



## General Assembly

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### Report of the Secretary-General

#### Part I: Programme of work

#### (b) Implementation of the general programme of work for 2012-2013

#### I. Introduction

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1. This document considers the work undertaken by the UNWTO Secretariat since the last report of this kind presented during the 19<sup>th</sup> session of the General Assembly (Republic of Korea, October 2011). It covers the full year 2012 and the first half 2013. It is a compilation, and an update, of the following reports to the Executive Council: CE/95/3(III)(b), CE/94/3(I)(c) and CE/93/4(b).

2. It is presented along the Organization's two strategic objectives: **competitiveness and sustainability**. Specific information on technical assistance to Members, as well as on special initiatives, is presented in document A/20/5(I)(b) Annex. Additional information is available on the UNWTO website and in the UNWTO Annual Report 2012.

#### II. Competitiveness

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#### A. Publications

3. The Secretariat published eight issues of the **UNWTO World Tourism Barometer** (January, March, May, July, September and November 2012, Volume 10, and January and April 2013, Volume 11).<sup>1</sup>

4. The **UNWTO Tourism Highlights, 2012 Edition**<sup>2</sup>, has been released in English, French and Spanish. It presents a concise overview of international tourism in the world based on the results for the year 2011. It includes key trends in international tourism in 2011, results by (sub)region and country of destination, the world's top tourism destinations, outbound tourism by region and top spenders and long-term forecast.

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<sup>1</sup> Excerpts available online at: <http://mkt.unwto.org/en/barometer>

<sup>2</sup> Document available online at: <http://mkt.unwto.org/en/publication/unwto-tourism-highlights-2012-edition>



5. **Compendium of Tourism Statistics and Yearbook of Tourism Statistics, 2012 and 2013 editions.** The electronic version of the data pertaining to both is available and updated regularly in the UNWTO e-library (Factbook).
6. **The Middle East Outbound Travel Market with Special Insight into the Image of Europe as a Destination:** Compiled by UNWTO/ETC<sup>3</sup>, this publication provides an in-depth analysis of the structure and trends of this market, helping destinations and commercial operators plan ahead with greater foresight.
7. **Report on Urban Tourism Development in China:** originally released in Chinese by the Shanghai Institute of Tourism in 2009, this English edition provides special insight into China's cities as source markets as well as destinations.
8. **MICE Industry – An Asian Perspective:** this study brings together theoretical examinations of MICE industry elements and best practice examples of key MICE destinations in Asia and the Pacific.
9. **Tourism Success Stories and Rising Stars – World Tourism Conference Proceedings, 4-6 October 2010, Kota Kinabalu, Sabah, Malaysia:** this publication covers topics ranging from the creation of tourism businesses, service excellence, country branding to tourism product development and marketing.
10. **Domestic Tourism in Asia and the Pacific:** this study compiles domestic tourism statistics from over 15 countries in the region and analyses characteristics focusing on its socio-economic impact and resilient capacity.
11. **Understanding Chinese Outbound Tourism – What the Chinese Blogosphere is Saying about Europe:** this report by ETC and UNWTO provides useful insight into trends, themes and behaviour of Chinese tourists to Europe based on 'netnographic' research, or ethnography adapted to the online social world.
12. **The Chinese Outbound Travel Market – 2012 Update:** this update includes the latest trends in the Chinese outbound market and provides useful support to destinations and companies to better understand the structure and behaviour of one the fastest growing outbound markets in the world.
13. **Economic Crisis, International Tourism Decline and its Impact on the Poor:** this report prepared in collaboration with ILO focuses on the impacts of the 2008 crisis on the tourism sector in general and on the poor in particular. It includes three case studies at the country level: Costa Rica, Maldives and Tanzania.
14. **Visa facilitation: Stimulating economic growth and development through tourism:** The report is a UNWTO study on visa facilitation, based on a global evaluation of visa requirements.<sup>4</sup>
15. **Key Outbound Tourism Markets in South-East Asia – Indonesia, Malaysia, Singapore, Thailand and Vietnam** (English): this study, a collaborative project with Tourism Australia (TA), includes a regional overview in terms of tourism and travel patterns, a detailed, country-specific analysis and a comparative evaluation of current and future potential tourism generating countries.
16. **Understanding Brazilian Outbound Tourism - What the Brazilian Blogosphere is Saying about Europe** (English): through an innovative approach, the study draws from the raw streams of

