



Commission de l'OMT pour l'Europe

Soixante et unième réunion

Chisinau, République de Moldova, 6 juin 2017

Point 4 b) de l'Ordre du jour provisoire

CEU/61/4 b)

Madrid, avril 2017

Original: anglais

Point 4 b) de l'Ordre du jour provisoire

RAPPORT SUR L'EXÉCUTION DU PROGRAMME GÉNÉRAL DE TRAVAIL 2016-2017

Activités régionales

Note du Secrétaire général

Une présentation sur les activités menées dans la région d'Europe sera faite lors de la réunion de la Commission.

La présentation sera disponible à: http://prezi.com/3bniegjxhkgt/?utm_campaign=share&utm_medium=copy

Un document fournissant des détails sur ces activités ainsi que sur celles à venir se trouve ci-joint.

RAPPORT SUR L'EXÉCUTION DU PROGRAMME GÉNÉRAL DE TRAVAIL 2016-2017

Activités en Europe en 2016/2017

PAST EVENTS	
Vilnius, Lithuania, 25 May 2016	60th Meeting of the UNWTO Commission for Europe http://europe.unwto.org/event/60th-meeting-unwto-commission-europe-and-seminar-new-business-models-disruption-and-opportun-0
Vilnius, Lithuania 26 May 2016	Seminar on New Business Models: Disruption and Opportunities The seminar looked at how these new business models are changing the tourism landscape and how the sector is responding. It also explored how destinations can find a balance between ensuring a level playing field for new and traditional models whilst at the same time stimulating innovation and better tourism experiences. http://europe.unwto.org/event/60th-meeting-unwto-commission-europe-and-seminar-new-business-models-disruption-and-opportun-0
Madrid UNWTO HQ, 7-8 June 2016	Measuring Tourism Open Consultation Meeting on Advancing the Measurement of Sustainable Tourism Development UNWTO Member States, NGOs, academic institutions and other public and private sector entities discussed approaches to effectively measure, monitor and assess tourism performance and impacts at destination level. This consultative process takes place at a time in which the international tourism community embraces the Sustainable Development Goals. Special focus was put on the relevance and the opportunities available from non-traditional data sources, including social media analysis, geospatial data mapping, big and live data collection and usage, as well as the analysis of credit card spending patterns and the flow of visitors based on mobile device information. The two days meeting included presentations and discussions covering among others the processes of measuring sustainable tourism at the local level, common challenges and needs and the chances deriving from different data sources. Participants stressed the need for more evidence-based decision making as well as regular and timely measurement approaches to support responsible policy-making and management of tourism at the local level. http://cf.cdn.unwto.org/sites/all/files/docpdf/16046unwtonetworkofobservatoriesv2.pdf

Kiev, Ukraine, 20-21 June 2016	<p>Destination Marketing</p> <p>Conference on Destination Branding - keys to building a successful reputation The Conference discussed the impact of technology on destination branding as well as the evolving roles of National Tourism Organizations (NTOs) and Destination Management Organizations (DMOs) in destination branding, in view of current technological and consumer changes. During the Conference, Ukraine announced the implementation of visa-upon-arrival measures for Chinese tourists, complementing similar visa facilitation initiatives taken earlier this year for visitors from Australia and New Zealand.</p> <p>http://media.unwto.org/press-release/2016-06-23/unwto-support-ukraine-s-tourism-development</p>
Bucharest, Romania 24-26 June 2016	<p>Product and Destination Development</p> <p>UNWTO Conference on Integrated Quality Management in Tourism Destinations: A key to Competitiveness Participants to the conference called for an integrated approach to quality management as a priority in long-term strategic planning of Destination Management Organizations (DMOs) at national and sub-national levels. An integrated quality management approach to destination management contributes to improving the image of the destination, enhances the legislative framework and minimizes operational challenges. The Conference focused on 'destination quality' as a step beyond 'product/service quality', and provided a showcase for sharing initiatives and good practices in quality management in coastal destinations, protected areas, spa/wellness destinations, urban destinations and cultural heritage destinations.</p> <p>http://media.unwto.org/press-release/2016-06-28/quality-management-key-competitiveness-tourism-destinations</p>
Dushanbe, Tajikistan 1-3 August 2016	<p>Destination Marketing</p> <p>UNWTO Training on Branding</p>
Kakheti Wineries, Georgia 9-7 September 2016	<p>Product and Destination Development</p> <p>1st UNWTO Global Conference on Wine Tourism Gastronomy and wine have become key components for experiencing the culture and lifestyle of any destination and a growing travel motivation. The event was a unique opportunity to exchange innovative ideas to promote wine tourism between destinations already experienced in wine tourism with others with a high potential in that segment. Ministries, Destination Management Organizations (DMOS) and National Tourism Organizations (NTOs), universities, tour operators and wine professionals were among the participants. "Wine tourism is intimately related to the identity of destinations and comprises cultural, economic and historical values. Furthermore, it constitutes a major driver in diversification strategies helping destinations to enrich the touristic offer and to attract different publics," said UNWTO Secretary-General Taleb Rifai at the opening of the</p>

