
- Tourism Sustainability Group (European Commission), Brussels, Belgium (February 2011)
- *Conference on the Future of Africa through Sustainable Tourism*, Spain (June 2010)
- *International Conference on World Heritage Status: Opportunities for Economic Gain for Tourism Destinations*, Portugal (June 2010)

¹⁰ <http://www.unep.fr/scp/tourism/activities/partnership/>

- *Third meeting of the Working Group on Sustainable Tourism*, Poland (September 2010)
 - *Conference on Quality of Tourism Products*, organized by SENATUR, Paraguay (September 2010)
 - Cooperation of the Bonn Unit with UNEP in assisting the parties to the *Carpathian Convention: Draft Protocol on Sustainable Tourism* elaborated and submitted to seven Carpathian Countries for national consultations.
 - *Blue Flag Jury*, Copenhagen, Denmark (April 2011)
 - *Sustainable Tourism Workshop*, Roatán, Honduras (June 2011)
 - *Congress on Rural Tourism*, Sibiu, Romania (May 2011)
 - *Sustainable Tourism Forum*, Huatulco, Mexico (June 2011)
 - *Asia and Pacific Parliamentarian's Conference on Environment and Development*, Kuala Lumpur, Malaysia (June 2011)
 - *HOTREC Task Force on Sustainability*, Brussels, Belgium (June 2011)
 - Annual Membership Council Meeting of the Global Sustainable Tourism Council (GSTC)¹¹ - UNWTO is permanent member of the Board -Barcelona, Spain (June 2011).
32. COAST Project: UNWTO is collaborating with the UN Industrial Development Organization (UNIDO) in a Global Environment Facility (GEF) funded project on Coastal Tourism in 9 countries in Sub-Saharan Africa: Cameroon, Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania. The project's main objective is to demonstrate best practices and strategies for sustainable tourism development so as to reduce the degradation of marine and coastal environments of trans boundary significance. Within the framework of the project, UNWTO is responsible for the components on "eco-tourism development in coastal areas", and "sustainable tourism governance and management". UNWTO has organized training seminars to build the capacities of project stakeholders in the participating countries to formulate and manage Sustainable Tourism – Eliminating Poverty (ST-EP) ecotourism projects in the coastal destinations, and has commissioned a research on mechanisms for sustainable tourism governance and management in coastal areas.

B2: Cultural, Social and Ethical Aspects of Tourism

33. Publications:
- *Tourism and Migration: Exploring the Relationship between Two Global Phenomena* (March 2010)
 - *UNWTO Report on the Implementation of the Global Code of Ethics for Tourism*, submitted to the 65th UN General Assembly (September 2010)
 - *Religious Tourism in Asia and the Pacific* (April 2011)
 - *Global Report on Women in Tourism 2010*, a joint publication of UNWTO/UN Women (August 2011)
 - *Tourism and Intangible Cultural Heritage* (September 2011)
34. UNWTO events and capacity-building activities:
- *Ninth and tenth Meetings of the World Committee on Tourism Ethics*, Luxor, Egypt (April 2010) and Bali, Indonesia (June 2011)
 - *Seminar on Tourism Ethics for Asia and The Pacific: Responsible Tourism and its Socio-Economic Impact on Local Communities*, Bali, Indonesia (June 2011)
 - *Women in Tourism Empowerment Programme (WITEP)*, a joint initiative of UNWTO/UN Women (under preparation), aiming to provide employment opportunities for young women in the hospitality sector and tourism supply chain through training and capacity-building.

¹¹ For more information: <http://www.gstcouncil.org/>

- Launch of the *Global Report on Women in Tourism 2010*, ITB, Berlin, Germany (March 2011)
 - 25th and 26th Meetings of the *Task Force for the Protection of Children in Tourism*, ITB, Berlin, Germany (March 2010 and 2011)
 - 1st *Workshop on the Protection of Tourists/Consumers and Travel Organizers*, ITB, Berlin, Germany (March 2011) and 1st *Meeting of the UNWTO Working Group on the Protection of Tourists/Consumers and Travel Organizers*, UNWTO HQ, Madrid, Spain (April 2011)
35. Support to Members in their activities and participation in related international networks:
- Conference on *Time for Museums, Encounters with Living History*, Poland (September 2010)
 - *End Human Trafficking Now: Enforcing UN Protocol*, Luxor, Egypt (December 2010)
 - Support to the Brazil/Spain Seminar on *Strategies for Combating the Sexual Exploitation of Children in Tourism*, Madrid, Spain (November 2010)
 - World Responsible Tourism Day, *Panel on Social Responsibility*, WTM London, (November 2010)
 - 3rd International Congress on *Tourism for All*, Valladolid, Spain (November 2010), and preparatory meetings for the general collaboration framework on accessible tourism with Foundation ONCE and European Network for Accessible Tourism (ENAT), Madrid, Spain (March 2011)
 - International Conference: *Ethical Tourism and Participation*, BIT Milan, Italy (February 2011)
 - Conference on Religious Tourism in Hungary and European Union, Esztergom, Hungary (May 2011)
 - 3rd International Festival of Intangible Heritage, Chengdu, Sichuan, China (May 2011)
 - *Workshop on Conscious Tourism*, Quito, Ecuador (June 2011)