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<sup>3</sup> European Travel Commission

<sup>4</sup> Available at: [http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto\\_visa\\_facilitation.pdf](http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_visa_facilitation.pdf)

opinion as expressed by millions of Brazilian bloggers and micro-bloggers, providing a unique opportunity to understand potential travellers in a way that only such modern research tools allow.

17. Translation into French of the report: **Demographic Change and Tourism**

18. Affiliate Members Global Reports<sup>5</sup>:

- (a) **Vol. 3: LGBT Tourism:** this report, launched during the ITB 2012, is part of a series of in-depth reports on emerging markets in global tourism. Volume 1 examined the world of Tourism and Technology while Volume 2 demonstrated the Power of Youth Tourism.
- (b) **Vol. 4: Food Tourism:** the report analyses the current situation of Food Tourism, through a survey of the UNWTO Affiliate Members as well as the reflections of professionals with extensive experience in international organizations, destination management, tourism companies and the training schools.
- (c) **Vol. 5: Aviation:** the report explores the following areas:
  - i. Which comes first: capacity growth or route demand?
  - ii. Why 'buying' demand doesn't always work
  - iii. How the low-cost revolution has changed tourism in Europe and beyond
- (d) **Vol. 6: City Tourism:** the report is based on a wide-ranging study carried out by the UNWTO Affiliate Members Programme among 21 of the world's most-visited cities, providing insight into their urban tourism strategies and priorities.

## B. Events

### 1. Statistics and Tourism Satellite Account: measuring the contribution of tourism

19. The *First INRouTe Seminar on Regional Tourism* took place in Venice (5-6 July) with the support of UNWTO and in cooperation with Ciset / Università Ca' Foscari, CICTourGUNE (Cooperative Research Centre in Tourism) and the Veneto Region Government

20. *UNWTO Capacity-building Programme on Tourism Statistics:*

- (a) The Programme has come to its end in Asia-Pacific with the 2 following events:
  - i. 3<sup>rd</sup> Capacity-building Workshop, Bangkok, Thailand (March 2012)<sup>2</sup>
  - ii. Regional Seminar, Bangkok, Thailand (March 2012)<sup>6</sup>
- (b) *2<sup>nd</sup> and 3<sup>rd</sup> Workshop - SCBP, for the CIS countries and Georgia*, Baku, Azerbaijan (November 2012 and June 2013)

21. Coordination with Eurostat and OECD:

- (a) *Eurostat Working Group on Tourism Statistics*, Luxembourg (September 2012)

<sup>5</sup> All Affiliate Members Global Reports are available at: <http://platma.org/en/publications>

<sup>6</sup> <http://statistics.unwto.org/en/event/scbp-asia-pacific-regional-seminar>

- (b) *11th Global Forum on Tourism Statistics*, Reykjavik, Iceland (November 2012)

## 2. Tourism Trends

22. *Tourism Trends and Outlook in the Mediterranean* (in cooperation with ITB Convention Programme), ITB Berlin, Germany (March 2012)
23. *Workshop on Source Market* during the Sri Lanka EXPO 2012, Colombo, Sri Lanka (March 2012)
24. UNWTO organized the *Caribbean Tourism Summit & Outlook Seminar 2012*, jointly with the Caribbean Hotel and Tourism Association (CHTA), the World Travel and Tourism Council (WTTC), the Caribbean Tourism Organization (CTO) and the Ministry of Tourism of Jamaica, in Montego Bay, Jamaica (June 2012)
25. *UNWTO-PATA Tourism Trends and Outlook Forum*, Guilin, China (October 2012)