	<p>Conference.</p> <p>Experts presented current research and trends, shedding light on the latest developments and presenting successful initiatives and case studies focusing on three main areas, each addressed in a specific session. These include, challenges in wine tourism, best practices and innovative product development. The main objective was to boost the professional development of the sector for all wine tourism destinations, providing a space for exchange of experiences and identification of best practices globally.</p> <p>As an outcome of the Conference, the Georgia Declaration on Wine Tourism identifies a number of recommendations to facilitate the development of wine tourism that would help destinations to implement key actions.</p> <p>http://media.unwto.org/press-release/2016-09-09/wine-tourism-growing-tourism-segment</p>
<p>Kakheti Wineries, Georgia 9-7 September 2016</p>	<p>Presentation of the UNWTO Wine Tourism Prototype</p> <p>The UNWTO Wine Tourism Prototype was presented by UNWTO and Affiliate Members, the Leading Brands of Spain Forum along with its five participating wineries: Osborne, Gonzalez Byass, Barbadillo, Freixenet and Pagos del Rey. The Affiliate Members Programme of the World Tourism Organization (UNWTO), together with Affiliate Member Foro de Marcas Renombradas Españolas (Leading Brands of Spain Forum, FMRE), developed a tourism prototype that introduces an innovative methodology to identify the existing correlative relationship of the wineries and their surroundings. This includes their influences on local and regional history, socio-economics and culture. This relationship created the framework for a product to experience Spain through its wineries and the environment in which they have developed.</p> <p>As Yolanda Perdomo from the UNWTO Affiliate Members Programme explained “this methodological tool that can be adapted and replicated in different regions will help destinations to be promoted through their oenological framework that will also help emphasize other aspects such as culture, history and tradition.”</p>
<p>Baku, Azerbaijan 27 September 2016</p>	<p>Culture</p> <p>Roundtable on "Multicultural Society and Tourism"</p> <p>The debates were delved into the multi-faceted aspects of mixing and integrating local and foreign cultures and communities through tourism; building opportunities for mutual exchange, understanding and tolerance; promoting local heritage, religions and pride; and how to translate these benefits for positive change towards social and economic development.</p> <p>http://icr.unwto.org/event/roundtable-multicultural-society-and-tourism</p>
<p>Almaty, Kazakhstan, 27 September-10 October 2016</p>	<p>Product and Destination Development</p> <p>Enhancing Silk Road Interpretation and Quality Guides Training</p> <p>As part of the <i>Enhancing Silk Road Interpretation and Quality Guides Training Initiative</i> focused on improving heritage interpretation and guiding skills along the Silk Road, the UNWTO Silk Road Programme, together with the Tourism and Foreign Affairs department of the city of Almaty and the World Federation of Tourist Guides Association (WFTGA), organized a two-week training course attended by local</p>

	<p>participants from the public and private tourism sector.</p> <p>http://silkroad.unwto.org/project/enhancing-silk-road-interpretation-and-quality-guide-training</p>
<p>Almaty, Kazakhstan, 1 October 2016</p>	<p>Product and Destination Development</p> <p>UNWTO Workshop for Inbound Tour Operators Organized as part of the international conference “1000 years of Almaty on Silk Road: prospects for tourism”, UNWTO, together with the Great Southern Touring Route of Australia and Chinese Friendly International, organized a training workshop for inbound tour operators. The workshop consisted of two sessions: Mr. Roger Grant, Director of the Great Southern Touring Route, hosted the first workshop focused on product development for tour operators active along Almaty-Bishkek-Kashgar corridor, while the second session was conducted by Dr. Kurt Grötsch, CEO of Chinese Friendly International, who shared his insights on how to engage and successfully attract the Chinese tourism market.</p> <p>http://silkroad.unwto.org/project/unwto-workshop-inbound-tour-operators</p>
<p>Yerevan, Armenia, 1-4 October 2016</p>	<p>Product and Destination Development</p> <p>38th Plenary Session of the UNWTO Affiliate Members The meeting discussed the latest tourism trends, public-private collaboration and promoting good practices in the sector. It comprised debates on the key issues shaping the 2017 Action Plan: the future of tourism, cultural tourism, city tourism and the 2017 International Year of Sustainable Tourism for Development.</p> <p>http://media.unwto.org/press-release/2016-10-05/armenia-hosts-38th-plenary-session-unwto-affiliate-members</p>
<p>Utrecht, the Netherlands 5-7 October 2016</p>	<p>Culture</p> <p>UNWTO Conference on Religious Heritage and Tourism in a Changing Society Religious heritage tourism is today an international phenomenon, involving thousands of people of different nationalities from around the world. In the conference, it was discussed how religious heritage sites enrich the attractiveness of destinations and how they drive international tourism and economic growth. The issues of heritage conservation were a major topic of discussion, particularly in those cases where congestion constitutes a key challenge. Also, the event focused on developing methodologies to assess the social and economic impact of religious heritage tourism and strategies to develop these sites as authentic travel destinations. Other topics discussed included marketing strategies to improve access to information related to religious heritage tourism, the role of religious communities to promote religious heritage, the importance of investing in new technologies and capacity building and the role of historic commemorations in promoting religious tourism.</p> <p>http://media.unwto.org/press-release/2016-11-14/religious-tourism-catalyst-cultural-understanding</p>