B3: Tourism and Poverty Alleviation

36. Publication:
- *Joining Forces – Collaborative Processes for Sustainable and Competitive Tourism (March 2010)*, in collaboration with SNV
 - *Manual on Tourism and Poverty Alleviation – Practical Steps for Destinations (June 2010)*, in collaboration with SNV
37. Sustainable Tourism-Eliminating Poverty (ST-EP) Programme: The ST-EP projects are detailed in Annex 4 in A/19/9 add.1¹². Countries supported are: **Albania, Bolivia, Benin, Burkina Faso, Cambodia, Cameroon, China, Ecuador, Ethiopia, Ghana, Guatemala, Honduras, Kenya, Lao PDR, Lesotho, Mali, Mozambique, Namibia, Nepal, Nicaragua, Niger, Peru, Rwanda, Senegal, Tanzania, Vietnam, Yemen and Zambia**. There are two regional projects in West Africa and one in Central America. In 2011, new projects have been launched in **Kenya** and **Mozambique** and pre-project preparations are on-going in **Ethiopia** and **Tanzania**. Resource mobilization activities will continue to further expand the project portfolio.
38. UNWTO Volunteers supported ST-EP projects in **Burkina Faso** (Sustainable Tourism Development), **Cameroon** (Ecotourism Development), **Ghana** (Savannal and Destination Tourism Programme), **Guatemala** (Strengthening Community-based Tourism Destinations), **Mozambique** (Community-based Lodges Training Programme), **Nicaragua** (Strengthening Rural Community-based Tourism), **Niger** (Valorisation of Tourism in the Buffer Zone of Park W by the Establishment of Micro-Enterprises) and **Senegal** (Institutional Development for the Tourism Sector in the Region of Saint Louis and Louga). Through this partnership, the UNWTO. Themis Foundation provided

¹² Most of the projects funded by the MDG-F also contribute to poverty alleviation through tourism. Detailed information could be found in Annex 3 in A/19/9 add.1.

training to young professionals in local communities in areas enabling them to carry-out hands-on transfers of applied practical know-how that empowers them to undertake business initiatives related to the sustainable development of tourism as a tool for poverty alleviation.

39. High Impact Tourism Training (HITT) Programme: UNWTO is collaborating with the Netherlands Development Organisation (SNV) in the implementation of the EU Funded HITT Programme which aims to contribute to sustainable, scalable, pro-poor economic growth in 7 countries in Sub-Saharan Africa and Asia (Benin, Cambodia, Ghana, Mali, Mozambique, Nepal and Vietnam). The project is in its preliminary phases and will develop and implement an integrated, market-driven Tourism Technical Vocational Education and Training (TVET) System targeting the informal economy.
40. UNWTO events and capacity-building activities:
 - UNWTO-led Interagency Tourism Side event and Joint UNWTO-ITC Private Sector event at the *4th UN Conference on the Least Developed Countries (LDC-IV)*, Istanbul, Turkey (May 2011)
 - Donor's Conference on the Regional Project on *Sustainable Tourism Development in a Network of Cross-border Parks and Protected Areas in West Africa*, Dakar, Senegal (May 2011)
41. Support to Members in their activities and participation in related international networks:
 - *Seminar on Entrepreneurship Development in Mozambique*, organized by the Banesto Foundation within the framework of its programme on sustainable and supportive tourism (July 2010)
 - ILO-UNDP High-Level Meeting on South-South and Triangular Cooperation and LDCs' High Level Meeting, Geneva, Switzerland (November 2010)