## 3. Marketing, promotion techniques and product development

26. *First meeting of the Global NTO Think Tank – Creating value through collaboration* (a joint initiative of UNWTO and ETC), ITB Berlin, Germany (March 2012)
27. *Conference on Snow and Mountain Tourism*, in collaboration with the Principality of Andorra, La Massana, Andorra (April 2012)
28. *6<sup>th</sup> International Conference on Destination Management: "The Future of the Mediterranean Tourism"*, Djerba, Tunisia (April 2012)
29. *National Workshop on the Re-launching of the Djerba Destination*, Djerba, Tunisia (April 2012)
30. *The UNWTO-Themis Regional capacity-building workshop on Adventure Tourism*, Abha, Saudi Arabia (May 2012)<sup>7</sup>
31. *Seminar on Destination Branding: Building New Opportunities in a Connected World*, Batumi, Georgia (May 2012), in the framework of the 54<sup>th</sup> Meeting of the UNWTO Commission for Europe.
32. *UNWTO International Conference on Seizing Tourism Market Opportunities in Times of Rapid Change*, Dead Sea, Jordan (June 2012)
33. UNWTO hold a *Special Training Session* for media professional during the Global Media Forum of Deutsche Welle, Bonn, Germany (June 2012)<sup>8</sup>
34. *Amber Route Conference*, Vilnius, Lithuania (June 2012)
35. *UNWTO Workshop on Evaluation of Tourism Promotion Effectiveness*, Kuala Lumpur, Malaysia (July 2012)
36. *Workshop on marketing*, Ulaanbaatar, Mongolia (July 2012)

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<sup>7</sup> More information on the UNWTO.Themis Foundation is available in document A/20/5(l)(b) Annex

<sup>8</sup> For more information on the Bonn Project Office, please see document A/20/5(l)(b) Annex.

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37. *ETC-UNWTO Workshop & International Seminar on Key Performance Indicators for Destination Marketing*, Vienna, Austria (September 2012)
  38. *UNWTO Symposium on Tourism & Mega-events*, Shanghai, China (September 2012)
  39. *Seminar on media and tourism*, Caracas and Porlamar, Venezuela (September 2012)
  40. *UNWTO Technical Workshop on Tourism Marketing*, Pyongyang, Democratic People's Republic of Korea (October 2012)
  41. *Global summit on city tourism: Catalysing economic development and social progress*, Istanbul, Turkey (November 2012)
  42. *EUSDR-UNWTO Workshop on Developing the Measurement and Analysis of Tourism in the Danube Region*, Bucharest, Romania (December 2012)
  43. *High level Asia-Pacific Symposium on MICE Tourism*, Hangzhou, China (December 2012)
  44. *UNWTO Workshop on Tourism and the Media*, Lusaka, Zambia (March 2013)
  45. Silk Road:
    - (a) *Joint UNWTO/FITUR Silk Road Gymkhana: Silk Road tourism promotional event for consumers*, FITUR, Madrid, Spain (January 2012)
    - (b) *Silk Road Ministers' meeting*, ITB Berlin, Germany (March 2012)
    - (c) *VIP walk "Flavours of the Silk Road"*, ITB Berlin, Germany (March 2012)
    - (d) *Tour Operators' Forum on the Silk Road - Creating a stronger business environment for growth*, ITB Berlin, Germany (March 2012)
    - (e) *Silk Road Think Tank*, Lausanne, Switzerland (June 2012)
    - (f) *Flavours of the Silk Road: International Conference on Food, Culture and Tourism*, Baku, Azerbaijan (September 2012)
    - (g) Silk road at WTM, London, United Kingdom (November 2012):
      - i. *Blogging the Silk Road in 40 minutes: Interactive Workshop*
      - ii. *Second Silk Road Task Force Meeting*
      - iii. *Silk Road at WTM Speed Networking Event*
    - (h) Silk Road at FITUR, Madrid, Spain (January 2013): *Joint UNWTO/FITUR Silk Road Gymkhana*
    - (i) Silk Road at ITB 2013, Berlin, Germany (March 2013):
      - i. *3<sup>rd</sup> UNWTO Silk Road Ministers' Meeting*,
      - ii. *2<sup>nd</sup> Tour Operators' Forum on the Silk Road*