<p>Madrid, Spain, 20-21 October 2016</p>	<p>Measuring Tourism</p> <p>1st meeting of the Working Group of Experts on Measuring Sustainable Tourism</p> <p>Policy experts and statisticians specialized in sustainable development, environment and tourism agreed that developing a statistical framework for sustainable tourism is a priority to support integrated policy responses at national and destination level, and urged UNWTO to lead this effort.</p> <p>The Working Group agreed that the core rationale for developing a statistical framework is to support the measurement of sustainable tourism in its various dimensions (economic, environmental and social) and at the relevant spatial levels (global, national, sub-national) by providing a common language and organizing structure for exploiting the richness of data already available and for identifying additional data that may be needed.</p> <p>The Working Group emphasized that beyond being a technical exercise, developing and subsequently implementing a statistical framework for sustainable tourism is very much a strategic endeavor requiring stakeholder engagement, inter-institutional coordination and political leadership. These key issues need to be addressed in recognition of the multifaceted natures of tourism, environment and sustainable development.</p> <p>http://media.unwto.org/press-release/2016-11-10/unwto-hosts-1st-meeting-working-group-experts-measuring-sustainable-tourism</p>
<p>London, UK, 7 November 2016</p>	<p>Culture</p> <p>The Phoenicians´ Route Cultural Tourism Programme</p> <p>The Phoenicians´ Cultural Route was incorporated into the programme of Cultural Routes of the Council of Europe in 2003 as an international route crossing three continents, 18 Mediterranean countries and more than 80 towns of Phoenician – Punic origin and culture.</p> <p>An ad-hoc Working Group comprising public and private sector stakeholders and international organizations, met twice in January and May 2016 to develop a roadmap and action plan for the implementation of the Programme. The latter aims to develop tourism itineraries and other supporting actions based on the Cultural Route that the Council of Europe has established so far.</p> <p>http://www2.unwto.org/event/phoenicians-route-cultural-tourism-programme</p>
<p>London, UK, 8 November 2016</p>	<p>Innovation and New Technologies</p> <p>#SilkRoadNOW: Sharing the Experience! Seminar at the World Travel Market in London 2016</p> <p>In today’s interconnected world, no marketing campaign can do without social media. Organized under the title “#SilkRoadNOW: Sharing the Experience”, the Silk Road Seminar brought together National Tourism Organizations and social media marketing experts to discuss benefits, challenges, and best-practice examples of social media campaigning. UNWTO would like to thank WTM London and Travel Perspective for their support.</p> <p>http://silkroad.unwto.org/event/silkroadnow-sharing-experience-seminar-world-travel-market</p>

<p>London, UK, 9 November 2016</p>	<p>Safe and Seamless Travel</p> <p>10th edition of the Ministers' Summit: "Tourism and Security: Promoting Safe and Seamless Travel"</p> <p>The event discussed the various risks affecting travel and tourism - health scares, natural disasters, geopolitical changes and terrorism – and called for full integration of tourism into national crisis and emergency structures.</p> <p>http://www2.unwto.org/event/unwto-wtm-ministers-summit-1</p>
<p>Venice, Italy, 22 November 2016</p>	<p>Measuring Tourism</p> <p>UNWTO & INRouTe workshop Subnational Tourism Measurement</p> <p>This workshop marked the first occasion prior to a Global discussion to comment on the document recently submitted by INRouTe to UNWTO titled: "TOURISM, TERRITORY AND SUSTAINABILITY: A STATISTICAL INSIGHT AT SUBNATIONAL LEVELS – Toward a Set of UNWTO Guidelines".</p> <p>http://statistics.unwto.org/unwto_inroute_workshop</p>
<p>Sofia, Bulgaria 27 Nov – 1 December 2016</p>	<p>Culture</p> <p>International Congress on World Civilizations and Creative Tourism</p> <p>The International Congress on World Civilizations and Creative Tourism addressed how tourism can bring to life ancient civilizations through the collaboration with creative industries, which encompasses architecture, design, arts, technology, science, among others. The Congress was an excellent platform and unique opportunity for public and private tourism stakeholders to present and share views, experiences and good practices in developing strategies that encourage and facilitate new and innovative forms of cultural tourism. The aim of the Congress was to discuss how cooperation and partnerships between tourism and creative industries can play a significant role in safeguarding and promoting tangible and intangible heritage, as well as in generating socio-economic benefits for all stakeholders.</p> <p>http://media.unwto.org/press-release/2016-11-23/unwto-congress-discuss-links-between-cultural-heritage-and-creative-tourism</p>
<p>Madrid, Spain, 12 December 2016</p>	<p>Safe and Seamless Travel</p> <p>UNWTO and the European Travel Commission address Crisis Communications in the tourism sector</p> <p>Tourism is increasingly affected by crises of different nature which threaten the economy of destinations and the livelihoods of its people. Effective communications during and after a crisis are critical.</p> <p>"Crisis management has a highly relevant communications angle that can help diminishing the impact as well as to fasten the recovery process (...)" said UNWTO Secretary-General Taleb Rifai.</p> <p>"It is only by planning ahead, building relationships with media and learning how to properly communicate that destinations can be prepared to respond effectively to crisis situations and safeguard travel (...)", said Eduardo Santander, CEO of the European Travel Commission.</p>