B4: Tourism and Climate Change

42. Publications:
 - *Energy Efficiency Handbook for Hotels in Thailand*, prepared by the Bonn Unit in cooperation with the Ministry of Tourism and Sport of Thailand and Adelphi Berlin (October 2010). Available in English¹³ and Thai.
 - Series of 10 publications on *Energy Efficiency and Renewable Energy for the accommodation sector in the EU*, within the Framework of the Hotel energy solutions project (September 2011)
43. UNWTO events and capacity-building activities:
 - UNWTO/Mexican Government Side Event on *Tourism's Response to Climate Change: what next?* in the context of the Conference of the Parties (COP 16) of the UN Framework Convention on Climate Change, Cancun, Mexico (December 2010)
 - Successful completion of the Programme on *Energy Efficiency KhoKhao* in Thailand (duration 2008-2010)
 - Launching of new *Energy Efficiency Project* for Indonesia for 2010-2013, funded by the German International Climate Initiative.
44. Technical support to Members and participation in related international networks:
 - *Mediterranean Sustainable Energy Summit, 3rd Annual Climate and Energy Security Summit for Southeast Europe and the Mediterranean*, Greece (May 2010)
 - Air Transport Action Group (ATAG) - *5th Aviation and Environment Summit*, Switzerland (September 2010)
 - Meeting on the *Challenges of Climate Change to Tourism in Africa and the Developing World*, Lusaka, Zambia (April 2011)

¹³ http://www.unwto.de/images/pdf/peek_handbook_oct10.pdf

- CIRCE - Climate Change and Impact Research. *The Mediterranean Environment Project Final Conference*, Rome, Italy (May 2011)

45. Other noteworthy activities are related to the Hotel Energy Solutions project, in which UNWTO in **collaboration** with UNEP, IH&RA, EREC and ADEME¹⁴ for improving hotels' energy efficiency and use of renewable energies, as well as to reduce CO2 emissions and improve their competitiveness. The HES E-tool will be available in September 2011 for use by the accommodation sector. This project is co-funded by the European Executive Agency for Competitiveness and Innovation and presents substantial opportunities for raising additional funds for adaption to specific regions in the world as well as capacity building on the global level. See Annex 2 in A/19/9 add.1 for more details.

C. Cross-cutting Issues and Support to Members

Strengthening Relations with Members and non-Members

46. Official visits took place in the following countries: **Albania, Algeria, Andorra, Argentina, Armenia, Australia, Bangladesh, Bahrain, Bhutan, Bosnia Herzegovina, Brazil, Brunei Dar El Salam, Bulgaria, Burkina Faso, Cambodia, Cameroon, Chile, China, Colombia, Croatia, Cuba, Dominican Republic, Dubai, Ecuador, Egypt, Estonia, Finland, France, FYR of Macedonia, Guatemala, Georgia, Germany, Greece, Hungary, Iceland, India, Indonesia, Israel, Italy, Hong Kong SAR, Japan, Kazakhstan, Kenya, Lebanon, Latvia, Lithuania, Macao, Malaysia, Malta, Mauritania, Mexico, Monaco, Montenegro, Morocco, Mozambique, Nepal, Nigeria, Oman, Palestine, Peru, Philippines, Poland, Portugal, Puerto Rico, Republic of Korea, Romania, Russian Federation, Saudi Arabia, Senegal, Serbia, Seychelles, Slovenia, Sri Lanka, Syria, Tajikistan, Timor-Leste, Thailand, The Gambia, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States of America, Uruguay, Uzbekistan, Vietnam and Zambia.** Several of these visits may include participation in a national event or fair.

47. In addition, the following events took place or were attended for the same purpose:

- Africa and Middle East Ministers Working session (FITUR 2010)
- Meeting with Central American Ministers and Ambassadors (FITUR 2010)
- Annual Meeting for Asia-Pacific Ambassadors (ITB 2010)
- Africa Travel Association (ATA) Annual Congress, The Gambia (May 2010)
- Euro Mediterranean EU Ministers of Tourism Conference, Spain (May 2010)
- Arab Executive Council and Arab Ministerial Council Meetings, Egypt (May 2010)
- Ibero-American Conference of Tourism Ministers, Argentina and Paraguay (September 2010 and May 2011 respectively)
- Meeting of the Ambassadors of the UNWTO Commission for Europe, UNWTO HQ, Madrid, Spain (November 2010)
- Annual working session of African and Middle East Tourism Ministers, Madrid, Spain (January 2011)
- Meeting of the Ambassadors of the Asia and the Pacific countries, UNWTO HQ, Madrid, Spain (February 2011)

Technical Cooperation and Services

48. *UNWTO Technical Product Portfolio*: this publication compiles standardised, yet flexible, technical cooperation products that UNWTO can propose to its members on a wide range of topics such as a)

¹⁴ United Nations Environment Program (UNEP), International Hotel & Restaurant Association (IH&RA), European Renewable Energy Council (EREC) and French Environment and Energy Management Agency (ADEME)

Policy Planning and Economic Development, b) Human Resource Development, c) Product Development, Marketing & Promotion and d) Statistics and Quality Standards.