- (j) 3<sup>rd</sup> Meeting of the UNWTO Silk Road Task Force, Baku, Azerbaijan (April 2013)

#### 4. Enhancing competitiveness

46. Investment: full and joint UNWTO events:

- (a) *INVESTOUR for the Americas*, FITUR, Madrid, Spain (January 2012)
- (b) *Tourism Investment Fora for Africa - INVESTOUR*, FITUR, Madrid, Spain (January 2012 and 2013)

47. *6<sup>th</sup> Tourism Leadership Forum of EXCELTUR: "Tourism Driving Growth and Employment: Policies to Stimulate Competitiveness"* in collaboration with UNWTO, Madrid, Spain (January 2012)

48. *Affiliate Members Extraordinary Plenary Session*, ITB Berlin, Germany and *30<sup>th</sup> UNWTO Affiliate Members Board Meeting*, UNWTO Headquarters, Madrid, Spain (March 2012).

49. *UNWTO Seminar on Partnership of Governmental and Non-governmental Organizations (Associations) in the Sphere of Tourism: Russian and Foreign Experience*, Moscow, Russian Federation (March 2012)

50. *AITF/UNWTO Workshop*, Baku, Azerbaijan (April 2012)

51. *Partnering with the Media in Challenging Times: 2<sup>nd</sup> UNWTO International Conference on Tourism and the Media*, Doha, Qatar (April 2012)

52. *UNWTO & ATM Forum "Tourism in the Middle East Growing in Challenging Times"*, Dubai (United Arab Emirates (April 2012)

53. *4<sup>th</sup> T20 Ministers' Meeting<sup>9</sup>* in Merida, Mexico (May 2012)

54. *1<sup>st</sup> meeting of the Global Partnership for Hotel Industry*, Madrid, Spain (October 2012)

55. *UNWTO Regional Course on Tourism Competitiveness in Mexico: Tourism Planning and Management*, Oaxaca, Mexico (October 2012)

56. *UNWTO & WTM Ministers' Summit: Open Borders and Open Skies: Breaking Barriers to Travel*, WTM, London, United Kingdom (November 2012)

57. *International Tourism Forum: Regional tourism: modern state, problems and perspectives*, Tashkent, Uzbekistan (November 2012)

58. *Tourism Investment and Business Forum for Africa – INVESTOUR, Seminar and B2B Session*, FITUR, Madrid, Spain (January 2013)

59. *UNWTO/WTM Latin America Round Table*, Sao Paulo, Brazil (April 2013)

60. *International Conference on Current Challenges and Issues for African Tourism*, in the framework of the 54<sup>th</sup> Meeting of the Regional Commission for Africa, Tunis, Tunisia (April 2013)

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<sup>9</sup> More information on the 4<sup>th</sup> T20 meeting: <http://t20.unwto.org/en/content/4th-t20-ministers-meeting-mexico-2012>



61. *UNWTO & Arabian Travel Market Ministerial Forum. Aviation and Tourism Policies: Building a Common Agenda*, Dubai, UAE (May 2013)
62. *UNWTO/RETOSA Southern Africa Tourism Leaders Forum*, Durban, South Africa (May 2013)
63. *Technical Seminar on Tourism and New Technologies*, in the framework of the 55<sup>th</sup> Meeting of the Regional Commission for the Americas, San José, Costa Rica (May 2013)
64. *1<sup>st</sup> UNWTO Regional Conference on Tourism Partnerships: Future Tourism for Asia and the Pacific*, Republic of Korea (June 2013)
65. Protection of tourists/consumers and travel organizers: see document A/20/5(l)(b) Annex