	<p>http://media.unwto.org/es/node/47029 http://www.etc-corporate.org/events/unwto-etc-high-level-meeting-on-crisis-communication-in-tourism</p>
Madrid, Spain, 16 January 2017	<p>13th UNWTO Awards Forum – FITUR The UNWTO Awards Forum showcases the initiatives, best practices, and challenges of UNWTO Award finalists. It serves as a world-class platform to bring together policy makers, tourism practitioners, and tourism academia.</p> <p>http://know.unwto.org/event/13th-unwto-awards-forum</p>
Madrid, Spain, 18 January 2017	<p>13th UNWTO Awards Ceremony and Gala Dinner – FITUR</p> <p>http://know.unwto.org/event/13th-unwto-awards</p>
Madrid, Spain, 18 January 2017	<p>Official Launch Of The International Year Of Sustainable Tourism For Development 2017 – FITUR</p> <p>http://media.unwto.org/press-release/2017-01-19/international-year-sustainable-tourism-development-2017-kicks</p>
Madrid, Spain, 18 January 2017	<p>Committee on Tourism and Sustainability (CTS) – Public Meeting – FITUR</p> <p>http://sdt.unwto.org/event/committee-tourism-and-sustainability-cts-public-meeting</p>
Madrid, Spain, 24-25 January 2017	<p>Measuring Tourism</p> <p>17th meeting - Committee on Statistics and the Tourism Satellite Account</p> <p>http://statistics.unwto.org/committeests_a_17thmeeting</p>
Madrid, Spain, 26-27 January 2017	<p>Ethics</p> <p>9th meeting of the Working Group on the International Convention on the ‘Protection of Tourists and the rights and obligations of Tourism Service Providers’</p> <p>http://media.unwto.org/press-release/2017-02-07/working-group-progresses-convention-protection-tourists</p>
Madrid, Spain, 13-14 February 2017	<p>Ethics</p> <p>1st working meeting for the development of an International Standard on Accessible Tourism for All The Technical Committee TC 228 will develop a global and transversal international standard that will include, initially, a systematic inventory of existing standards, technical criteria, recommendations and requirements in the field of accessible tourism. In addition, recommendations and requirements will be suggested for those segments of the value chain and related activities whose international standardization in terms of accessibility is still pending.</p>

	<p>http://media.unwto.org/press-release/2017-02-27/future-international-standard-accessible-tourism-all</p>
Murcia, Spain, 15-17 February 2017	<p>Innovation and New Technologies</p> <p>1st UNWTO World Conference on Smart Destinations ‘Smart destinations’ are key to sustainable development and contribute not only to advances in the tourism sector but also in societies at large. The use of technological solutions contributes effectively to evidence-based decision making, prioritization of measures and anticipation of future scenarios, which is essential for responsible management of tourism and its impacts. Topics such as smart destination systems for regular and timely measurement, intelligent promotion of tourist sites and digital accessibility formed part of the parallel presentations given over the three days. It was produced an Outcome Document with an overview of the main points discussed during the event:</p> <ol style="list-style-type: none"> 1. Current sectorial changes and characteristics of smart destinations 2. Needs for a purpose-driven development of smart solutions 3. Catalytic partnerships and knowledge transfer 4. Improving travel experiences and strengthening the role of entrepreneurs 5. Strengthening a more holistic sustainable development of tourism <p>http://media.unwto.org/press-release/2017-02-21/innovation-technology-and-sustainability-pillars-smart-destinations</p>
Berlin, Germany 8 March 2017	<p>Product and Destination Development</p> <p>7th UNWTO Silk Road Ministers' Meeting – ITB This year’s meeting focused on the impact sustainable tourism policies and practices have on local Silk Road communities.</p> <p>http://media.unwto.org/press-release/2017-03-08/silk-road-destinations-committed-sustainable-tourism</p>
Berlin, Germany 9 March 2017	<p>Innovation and New Technologies</p> <p>New platform tourism services (or the so-called sharing economy) – ITB The World Tourism Organization (UNWTO) is currently conducting a research on ‘private tourism services through digital platforms’, a phenomenon often referred to as the ‘sharing economy’, the ‘collaborative economy’ or ‘peer to peer’ (P2P) economy.</p> <p>http://mkt.unwto.org/event/new-platform-tourism-services</p>
Berlin, Germany 9 March 2017	<p>Culture</p> <p>UNWTO Panel on Indigenous Tourism: Promoting equitable partnerships – ITB If managed responsibly and sustainably, indigenous tourism can spur cultural interaction and revival, bolster employment, alleviate poverty, curb rural flight migration, empower women and youth, encourage product diversification, and nurture a sense of pride among indigenous people. However, this type of tourism also raises a series of ethical, social, economic and human rights-related challenges that need to be addressed by the sector.</p>