49. The technical cooperation projects, including those funded through the MDG Achievement Funds, are detailed in Annex 3 in A/19/9 add.1¹⁵. Technical Cooperation activities have increased with the implementation of MDGF projects which focus on issues related to sustainable development and poverty alleviation and involve the participation of several UN agencies delivering as one UN. Countries supported are as follows: **Botswana, Burundi, China, Ecuador, Egypt, Honduras, India, Mali, Nicaragua, Niger, Oman, Panama, Peru, Senegal, Serbia, Syrian Arab Republic, Turkey, Ukraine, Uzbekistan and RETOSA Member States (Angola, Botswana, DR Congo, Lesotho, Madagascar, Mauritius, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe).**
50. Technical assistance missions:
- *Branding development*, Nassau (February 2010)
 - *Heritage Management for Tourism*, Riyadh, Saudi Arabia (October 2010)
 - *Tourism Planning*, Ouagadougou, Burkina Faso (November 2010)
 - *Hotel Classification and Standards*, Damascus, Syrian Arab Republic (December 2010)
 - *Hotel Classification and Standards*, Rabat, Morocco (February 2011)
 - *Evaluation of the overall tourism development potential of Yen Bai and Ha Giang Provinces*, Vietnam (December 2010)
 - *Consultation on Creating a New Tourism Brand for Albania* (April 2010)
 - *Tourism Recovery and Sustainable Redevelopment Action Plan*, Cairo, Egypt (April 2010)

Collaboration with National and International Bodies or Networks¹⁶

51. During the period covered by this report, the UNWTO Secretariat has collaborated with the following organizations and networks (non exhaustive list): European Union, United States Agency for International Development (USAID), Tourism Society, Organization of the Islamic Conference (OIC), Association of Southeast Asian Nations (ASEAN), Economic Commission for Latin America and the Caribbean (ECLAC), Arab Executive Council, OECD Tourism Committee, Institute for the Spanish Tourism Quality (*Instituto para la Calidad Turística Española*: ICTE), United Nations Department of Economic and Social Affairs (UNDESA), United Nations Commission for Africa (UNECA), European Commission Tourism Forum, West African Economic and Monetary Union (UEMOA), Silk Road Foundation, US Travel and Tourism Advisory Board (USTTAB), International Labour Organization (ILO), UNDP Black Sea Partnership Forum for Tour and Travel Operators, World Economic Forum, UNESCO, ONCE Foundation, European Network for Accessible Tourism (ENAT), Islamic Conference of Tourism Ministers (ICTM), International Green Economy Business Exchange (BINEV), Regional Tourism Organization of Southern Africa (RETOSA), World Green Tourism, World Travel and Tourism Council (WTTC), RAMSAR Convention, Intourist, Pacific Asia Travel Association (PATA), Bournemouth University, Association British Travel Agents (ABTA), Inter-American Development Bank (IDB), Tourism for Development, Monetary and Economic Community of Central Africa (CEMAC), Netherlands Development Organization (SNV), Italian Cooperation, Netherlands Committee of the International Union for the Conservation of Nature (IUCN-NL), Spanish Agency for International Development Cooperation (AECID), Flemish Government, Korea International Development Agency (KOICA), United Nations Industrial Development Organization (UNIDO), Travel Foundation, Banesto Foundation, European Travel Commission (ETC), UN

¹⁵ ST-EP Projects are presented in part B3 of the present report and Annex 4 in A/19/9 add.1

¹⁶ In addition to this section, UNWTO Secretariat will present a report on United Nations system activities (A/19/13) and a specific annex (Annex 5 in A/19/11) will present activities regarding the implementation of a resource mobilization strategy so as to strengthen UNWTO's capacity to provide leadership, serve its members and position tourism in the global development agenda.