## 5. Risk and crisis management

66. *Meeting on Crisis Management - TERN: Information needs in times of crises for the travel and tourism sector*, ITB Berlin, Germany (March 2012)
67. *2<sup>nd</sup> International Forum on the Integration of Tourism and Emergency Management*, Sydney, Australia (September 2012)

## 6. Education and training/knowledge management

68. *6<sup>th</sup> UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy*, Paro, Bhutan (June 2012)
69. *University Course Tourism and International Cooperation for Development*, Washington, USA (August - October 2012)
70. *UNWTO.Themis Practicum 2012 - English Edition: Tourism Communications and Social Media*, Andorra and Spain (September 2012)
71. *UNWTO Workshop on human resources capacity building both public and private sector*, Iran (October 2012)
72. *1<sup>st</sup> Meeting of the UNWTO Knowledge Network in the Americas Region*, Campeche, Mexico (November 2012)
73. *UNWTO Knowledge Network Session & UNWTO Knowledge Network Symposium*, Istanbul, Turkey (November 2012)
74. *UNWTO.TedQual Regional Events*:
- (a) *Asia & The Pacific 2012*, Bandung, Indonesia (December 2012)
  - (b) *Europe 2012*, Coimbra, Portugal (December 2012)
75. *UNWTO-THEMIS International Course - Excellence in Tourism Marketing: Social Media in the Tourism Destination*, Bariloche, Argentina (May 2013)
76. *7<sup>th</sup> UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy*, Busan, Republic of Korea (June 2013)

### C. Advisory missions

77. The following technical advisory missions were conducted:
- (a) Tourism Management Reform in the Seychelles (June 2012)
  - (b) Municipalities' Role on Safety and Security in the Americas, Peru (June)
  - (c) Capacity-building in market intelligence (Participation in Know your New Market Seminar Series), Jordan (July 2012)
  - (d) Revision of the draft of new Tourism Law, Azerbaijan (July 2012)
  - (e) Determination of needs in Tourism and Hotel training within UEMOA countries Members: Benin, Burkina Faso, Côte d'Ivoire, Guinea-Bissau, Mali, Niger, Senegal and Togo (September- October 2012)
  - (f) Product development/diversification (Sports and Cruise tourism and Floating restaurants), Qatar (August 2012, on-going)
  - (g) Tourism Statistics with particular Emphasis on the Growth and Development Forecast until 2022, Ukraine (August-September 2012)
  - (h) Tourism Safety and Security, Saudi Arabia (September 2012)
  - (i) History re-enactment of the Pearl Path, Bahrain (October 2012)
  - (j) Tourism legislation and regulations, Qatar (November 2012, on-going)
  - (k) Revision of the Tourism Law, Romania (November 2012)
  - (l) Redrafting of the new Tourism Law, Azerbaijan (February 2013)
  - (m) Implementation of the new tourism strategy, Qatar (April 2013)
  - (n) Assessing tourism policy needs, Algeria (May 2013)
  - (o) Assessing tourism policy needs, Libya (June 2013)

### III. Sustainability

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#### A. Observatories

78. First annual UNWTO Observatories Meeting, Kanas, China (September 2012)

79. Opening of the *Sustainable Tourism Observatory* under the auspices of UNWTO in the Aegean Islands, Greece (February 2013). This observatory, the first in Europe, will monitor the environmental, social and economic impacts of tourism in the archipelago and serve as a model for other destinations.<sup>10</sup>

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<sup>10</sup> For more information on observatories, please see A/20/5(l)(b) Annex.