	http://ethics.unwto.org/event/unwto-panel-indigenous-tourism-promoting-equitable-partnerships
Berlin, Germany 9 March 2017	<p>Destination Marketing</p> <p>6th UNWTO Silk Road Tour Operators Forum at ITB Berlin 2017 – ITB This capacity building meeting focussed on sharing the latest tourism intelligence and know-how of tourism product marketing and contemporary selling strategies tailored to the millennials' market.</p> <p>http://silkroad.unwto.org/event/6th-unwto-silk-road-tour-operators-forum-itb-berlin-2017</p>
Berlin, Germany 9 March 2017	<p>Ethics</p> <p>32nd meeting of the UNWTO World Tourism Network on Child Protection – ITB The UNWTO's Child Protection Network draws together governments, the tourism industry, international organisations, non-governmental organisations (NGOs) and media associations to exchange good practices and discuss the most pressing challenges in curbing child and youth exploitation in the tourism sector, including sexual exploitation, child labour and trafficking. The members of the Executive Committee provide inputs regarding different approaches in tackling the exploitation of children related to tourism, and in doing so feed in the work of the Network and enhance its visibility. They also contribute to the overall awareness-raising on child protection in tourism. Cross-government coordination and commitment as well as cross-sectoral cooperation were pointed out as key factors to advance child protection in tourism.</p> <p>http://media.unwto.org/press-release/2017-03-10/governments-need-lead-protection-children-tourism-unwto-world-tourism-netwo</p>
Russian Federation, 12 March 2017, Moscow	<p>Product and Destination Development</p> <p>Silk Road Seminar for the Russian regions at Intourmarket 2017 The relevance of Silk Road tourism itineraries and products in Russia as well as marketing and branding opportunities received major attention during the Seminar facilitated in Moscow by the UNWTO Silk Road Programme. Gastronomy, natural splendor and intangible heritage were identified as key elements that will drive the development of Silk Road tourism in Russia. One of the major conclusions of the Seminar was the need to continue working towards the establishment of a trans-regional cooperation framework for the Russian regions on the Silk Road.</p> <p>http://media.unwto.org/press-release/2017-03-21/unwto-seminar-addresses-tourism-development-russian-regions-silk-road</p>
Madrid, Spain, 24 March	<p>Innovation and New Technologies</p> <p>High-Level Event on Connecting Europe through Innovation Europe is the most visited region on the planet. However, European tourism is undergoing significant changes brought about by the digitalization of the economy.</p>

	<p>Tourism experts as well as political and private sector representatives met in Madrid to discuss the challenges and opportunities offered by new technologies in order to continue advancing in areas such as the competitiveness and sustainability of the sector in Europe.</p> <p>Today's traveller demands new experiences, new products and greater connectivity, factors that determine the competitiveness of tourist destinations. Achieving more accessible, inclusive and sustainable tourism is one of the objectives of sectoral policies on the European continent, but also one of the challenges for Europe to remain competitive and maintain its status as the world's most visited destination. The working session aimed to analyse current and future ways of working to help travel and tourism companies meet the challenges of this new paradigm through innovation. "At the Amadeus IT Group, we are proud to work with the European Parliament and UNWTO to open up a space for discussion to help the sector respond to the challenges the new digital environment brings to the tourism sector," said Juan Jesús García, head of Institutional Relations for Europe at the Amadeus IT Group.</p> <p>http://media.unwto.org/press-release/2017-04-04/innovation-and-technology-keys-increasing-competitiveness-and-sustainability http://media.unwto.org/press-release/2017-04-10/new-technologies-key-europe-s-tourism-leadership</p>
Madrid, Spain, 28-29 March 2017	<p>Ethics</p> <p>10th meeting of the Working Group on the International Convention Protection of Tourists and the Rights and Obligations of Tourism Service Providers</p> <p>The continuous growth of the tourism sector and its current trends and challenges, including those related to safety and security and the expansion of new businesses models, require an adaptation of the global legal framework.</p> <p>http://media.unwto.org/press-release/2017-02-07/working-group-progresses-convention-protection-tourists</p>
Valencia, Spain 30-31 March 2017	<p>Product and Destination Development</p> <p>7th UNWTO Silk Road Task Force Meeting</p> <p>Public and private Silk Road Task Force representatives convened to discuss strategies and best-practice examples on how to adapt the Silk Road to the challenges and opportunities of the globalized tourism age.</p> <p>The meeting focused on the three key pillars of the Silk Road Action Plan: i) marketing and promotion ii) destination management and capacity building and iii) travel facilitation.</p> <p>Overall, the meeting showcased the good work being carried out by Valencia in terms of Silk Road promotion and public-private cooperation.</p> <p>http://media.unwto.org/press-release/2017-04-05/unwto-silk-road-task-force-group-discuss-valencia-common-framework-historic</p>
Tbilisi, Georgia, 4-7 April 2017	<p>Product and Destination Development</p> <p>3rd Euro-Asian Mountain Resorts Conference</p>