Women, Millennium Foundation, United Nations Environment Programme (UNEP), United Nations Development Programme (UNDP), United Nations Conference on Trade and Development (UNCTAD), Commonwealth Secretariat, Gramado Tourism Festival, Air Transport Action Group (ATAG), Conseil culturel de l'union pour la Méditerranée (Cultural Council for the Mediterranean Union), Food and Agriculture Organization (FAO), International Forum of Travel and Tourism Advocates (IFTTA), World Economic Forum (WEF), Man and the Biosphere (MAB) Programme, Convention on Biological Diversity (CBD), UN Steering Committee on Tourism for Development (SCTD), Economic and Social Council (ECOSOC), International Trade Center (ITC), Organization of American States (OAS), Latin American Association of Development Financing Institutions (ALIDE), etc.

II. Evaluation of Events and Missions

A. Events

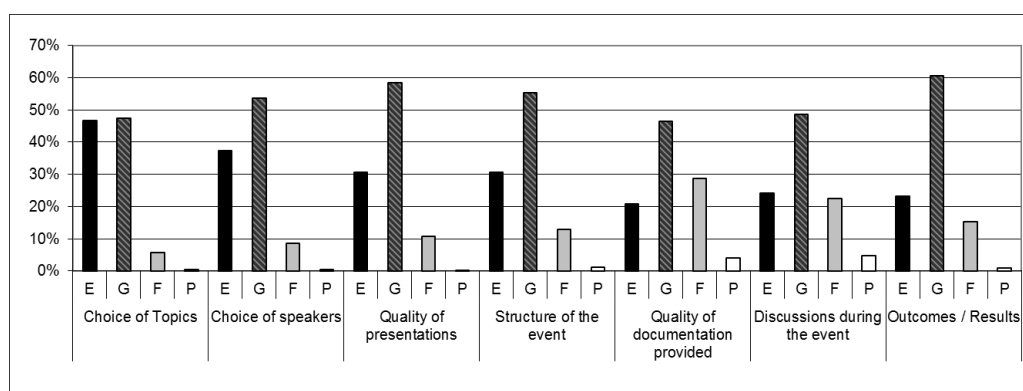
52. In January 2008, the Secretariat put in place a harmonised evaluation process of UNWTO's events. For the period covered by the present report, the results of such evaluation are based on the collection of questionnaires filled in by around 600 participants during 25 events and are summarized in the following tables and graphs:

Table 1: Composition of respondents:

NTA/NT O	Other governmental Body	Local government	Private sectors or Business Association	Inter- governmental Organization or Institution	NGO or Institution	University / Research institute	Media	Other or not specified
51%	19%	8%	9%	3%	4%	15%	2%	1%

53. A large majority of respondents (close to 80%) work for a national or local government agency (national tourism administrations, other governmental bodies and local governments), which is the priority audience of the Organization.

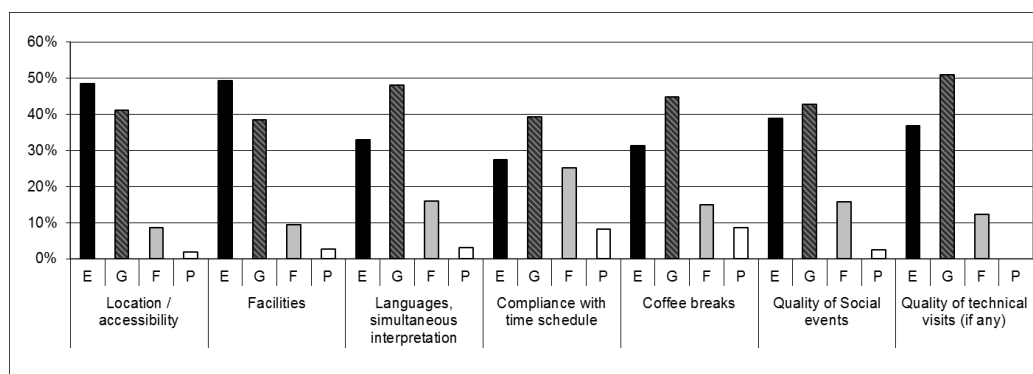
Graph 1: Participants' Evaluation of Contents and Structure of UNWTO events



Legend: E: excellent, G: good, F: fair, P: poor

54. Two aspects still require more efforts from the Secretariat, namely: "Quality of documentation provided" and "Discussions during the events". Participants insisted in having more interactive events allowing more time for in-depth debates.