## B. Publications

80. ***Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific***: this publication presents a series of ecotourism case studies from the region, utilising the Global Sustainable Tourism Criteria to provide examples of how businesses in the region are aiming to achieve best practice in ecotourism.

81. ***Challenges and Opportunities for Tourism Development in Small Island Developing States (SIDS)***: this publication presents an overview of the status of tourism in SIDS, while providing evidence of the importance the sector has for the sustainable development of many islands and for the achievement of the MDGs.

82. ***Destination Wetlands: Supporting Sustainable Tourism***: this UNWTO/Ramsar publication was launched (English, French and Spanish) at the 11<sup>th</sup> Meeting of the Conference of the Contracting Parties to the Ramsar Convention on Wetlands (COP11) in Bucharest, Romania (6-13 July). Through 14 case studies, it demonstrates how sustainable tourism practices in and around wetlands can contribute to conservation, economic growth, poverty reduction and support to local cultures. The launch of the publication this year coincided with the celebration of the World Wetlands Day 2012 on the theme of Wetlands and Tourism.

83. ***Tourism in the Green Economy – Background Report*** (English): the Tourism Background Report is an extended version of the Tourism Chapter of the “Green Economy Report” (GER), which makes the case for investments in greener and sustainable tourism as a means to create jobs and reduce poverty while also improving environmental outcomes.

84. ***Tourism and Intangible Cultural Heritage*** (English): the publication provides comprehensive baseline research on the inter-linkages between tourism and those expressions and skills that make up humanity’s intangible cultural heritage.

85. ***Report of the 2<sup>nd</sup> UNWTO International Congress on Ethics and Tourism – Quito, Ecuador, 11 and 12 September 2012*** (English): this report includes the presentations and conclusions of the Congress.

86. ***Report of the International Conference on Tourism as an Inducer of Development, Social Inclusion and Regional Integration – Fortaleza, Brazil, 28 and 29 November 2011*** (English, Spanish and Portuguese): this report includes the presentations and conclusions of the Conference.

87. Translations:

- (a) ***Indicators of Sustainable Development for Tourism Destinations – A Guidebook*** (Chinese)
- (b) ***Toolbox for Crisis Communications in Tourism*** (Serbian)
- (c) ***Sustainable development of tourism in desert areas – guidelines for policy makers*** (Arabic)
- (d) ***Practical Guide for Developing Biodiversity-based Tourism Products*** (French)
- (e) ***Tourism and Biodiversity – Achieving Common Goals Towards Sustainability*** (French)

(f) **Global Report on Women in Tourism 2010** (Spanish)**C. Events****1. Sustainable development of tourism**

88. *Regional Conference on "Sustainability of Rural Tourism: Defining Success of Tomorrow"*, Belgrade, Sremski Karlovici, Serbia (February 2012)
89. *Joint Tourism Pre-event with the Steering Committee on Tourism for Development (SCTD) on "Towards inclusive and sustainable growth and development: What can the tourism sector contribute?"* at the 13<sup>th</sup> session of the United Nations Conference on Trade and Development (UNCTAD XIII), Doha, Qatar (April 2012)
90. *High-level UNWTO Regional Conference on Green Tourism* in the framework of the joint Commission meeting for Asia and the Pacific and South Asia, Chiang Mai, Thailand (May 2012)
91. *UNWTO-Themis Course on Excellence in Tourism Management: Public Use Management in Protected Areas*, Puerto Madryn, Argentina (May 2012)
92. *International Conference on the role of Municipalities in Tourism Development and Security in the Americas*, Lima, Peru (June 2012)
93. Active participation in Rio+20<sup>11</sup> (June 2012):
- (a) *Green Innovation in Tourism Side Event*, co-hosted by the Organisation for Economic Co-operation and Development (OECD), the United Nations Environment Programme (UNEP), and the World Tourism Organization (UNWTO) with the support of the Brazilian Ministry of Tourism and the UNWTO Affiliate Member CNC-SESC-SENAC. The event highlighted the intrinsic value of green innovation in tourism for companies, governments, destinations and their communities.
  - (b) The *Official Side Event on Tourism for a Sustainable Future* was organized by UNWTO and the Brazilian Ministry of Tourism discussed the role of tourism in the three pillars of sustainable development – economic, social and environmental.
94. *2<sup>nd</sup> International Tourism Conference on 'Climate Change and Sustainability*, with the Bournemouth University, Bournemouth, United Kingdom (September 2012)
95. *World Tourism Day on "Tourism and Sustainable Energy-Powering Sustainable Development"*, Gran Canaria, Spain (27 September 2012)
96. *Tourism Side Events at the occasion of the 11th Conference of the Parties to the Convention on Biological Diversity*, Hyderabad, India (October 2012)
97. *Tour Operators' Initiative for Sustainable Tourism Development (TOI)<sup>12</sup> Board Members Meeting*, UNWTO HQ, Madrid, Spain (October 2012)