	<p>The potential of mountain tourism to foster economic development, as well as to raise awareness on environmental protection, was the major topic addressed at the 3rd World Tourism Organization (UNWTO) Euro-Asian Mountain Resorts Conference.</p> <p>The emergence of a new market segment that is looking for new and diversified experiences in mountain destinations all through the year, the need for the destinations to adapt their tourism supply to the impact of climate change and to expand the tourism season beyond the peak of winter tourism, present an excellent opportunity to devise a new strategic approach to mountain tourism.</p> <p>This strategic approach must include: marked trends, sustainability issues, infrastructure and transport planning, investment policies, diversified products and experiences and innovative practices for marketing.</p> <p>The conference was structured around five key sessions conducted by 25 international speakers from 17 countries:</p> <ol style="list-style-type: none"> 1. Sustainable tourism in mountain destinations: challenges and long-term outlook 2. Mountain resort planning: an integrated planning approach and illustration of good practices in developing mountain destinations 3. Investment and incentive policies: legislative framework and investment-friendly practices 4. Product diversification and attracting new markets: a strategic approach to improve the positioning of mountain destinations 5. New revolutionary tools for mountain destinations: innovation and the digital media <p>http://media.unwto.org/press-release/2017-04-12/potential-mountain-tourism-focus-unwto-conference-georgia</p>
San Sebastian, Spain, 8-9 April 2017	<p>Product and Destination Development</p> <p>3rd UNWTO World Forum on Gastronomy Tourism</p> <p>This forum will provide an opportunity for leading experts in gastronomy tourism to discuss the current situation and challenges in Gastronomy Tourism worldwide. Areas of management, the organization of events and innovation in channels of communication will be discussed, in order to boost the professional development of the sector.</p> <p>http://affiliatemembers.unwto.org/event/3rd-unwto-world-forum-gastronomy-tourism</p>
Alexandroupolis, Greece, 26-27 April 2017	<p>Product and Destination Development</p> <p>1st International Western Silk Road Workshop</p> <p>The Western Silk Road Tourism Development Initiative aims to revive and redefine Silk Road heritage located throughout the European or Western section of the historic Silk Road routes.</p> <p>By involving many different partners throughout Europe, this novel initiative aimed to strengthen and diversify the tourism offer of Western Silk Road destinations as well as enhance regional cooperation and cross-border partnerships, by:</p> <ul style="list-style-type: none"> • Diversify the tourism offer of European countries by assessing new tourism products, itineraries and routes with a Silk Road imprint • Create new development and business opportunities by bringing together stakeholders from different sectors and countries

	<ul style="list-style-type: none"> Increase the attractiveness and visitation to European destinations by stimulating a new type of transnational tourism approach <p>http://media.unwto.org/press-release/2017-05-02/tourism-stakeholders-gather-support-development-western-silk-road</p>
Krakow, Poland, 27-28 April 2017	<p>Ethics</p> <p>3rd International Congress on Ethics and Tourism</p> <p>This Congress aims to explore ways in which the tourism sector can harness the principles of sustainability, shared responsibility and accountability of all stakeholders in developing tourism infrastructure, products and services.</p> <p>http://ethics.unwto.org/es/node/47305</p>
Baku, Azerbaijan, 5-6 May 2017	<p>Culture</p> <p>4th World Forum on Intercultural Dialogue: “Advancing Intercultural Dialogue: New Avenues for Human Security, Peace and Sustainable Development”</p> <p>The World Forums became an international platform to enable and encourage people, countries and organizations around the globe to take concrete actions to support diversity, dialogue and mutual understanding among nations by raising awareness on the importance of intercultural dialogue worldwide.</p> <p>The 4th World Forum will focus primarily on the topics such as the role of faith, religions, migration, human security, sport, education, art, sustainable development, violent extremism, business in building trust and cooperation among cultures and civilizations.</p> <p>http://bakuprocess.az/forums/baku-forum-2017/introduction/</p>
Madrid, Spain, 10 May 2017	<p>Product and Destination Development</p> <p>Round Table on Sustainable Urban Tourism</p> <p>The event aims to address the necessary changes for tourism to become a more effective tool for the sustainable development of urban tourism. It is aligned with the five key areas of the International Year of Tourism for Development, namely (1) Inclusive and sustainable economic growth, (2) Social Inclusiveness, employment and poverty reduction, (3) Resource Efficiency, environmental protection and climate change, (4) Cultural values, diversity and heritage and (5) Mutual understanding, peace and security.</p> <p>http://affiliatemembers.unwto.org/event/round-table-sustainable-urban-tourism</p>
Madrid, Spain, 12-13 May 2017	<p>Ethics</p> <p>3rd Meeting of the Working Group on the Draft Framework Convention on Tourism Ethics</p>
Valleta, Malta, 24 May 2017	<p>Destination Marketing</p> <p>Master Class on Attracting Chinese Tourism to the Mediterranean</p>