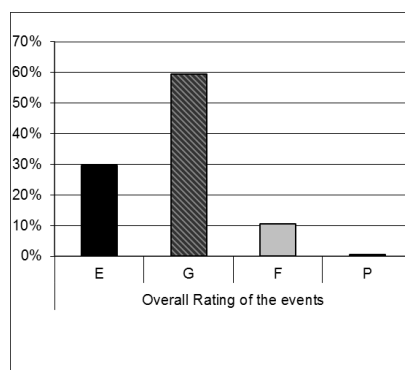
Graph 2: Logistical aspects of UNWTO events



Legend: E: excellent, G: good, F: fair, P: poor

55. Some improvements are still required, mainly regarding the “compliance with the time schedule” of events.

Graph 3: Overall rating of UNWTO events



Legend: E: excellent, G: good, F: fair, P: poor

56. The overall rating of the events shows a global satisfaction from respondents. However, the aim of the Secretariat will be to increase the proportion of participants rating UNWTO events as “excellent”.
57. The events evaluated are listed below. The details regarding the evaluation of each event are available upon request to the Secretariat. The Secretariat is continually taking these results into account in preparing its events and would like to seize this opportunity to thank all NTA officials and other people attending UNWTO events who kindly participated in this evaluation process.

58. List of events evaluated:

2010

January:	Hotel Energy Solutions Conference, Towards a More Competitive Industry (FITUR), Madrid, Spain UNWTO - Tourism Investment Forum for Africa -Investour 2010 (FITUR), Madrid, Spain
April:	4 th UNWTO Asia/Pacific Executive Training Program, Gyeongju, Republic of Korea
May:	50 th UNWTO Commission for Africa Meeting and Regional Seminar on E-marketing Strategies for Tourism: Opportunities to boost competitiveness; Algiers, Algeria UNWTO Practicum on Tourism Marketing, Spain and Andorra
June:	51 st Meeting of the UNWTO Commission for the Americas, Puerto Iguazú, Argentina Executive Council - Eighty-Eighth Session, Puerto Iguazú, Argentina
August:	4 th Workshop of the UNWTO TSA Capacity Building for Africa, Johannesburg, South Africa UNWTO. Themis course on Excellence in Tourism Management, Chaco Province, Argentina
September:	UNWTO-ETC Seminar on Tourism and Demographic Change, Vienna, Austria UNWTO. Themis ST-EP Training Course in Tourism and Poverty Reduction, Saint Louis, Senegal
October:	Regional Seminar on Tourism Contributing to Poverty Reduction: the Experience of UNWTO ST-EP Programme and Development Partners, Ouagadougou, Burkina Faso
November:	1 st Workshop of the Statistics Capacity-building Programme for Asia-Pacific, Bangkok, Thailand 7 th UNWTO International Tourism Forum for Parliamentarians and Local Authorities, Puerto Vallarta, Mexico
December:	UNWTO. Themis Regional Course on Sustainable Development of Tourism: Management Policies and Instruments, State of Querétaro, Mexico UNWTO. Themis Practicum on Marketing Strategy and Market Intelligence, Spain/Andorra

2011

January:	Hotel Energy Solutions Conference (FITUR), Madrid, Spain
March	UNWTO Conference on Mainstreaming Tourism in the Media, Colombo, Sri Lanka UNWTO Global Tourism Forum Andorra: Building New Models for Tourism Growth, Competitiveness & Responsibility
April	UNWTO. Themis Course on Excellence in Tourism Management – Education and Innovation, San Martín de los Andes, Argentina
May	UNWTO. Themis Practicum on Tourism Marketing in Times of Uncertainty, Spain and Andorra UNWTO-ETC Joint International Seminar on Tourism Product Development, Dublin, Ireland
June	Seminar on Tourism Ethics for Asia and the Pacific: Responsible Tourism and its Socio-Economic Impact on Local Communities, Bali, Indonesia 5 th Asia/Pacific Executive Training Program, Begawan, Brunei 90 th session of the Executive Council, Mombasa, Kenya
July	2 nd Workshop of the TSA Capacity-building Programme for Asia, Manila, Philippines

B. Missions

59. The Secretariat is in the process of building a consolidated **consultant database** with the objectives of improving internal knowledge of consultants/speakers; simplifying the recruitment process; increasing said process' transparency; and favouring institutional over individual memory-reliant systems.
60. The database will allow users to retrieve detailed information about a consultant/speaker, i.e. area of expertise as well as past, current and future interaction with UNWTO (ex. missions, locations, dates etc.). Moreover, users will be able to upload and view CVs and other relevant documents such as mission reports and evaluation forms.
61. Evaluations forms were progressively sent to Member States for the missions conducted in the period considered and for which the mid-term or final reports were produced. Results of such continuous evaluation will be made available to members while building the database.