<sup>11</sup> Please also refer to document CE/94/3(l)(b): Mainstreaming tourism in the global agenda

<sup>12</sup> For more information on TOI's activities, please consult: <http://www.toinitiative.org/index.php?id=118>

98. *Training on Tourism and Biodiversity: Understanding Tourism Trends and Biodiversity Conservation for Innovative Products and Marketing*, UNESCO Rhön Biosphere Reserve, Germany (October – November 2012)
99. *First Pan-African Conference on Sustainable Tourism in African National Parks*, Arusha, Tanzania (October 2012)
100. Hotel Energy Solutions<sup>13</sup>:
- (a) *ITH Sustainable and Tourism Forum: Presentation on Hotel Energy Solutions (HES)*, FITUR, Madrid, Spain (January 2012).
  - (b) *Green Innovation in Tourism: Enhancing Competitiveness & Reducing Costs*, WTM, London, United Kingdom (November 2012)
  - (c) *Training Course, in the framework of the 3<sup>rd</sup> Sustainable Pyrenees Conference*, Andorra la Vella, Andorra (November 2012)
101. *Tourism and Climate Change Side Event* within the UN Climate Change Conference - COP18, Doha, Qatar (November 2012)
102. *Energy and Climate Management System Training for Hotels and Inauguration for STREAM climate change adaptation pilot project of 25,000 mangrove plants*, Pangandaran, Indonesia (November 2012)
103. *FITUR GREEN 2013 Tourism Energy*, Co-organized with the Hotel Technology Institute (ITH), FITUR and HABITAT FUTURA, Madrid, Spain (January 2013):
- (a) Roundtable: Savings and energy management in hotels. Presentation on the Global Sustainable Tourism Criteria
  - (b) UNWTO presentations on *Tourism, Sustainability and Green Economy* and on *Go green, get growing*
  - (c) Roundtable on Sustainable Tourism in the XXI century:
    - i. Energy efficiency, Carbon Footprint and Sustainable Siting, Design and Construction in the Mexican Caribbean
    - ii. Analysis and outlook of customers' sustainable choices and behaviours
104. *Seminar on Tourism on World Heritage Sites: Challenges and Opportunities*, in the framework of the 55<sup>th</sup> Meeting of the UNWTO Commission for Europe, Izmir, turkey (March 2013)
105. *Central America Conference on Tourism, Sustainability and Climate Change*, La Ceiba, Honduras (April 2013)
106. *Conference on Sustainable Tourism Development*, in the framework of the 25<sup>th</sup> Joint Meeting of the UNWTO Regional Commissions for CAP/CSA, Hyderabad, India (April 2013)

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<sup>13</sup> For more information on HES, please see document A/20/5(l)(b) Annex.