	<p>As the Chinese outbound market grows and evolves into a more mainstream source of tourism demand, increasing numbers of countries are seeking to tap into its potential.</p> <p>A number of distinct attributes should enable Mediterranean countries and destinations to develop a clear market positioning based on a set of unique selling propositions which are attractive to Chinese tourists.</p> <p>http://europe.unwto.org/event/unwto-master-class-attracting-chinese-tourism-mediterranean-countries</p>
Chisinau, Republic of Moldova, 6 June 2017	<p>Sixty-first meeting UNWTO Commission for Europe</p> <p>http://europe.unwto.org/event/61st-meeting-unwto-commission-europe</p>
UPCOMING EVENTS	
Manila, Philippines, 21-24 June 2017	<p>Measuring Tourism</p> <p>6th International Conference on Tourism Statistics: Measuring Sustainable Tourism</p> <p>Sustainable tourism is increasingly relevant in national agendas for its role in fostering economic growth, social inclusiveness and the protection of cultural and natural assets.</p> <p>This calls for evidence to support policy and track progress. The Manila Conference will be a landmark opportunity to discuss methodological advances, explore emerging issues and learn from pioneering country experiences in this area of measurement.</p> <p>http://asiapacific.unwto.org/event/6th-international-conference-tourism-statistics-measuring-sustainable-tourism</p>
Astana, Kazakhstan, 26-27 June 2017	<p>Innovation and New Technologies</p> <p>Joint International Conference on Tourism and Future Energy: Unlocking low-carbon growth opportunities</p> <p>The event is organized by Astana EXPO 2017 and the World Tourism Organization (UNWTO) and will present a unique opportunity for policy makers, industry leaders, entrepreneurs and financiers to actively exchange and explore new prospects and innovative solutions for future energy to contribute to low carbon growth in the global tourism sector, contributing to the sustainability and competitiveness of the sector and the 2030 Agenda.</p> <p>http://europe.unwto.org/event/world-conference-tourism-and-future-energy-unlocking-low-carbon-growth-opportunities</p>
Belgrade, Serbia, 29-30	<p>Product and Destination Development</p>

June 2017	<p>Conference on Sustainable Tourism in the Danube Region: New Perspectives</p> <p>The Ministry of Trade, Tourism and Telecommunications of Serbia, in collaboration with the World Tourism Organization (UNWTO) and the German Development Cooperation (GIZ), will organize a Conference on “Sustainable tourism in the Danube Region: New perspectives”, gathering tourism policymakers and decision-makers as well as other public and private sector stakeholders from the Danube region and beyond. The Conference, taking place in the framework of International Danube Day, will look at how to create joint policies and strategies that can best lay the framework for sustainable tourism development, investment and promotion in the region.</p> <p>http://europe.unwto.org/event/conference-sustainable-tourism-danube-region-new-perspectives</p>
Sofia, Bulgaria, 27-28 June 2017	<p>Product and Destination Development</p> <p>2nd International Western Silk Road Workshop</p> <p>UNWTO and the Ministry of Tourism of Bulgaria organize the 2nd International Western Silk Road Workshop in cooperation and with the support of the European Commission. The workshop will be held as part of the overarching Western Silk Road Tourism Development Initiative aimed at revitalizing the Silk Road heritage located throughout Europe, within the framework of the cooperation between UNWTO and the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) of the European Commission (EC).</p> <p>http://silkroad.unwto.org/event/2nd-international-western-silk-road-workshop</p>
Minsk, Belarus, 5-7 July 2017	<p>Destination Marketing</p> <p>UNWTO Conference on Branding: Innovative Ideas to attract Tourists in a Crowded Market</p>
Fatima, Portugal, 22-23 November 2017	<p>Culture</p> <p>International Congress on Religious Tourism and Pilgrimage: “The Potential of Sacred Places as a Tool for Sustainable Tourism Development”</p> <p>On the occasion of the centenary of the apparitions of Fatima (1917-2017), the International Congress on Religious Tourism and Pilgrimage will be organized by the Municipality of Ourém in partnership with the World Tourism Organization (UNWTO), Turismo de Portugal IP, and the Polytechnic Institute of Leiria of Social Sciences (CICS.NOVA). The Congress will reflect on the potential and role of religious tourism and sacred places as a tool for socio-economic and cultural development of destinations.</p> <p>http://fatimaiy2017.ourem.pt/</p>

Events by category

Measuring Tourism:

- Open Consultation Meeting on Advancing the Measurement of Sustainable Tourism Development (Madrid UNWTO HQ, 7-8 June 2016)
- 1st meeting of the Working Group of Experts on Measuring Sustainable Tourism (Madrid, Spain, 20 – 21 October 2016)
- UNWTO & INRouTe workshop Subnational Tourism Measurement (Venice, Italy, 22 November 2016)
- 17th meeting - Committee on Statistics and the Tourism Satellite Account (Madrid, Spain, 24-25 January 2017)
- 6th International Conference on Tourism Statistics: Measuring Sustainable Tourism (Manila, Philippines, 21-24 June 2017 – Upcoming Events)

Destination Marketing:

- Conference on Destination Branding - keys to building a successful reputation (Kiev, Ukraine, 20-21 June 2016)
- UNWTO Training on Branding (Dushanbe, Tajikistan, 1-3 August 2016)
- 6th UNWTO Silk Road Tour Operators Forum at ITB Berlin 2017 – ITB (Berlin, Germany, 9 March 2017)
- Master Class on Attracting Chinese Tourism to the Mediterranean (Valleta, Malta, 24 May 2017)
- UNWTO Conference on Branding: Innovative Ideas to attract Tourists in a Crowded Market (Minsk, Belarus, 5-7 July 2017 – upcoming event)

Product and Destination Development:

- UNWTO Conference on Integrated Quality Management in Tourism Destinations (Bucharest, Romania, 24-26 June 2016)
- 1st UNWTO Global Conference on Wine Tourism (Kakheti region, Georgia, 7-9 September 2016)
- Enhancing Silk Road Interpretation and Quality Guides Training (Almaty, Kazakhstan, 27 September-10 October 2016)
- UNWTO Workshop for Inbound Tour Operators (Almaty, Kazakhstan, 1 October 2016)
- 38th Plenary Session of the UNWTO Affiliate Members (Yerevan, Armenia, 1-4 October 2016)
- 7th UNWTO Silk Road Ministers' Meeting – ITB (Berlin, Germany, 8 March 2017)
- Silk Road Seminar for the Russian regions at Intourmarket 2017 (Russian Federation, 12 March 2017, Moscow)
- 7th UNWTO Silk Road Task Force Meeting (Valencia, Spain, 30-31 March 2017)
- 3rd Euro-Asian Mountain Resorts Conference (Tbilisi, Georgia, 4-7 April 2017)
- 3rd UNWTO World Forum on Gastronomy Tourism (San Sebastian, Spain, 8-9 April 2017)
- 1st International Western Silk Road Workshop (Alexandroupolis, Greece, 26-27 April 2017)
- Round Table on Sustainable Urban Tourism (Madrid, Spain, 10 May 2017)
- Conference on Sustainable Tourism in the Danube Region: New Perspectives (Belgrade, Serbia, 29-30 June 2017 – upcoming event)
- 2nd International Western Silk Road Workshop (Bulgaria, end of June 2017 – upcoming event)

Culture:

- Roundtable on "Multicultural Society and Tourism" (Baku, Azerbaijan, 27 September 2016)
- UNWTO Conference on Religious Heritage and Tourism in a Changing Society (Utrecht, the Netherlands, 5-7 October 2016)
- The Phoenicians' Route Cultural Tourism Programme (London, UK, 7 November 2016)

- International Congress on World Civilizations and Creative Tourism (Sofia, Bulgaria, 27 Nov – 1 December 2016)
- UNWTO Panel on Indigenous Tourism: Promoting equitable partnerships – ITB (Berlin, Germany, 9 March 2017)
- 4th World Forum on Intercultural Dialogue: “Advancing Intercultural Dialogue: New Avenues for Human Security, Peace and Sustainable Development” (Baku, Azerbaijan, 5-6 May 2017)
- International Congress on Religious Tourism and Pilgrimage: “The Potential of Sacred Places as a Tool for Sustainable Tourism Development” (Fatima, Portugal, 20-24 November – upcoming event)

Ethics:

- 9th meeting of the Working Group on the International Convention on the ‘Protection of Tourists and the rights and obligations of Tourism Service Providers’ (Madrid, Spain, 26-27 January 2017)
- 1st working meeting for the development of an International Standard on Accessible Tourism for All (Madrid, Spain, 13-14 February 2017)
- 32nd meeting of the UNWTO World Tourism Network on Child Protection – ITB (Berlin, Germany, 9 March 2017)
- 10th meeting of the Working Group on the International Convention on the Protection of Tourists and the Rights and Obligations of Tourism Service Providers (Madrid, Spain, 28-29 March 2017)
- 3rd International Congress on Ethics and Tourism (Krakow, Poland, 27-28 April 2017)
- 3rd Meeting of the Working Group on the Draft Framework Convention on Tourism Ethics (Madrid, Spain, 12-13 May 2017)

Innovation and New Technologies:

- #SilkRoadNOW: Sharing the Experience! Seminar at the World Travel Market in London 2016 (London, UK, 8 November 2016)
- 1st UNWTO World Conference on Smart Destinations (Murcia, Spain, 15-17 February 2017)
- New platform tourism services (or the so-called sharing economy) – ITB (Berlin, Germany, 9 March 2017)
- Connecting Europe through Innovation (Madrid, Spain, 24 March)
- Joint International Conference on Tourism and Future Energy: Unlocking low-carbon growth opportunities (Astana, Kazakhstan, 25-27 June 2017 – Upcoming Event)

Safe and Seamless Travel:

- 10th edition of the Ministers’ Summit: “Tourism and Security: Promoting Safe and Seamless Travel” (London, UK, 9 November 2016)
- UNWTO and the European Travel Commission address Crisis Communications in the tourism sector (Madrid, Spain, 12 December 2016)