107. *International Conference on Exploring new cultural horizons for Tourism*, in the framework of the 37th Meeting of the Regional Commission for the Middle East (Manama, Bahrain)

108. *Sustainable Tourism at Inland Water Destinations*, in the framework of the 95<sup>th</sup> Session of the UNWTO Executive Council, Belgrade, Serbia (May 2013)

## 2. Ethics and social dimensions of tourism

109. *Panel Discussion on Women's Empowerment in the Tourism Sector - an Engine for Development*, FITUR, Madrid, Spain (January 2012)

110. *Meeting of the ExCom of the World Tourism Network on Child Protection*, ITB Berlin, Germany (March 2012)

111. *27<sup>th</sup> Meeting of the World Tourism Network on Child Protection*, ITB Berlin, Germany (March 2012)

112. Joint UNWTO/UNODC side event to the 21<sup>st</sup> Session of the Commission on Crime Prevention and Criminal Justice, "Building Better Responses: *Human Trafficking in the Context of Tourism*", Vienna, Austria (April 2012)

113. *Regional Seminar on Responsible Tourism: Opportunities for Women and Youth* in the framework of the 53<sup>rd</sup> meeting of the Regional Commission for Africa, Calabar, Nigeria (June 2012)

114. The *Eleventh Meeting of the World Committee on Tourism Ethics* has closed with calls to make "Safe Coastal Tourism" a priority in coastal destinations worldwide (Rome, Italy, July 2012)

115. *2<sup>nd</sup> International Congress on Ethics and Tourism*, Quito, Ecuador (September 2012)

116. *International Conference on: Universal Values and Cultural Diversity in the 21<sup>st</sup> Century: How can tourism make a difference?*, Yerevan, Armenia (October 2012)

117. *Seminar on Responsible Tourism*, Goa, India (October 2012)

118. *Accessibility: A Competitive Advantage for Tourism Destinations* (organized jointly by UNWTO/ONCE Foundation and IFEMA), FITUR, Madrid, Spain (January 2013)

119. *International Conference on Accessibility in tourism: an ethical value, a business opportunity*, BIT Milano, Italy (February 2013)

120. *Twelfth Meeting of the World Committee on Tourism Ethics*, Madrid, Spain (March 2013)

121. *Tourism and Intangible Cultural Heritage: A Winning Partnership*, ITB, Berlin, Germany (March 2013)

122. *Executive Committee of the World Tourism Network on Child Protection and 28<sup>th</sup> Meeting of The World Tourism Network on Child Protection*, ITB, Berlin, Germany (March 2013)

123. *UNWTO special session: "Tourism as a key driver of mutual understanding and tolerance among people and cultures"*, in the framework of the 2<sup>nd</sup> World Forum on Intercultural Dialogue, Baku, Azerbaijan (May 2013)

### 3. Tourism and poverty reduction

124. **UNWTO event:** ST-EP Board meeting, FITUR, Madrid, Spain (January 2012)

125. *UNWTO.Themis Practicum 2012 - Special Edition for Arab Speaking Countries: Sustainable Tourism and Poverty Alleviation*, Madrid and Granada, Spain (September 2012)

126. All ST-EP projects are presented in Document A/20/5(l)(b) Annex.

### D. Advisory missions

127. The following technical advisory missions were conducted:

- (a) Study on Tourism's role in the Development of Local Communities – Preparatory mission, Saudi Arabia (July 2012)
- (b) Advice on the elaboration of the Sustainable Tourism Master Plan, Guatemala (December 2012)
- (c) Accessibility in Colonia and Atlántida, Uruguay (August-September 2012)

## IV. Actions to be taken by the General Assembly

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128. The General Assembly is requested:

- (a) To take note of all the activities undertaken by the Secretariat in the framework of its programme of work; and
- (b) To endorse the official name: "Observatories of Sustainable Tourism under the auspices of UNWTO" and approve its use for Observatories, under the Guidelines on the use of UNWTO signs by bodies other than UNWTO Secretariat.